



tumblrTM

Marketing Made Easy

Training Guide

Quickstart Guide to Skyrocket Your Offline and Online Business with Tumblr

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Limited Special Offer for You:

Tumblr Marketing Made Easy

(Video Training)



[Click Here to Download Your Video Training!](#)

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Introduction:



Welcome to the latest and most effective **Tumblr Training Guide** designed to take you by the hand and walk you through the process of easily and effectively positioning your offline or online business over Tumblr in

no time. We are excited to have you here, and we know this will be very helpful for you and your business.

This complete and high-quality training guide will surely help you learn everything there is to know in order to easily and effectively **position your online or offline business on Tumblr in the shortest time possible**, as well as how to leverage this amazing and extremely powerful source of high quality traffic to generate leads and great profits online.

You will be able to **quickly and safely grow a huge army of potential clients or customers 100% targeted to your business**. Something amazing about Tumblr is that you are able to find and connect with people who share the same interests as your business - and a lot faster than Email, TV, Radio or any other regular communication channel.

You will be able to **productively interact with your new and existing clients or customers 100% guaranteed**, because Tumblr is something people check on a daily basis and several times a day as well. That's the power of social media.

7 Simple Steps are more than enough

7 very easy to follow steps are more than enough for you to get the most out of Tumblr.

- You don't have to worry about wasting your time.
- You don't have to worry about ineffective strategies.
- You don't have to worry about wasting your money on other training.



The only thing you have to worry about is reading every single word of this guide and applying it.

Millions of dollars have been invested in Tumblr since it started, in order to give outstanding benefits to you and your business. This excellent training guide will take you by the hand and show you step-by-step, topic by topic, and tool by tool what you really need to know in order to position your business on Tumblr the easiest way possible, using the most effective tools and in the shortest time ever.

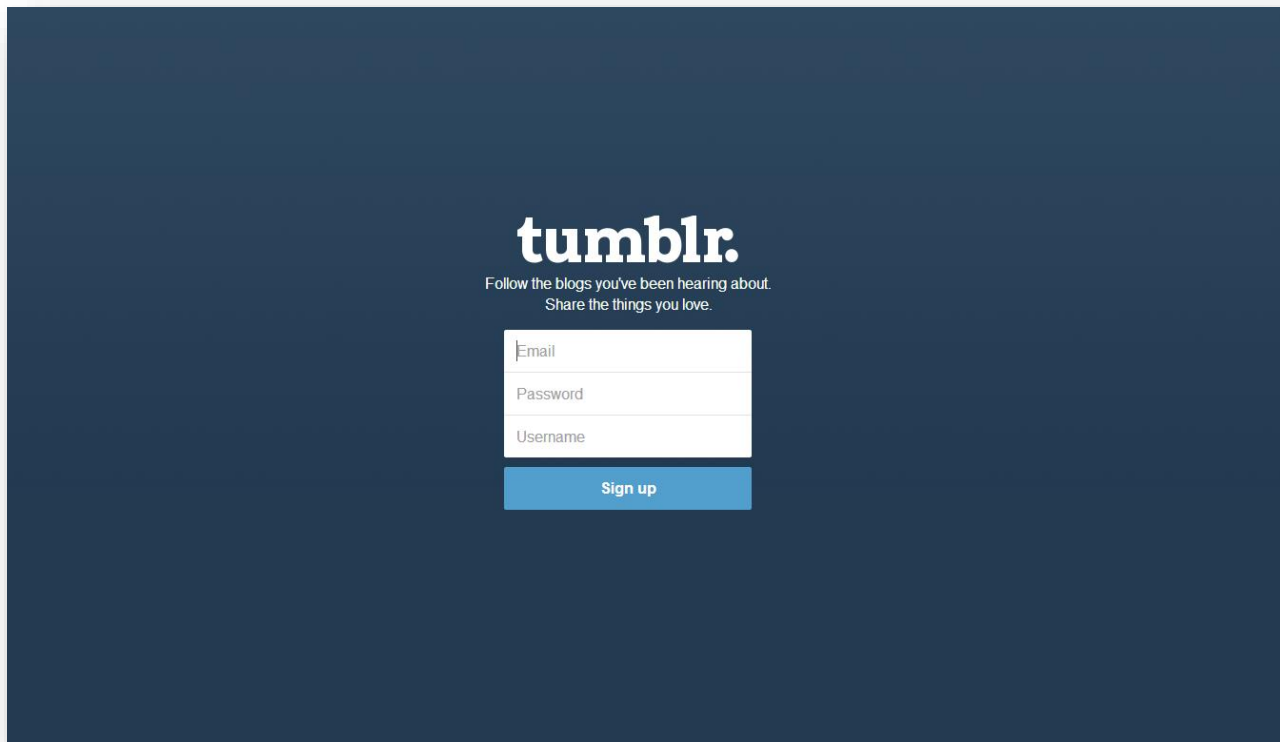
Tumblr is seriously committed to helping businesses skyrocket their online presence; that's why Tumblr is a fantastic platform with which you can scale your business to a whole new level of success and reach all of your business plans.

To Your Success,

Your Name

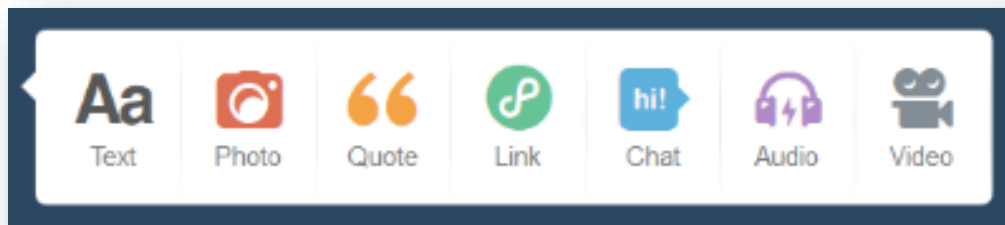
Chapter I: What is Tumblr?

Tumblr is a social media site that was created in 2007 and was recently sold to Yahoo for a large sum of money. Users create a microblog, which is called a “tumbleblog.” This is a mix of various types of media like text, photos, video, links from the Internet, etc. These posts are designed to share the owner’s experience and discoveries with their followers.



Billions of people worldwide use Tumblr, and businesses can get the benefits of promoting their brand via this relatively new social media venue. Companies can tell their story without having to make long drawn out posts, but they can do it in ways not possible on regular blogs, Twitter or even Facebook.

In fact, Tumblr was designed to meet the gap that was seen between short tweets on Twitter and typical posts on blogs like WordPress. WordPress makes users post an actual full article, and Twitter only allows 140 characters of information. However, Tumblr works with seven kinds of posting functions: text, photo, quote, link, chat, audio and video, so it's far more versatile and useful.



Simple to Use, Very Versatile

Tumblr is easy to use, and posts can be done from mobile phones, email or by using one of several applications such as the iPhone app, as well as from a traditional PC or laptop or tablet. You can also post automatically from other sites such as YouTube, Twitter, or Facebook.

Plus, it allows the customization of your miniblog, such as colors, themes, etc., so you can show your brand's style in your own unique way.

So, join in the Tumblr experience and help your company experience a new level of success!

Chapter II: Why Tumblr?

Let me show you some crazy eye opening facts about Tumblr that will help you understand why this amazing social platform is something that can add unlimited value to your business online:

Eye Opening Tumblr facts:

Tumblr hosts over 166.2 million blogs. Source	
	Over 91.7 million posts are created every day Source
The average user spends 23 minutes during a visit. Source	
	60% of users who've seen Sponsored Posts find the content fun, engaging, and high quality. Source
70% of consumers perceive a brand more favorably after seeing a Sponsored Post. Source	
	45% of users are under 45 years old Source
50% of users who saw Sponsored Posts researched the sponsor afterward. Source	
	120,000 new blogs appear on Tumblr every day. Source
Users view an average of 30.6 pages per visit Source	

	17% of Tumblr's U.S.-based visitors come to Tumblr via mobile devices Source
35.2% of visitors have a household income greater than \$100,000 Source	
	67% of Tumblr users have no children. Source
42% of users are from the US Source	
	21% of Tumblr users bought a product or service via their PCs Source
50% of all posts on Tumblr include photos Source	
	17% of Tumblr views are done while a person is at their place of employment. Source
120.000 sign ups happen every day. Source	
	185.6 million Unique global visitors every month. Source

When you see data like this, rest assured there is a lot of money to be made here. Many people might be talking about it, but very few can really teach how to productively position your business here and make money with it at the same time.

Chapter III: What's a Tumblr Blog?

A Tumblr Blog is the new online home for your business on Tumblr. It provides your business with a public identity on Tumblr, and it's where you connect with customers, develop your brand, and engage your following.

A Tumblr Blog is a complete blog you create and connect to the Tumblr platform. The blog will be created as a subdomain of Tumblr and you can name it however you want and change it at any time as well. This gives your blog an incredible buzz and makes it more detectable for search engines across the Internet. It looks like this:



<http://yourbusinessname.tumblr.com>

A Tumblr Blog is one the greatest ways you can get the most out of Tumblr and help your business become part of the conversation. Text, photos, quotes, links, chat, audios and videos are just some of the brilliant ways you can communicate with your Tumblr followers to show them what your business is all about and what a great service it may provide to them.

Below you will see some of the great benefits Tumblr.com is actually offering on behalf of your online business success.

- Tumblr Helps with Search Engine Optimization because it is indexed by Google and other search engines.
- Tumblr helps get traffic to your regular website due to shares from followers.

- Tumblr integrates with other social media sites and helps you share posts with your followers to get more brand awareness.
- Tumblr allows short microblog posts that get a quick bit of content out to your customers like info on a new product.
- Tumblr does it all in one place with several kinds of media
- Tumblr is free, which means that a business doesn't waste any part of its available advertising income, but still gets great coverage to their customers and potential customers.
- Tumblr can be connected to a Google Analytics account to see how it is helping your brand, traffic, and other business needs.
- Tumblr helps a business enlarge their network through all of the bloggers, fans, and customers they meet and the niches they find.
- Tumblr helps to encourage communication, so your business will get responses from many people, including potential customers or other similar businesses where you can trade data.
- Tumblr is so customizable that you will be able to create an entire website inside of it: you will be able to edit the code, insert html code, and even change your URL to a separate domain name. It's like creating a brand new website, but a lot easier and faster without dealing with hosting, FTP, file transfers or anything like that. You will even have the chance to install a theme for your blog interface.

The following chapters will provide what you really need in order to complete the step by step process to establish your Business over Tumblr the easiest way possible, and in the shortest time ever. Here you will find the most necessary components of a highly successful Tumblr Marketing Campaign.

Chapter IV: The 7 Steps to Tumblr Marketing Success

Here are the 7 vital steps you will need to follow in order to get the most out of Tumblr for your business over the web:

Step 1: Research your Market – Know who you want to target

Step 2: Create your Blog – Focus on your Business Details

Step 3: Customize your Blog – Be professional

Step 4: Create the about Page – So people may trust you

Step 5: Posting – Getting the word out

Step 6: Tumblr Marketing tools – Use them properly

Step 7: Getting Followers – The Safest way

Step 1: Research your Market – Know who you want to target

The first thing you need to do is clarify what your business is all about, what your brand is, and what your purpose is in the marketing world. The following questions will help you to clarify and understand just what your marketing vision is.

What kind of people are you trying to reach?

I'm sure you already know the type of people that your services are directed to. You see them constantly; they contact you, as well, if necessary. That will tell you what kind of person they are and how you can approach them.



What do they look like?

Are they fat or skinny? Male or female? Old, young, or middle-aged?

What are they looking for?

What is the final goal they are after, based on the service you provide? What feeling are they trying to achieve with it? Do they need it to feel happy? Do they need it to survive? A lot of needs must be met just for our basic survival.

What do you actually do for them?

Maybe you are already offering a service for that audience. That will give you a great idea of what exactly you need to inform any new people about who fit into that same audience.

What kind of information would they be interested to know about and pay for?

You already know the needs of your customers; you know exactly what kind of information will be highly helpful to them in order to help them satisfy those needs. Why don't you just create a great info-product about it?

How much money are they actually paying you for it?

Knowing how much you usually charge them for your service is a very important indicator, because if you decide to create a product like a report, video training, software, or something directly related to your audience, you will be able to easily figure out the price tag you can stamp on it.



How would they like to reach that content?

Is it Video, Audio, Written, Blogging? This is important to know. Just think about it a little. Think about their limitations to read, hear, watch or use the computer. If they have no limitations with those, you can just ask them how they would like to know about stuff. Do they like to read? Do they like to watch videos?

Do they like to listen to audio? Do they like social networks?

Where are they from?

Maybe you have an audience that comes from other cities or even countries. That will happen a lot on Tumblr. You need to target every one and adapt your information to all of them at the same time.

What are your competitors offering to your audience?

In the marketing world, it is very important to study the competition that targets your exact audience. What do they generally offer? What things do they offer that you don't? Do they have more clients? Do they work additional hours? Do they cover a lot more needs than you?

Can you offer a better service/product than your Competitors?

Once you know everything about your successful competitors you can just offer the same thing, but with your personal touch plus a lot more great things that they are not offering. You can have special offers, free samples, free call consultations, special discounts, etc.

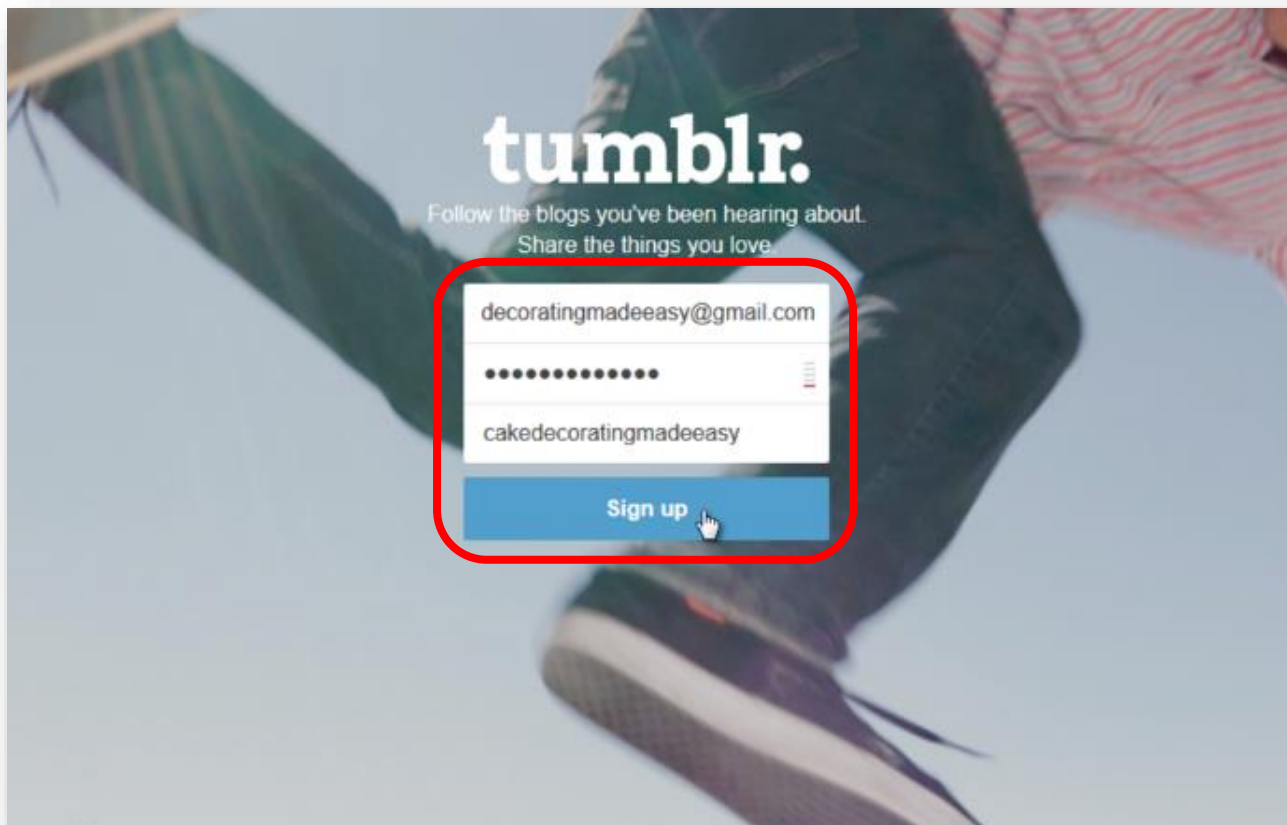
These questions are very important in deciding how to establish your business over Tumblr.

You can position almost any kind of business over Tumblr, because Tumblr is more than just a website or a service; it is a social platform composed of a large audience of people with real human needs who are waiting for you and your service to satisfy them.

Step 2: Create your Blog – Focus on your Business details

Creating a Tumblr Blog is extremely simple, you just need to follow the instructions you see on the screen.

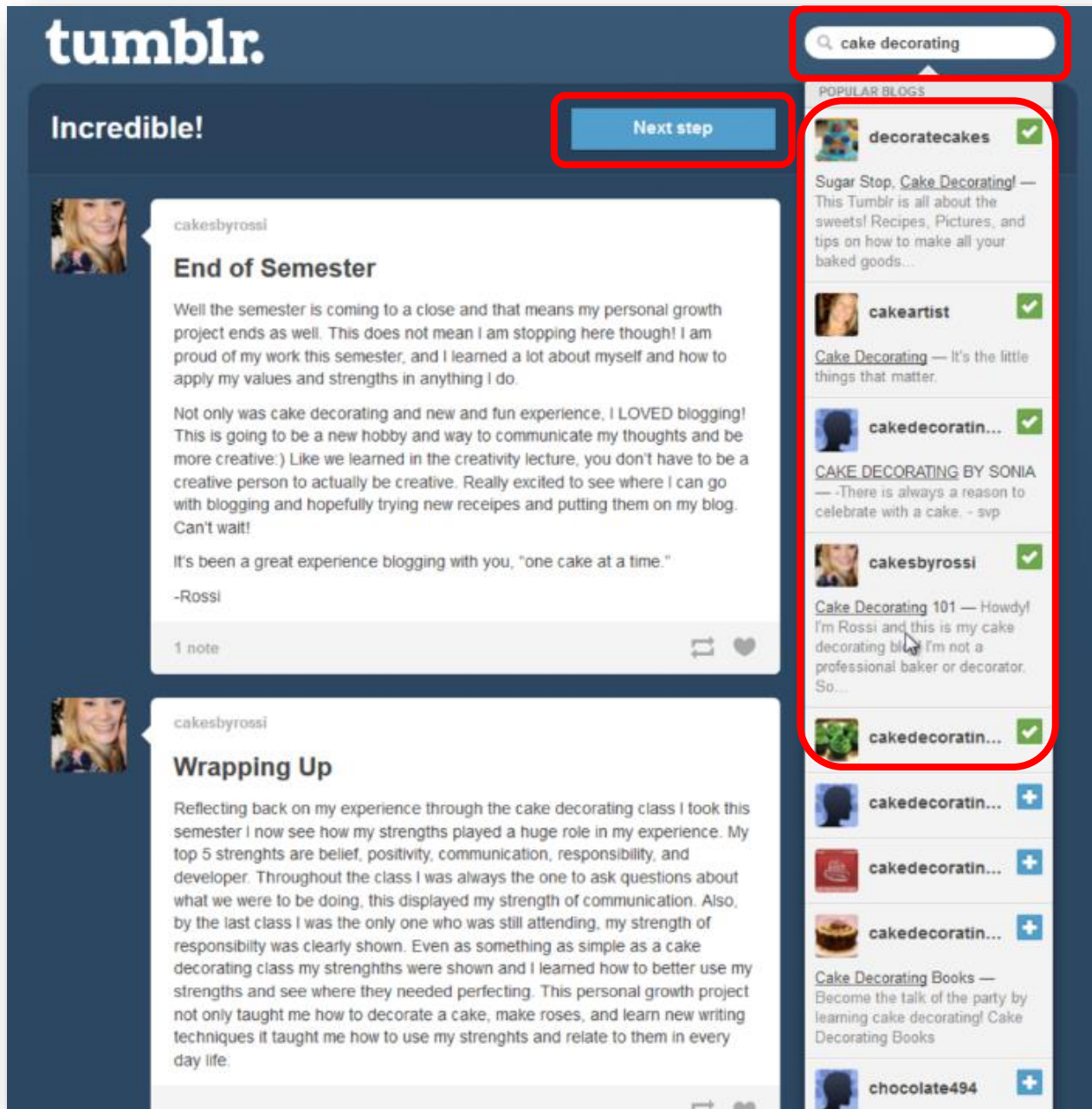
The first thing you should do is go to <http://www.tumblr.com> and start filling in your personal details.



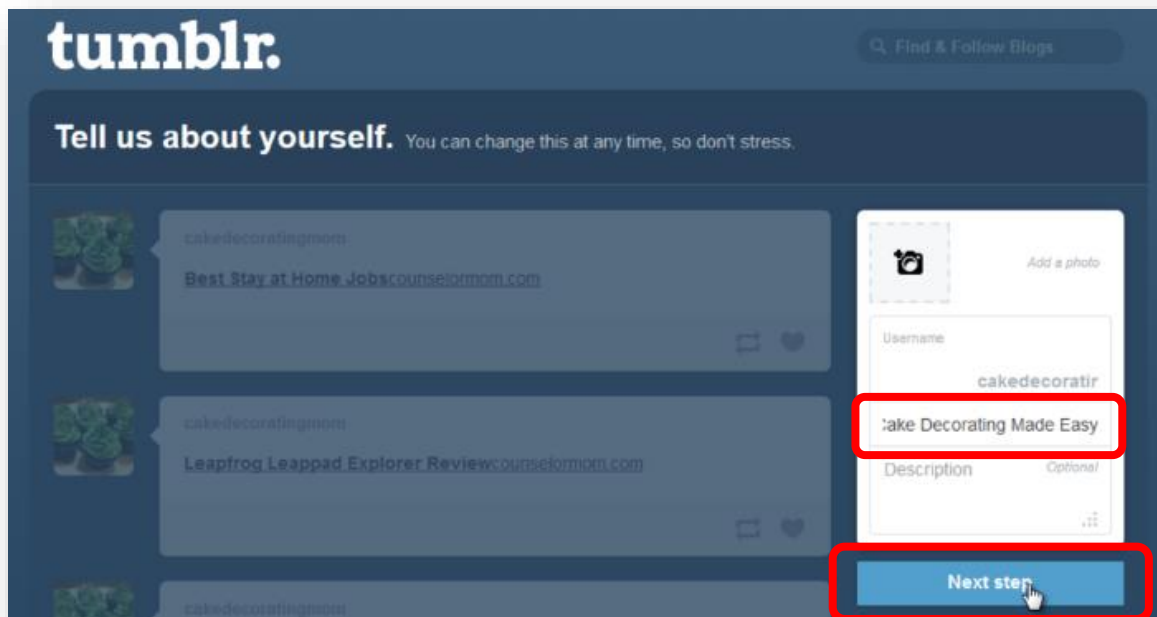
For the username we advise you to use your business name. That will be the first blog that will be created instantly while setting your brand new Tumblr Account. In my case I will use my brand name.

Remember to agree to the Terms of Service.

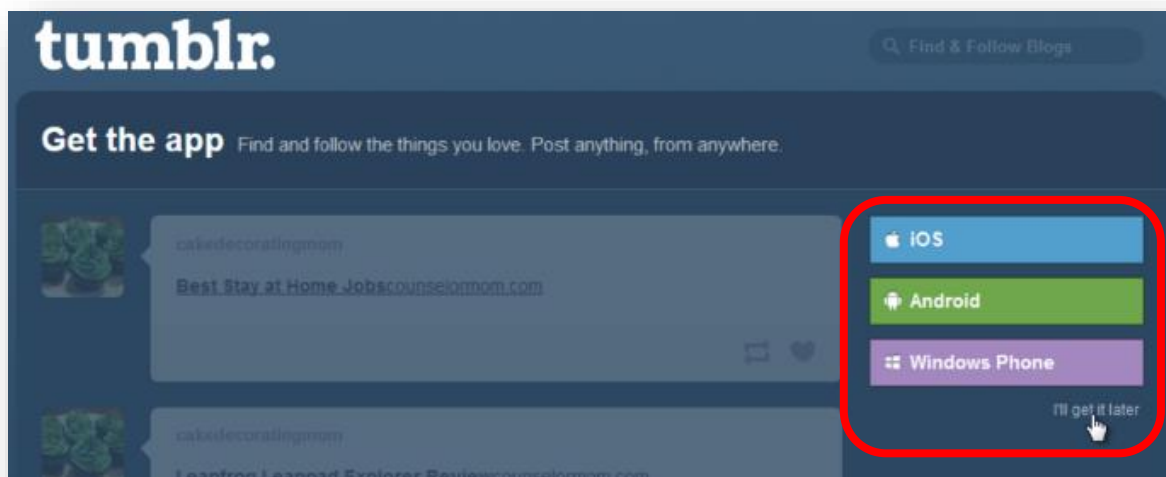
Then you will start adding people to your Tumblr account. You can even search for relevant followers in your niche.



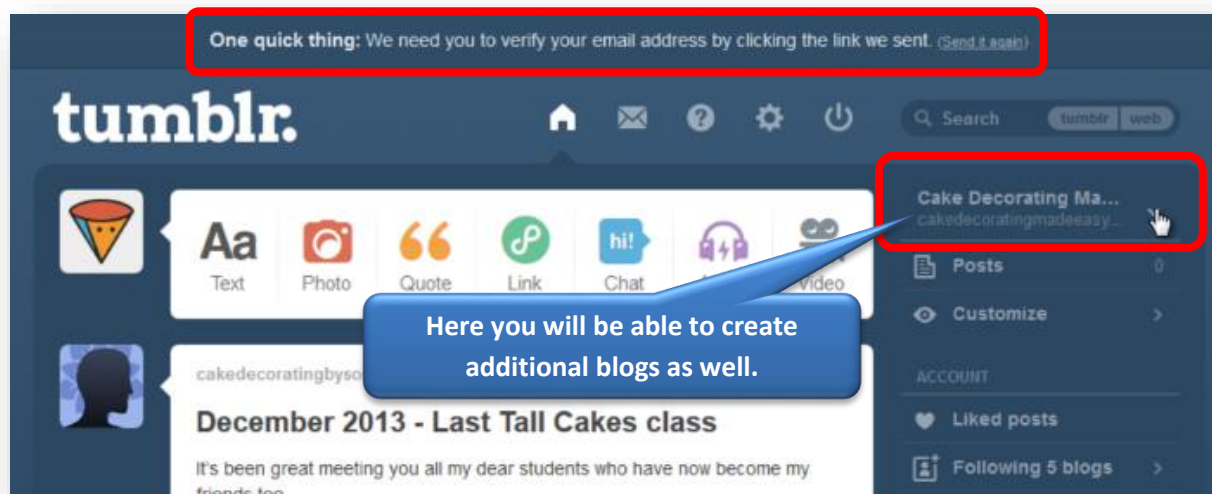
Now you will be able to add a photo, title and description, but for the title, we just use your business name; in the coming steps we will upload a photo and add the description. So click “Next Step”



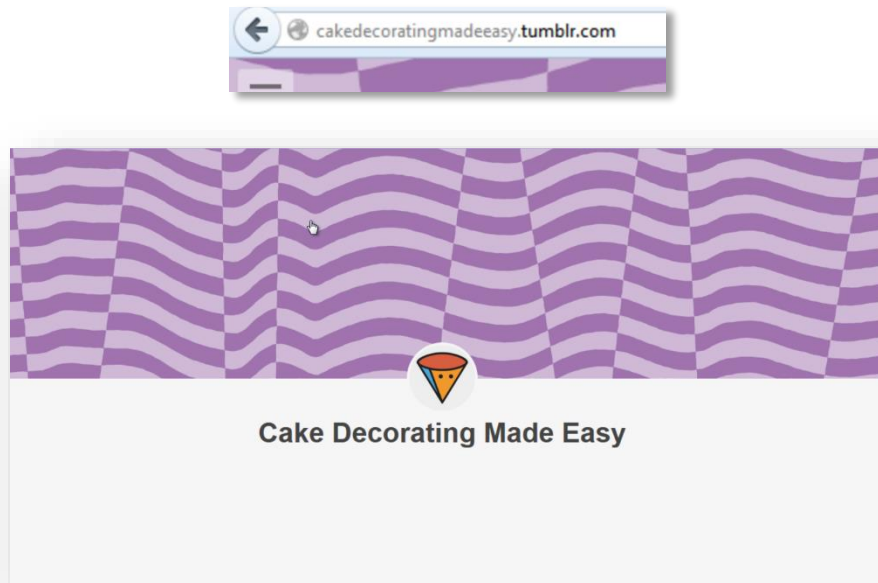
Finally you will be invited to add Tumblr to your Mobile Device. We won't do that for now so click on “I'll get it later”.



Now you are done with the creation of your Tumblr account and your first blog as well. Right above you will be see an alert telling you to verify your email address.



And this is how your brand new blog looks like before customizing it...



Great! Now we are done with step 2; it's that easy. Let's customize our brand new blog in the next step.

Step 3: Customize your Blog – Be professional

First of all, what you actually are going to do with a Tumblr Blog is build a complete blogging platform from scratch “BUT” without having to deal with code. Tumblr blogs are so flexible that you are even able to pick themes, you can even get into the code of the theme if you want, and edit a few things. And you’re also able to insert your own code to create a completely unique interface.

You certainly can do whatever you want in your blog but the final goal is to create something helpful for your customers and fans, something clear and not confusing, so I will show you what would be helpful for your clients and prospects.

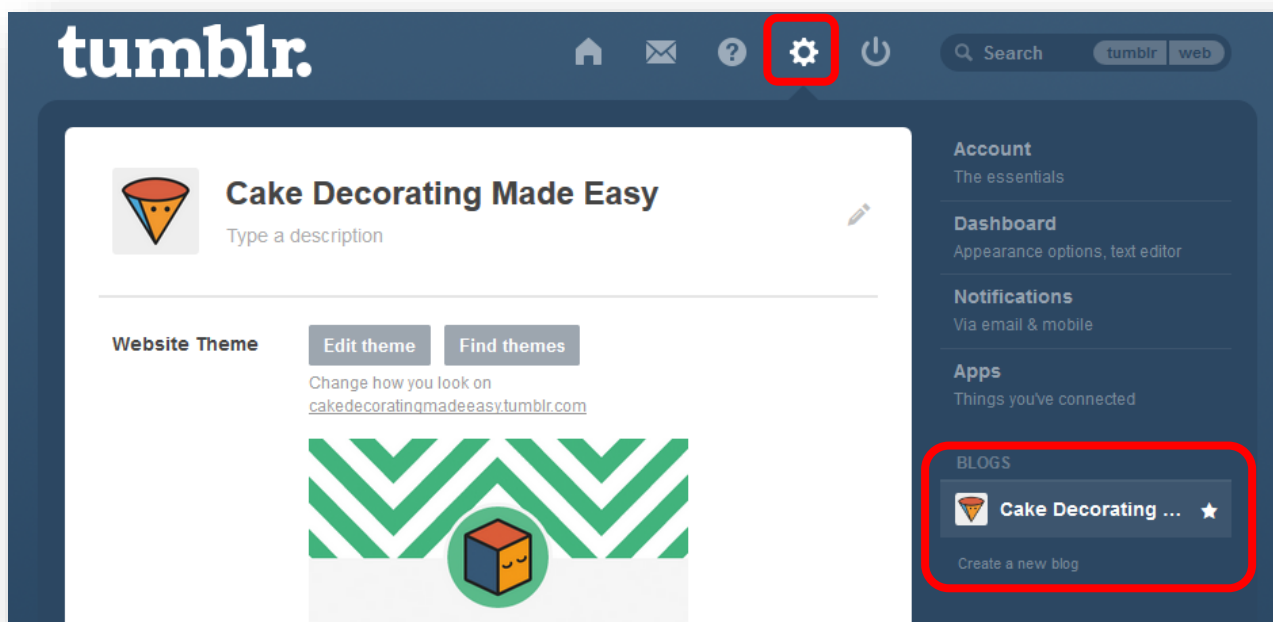
Customizing your blog will depend on the Theme you pick as well. There are a lot of free and paid themes for you to install on your Tumblr Blog. There is not a set of specific components for you to be aware of, it will depend on the theme you pick, but let me give you some important tips depending on what you are able to edit with the theme you picked:

- People will need to see what your Tumblr Blog is all about in just a few seconds.
- Nicely describe your Business Purpose, special services and the real vision of your business.
- Avoid the use of any kind of advertising material; use only images to get people to know what your Tumblr Blog is all about.
- Use images that show what your clients or customers really want. Show the end result of your services right there in front of them. Just sell the benefits using images and not words.

- Use colors related to your company logo, product, or any other kind of object you would be working with in order to satisfy those needs.
Everything will need to be related to what you are offering or selling.
- Place your logo, product, or a photo of yourself in the top area where people can see it right away.
- The images should be clear and not confusing.
- Avoid the use of long phrases or text that's hard to read.

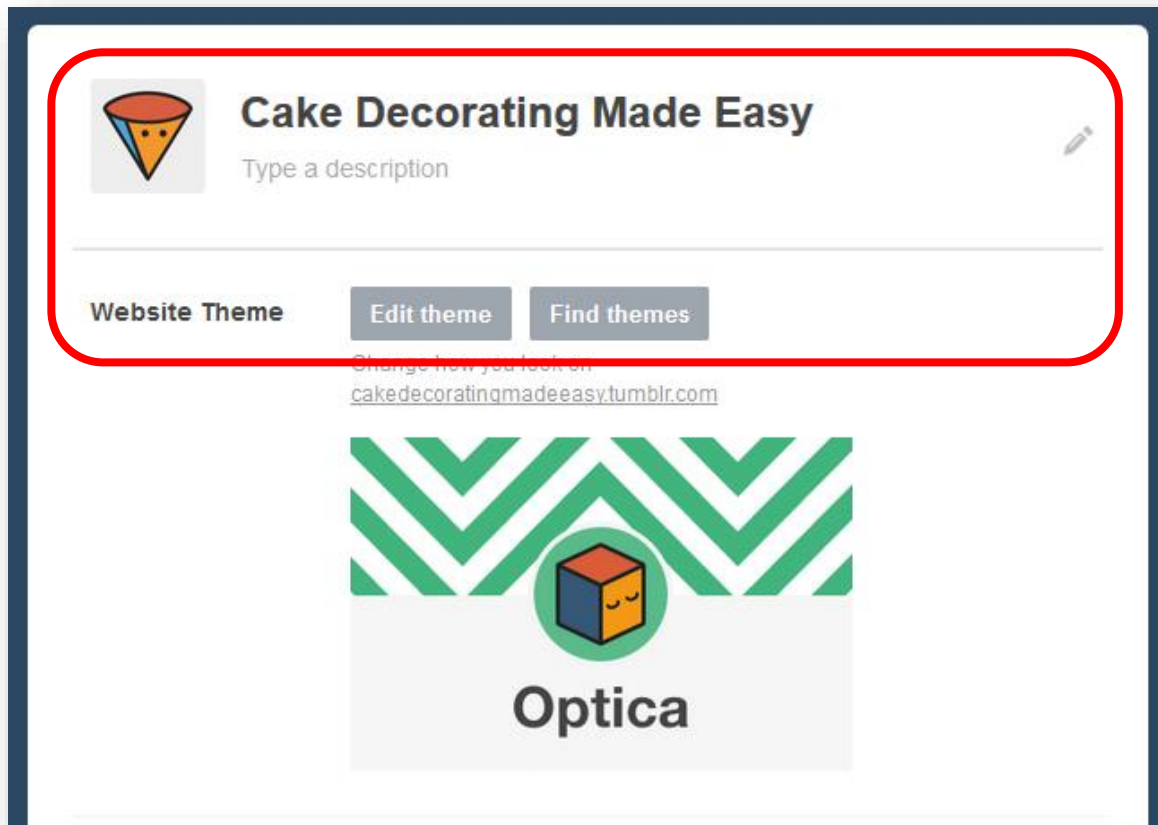
I will be using a specific theme as an example. Remember you are free to choose any theme of your choice, and several components of your customization will vary from mine. So let's get started.

Once you are in your dashboard, you just need to go to the settings area, and you will see your first blog customization area right here, ready for you to start adding some details.



As you can see you are able to create more blogs under your same account. And also you just need to select them to get into their respective customization area.

You are able to edit several things in this area. You can take a look around and decide what to enable and what to disable based on your own preferences, but the most important ones are the ones on top: the Title, The Description, the avatar and the Theme.



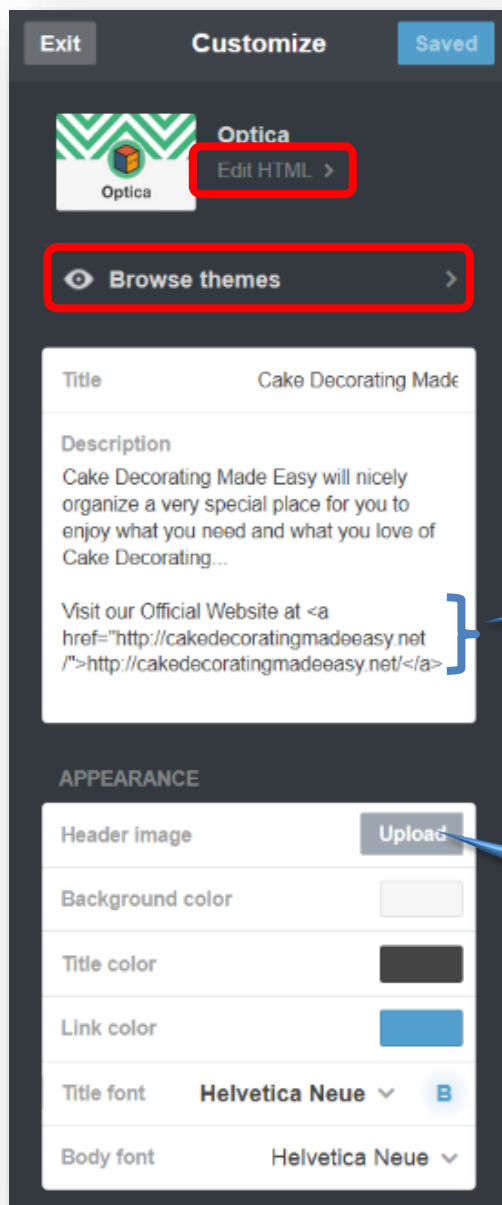
In order to edit the first three you just need to click on any of them and start editing them. The avatar should be a square of 128 x 128 pixels.

In order to optimize your theme you can edit the default one which is the “Optica” by clicking on the “Edit Theme” button; or you can even look for a different one by clicking on “Find Themes”

I prefer to stay with this one for this training. Remember the customization will vary depending on the theme you chose.

Once you click on the “Edit Theme” button you will be able to edit several things in your blog.

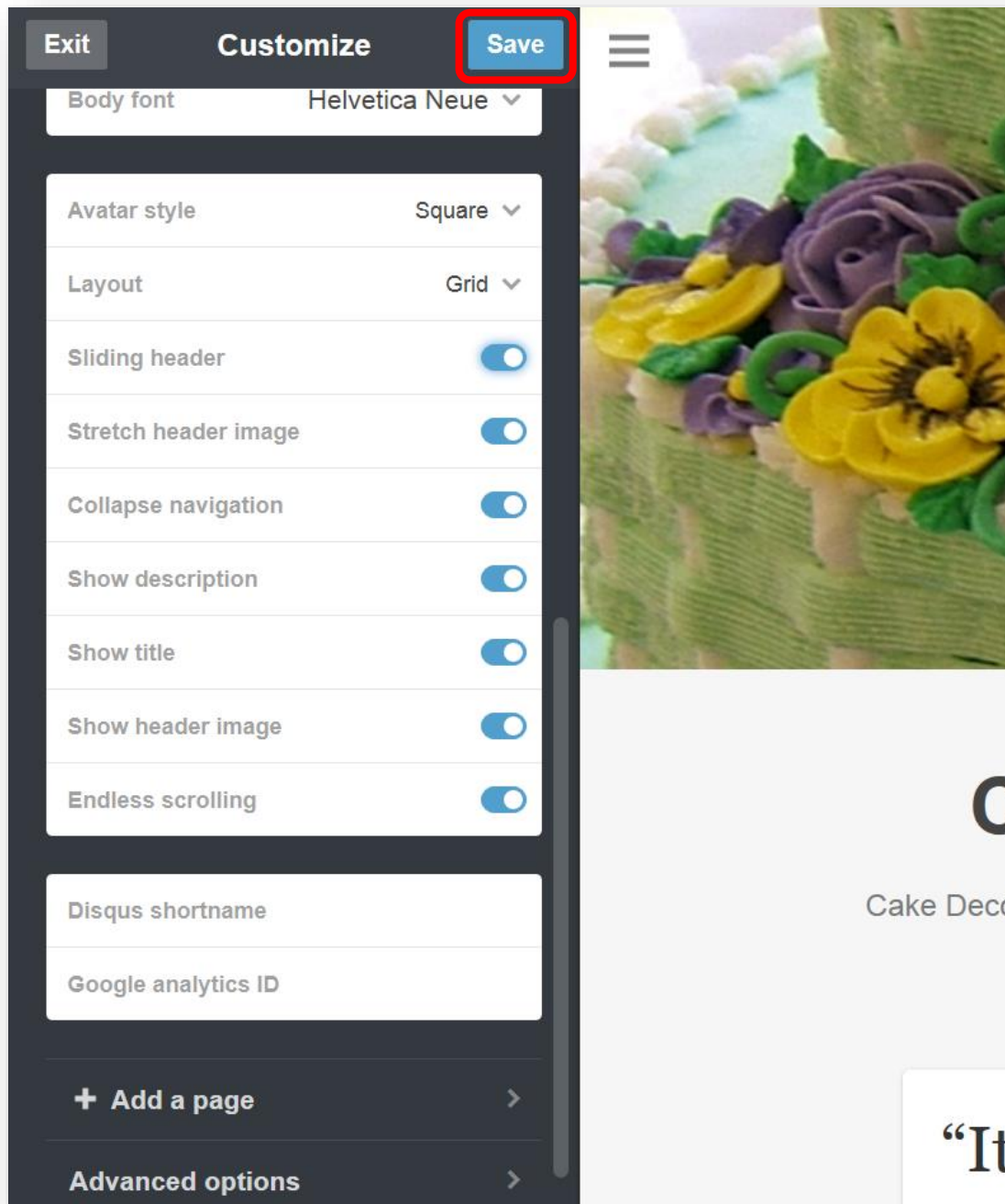
The links are self-explanatory, here you will be able to have access to the source code of your blog and edit it (optional). You have another chance to change your theme. You will also be able to edit the title and description as well, and you are able to control some of the features of the appearance.



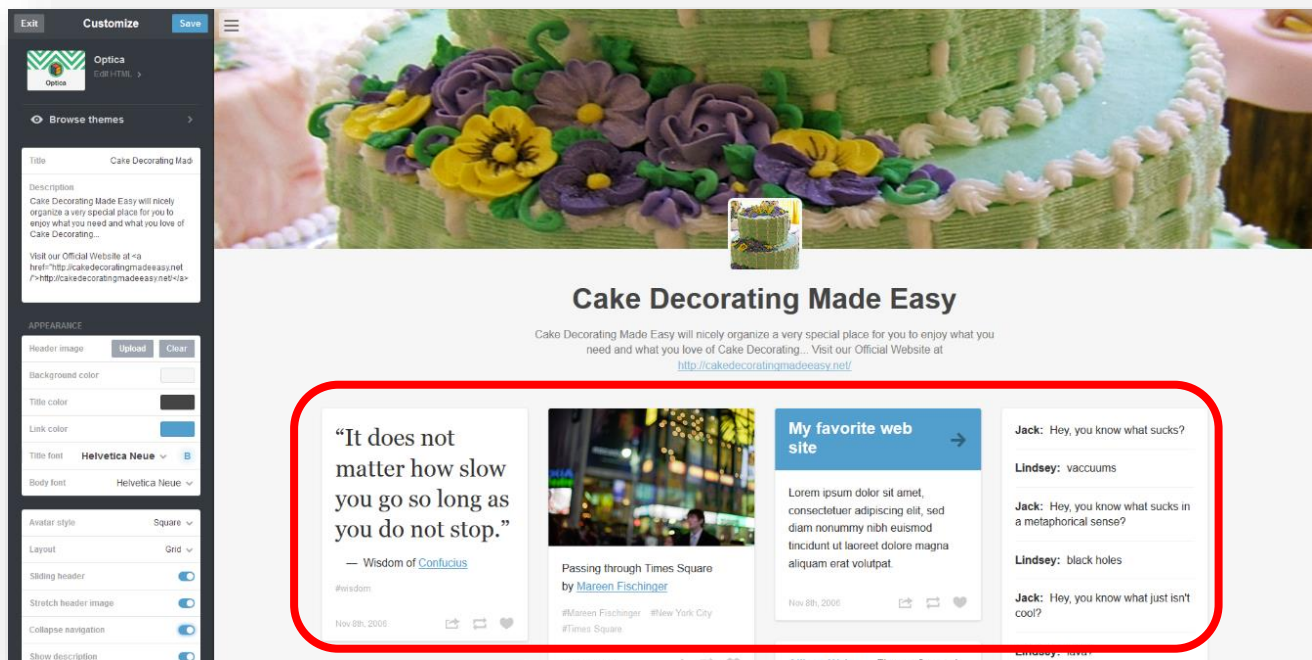
We advise you to place a hyperlink like this inviting people to visit your Website.

If you decide to use this theme, we advise you to use a 1250 x 350 pixels header image

Here you have additional things to edit. You will instantly see what it would look like in the right side of the screen once you click on the blue buttons



After your desired customizing is complete, remember to click “Save” in the top area. Then your customization will look like this:



This is the preview, it would look like this once you start posting but if you visit it live the posting section will be blank because you have not posted anything yet.

Great, this is how you customize the “Optica” theme’s blog. The customization will differ from the theme of your choice. I personally like “Optica”, but my intention is for people to concentrate on the posting more than themes and other things. Remember this is a social site, it is not a corporate website.

Ok guys, that’s it for customizing your Tumblr blog as easy as possible, so you can concentrate on the content more than on the design.

Awesome! We are done with step 3. Now let me show you how to create a very important page for your blog.

Step 4: Create the about page – So people may trust you

There are a lot of things you can customize your Tumblr blog with but one of the things you really have to care about the most is on the “about” page.

This is where you will be able to explain in a few and simple words what your business or service is all about, and also it’s an extremely important place where people will check out your business and services and if you are a serious business or not.

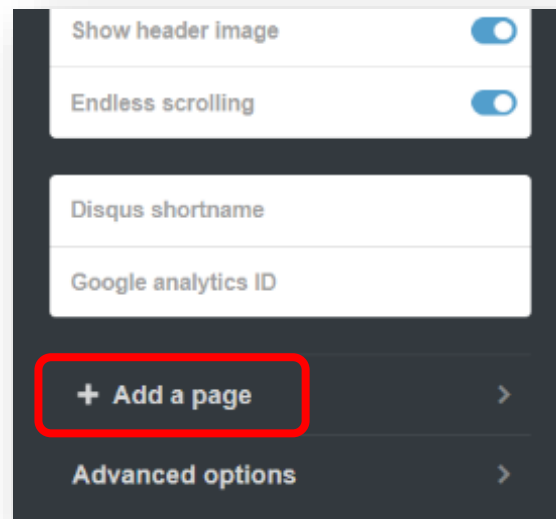
People know social media sites are free for everyone, so it is important for you to confirm that you are a real business in this area. Some important tips you can include here are:

- Share some history about your company, when it was funded, your vision and mission, your services, etc.
- Include where you are located, so people would know you are a real company
- Share your website URL as well
- Avoid putting all the focus on yourself, try to focus on the visitors
- Share what your company can do for them, focus on their benefits

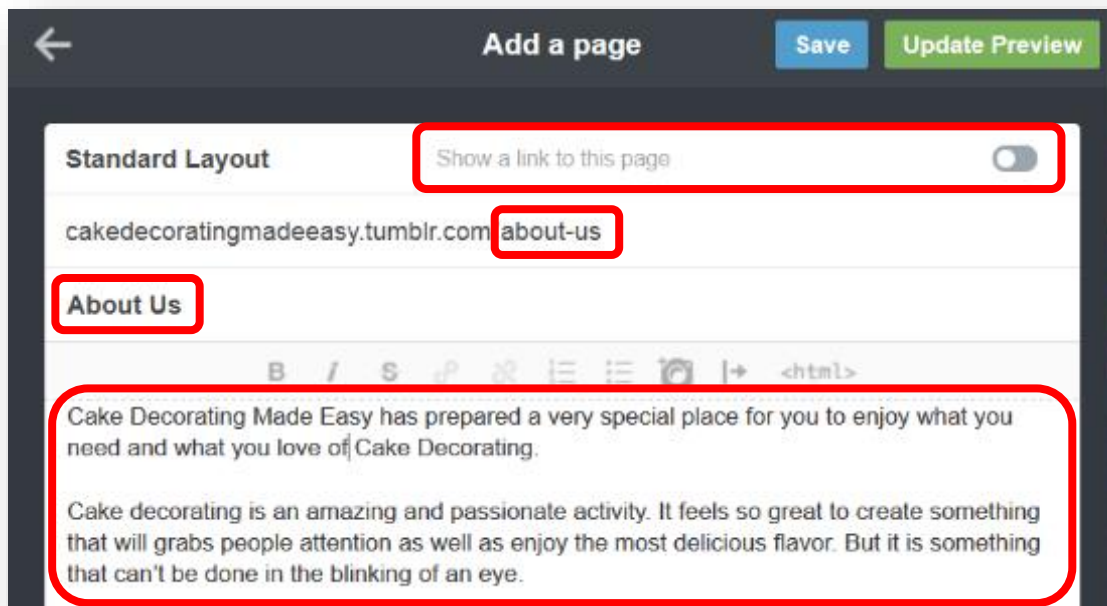
Just include this important parts, don’t be too detailed, this is not your company website, it’s a Tumblr blog where you will do the best you can to engage Tumblr people to show them who you are and also invite them to know more about you by visiting your website – and, finally, acquiring your services.

The real intention of the “about” page is to inspire visitors to trust that they are interacting with a serious company social blog, and that the blog is the official Tumblr blog of that company.

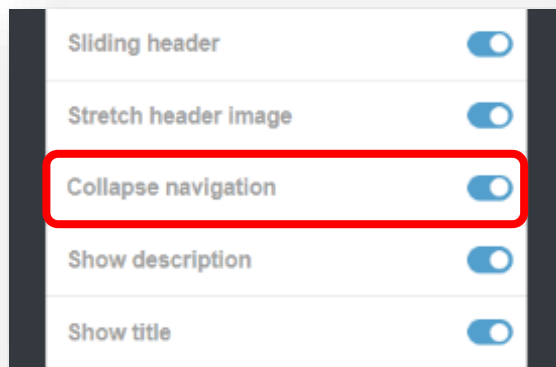
In order to create the “about” page - as well as any other page of your choice, you just need to go down to the bottom of the customization panel and click on “Add a page”.



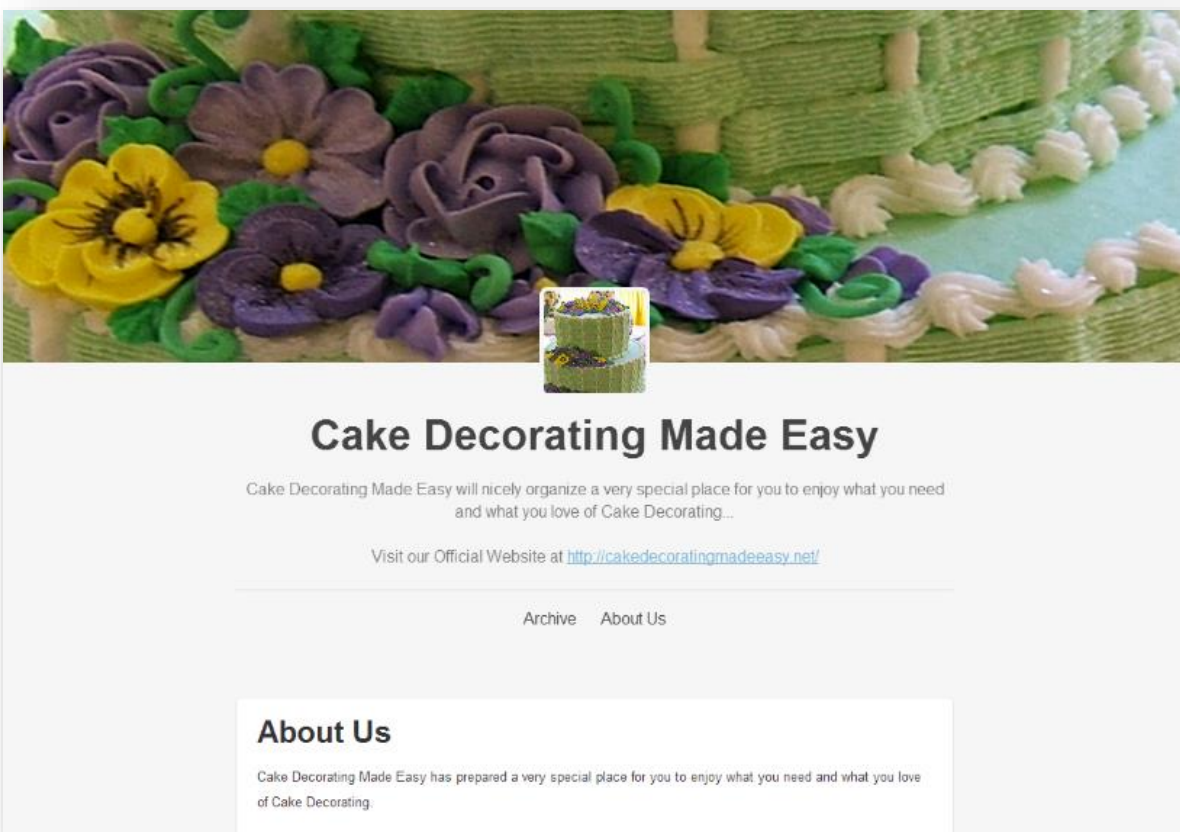
Then you will be able add the name of the page in the URL, the title of the page, the content, and enable the link that will be shown in the home area of your blog.



Remember to click the save button once you are “done”. Then you will need to enable the Pages function of your blog by disabling the “Collapse navigation” function:



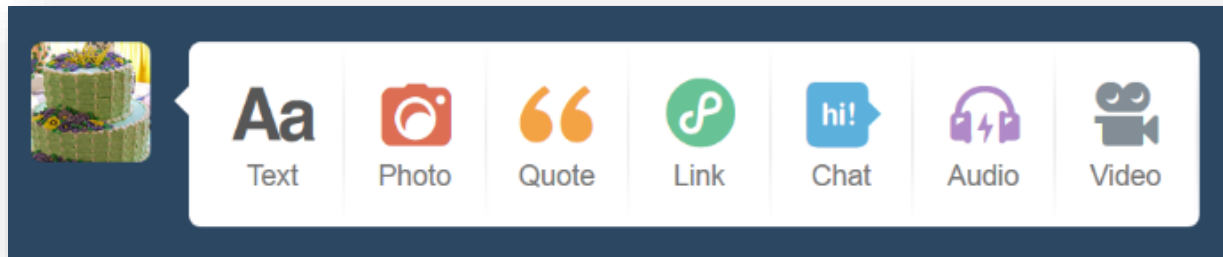
Then your page will look like this



Awesome! We are done with step 4. Now let's get the most out of posting.

Step 5: Posting... getting the word out...

I'm so excited to explain to you what posting is all about, and I will give you some really cool advice on this as well.



These posting power tools are where we will do all of the magic here on Tumblr, and I'll show you all of the amazing things they are capable of doing.

Text: Publish anything from short-form anecdotes to long-form pieces that may require more than 140 characters.

Photo: Upload photographs, GIFs, panoramas, photosets, and more to tell your story through more than just square photos.

Quote: Post quotes from fans, words of wisdom, and clips from articles and interviews.

Link: Post a simple link to something you're reading, a piece of press, or stuff you think your audience would enjoy.

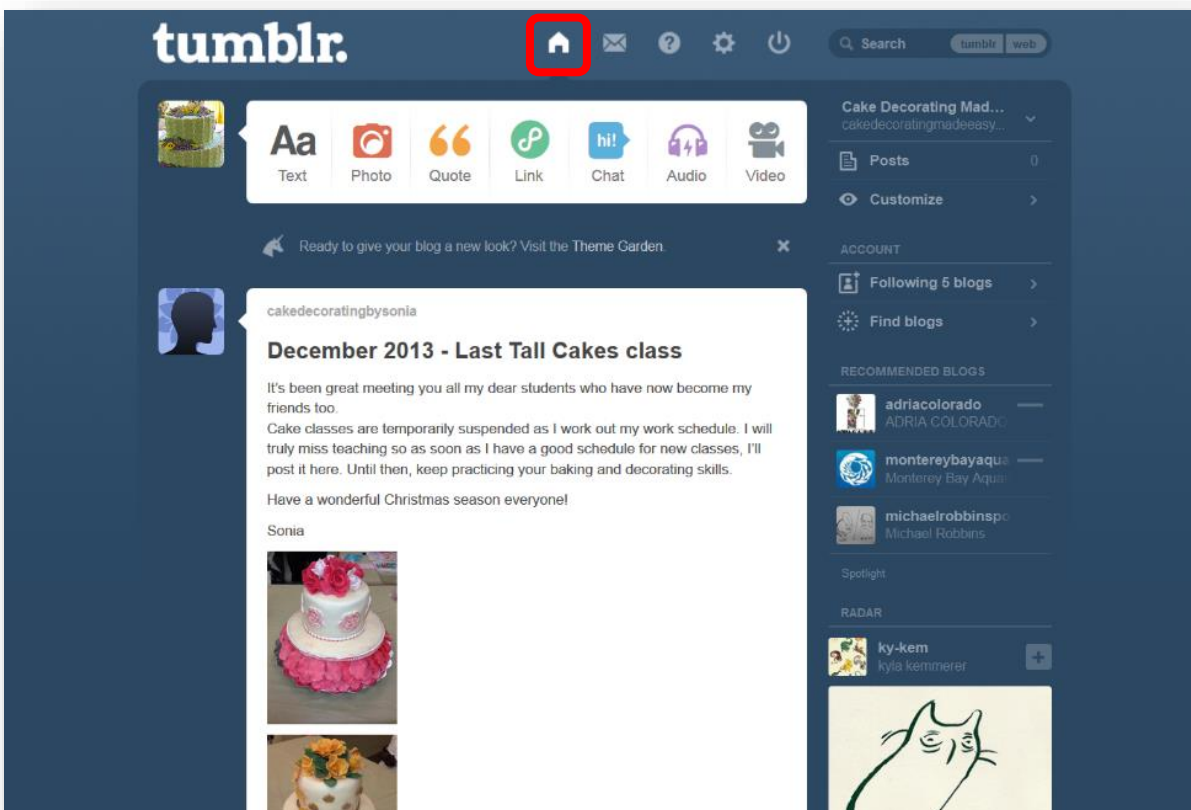
Chat: Publish fun conversations or exchanges from anyone and everyone.

Audio: Instantly search Spotify and Sound cloud to embed a track, or upload an MP3!

Video: Drop in a YouTube or Vimeo URL or upload your own creation. [Source](#)

Now let me explain 2 very important and awesome concepts you must understand: Dashboard and Viral.

Dashboard:



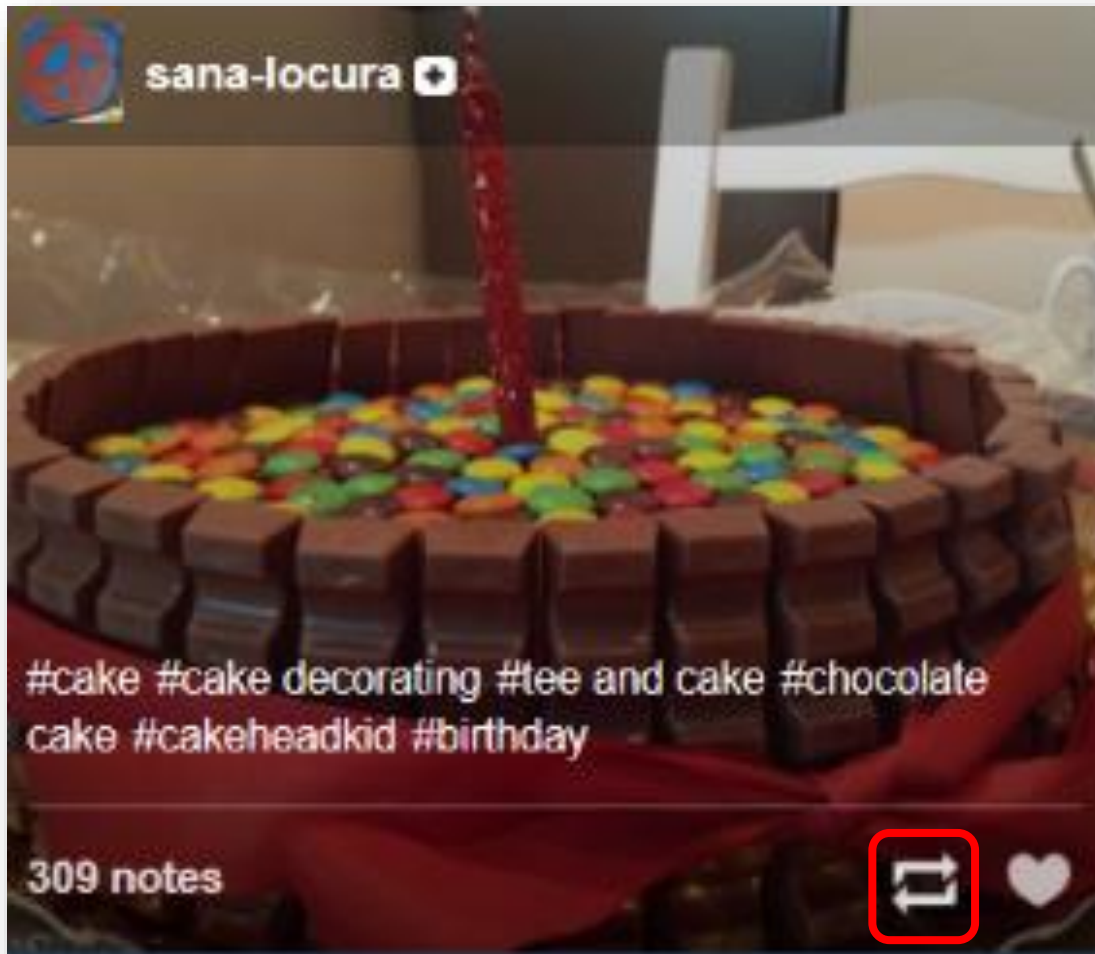
Once you post something, every single person who has followed you will receive that same post on their own their personal “Dashboard”

The Tumblr Dashboard is:

1. The first thing that all Tumblr users visit every time they enter their personal Tumblr accounts.
2. The place where all Tumblr users receive every single post that their Tumblr friends have posted through their own profiles.
3. The most visited place of the entire Tumblr experience.

Viral Effect:

The great thing about a post is that once your followers see it, they can “reblog” it, making it amazingly viral.



If your friends reblog it to their friends, they will receive a notification about it, and if the friends of your friends do the same, the viral effect is then taking place, with just a simple and single click.

Now, let me give you some really important tips:

Tips and Guidelines:

- This may be kind of obvious, but it is important to remind you that you really need to post something of value.
- If you go to your own Tumblr dashboard, you can see everything your friends are sharing with you, so pay close attention to which posts entice you to reblog. Take those attractive posts as an example for your posting.
- The purpose of your posts is not to get just views, you want people to reblog them.
- Do not post like crazy; it's really annoying, and people will start to unfollow you.
- I strongly advise you to create a posting experiment for reblogs, that way you will know your audience really well and avoid un-follows, gaining more interactions because you will start caring more about posting content that people like enough to reblog.
- Do some research online, and if you find any report, video, training, or software freely available to get and completely related to your business, that will be great to share.
- Do everything possible to make sure your audience will start finding your Tumblr blog and posts useful enough to take notice of when you send them a new one.

We will discuss additional amazing posting tricks in the following chapter.

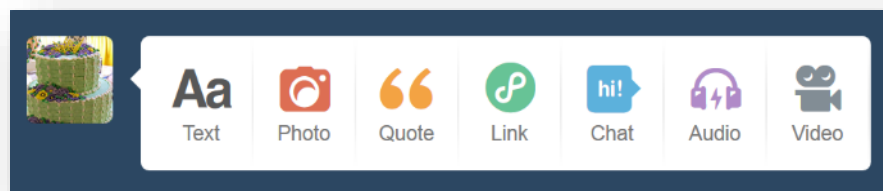
Great, you are done with Step 5. Now it's time for you to get to know the powerful marketing weapons Tumblr Blogs have to offer to your business.

Step 6: Tumblr Marketing tools... use them properly...

Now it's time for you to get to know the powerful marketing weapons Tumblr has to offer your business. There are 5 weapons I want you to pay attention to the most. Those 5 are Posts, Messages, Mobile, Advertise and Measure

✓ Posts

Being able to properly post is vital to the success of a company on Tumblr, as well as knowing what the best kinds of posts are and those that followers hate.



Some very important and additional points of advice on posting for marketing purposes are:

Business Focus: When composing your business posts, some of the types of posts that should be avoided are personal conversations, personal mood updates, and personal activity updates.

Business posts need to be related to business activities and information, though posts do need to seem personal so as to attract followers and make them want to engage with your business.

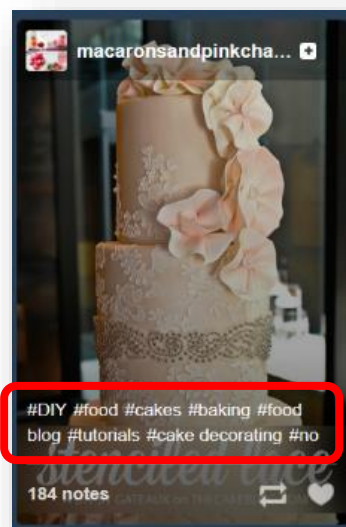
Reblogable: If your posts is a good one, it may be rebloged it by your followers. This means they are reposting it and it could have a chance to go viral. Reblogs are great marketing tools, since they have the potential to get you customers, because they spread news about your business and therefore grow your brand.

Call to action: Having a specific call to action in your posts is also a valuable tactic. If your post does things like ask for your potential customers to download something and follow that with a link, it will increase your leads generating ability considerably

Plus, you need to actually ask for the information to be reblogged by your followers. Tell them why that piece of information is worth being reblogged as well. Doing this will increase responses considerably.

Tags: A tag is something that helps your followers find your posts that relate to a specific subject that you are blogging about. It makes them stand out from the rest of your postings.

Your followers can track the tags they want to follow and this can help get your brand noticed and more well-known. Be sure to verify your Tumblr account so that all of your tags will show on tagged pages.



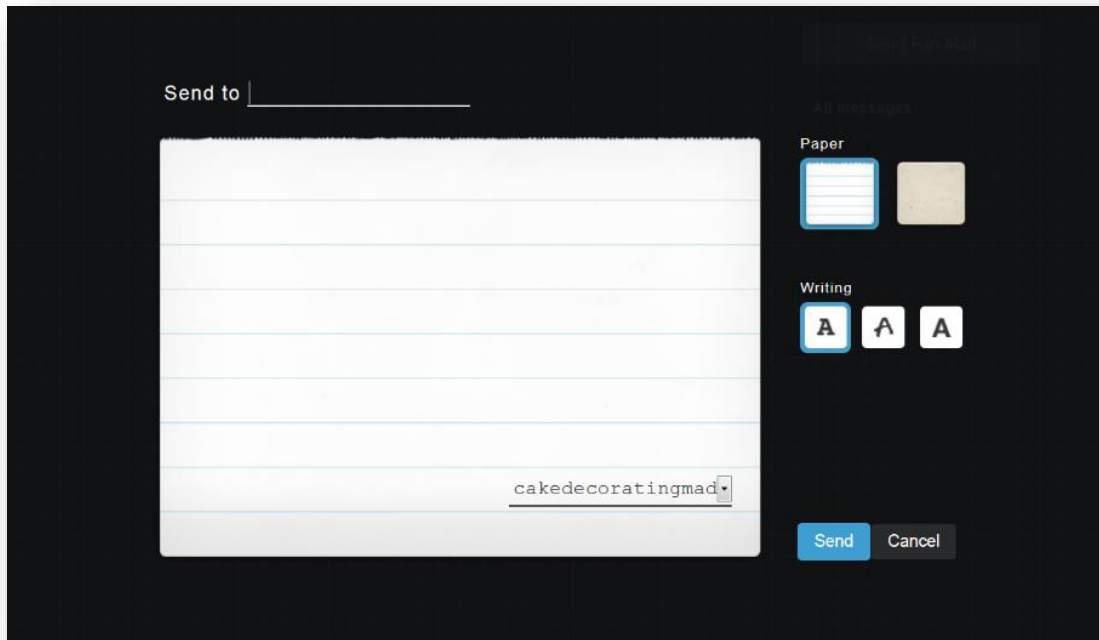
It's simple to put a tag under your posts! Just write the tag that you want to use in the last field of the posting form. You don't have to worry about things like quotes or hashtags! It's so simple compared to those other social media sites, you will be quite pleased and shocked!

You can even link your tags by using a tag link that starts with your Tumblr address so you can direct followers to specific topics you want to feature.

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✓ Messages

Tumblr message or Fan Mail is a private messaging service that gets activated simply by following a Tumblr blog.



It's not as restrictive as other social media sites. That's because the blog you want to message doesn't have to follow you like someone in other social sites does for you to send them Fan Mail. You just have to follow them!

Tumblr Fan Mail is instant! Every blog you have, whether it's your main one or a secondary, can get Fan Mail. Plus, it's all received conveniently in the same Inbox!

Some Tumblr Fan Mail Characteristics are

- It's customizable with included templates
- You can only send text, no images.
- You can send unlimited amounts of messages
- You can only send to followed blogs.

✓ Mobile

These days just about everyone has a mobile phone that they have with them no matter where they go. Tumblr makes it possible for users to get a mobile app so they can also check their Tumblr blogs while they are away from home and traveling around.

You can reach your customers or followers through these mobile apps and post videos, text, chats, links, audio, photos, and more and they will see it no matter where they are!

Tumblr blogs can be accessed via Tumblr mobile apps with more ease and clarity than in the past due to recent updates in the mobile services. Now, Tumblr has its very own mobile theme that is a default setting for mobile phones and they are simpler and more user friendly than the old mobile apps were.

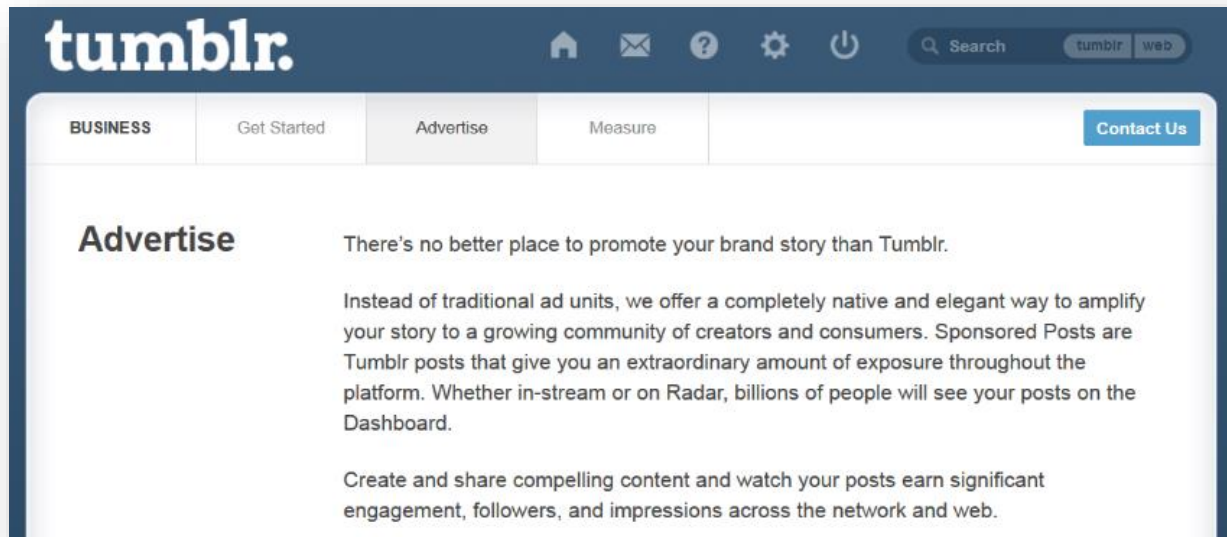
How can you get these apps?

It's simple. Just go to your Tumblr Apps' section by going to www.tumblr.com/apps. It will contain the information on how to get the proper mobile app and get your phone connected to your Tumblr account. You can also download it from your mobile company's app store in most cases. Just download the appropriate app for iPhone, Android or Blackberry.

How can you Enable Tumblr Mobile Theme?

If you have installed the "Optica" default theme then you don't have to enable the Mobile theme because this works for mobile devices already, but Just in case you need to, you just go to your blog, then navigate to "customize theme" then look for "advanced options." Then click on the advanced tab and click the box that says "use optimized mobile layout." And Remember to click "Save"

✓ Advertising



Tumblr is fast becoming one of the best social media sites for business to advertise their products and services on in a new and unique fashion. Since its start in 2007, the Tumblr universe has grown to billions of posts on this micro blogging venue.

Why to advertise on Tumblr?

- **Limitless expression:** You can use pictures, animation, text, music, video, and more.
- **It's native:** Your ads will be posts, so it is completely customizable.
- **It's non-disruptive:** All Tumblr postings flow effortlessly and don't blare out or shout at possible customers or clients.
- **Continuous engagement:** you will see continuous engagement after the initial placement date.
- **More exposure:** 60% of engagement comes from non-followers
- **No clutter:** Your posts show up just the way you like with no unnecessary adornment.

What kinds of ads will you be using?

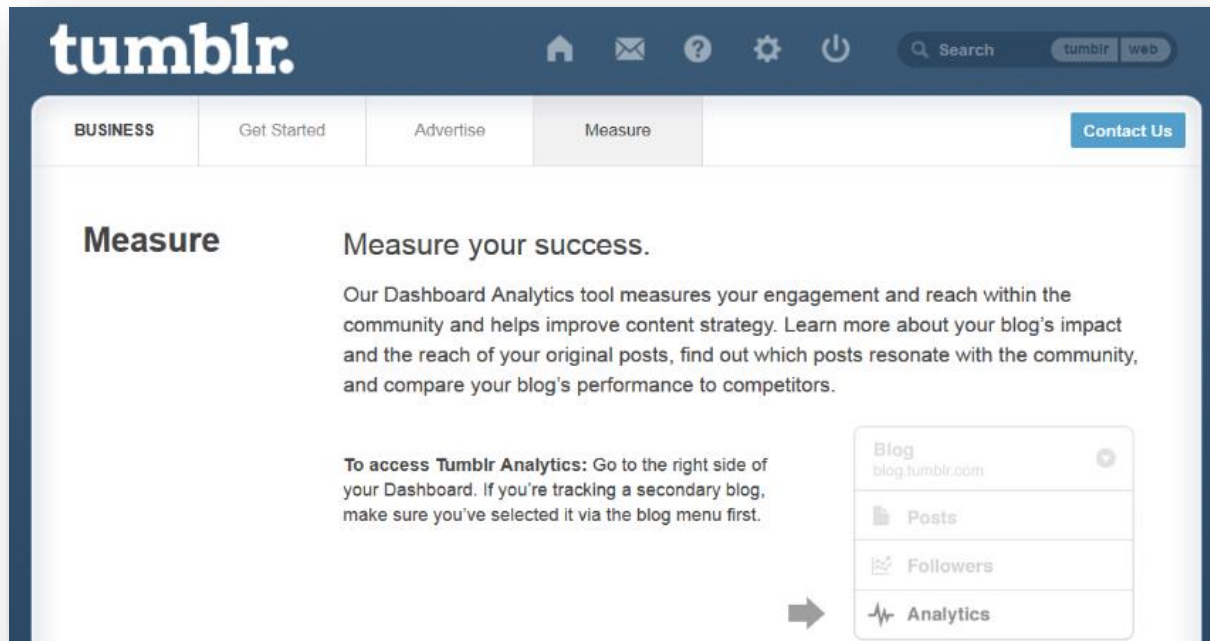
- **Sponsored Mobile Posts** – The fastest growing type of ads on Tumblr! Sponsored postings fill up your screen so the client sees just your advertisement. Plus, they work great on both mobile phones and tablets with Tumblr mobile apps.
- **Sponsored Web Posts** – Get millions of views by getting your client's attention right beside blogs that they already follow! It's the largest in-stream ad unit online. Photos and videos work best for this type of ad.
- **Sponsored Radar** – Radar ads rotate and are chosen based on creativity and originality. Statistics show they get more than 120,000 impressions a day! And you get exclusive ownership of the above the fold area so you get a potential client's first view of the page!
- **Sponsored Spotlight** – a directory of favorite blogs. There are more than 50 categories. You post an image of 400 x 275 pixels – either a .jpg or .png - that epitomizes your brand and you can post up to 200 characters of text to describe it.

What people think about them?

- ✓ 60% of users believe them to be fun, appealing, and high quality.
- ✓ 70% react more favorably to brands that have sponsored posts
- ✓ 50% want to check out and research companies with sponsored posts

You can find out more about Advertising on Tumblr at www.tumblr.com/business/advertise

✓ Measure



What's the good of having a venue to promote your brand if you aren't able to determine how well it's working? Well, with Tumblr Measure you don't have to worry about that because it's easy to measure the success of your posts with their handy Dashboard Analytics tool!

The Tumblr Dashboard Analytics tool measures the performance of your blog so that you can figure out if your strategies are doing well or need some changes. You can find out what blogs were especially liked and compare those results with your competition too!

What Can Be Tracked?

The Tumblr analytics tool can track your blog as it is happening in real time. The tool activity screen shows you how to track things like posted views, notes, and your followers.

You can do things like change the date range for more facts, see organic or paid information and activity, sort your posts by how many note counts or impressions it has, see how many people have viewed the posts, see how many followers you have gained or lost over a period of time and more!

This great tool helps businesses better understand how their customers are engaged in their content. Then, these results can be used to adjust the way you present your products and services not only on Tumblr, but on your websites, blogs, or even in your brick and mortar locations.

You will know right away which posts are tops in the Tumblr community so you can better adjust your own to beat the competition! Just compare your posts that are doing the best and use that data to create similar postings to help your brand grow and grow!

Password Protect Your Data

You can even choose to share your data on your blog with a third party by giving them a password protected link if desired. This is a great way to share info with the stake holders in your company or partner in the business.

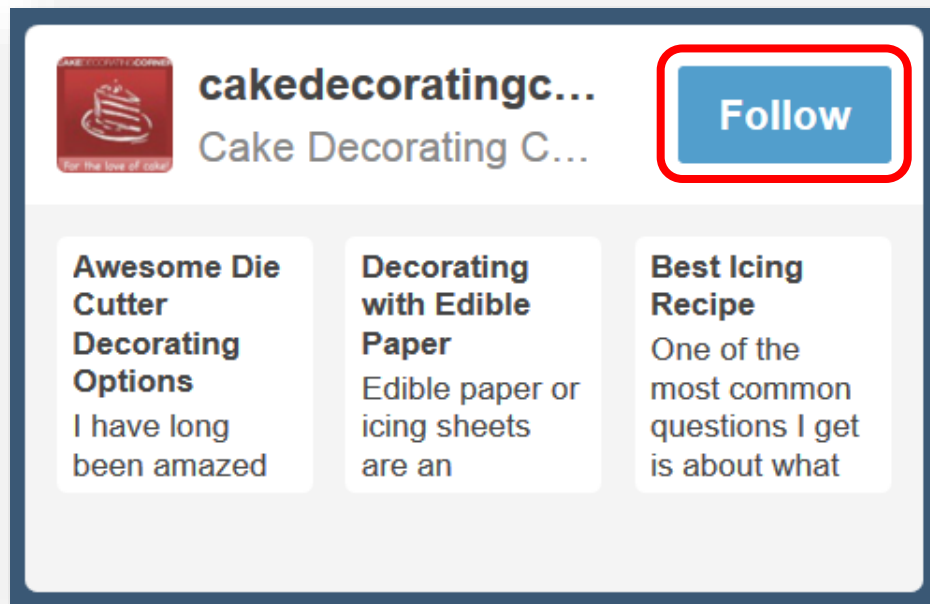
So, if you want to see exactly how well your Tumblr account is aiding your business, then use Tumblr Measure today! Find out more about it at

www.tumblr.com/business/measure

We are done with Step 6. Now, we will guide you to get as many followers as possible, so you may get the most out of this amazing technology and its super viral social advertising power. Let's follow the next step.

Step 7: Getting Followers... the safest way...

You may have the greatest Tumblr Blog in the world, but without followers you are lost. First of all, let me explain the power that is within a Tumblr Follower.



The “Follow” button has exactly the same purpose that an opt-in form has:

An opt-in form titled 'Instant Access'. It contains two input fields: 'First Name' and 'Email'. Below the fields is a large yellow button with the text 'Get Access Now!' in bold black letters. The button is framed by a blue swoosh graphic.

An opt-in form has the purpose of collecting the contact information of as many people as possible, thus creating what is called a “List,” so the administrator of the opt-in form may contact everyone in the “List” by email using an email auto-responder service. This is what is called Email Marketing.

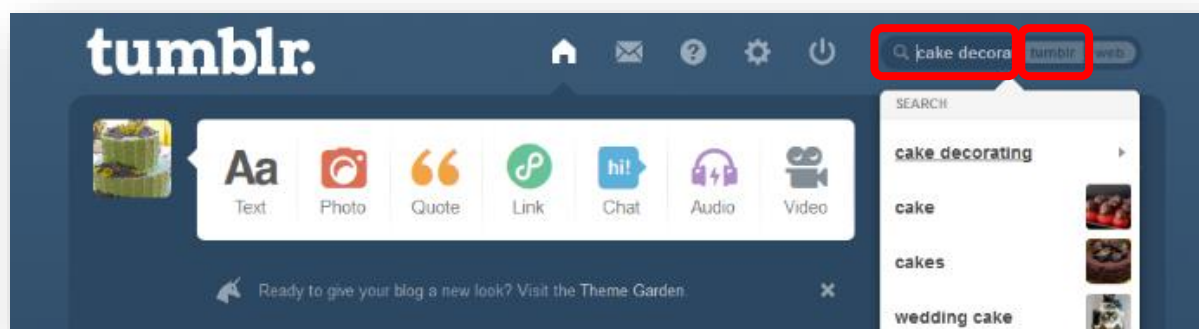
On the other hand, the “Follow” button will give the ability to your friends and visitors to be part of a list as well - a list of people who follow your page. So you can contact them directly on their “Dashboard” which the user checks very often – in my opinion more often than their email account.

The purpose is the same. Contact or send a message to a list of people who have decided to accept information from the administrator of the opt-in form or the Tumblr Blog in our case.

Now I will show you 5 effective techniques to get real followers safely: Follow Blogs, Ask to follow back, Clone your popular posts, reblog other popular posts, and follow your contacts.

1. Follow Blogs:

What you need to do here is start looking for blogs relevant to your business and start following them. They will be more likely to follow you back



2. Ask to Follow Back:

Now that you know how to post, and have followed several people, ask them to follow you back. You can send a message to those who have not yet followed you and invite them to follow you back. We have discovered that people are more likely to follow you back if you just ask them to. Another great idea is to post with your niche keyword as well as ask to follow your blog. Your post will show up in the tumble search results, a lot of people search for topics and will also be searching for your topic, so once they see your post they will check your blog and follow you.

Something very important about these two ideas is that if your blog is brand new, your tagged posts won't appear on tag pages, and also you won't be able to send messages right away. First, make sure you verify your account via the email Tumblr sent when you joined. Then, after you've used your account for a while to follow other blogs, like posts, and customize your blog's appearance, your posts will start appearing on tag pages and also you will be able to message the people you are following.

3. Clone your popular Posts:

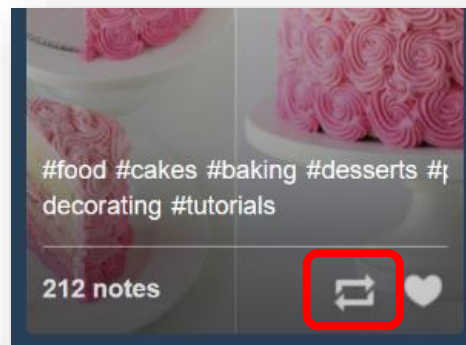
Something really amazing about online marketing is that you have the ability to clone any successful strategy that has worked before. It's just amazing.

You can do the exact same thing with your successful posts. Remember the most important thing is to get as much interaction as possible: (that is: reblogs and likes). If you have already seen some great results with some of your posts, you can just use them as an example or even repeat them.

Remember your followers get new followers over time, so those new followers may become your new followers as well.

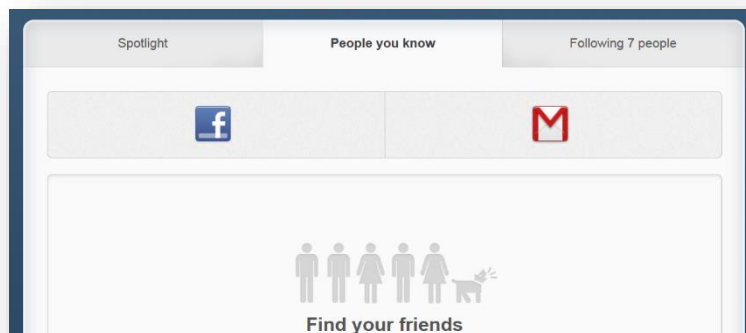
4. Replog other popular posts:

Another great thing to do is reblog on other popular posts. A lot of people are looking at those posts already and if you reblog them your friends will like it and they will be willing to reblog them as well, giving you more chances to get new followers. Even the original poster of the post may stop by your blog and take a look at it, and even follow you.



5. Follow your contacts:

Another awesome idea is to follow your friends who are already on Tumblr. You can find that out at www.tumblr.com/lookup. There you can check which of your friends on Facebook and Gmail are on Tumblr so you can follow them, and chances are, they will follow you back.



And that's it for the 7 steps. Extremely easy, don't you think?

Conclusion:

Tumblr is extremely easy to manage. It happens the same way as with everything else in life: things aren't that difficult. You just need to know where everything is and how you can properly use it – and there you have it.

It's the same with Tumblr. Now that you know everything you really need to position your business over Tumblr in the shortest time possible, you just need to apply it and do it for yourself.

Thanks so much for the time you have dedicated to learning how to get the most advantage out of Tumblr for you and your business. Tumblr has hit the market to stay.

A lot of money is invested in Tumblr, and it's all for us. Let's use it and reach our most precious business goals.

To Your Success,

Your Name

Resources

- [Tumblr Special Training](#)
- [Tumblr Special Training 2](#)
- [Tumblr Advertising](#)
- [Tumblr Special Tools](#)
- [More Tumblr Special Tools](#)
- [Tumblr for Businesses](#)
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