



Tumblr for Business (Give Your Marketing a Digital Edge)

Gabriela Taylor

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The world is changing. The way we do business, the way we shop, the way we socialize and the way we run successful marketing campaigns.

In *Tumblr for Business*, Gabriela Taylor, an expert in online marketing and social media, shows you not only how Tumblr can be used to showcase your brand to a worldwide audience, but also how to create social buzz and take your business to the next level.

Amazon reviewer Andrew David states, "*Gabriela Taylor really knows how to keep things simple but detailed, which I liked because I did not know what I was doing at the start.*"

If your customer demographics skew young, your business and Tumblr could be a perfect match, since half of Tumblr's users are under 25. There are 100+ million Tumblr blogs and only 67+ million sites running on WordPress. The popular website, valued at \$1 billion plus, allows the use of multimedia and can brag of 13 billion global page views in just one recent month and 75 million posts daily.

"This book is really a soup to nuts guide on how to register for and set up a Tumblr blog to advanced Tumblr marketing strategies for your product or service," says Amazon reviewer Jennie Zahn. *"Gabriela Taylor also provides other ways to use Tumblr to make money. Is it the ultimate guide? I'd have to say Yes. **It's the best guide I've read for Tumblr.** There's a thoughtful comparison of Tumblr and other social media sites like Facebook & Twitter."*

Zahn also liked the *"step-by-step instructions to set up and enhance a Tumblr site. There's also great information on how to integrate other tools and features with Tumblr. . . **I thought the best part covered advanced strategies and monetization.** Taylor writes clearly and is obviously an expert Tumblr user. I also think the book is underpriced for what you get. I'd highly recommend it for anyone considering using Tumblr at any level."*

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From reader reviews:

Irene Allen:

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