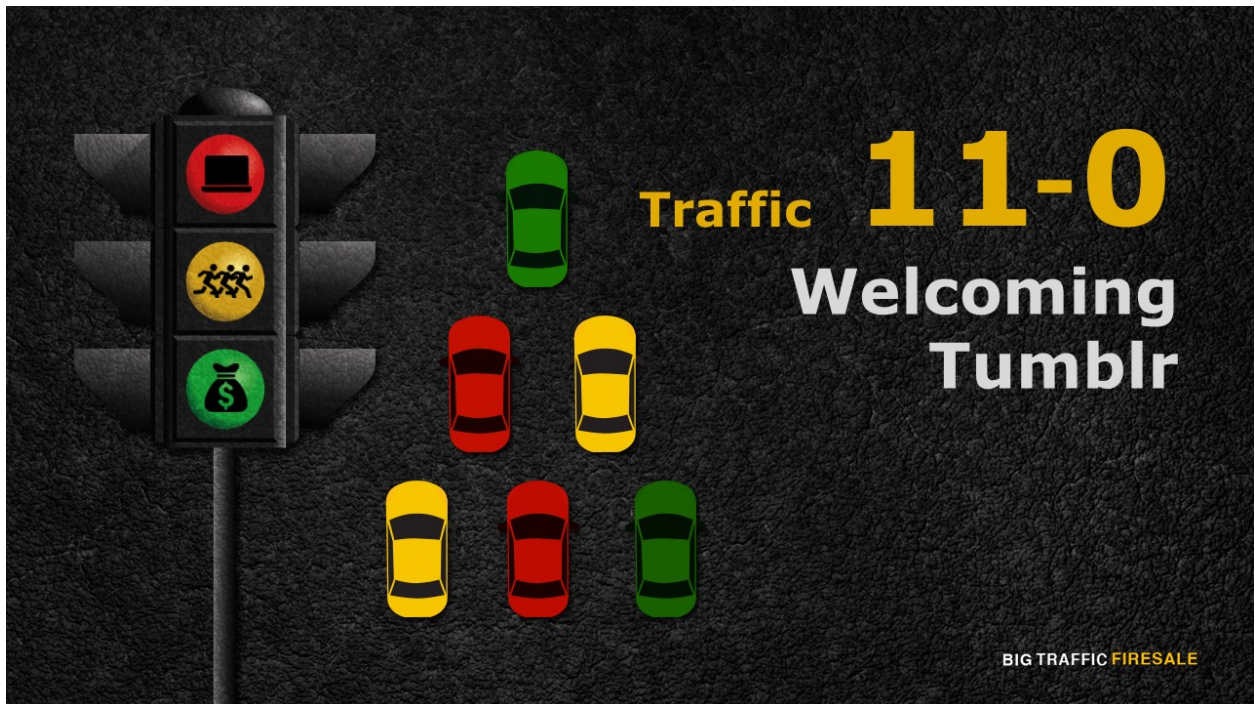
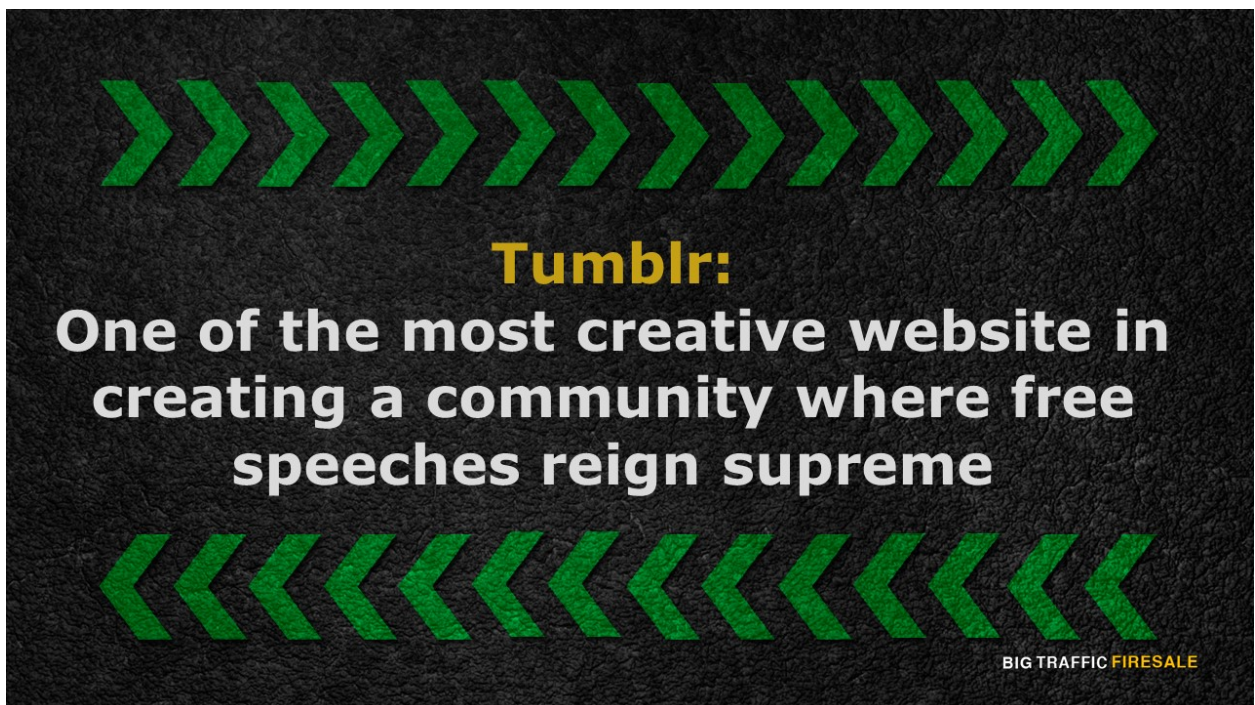


11-0 - Welcoming Tumblr



S1: Introducing your most creative traffic method making, Tumblr.



S2: Tumblr acclaimed itself to be one of the world most creative website in creating a community where free speeches reign supreme.

Tumblr & Statistics

- ▶ Users connect with others who share their interest.
- ▶ Their mobile application itself has been downloaded over 50 million users worldwide in 2017 - one of the highest traffic generating method apart from Facebook
- ▶ According to Tumblr, their community creates at least 90 million users worldwide in 2017



BIG TRAFFIC FIRESALE

S3: Ever since it existed, Tumblr is committed to celebrate the creativity of its users. This is the place where users connect with others who share their interest. Their mobile application itself has been downloaded over 50 million users worldwide in 2017.

Following this reception, Tumblr has been dubbed as one of the highest traffic generating method apart from Facebook. This is thanks to its unique crowd and the opportunity given to the crowd to reflect who they are, what they love, think and believe. According to Tumblr, their community creates at least 90 million posts each day.

The Power Of Tumblr

- ▶ Remember Friendster and MySpace? Users of this previous Social Network giants even labelled Tumblr as an upgraded version of both
- ▶ Did you know, the trend or word 'GIF' was made official thanks to the community of Tumblr?

BIG TRAFFIC FIRESALE

S4: What makes it different than Facebook?

It sounds like another Social Network platform to you, doesn't it? Well, remember Friendster and MySpace? Studies showed that users of these social network giants even labeled Tumblr as an upgraded version of both.

That's not all.

Did you know, the trending word 'GIF' was made official, thanks to the community of Tumblr? That's right. Tumblr created a trend that made it impossible for the online community to ignore.

The Power Of Tumblr

- ▶ There's also an occurrence where a 30 seconds-long Japanese commercial went viral amongst fans, especially the Tumblr community – generating traffic across multiple hub.
- ▶ The traffic reaches the studio and they finally make it into a full animation series entitled, 'Free!'

BIG TRAFFIC FIRESALE

S5: There's also an occurrence where a 30-second-long Japanese commercial went viral amongst fans worldwide, especially the Tumblr community. Despite it only being a commercial, it spread like wild fire in Tumblr, generating traffic across multiple hubs.

Fans worldwide expressed their interest in the commercial by creating a blog post on Tumblr, fan fictions, and even online petitions, calling on the studio to finally make it into a full animation series. That animation is titled, 'Free!'.

Proof Of Tumblr

- ▶ These are proof to show how powerful Tumblr community is.
- ▶ Famous brands have recognized its potential and have decided to register themselves to Tumblr.
- ▶ The list includes, Calvin Klein, Disney, Adidas, Coca Cola and Sesame Street



BIG TRAFFIC FIRESALE

S6: These are proof on how powerful the Tumblr community is.

Famous brands have recognized its potential and have decided to register themselves to Tumblr. The list includes, Calvin Klein, Disney, Adidas, Coca Cola and Sesame Street to name a few.