

# tumblr Income Formula



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# **Chapter 1:**

## **Can You Really Use Tumblr to Make Money Online**

Tumblr, is a bit like the new kid on the block – everyone want to meet them, but no one is really sure what they will be like, how they will fit into their current environment, and whether they will want to get to know them better.

If you do nothing else this month, take some time to learn about Tumblr, because it truly is one of the easiest ways to make money online.

Blogging has quickly become one of the most effective ways to make money. That's because there is so much flexibility within the concept of blogging. Tumblr changes the way we blog in that it is a micro blogging site, which means your messages are shorter.

This means they can be more concise. It's long been proven that visitors are more likely to read shorter messages than longer messages.

Tumblr allows you to create short blog posts, post pictures, audios, videos, links, and more. Try to stay on topic, because you will build a much bigger following and people are more likely to stay with you. For example, if you sell Diet Solution A, then talk about it, the benefits, the risks, how to lose weight, how to exercise effectively, etc.

Share pictures that are crazy and memorable. Don't wonder off topic and start talking about the new Kia Rio or holiday destinations (unless they are related to losing weight), or you will start to lose your momentum and people will fall away from following you.

If you have an affiliate product you are selling, you can easily work it into your Tumblr posts. If you don't have a product yet, then it's time to find one. Perhaps you have a brick and mortar store, then use Tumblr to create interest in that business and make sure you post often.

Maybe you have a service based business, such as designing websites, then spend your time helping your visitors understand what's needed to be successful with your web page. Those are just some examples.

It doesn't really matter what it is you are selling as long as you stay on target and are patient.

Tumblr offers an opportunity to generate revenue in a way that's simple and effective. It's even easier than some of the other social networking sites where you have similar opportunities. Many have been successful already, even though Tumblr really is in its infancy stage. Perhaps they would like to keep this their secret.

# **Chapter 2:**

## **Tumble Blogs – Use it to Generate Revenues**

Social networking offers many opportunities to generate revenue and Tumblr blog does an exceptional job of this. There are different ways to use Tumblr blog to make money. Some are more common than others. The more common methods are generally the way people go, but why not try the unusual. In fact, let's look at some of the not so common methods.

### **#1 Upload File Sites**

If you upload files on your computer that you aren't using, you can convert these to money. Just upload them in a server website that pays for files uploaded and then you just need to place the link in your Tumblr site.

### **#2 Shrink URL**

You can add a URL or a link to another site to help make money blogging. When a sponsored link is clicked, you automatically make money. There are a few different services like this. Make sure to do a little research because scams tend to pop up and you'll want to do your best to avoid those.

### **#3 Picture Upload Sites**

This is really easy to do. All you need to do is upload an image and then you will link it to an external source. When a person clicks your photo, this will mean earnings for you.

That's three not so common ways you can generate revenue using Tumblr. Before you start thinking about earning money with your Tumblr account, you need to focus on building up as many followers as possible and we are not just talking any follower but quality ones that will read your blogs.

In addition, the majority of advertising companies will reject your application if it's a new blog. They don't want to take a risk that you could ruin their business because you don't have any track record, so it's better to wait until you are more established.

Keep in mind just how powerful the theme you choose to use on your Tumblr is. It's really your personality put to paint, so consider this when you are picking your theme. Who do you want to be? What do you want your theme to say about you?

The next time you are blogging in Tumblr, you should consider trying one or more of the ways that you can earn money on your blog. Turn Tumblr into a business where you can love what you are doing to earn money. In fact, what are you waiting for? Why not start today?

# **Chapter 3:**

## **Incorporating Tumblr in Your Social Media Marketing**

If your business is hoping to expand their business reach with some new opportunities, then Tumblr is the tool you should be thinking about incorporating into your social marketing.

If you are able to provide useful content that others would find informative so that it captured the attention of customers and surfers alike, Tumblr is an excellent venue for you to broadcast that information.

Tumblr is a free micro blogging service that is also a social network that comes with an audience of over 6.5 million users build into it and it continues to grow.

Many won't even have heard about your company, they will never have read your blog or visited your website or followed you on Facebook. But Tumblr gives you the opportunity to hear about you and go that extra step and find out more about you.

With the more than 6.5 million users, there are more than 1.5 billion page views monthly on the 17 million blogs and every week that number grows by 400 million.

There just doesn't seem to be any slowing down either.

Think of your Tumblr page as your site on steroids. It acts as a warehouse for information about your company. But unlike a blog or website which can be somewhat stagnant with its information, instead it's constantly changing and being updated.

Its purpose is to create chatter that goes on all day long every day, to allow for creative expression and to invite dialogue with the people in your audience.

Tumblr can be an extremely powerful arsenal in your social marketing toolbox and yet, far too often, it is overlooked or not used to generate the best value. When you create constant Tumblr chatter you will find that your Tumblr traffic begins to grow exponentially.

You suddenly have the opportunity to place yourself as the expert in the field and to create a desire to hear what you have to say.

Just like users decide who to follow on Facebook or Twitter, users decide who to follow on Tumblr, so they are able to like an item, and re-blog (like a Facebook share) an item. Your Tumblr followers are also able to leave you a message or ask questions. The more interactive you make the Tumblr experience the more visitors and followers you will have the more your traffic will grow.

Tumblr is easy to use and enables you the opportunity to build your brand by quickly sending out messages to the community. If you are looking for a quick way to target your audience and grow your traffic, start posting today.

# **Chapter 4:**

## **Use Google Analytics to Determine Your Tumblr Traffic**

Google Analytics is a powerful tool that can help you to determine your Tumblr traffic. It can help you find out:

- \* How many users are visiting your Tumblr Blog?
- \* How often those visitors stop by
- \* Which of your posts on Tumblr is most popular?
- \* What search terms the visitor is using that results in finding you
- \* Where your visitors are located

So how do you go about adding Google Analytics to your blog theme? Glad you asked. Some blog themes it is as easy as pasting your Google Analytics ID in the Appearance area of the 'customize theme' page.

However, if the theme you are using does not support this method you will need to:

1. Visit your Google Analytics and log in using your Google account. If you do not yet have your Google account, it's really simple to create one.
2. For new users, click the 'Sign up'. Otherwise, just click 'Admin' which is located on the upper right, and then click '+ New Account' which is found under the Accounts tab.
3. In the "'Account Name' field, enter "Tumblr" or your Tumblr URL which will look like this 'myblog.tumblr.com'.
4. Choose "http://" from the dropdown menu and then type the URL or the custom domain of your blog.
5. Now set your country and time zone and your data sharing preferences.
6. Select the country/territory for your User Agreement.

7. Read the Terms of Service, then if you agree you will need to check the box that says 'Yes, I agree to the above terms and conditions.'

8. Now click 'Create Account.'

Once you have created your account, you need to add your custom tracking code to your Tumblr blog. Go to the customize page on your blog and enter this code in your Google Analytics field. If the theme you are using does not have that field, you need to:

1. Copy your tracking code on the next page.
2. Click the 'Save' in Google Analytics.
3. Now in a new window you need to open your Dashboard.
4. Click Settings at the top of your Dashboard.
5. Click the blog you would like to update. You can find this on the left side of the page.
6. Now in the Theme section, click 'Customize'.
7. Paste the Google Analytics code into the 'Description' field or you can click 'Edit HTML' and paste the code before "</head>."
8. Click 'Save.'

If your status says 'Tracking code not verified' it simply means that Google has not yet processed your data. Give it a little time. To view your blog's traffic metrics you log into your Google Analytics and choose your blog under the 'Account Home' tab.

These analytics can be extremely helpful in building your traffic flow.

# **Chapter 5:**

## **Making Money on Tumblr - Keep it Simple**

Tumblr is still relatively new to the social media scene, so if you aren't familiar with it, you are not alone. That said, now is the time you should add it to your social networking tools because making money on Tumblr can be achieved rather easily. Just remember to keep it simple.

Tumblr is created for quick and easy posts occur and the information you are sharing about your business on Tumblr should reflect that. A common mistake is to use Tumblr like Facebook. That's not in your best interest.

You see, customers are much more likely to read small bits of information quickly than a long messages. Multimedia is supported and encouraged as it's a great way to capture the interest of your viewers – audio, video and photos files.

Make sure to install Google Analytics to track your visitors and find out what they are actually looking at. By using this tool, you can ensure you keep adding relevant content that engages your viewers. It also allows you to get rid of content styles that are not working.

Your visitors and followers should see your Tumblr blog as a useful resource. Business blogging should focus on offering useful information to visitors rather than trying to persuade them to try/buy a product/service.

If you do a good job of educating the consumer, they will want to learn more about your product and eventually make a decision to try your product/service because you have demonstrated to them the value of it.

For example, let's say you have a carpet cleaning business. You could blog about how often to shampoo carpets or maybe you run a courier business, you could blog about the most effective way to send a package or how to properly package glass, etc. Take some time to think about what type of information will benefit your customers and potential customers.

If you want to make money on Tumblr you are also going to nurture your page. The more effort a business blogger puts into the Tumblr page the more they are going to get out of it in terms of building customers and generating revenue.

The more you update your page the better. It should be no less than 3 times a week, but it is preferable if it is done at least once a day. Remember the more you post, the more engaged you will be with your visitors and the more engaged you are the more money you can generate.

How to Make Your Tumblr Posts Go Viral and Increase Traffic Tumblr, which is a micro blogging site, could be one of the most under used social networking tools available to business. With more than 130.5 million

Tumblr blogs and over 300 million unique visitors every month, it has 156 percent of the total internet user market. Its largest interest group is females under the age of 25. It is time that you put this tool to use and start blogging at a whole new level, and we are also going to help you learn how to make your Tumblr posts go viral. Are you ready?

## **Chapter 6:**

# **How to Make Your Tumblr Post Viral?**

Tumblr is a great medium for you to use for social marketing because with it you have the potential to outsell your product online and you can do this using the best marketing practices.

Your goal, like with all social networking, is to increase the number of followers that are sharing, liking, reposting, etc. These tips can help you take your posts viral.

First, you need to follow more people – it's really that simple. That's where it starts. When you follow others, they learn about you and most times they will follow you back.

You can see why this is so important for you to grow your followers.

1. Make sure you take the time to comment on other interesting posts and to also like them. Try to be first and then the publisher is likely to do exactly the same for you. It's a win-win!
2. You are going to promote your products but in addition to those promotions you should make sure you are making other interesting posts and share lots of interesting and fascinating pictures such as Memes and Gifs.
3. Make sure that you make use of Hashtags. We cannot stress enough, just how important it is for you to use Hashtags because this is how you will bring users to your posts. Tumblr has a vast content base that is very interesting and it astutely classifies all tags for greater content delivery, which is something Facebook does not do.
4. Make sure that you post interesting content in all areas - animated illustrations, cartoons, quotes, photos, etc. Remember that for your content to go viral it needs to resonate at such a level that it literally spreads like wild fire. You cannot make your content go viral yourself, but those that view it and share it can.

## Chapter 7:

# Use Tumblr to Increase Your Site Traffic

Tumblr is a powerful tool to incorporate into your social networking strategy. Ironically, this powerful little tool has managed to keep a relatively low profile, so many don't know what they are missing out on because they have never heard of Tumblr.

Not only can you use Tumblr to generate revenue you can also use Tumblr to help increase your site traffic. It's simple! Let's have a look at five ways you can do that.

### #1 Start by Keeping it Simple

When you start using Tumblr, you'll notice that there are many different visual themes that you can choose from. Some are free and some you have to pay for.

Whichever you pick does not matter, but what does matter is to make sure that the theme you choose is clean. Many themes have tons of boxes on the page or so many colors that it's overwhelming. This makes them hard to read and follow.

Instead, choose a simple theme where your posts remain streamlined. This will help to keep your reader engaged and it will encourage them to visit your site.

### #2 Explore Page

Get your friends, family and fans to recommend you to Tumblr admin. If you have an excellent blog that gets attention, you could find a place on the Tumblr explore page.

If you are able to have this opportunity you will instantly see your traffic significantly increase both in page views and new visitors. You can gain thousands of new fans and really see an increase in your traffic volume from outside the site.

### #3 Re-blogging

Tumblr's re-blogging is a huge advantage. When you follow other Tumblr blogs, their posts stream into your newsfeed, which gives you the opportunity to 're-blog' a post to all of the followers you have. This is key for any blog that is seeking to gain some traction.

You can actually share your post with thousands of people even when your blog has little more than a handful of its own followers. You need to try to get your followers to re-blog your posts often.

#### #4 Direct Your User to Twitter & Facebook

On your Tumblr site, be certain that you are clearly displaying links to your Twitter and Facebook feeds. There is nothing that is as important on Tumblr as your social media since the ability to re-blog is built into the site.

Tumblr will let your fans follow you on a number of different media sources. Make use of the community that's right there to broaden your market.

# Chapter 8:

## Some Astounding Tumblr Stats

Tumblr just might be one the best kept secrets out there. The more you learn about Tumblr the more you will see it has everything from the funny to the memorable, from the profane to the inspirational. Tumblr really has it all.

There are now more than 138.6 million blogs with 62.3 billion posts – wowzer. It’s no wonder that it has spurred such interest. And with the marketing potential comes the need to have stats so you what’s working and what’s happening.

So let’s have a look at some of those stats that you should know to help you build your followers and grow your traffic flow.

- \* The average visit to Tumblr is 14 minutes, which is actually longer than Twitter or Facebook
- \* 28 of the 31 brands are also found on Instagram or Pinterest
- \* 9 percent of USA visits occur through the use of a mobile device
- \* The average Tumblr user views around 67 pages/month
- \* Only 31 of the Top 100 Brands Use Tumblr
- \* 17 percent of Tumblr visits happen during work
- \* 35percent of Tumblr visitors earn more >\$50,000 annually
- \* 16 percent of Tumblr visitors are Hispanic, that’s 7percent more than the 9 percent average
- \* 7.2 percent of Flickr’s referral traffic is from Tumblr
- \* Tumblr is the 5th most visited site throughout the USA
- \* 65 percent of the Tumblr audience has a college education
- \* 36 percent of visitors are parents
- \* 66 percent of visitors are under the age of 35 and 39 percent are under the age of 25
- \* 31 percent of all visitors are in the USA totaling 41,250,000

- \* 56 percent of all visitors have at least some college education
- \* California accounts for 16.75 percent of all unique visits within the USA
- \* Tumblr has grown 74 percent, compared to Twitter and LinkedIn's 40 percent
- \* Most unique visitors originate in Seoul at 1,694,000+

Once you know who it is that is visiting the Tumblr site, it becomes much easier for you to target your traffic and then build on that, thereby increasing your traffic flow, which ultimately is an important step in your branding process.

Tumblr caters to a younger market than some of the other popular social networking sites and it is important that you keep this in mind when you are sending out your messages, texts, photos, images and videos. Target your market and then you will.

#### How to Build Tumblr Traffic?

Far too often Tumblr is overlooked not only as a blogging platform but also as a social media outlet, yet ironically, it has the ability to take your blogging to an entirely new level. Tumblr combines a blogging platform and a social network site into one allowing you to share videos, photos, music, links, text and more.

#### How to Maximize Your Tumblr Traffic?

1. Follow the bigger companies/guys and they'll often follow you back and even promote your blog.
2. Organize your tags in such a way that it helps potential viewers be able to easily find your blog post.
3. Include a Tumblr entry option on all of your Tumblr blog giveaways.
4. Choose your photo and name smartly because they will be the first thing that anyone sees.

# Chapter 9:

## Ways to Use Tumblr

1. Repackage your content – you can use photos and excerpts from existing posts and link back to your blog.
2. Expand on your original blog – explore and expand on topics you have already touched on but make sure that you include more images, inspirational notes and discussion.
3. Replog your content – Post and reblog content between different Tumblr members. After all, this is really what it is all about. Being consistent using quality posting and reblogging will increase your interaction with others and your overall exposure, along with growing your traffic flow.
4. Set up your RSS feed(s) from other blogs. You can include bookmarks from Delicious, StumbleUpon, Digg or import Flickr or YouTube.

Tumblr provides you with the opportunity to quickly and easily connect with followers and other Tumblr users. It provides you the ability to connect to other social platforms like Facebook or Twitter simply by installing the appropriate plugins. Make sure that you take full advantage of tags as this is how users are going to find your posts. If you neglect this important step it will have a negative impact on your traffic flow and readers.

Tumblr has an incredible amount of potential to grow your brand and awareness around your business, but it is important that you post regularly, at least once a day and even more often is better. You can even schedule your posts in advance – this is a very cool Tumblr feature. Make sure that your posts are interesting and if you want the greatest impact on the number of viewers and increasing your traffic flow use images! It's one of the most important things you can do!

# **Chapter 10:**

## **Creating Effective Tumblr Strategies**

In the social era of online that we live in, it's no surprise that marketers know that social networks play a crucial role in all successful marketing strategies.

Most companies will ensure they have a presence on Facebook and Twitter that includes creating content that will help to acquire new customers and keep existing ones along with providing customer support.

While the larger social networks don't get overlooked the smaller ones often do and that includes Tumblr.

Tumblr is seen as a blogging platform by many, but actually it's a lot more than that. It's extremely easy to either favorite or reblog content on Tumblr, which makes it a powerful platform to use to have your brand reach out to thousands in a friendly and cost effective manner.

There are more than 137 million blogs on Tumblr, which has lead to over 61.8 billion posts, Yahoo recently purchased Tumblr for \$1 billion. This is a very active community and it has actually become the 32nd most popular internet site.

For a Tumblr strategy to be successful, it is important for companies for companies to not over brand their content. The focus needs to be for you to offer viewers quality content, which translates into things that viewers will find appealing, amusing and interesting. Good pictures are a great way to achieve this. This is pretty much completely opposite of what you find in Twitter.

Coca Cola is a great example of a brand that has a great social network strategy. Coca Cola focuses on "Where Happiness Lives," which is positioned with the use of funny images of its products without really saying much about their product directly, but yet are found easy to relate to and they are often shared.

If you plan to incorporate Tumblr into your social networking you need to think outside the box and make sure that you are not sounding salesy. Also, you need to remember to always tag your posts, as it is the only way the Tumblr search engine will be able to find your content. It's a key function to successful use!

Your Tumblr strategy should revolve around content that has little actual commercial material, but rather that viewers find funny and interesting, so that they will want to share it. Make use of videos and images as much as possible as these are much more powerful than text is.

You too can enjoy success on Tumblr and increase both your traffic and your revenue because Tumblr is a niche social network that focuses around sharing creativity and true interests with friends, family and community.

# **Chapter 11:**

## **Rising Above Traditional Marketing Techniques**

The New York City based BustedTees is a T-shirt company that began business in 2004. It makes use of Tumblr to post new T-shirt designs and deals they are running. This is a division of CollegeHumor.com that also started in 2004 with just six people on staff.

They have made use of Tumblr since it first came online. Their production manager, Amanda Ferri, was quick to recognize this was a great way to get information to their fans.

Today, more than 1000 people follow BustedTees, which is like an extension of the newsletter they distribute to more than a half million people.

The company has a website where their customers are able to place their orders. The Tumblr opportunity allows them to reach out to a market share they might otherwise miss out on.

So what can you take away from his example? It's really quite simple – if you want to be a success, you need to think outside the box and take advantage of every social networking tool that can play a positive role in expanding your reach and your revenue.

Use Tumblr to engage your customers on a regular basis. The more often you engage people, the more they will come to trust you and you will actually build a relationship with them. This is what can translate into the possibility of a sale.

It's best if you can post at least once a day, but it should never be less than three times a week. Attracting the attention of your existing customers takes far less cost and effort than attracting new customers – keep that in mind.

BustedTees retail directors, Mikhail Ledvich says that a really good blog of theirs will be reposted as much as 60 times, which is a great way to get their products out in front of new people using a source that's trusted. They use their blog to give their visitors a sneak peak at what's going on behind the scenes at BustedTees, instead of looking at it from a direct sales channel.

So, take that information and think about how you could do the same thing with your own business. It's time to stop depending on traditional marketing and start thinking outside the box. Tumblr offers you an easy and effective way to market your products/services and generate an

income stream. There's no cost for using the product, it takes very little time to post and overall it's certainly a win-win. Why not try it today?

# **Chapter 12:**

## **How to Get Massive Tumblr Traffic?**

Growing your Tumblr traffic flow can take time – in fact using the traditional methods of growth, it can take you a couple of years to establish a strong, steady traffic flow. But what if you don't want to wait that long to see such traffic flows?

Great news – you don't have to. There are things you can do to get massive Tumblr traffic faster. Let's have a look.

### **#1 Get Yourself Coverage in the Larger Media Scene and Spend No Money**

Done right, there is no need for you to spend a fortune on getting coverage in big media. Press releases are a great way to accomplish this.

You can also create a relationship with a reporter, because he/she can become an invaluable resource for you and help to generate traffic you would not otherwise see. When you catch that break and a reporter's story uses you as a source you'll get a massive boost in your Tumblr traffic.

### **#2 Use Egobait to Suck in Traffic**

If you haven't heard of Egobait, it is time you did. It is a relatively simple concept where you offer a reward to people who are able to accomplish a specific challenge.

If they are the winners they get to show off all around the world. In short – this is a technique that applies to a person's vanity. For example, you might run a contest three times a year for the top five blog posts.

The winners are given a badge to display and that badge actually drives traffic back to your site. It's a great way to see a huge growth in your Tumblr traffic.

### **#3 Go Viral on Tumblr**

Because Tumblr is so good for meme-based type content you can easily strike the right mix on Tumblr to get yourself some serious traffic. For example, those looking at posts on Tumblr suddenly see a post that's a lot longer than most posts – they are going to stop and have a look, because it's going to catch their attention.

Right there you have hooked them. Then you can strategically place links back to your website or you could send readers to other posts on your Tumblr site. You'll defiantly land up with a significant increase in your Tumblr traffic.

The thing with Tumblr is it is just so easy to share anything – links, posts, music, videos, photos, texts from wherever you happen to be. It's like a blend of Twitter and Facebook and it appeals to the 13 to 25 age bracket so to drive traffic here you need to keep in mind just who your market is.

# Chapter 13:

## Build Quality Backlinks Using Tumblr

Tumblr is by far the fastest growing platform for micro blogging and when it comes to Social Media it's quickly becoming a contender to pay attention to as it grows and blossoms.

If you are using Twitter, G+ and/or Facebook, you should be sure to take a look at just how Tumblr can help you increase your site traffic and backlinks.

There are a number of methods that can be used to create White Hat backlinks and traffic – Tumblr happens to be one of them.

You can post text, music, videos, audios, pictures, links, etc. on Tumblr. While the majority use Tumblr like a social media site, many bloggers and marketers see where it has other value and they use it for their business.

As a professional blogger, you need to recognize what Tumblr can do for you. There's no question, using Tumblr to build up SEO for your site isn't the most common method of achieving this task, but it is an excellent tool for this and other marketing tasks.

It might take you a bit to adapt to using Tumblr, but don't worry because you will get the hang of it and before long you'll be loving it. Tumblr is an incredible tool for significantly improving your traffic.

Using Tumblr to create links to your site provides you with what is referred to as White Hat backlinks. This means that Google will not penalize you because these are legitimate links.

Remember the most followers on Tumblr come from images that are catchy and fascinating, so don't make all your posts text because you'll lose out on a lot of potential traffic that you can later direct to your site through the power of a link.

Tumblr is also a valuable tool in help you get a better Page rank. Just a few quality content posts with consistent attention and you can easily earn a Page Rank of 3 or 4. Make great posts and increase your following and your traffic and then the links to your site will also have more punch and help to improve your site Page Rank, especially as the number of people sharing your posts grows too.

It really is a game of numbers and you need to work on growing your traffic numbers by incorporating Tumblr into your backlink and social media strategies.

Doing so will net you the best return for your time and efforts. Remember, you do need to post regularly to your Tumblr – at least once a day, to enjoy the full benefits.

# **Chapter 14:**

## **5 Important things to Increase Your Tumblr Traffic**

Currently Tumblr is one of the best kept social networking tools. Those who have discovered how they can use it to grow their business and revenue aren't talking about it too loud – they certainly aren't shouting it from the roof tops.

But we thought we should! So now you know, if you want a free and easy tool to grow your business revenue, you need to be learning how to use Tumblr micro blogging. For those of you who are already familiar with Tumblr let's look at 5 things you can do to increase your Tumblr traffic.

### **#1 Make it Interesting and Make it Memorable**

If you are saying what everyone else is saying or you are showing the same 'ole' pictures and inspirational quotes everyone else is sharing, you'll get some attention, but you aren't going to get the type of attention you want or need to grow your Tumblr traffic.

Translated, this simply means choose images and videos over words and make them crazy, exciting, fascinating and so darn good your visitor wants to look at them or view them over and over, because that means they are going to share them and then the people they share with will want to share them and on it goes. It also means that people are going to keep coming back because you have interesting content. When you use words make what you have to say valuable and interesting. Stand out in the crowd!

### **#2 Post, Post and Then Post Some More**

It is very important that you post regularly, every single day – at least once, and more is good. If you want to keep a consistent fan base and you want to grow your followers, your shares and thus your traffic, you need to be posting on a regular basis information that others want to read/see because its interesting.

### **#3 Stay Focused**

If you jump all over the place with your topics its harder to build a die-hard following that wants to continue to read everything you have to say.

It's better to stay focused and post on one topic. So perhaps your business is about online marketing, then everything you post should be related to this subject. By doing so you will increase your following and your traffic.

While we would love to see our traffic grow at lightning speed rates that's not always how it works (although it can), so be patient, do the time, be loyal to your followers and work hard to grow your fan base and you will reap the rewards with a steady increase in traffic.

# Chapter 15:

## Grow Your Tumblr Followers and Traffic

Teens and young adults actually prefer Tumblr over Facebook and they are also the most willing to share information they like. Now's a great time to take advantage of who your market is and learn how to increase your followers and traffic. Let's look at how you can do this.

### #1 Make Sure That You Post Images That Will Capture the Attention of Your Audience

It didn't take long for Tumblr to become the hub for where you will find the craziest, most wild images – you know those images that simply fascinate you. Putting images on your Tumblr will give your site more character, but it will also attract those users who are looking for the latest, most fascinating and crazy images. Texting will catch the attention of a few, but if you want to get shares on Tumblr you need to be posting images and that's going to grow your traffic and your followers.

### #2 Make Sure You Focus on One Subject

The most talked about Tumblr blogs are those that are focused on one subject. Add a sense of humor and you have the makings for a win! Single subject Tumblr's do a better job of making a serious statement and often that statement is a social statement. The possibilities are endless for getting yourself noticed in this manner. With that notoriety comes more followers and a growing traffic flow.

### #3 Continuously Post

It is important that you continuously post if you want to keep a consistent and growing fan base. Post every day, more than once a day. Tag your posts with as many relevant phrases as you can, because this is how you will get more people to check your Tumblr out. If you don't take advantage of tags your Tumblr isn't going to get noticed.

### #4 Choose the Right Theme for Your Tumblr

With Tumblr visual images are very important and that is also why it is so very important that you take the time to find the right theme for your Tumblr.

You might be surprised to learn that the right Tumblr theme can be the difference between 100 followers and 1000 followers. There are tons of themes to choose from on Tumblr depending on your taste. If you do not want your Tumblr to look like other people's Tumblr then you'll need to

either design your own theme or pay someone else to create you a custom theme. It's worth the money.

Tumblr is a tool that is fast catching on but still remains one of the best kept secrets in the social media arena.

# **Chapter 16:**

## **How to Use AdSense on Tumblr?**

Whether you already have your Tumblr blog setup or you are planning to start using a Tumblr blog to make some money, you should consider using AdSense.

This third party site allows ads to be posted on your Tumblr blog and this can generate revenue for you. Here's how to use AdSense on Tumblr.

**Step #1** Create an account using the email and password that your Google account uses. You will need to make sure that all fields have your real information if you want to make money through AdSense.

**Step #2** Once you have signed up, your application is reviewed by AdSense to ensure your application is legitimate. You will receive an email in about a week telling you the status of your application. You can learn more about AdSense at the 'Newbie Central.'

**Step #3** After you get your ad code, copy it and then log into your Tumblr account. Click on your blog title at the top of the page. Now don't forget you can actually customize your ad or leave it just as it is – AdSense will throw at you kind of a standard ad, but you can change the colors, fonts, links, etc. so that it works best for you.

But remember to read the rules about making AdSense ads blend so you don't get into trouble with Google.

**Step #4** Next you should select 'Customized theme,' which you can find on the right side of the page.

**Step #5** Click on the 'Edit HTML' button found on the left side of the customization page. Here is where you will paste in the AdSense code wherever it is you want it to be displayed.

**Step #6** Click on the 'Save' button at the top. Now you are officially an AdSense user—sit back and begin to enjoy the magic.

That's it – six simple steps to get you started using AdSense. Now remember these ads are going to appear and when they do if a visitor clicks on them you are going to make money.

This is yet another way that you can generate revenue on your Tumblr blog.

AdSense is a popular source of revenue for many online businesses and marketers, and its full value is often overlooked.

Tumblr really simplifies the process of making money with AdSense and that's exciting. If you have not yet worked with AdSense, a good place to start is with reading about how it works, what's acceptable, what's not, and how to make the most of AdSense both on Tumblr and using other venues.

# Chapter 17:

## The Unsung Power of Tumblr

There is no question that Tumblr is very popular as a personal diary, yet what many aren't aware of is that this little gem can do a lot more.

Tumblr is an inexpensive yet powerful tool for both newbie bloggers and blogging pros alike. Tumblr focus on simplicity has masked its real potential, which is likely why Tumblr is so often overlooked and more familiar blogging platforms like WordPress are chosen instead.

If you are ready to become a Tumblr Tycoon you will never have to know a thing about code to make your template work, you won't have to care about CAPTCHA plugins and there are no monthly fees. Here are some great tips if you want to blog with Tumblr and discover its true power.

### #1 Feedburner – Make it Your Best Friend

Tumblr lets you swap out the default blog feed and then replace it with Feedburner, which makes it a lot easier for you to analyze your subscribers and use ads to generate revenue. Create your Feedburner account and then you can add the service to your Tumblr by going to your Dashboard and clicking 'Customize' link, then click the 'Services' tab and paste your Feedback link in the field.

### #2 It is All About Your Appearance – Well, at Least the Appearance of Your Tumblr

There are many free Tumblr themes as well as premium themes. You can also have someone design a Tumblr theme for you. Your theme is one the most important things you will do for your blog to help grow the number of users and increase your traffic flow, so make sure you give it the attention it deserves.

### #3 Google Analytics

Nowhere else is it as easy to insert your Google Analytics as it is with Tumblr. You should really take the time to generate and insert this code into your blog because it will provide you with so much useful information about how your micro blog posts are doing.

### #4 Take it Social

Your Tumblr posts can automatically be posted to Facebook and Twitter without you having to install a plugin or use third party service. You can find this feature under the 'Services' tab. You

can significantly increase your audience using these tools along with your traffic. It's a breeze to use so why not? It will help you unpack the power of Tumblr.

Tumblr is 'the new kid on the block,' and as a result its power as a social networking tool are often overlooked. Of course, those who have discovered how it can be used to significantly increase traffic flow to their website and generate revenue, aren't talking about their new found treasure.

# **Chapter 18:**

## **Make Money Online Using Tumblr**

There are tons of ways to make money online and social networking tools are certainly in that mix, but one that gets overlooked often is Tumblr.

That's largely because it is the 'new kid on the block,' and those that have discovered the value of using Tumblr to generate income aren't really talking about it. They like their little secret and plan to keep it that way for as long as they can.

Tumblr blogging is a cheap and easy method for business to engage their customers and to build brand recognition. In fact, it's a great way to keep and grow your customer base. And if you want to make money, now would be a good time to forget all about traditional marketing.

Traditional marketing, with its standardized photos and slogans, doesn't often cut it in our over sensitive, hyper connected world. The time is here to think outside the box.

Tumblr is free and it makes posting easier than ever, so it means you can quickly create brand recognition and it provides regular, consistent channels to the internet's consciousness so that you can achieve that brand recognition even faster. Just a few clicks and your text, quote, link, photo, video, etc. are posted and there for the world to view.

A blog that is linked to social media is like a lottery ticket for most businesses.

There is a definite shift from spending money on advertising to spending that money on social networking campaigns, that are now recognized as being far more valuable and far more affordable.

Social media is an incredible tool for business to share content online and that content is what is so important for marketing. Your goal is to inspire viewers to want to learn more about your company.

If you want to make money on Tumblr you are going to need to engage your customers. The point of social media, and that includes Tumblr, is to connect with your customers. Business bloggers must be continually interacting with their customers if they want to keep that connection, otherwise it will be lost.

By engaging with your viewers you create loyalty and you build a relationship. If you are only engaging now and then they will quickly lose interest and leave you. Engaging is easy: post a

question, ask for opinions on say a new ad or ask for a like on a new publication. Just a few examples of how you can engage your viewers.

Those that are following you on Tumblr can repost your posts onto their blog and from there it can be reposted yet again and on it goes – much like Facebook.

The more internet traffic you have on your page the more it drives brand recognition and that in turn translates into revenue because of the interest in your product.

# Chapter 19:

## Conclusion

If you have overlooked the popularity of Tumblr, that's okay, you are not alone. Tumblr actually gets more search volume than Pinterest or Wordpress, at least that's according to Google. Let's look at 5 steps to making money on Tumblr.

#1 Start by building a Tumblr blog for your Wordpress niche sites.

#2 Then look for some good content from other Tumblr blogs that you can re-blog. Post it on your Tumblr site! That's one of the great things about Tumblr.

On most sites like WordPress, having a site that is filled with the comments of other people is looked down upon and it makes it almost impossible to get traffic.

However, on Tumblr people love that you re-blog their content. The more you re-blog the more traffic you are going to get. That's what makes Tumblr so fantastic.

#3 Every day you will want to use the simple search functionality of Tumblr. Look for new people who are posting in your niche area and then follow them.

Pick one of the posts and follow it. Like it, and leave a comment about it and then re-blog it. This will really get other people's attention. They will see it as a compliment.

More than half the time they are going to follow you back. From that point on they are going to see every single post that you make in their Tumblr feed.

#4 Each day you should then look for good content from those people that you are following. Because they show up right in your feed, it's really easy.

Then, like it, comment on it and re-blog it. Not every time will you do all three, but most times. This is going to promote others to visit your blog often.

#5 Thanks to a free plugin each time you post to your WordPress site it will automatically post that content onto your Tumblr blog too. That means everyone who is following you will see these posts as well.

This will help to drive traffic to your site and to directly increase your sales, because your followers will see all of the product review posts with the associated affiliate links. Because of your likes, comments and re-blogs you build a good relationship with these people so they

have a high degree of trust in you. That means they will frequently purchase the products that you recommend to them.

Tumblr is one of the most effective ways to get traffic to your niche sites and it costs you nothing. Focus on niches that will work well in Tumblr.

Use Google Analytics to see your traffic flow and make the most of that traffic.

Making money online has never been easier. Try Tumblr yourself!