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Alex Stearn

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HOW TO MAKE TUMBLR WORK FOR YOUR BUSINESS Many businesses and entrepreneurs are still struggling to make social media work for them and are either continuing to waste valuable time and resources or giving up altogether. However, businesses that are mastering social media marketing and networking are not only reaping enormous rewards, but also building one of their most valuable assets, a following of loyal customers and brand ambassadors who are going to secure their success in the future. Whether you are completely new to Tumblr marketing or you are already running a campaign, this book aims to demystify social media marketing and teach you step-by-step the principles, strategies, tactics and tips to make Tumblr work for your business. In this book you will learn all about the benefits of social media marketing, the psychology behind it together with how to use the almighty power of Tumblr to: Identify and find your ideal customers Generate and capture new leads Drive traffic to your website Increase sales conversions Build your brand In this book you will learn: How to plan and run a successful Tumblr marketing campaign How to set up your Tumblr How to customise your Tumblr Ideas for content to post on Tumblr How to build a highly targeted following in Tumblr What to do on a day to day basis on Tumblr How to measure your results on Tumblr How to prepare your website for success

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