

WHY



MEDIUM IS A CONTENT



MARKETER'S PARADISE

WHAT IS MEDIUM?



WHY USE MEDIUM?



For more infographics visit - <http://youscapefrom9to5.com/>

HOW DOES MEDIUM WORK?



PEOPLE READ AND RECOMMEND A STORY



THE MORE RECOMMENDS THE BETTER VISIBILITY



STORIES ARE TAGGED TO CATEGORIES

HOW TO GET THE BEST OUT OF MEDIUM?



CASE STUDY – ALI MESE – A SIMPLE STORY TELLER

6.2 MILLION

PAGE VIEWS

1 MILLION

VISITORS

144,920

FOLLOWERS

Ali's Page Views in Medium

Stories	Views	Reads	Read ratio	Recommends
 How quitting my corporate job for my startup dream f*cked my life up <small>In Startups, Wanderlust & Life Hacking · View story · Referers</small>	4M	1.7M	43%	10K
 +300 Awesome Free Things for Entrepreneurs and Startups <small>In Startups, Wanderlust & Life Hacking · View story · Referers</small>	960K	80K	8%	5.4K
 The Single Biggest Reason Most Entrepreneurs Fail <small>In Startups, Wanderlust & Life Hacking · View story · Referers</small>	148K	49K	33%	1.7K
 How I Got 6.2 Million Pageviews and 144,920 Followers <small>In Startups, Wanderlust & Life Hacking · View story · Referers</small>	100K	14K	15%	1.7K
 Why I Just Fucking Did It <small>In Startups, Wanderlust & Life Hacking · View story · Referers</small>	24K	10K	43%	797
 We found love in a hopeless screen <small>In Startups, Wanderlust & Life Hacking · View story · Referers</small>	5.1K	2.6K	51%	106

REFERENCES:

<https://medium.com/about/>
<https://medium.com/@Medium>
<https://blog.kissmetrics.com/marketers-guide-to-medium/>
<https://medium.com/swlh/how-i-got-6-2-million-pageviews-and-144-920-followers-d4c3fa440802#.iugmxuez4>

