

# How to Use STUMBLEUPON



for Marketing and Drive Traffic



## WHAT IS STUMBLEUPON?



A Social Bookmarking Site – Similar to Delicious. Allows users to save links for future viewing. You can randomly discover a new page using their “STUMBLE” button based on your interests.



A Social Voting Site – Similar to Digg and Reddit. If you like a page UP-VOTE; if you don't like DOWN-VOTE.



The More UP-VOTES the Better Chances of Being STUMBED.

## WHY USE STUMBLEUPON?



Over  
**30 MILLION**  
Active Monthly Users



**4TH HIGHEST**  
Social Media Traffic  
Referral (behind Twitter  
& ahead of Reddit)



Can Provide 3  
Times More Traffic  
than Reddit



Can Provide More  
Traffic than Google+  
and LinkedIn Combined



It's Fun and Interactive



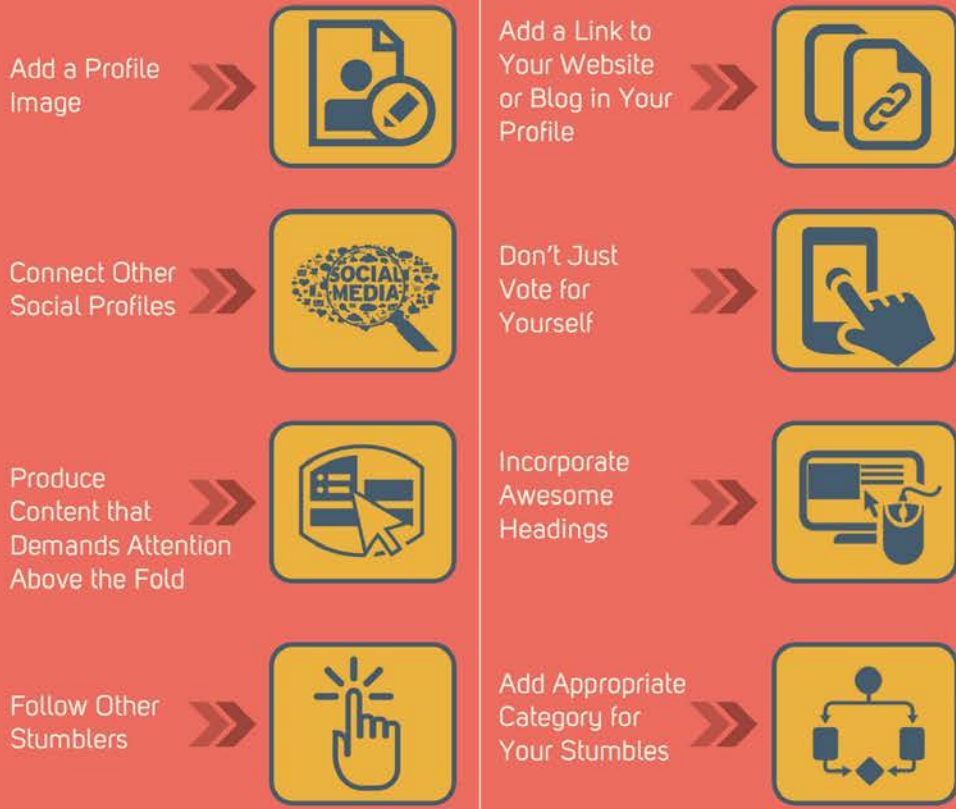
Potential to Bring  
in Viral Traffic

**PAID STUMBLES CAN BE SUPER TARGETED**

## HOW TO USE STUMBLEUPON?



### TIPS FOR GETTING THE BEST RESULTS OUT OF STUMBLEUPON



## STUMBLEUPON CONTROVERSIES



**TRAFFIC DOES NOT CONVERT WELL**



**HIGHER BOUNCE RATE**

References:

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<http://www.thesocialmediahat.com/active-users>

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[www.yourescapefrom9to5.com](http://www.yourescapefrom9to5.com)



StumbleUpon

YOUR ESCAPE FROM 9 TO 5