TO:         Proximity Media Teams  
FROM:     Fahad Binobaid   
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SUBJECT:     Tumblr. Strategy Report

**Tumblr Profile**Tumblr is an online social media network founded by David Karp in February 2007, headquartered in 10th Floor New York City, and owned by Yahoo Inc. that provides customized text templates to short blogs that are shared online with other people who subscribe to a particular blog post or channel with all features to be retrieved from “dashboard” button in admin panel. [Tumblr (2015)].

Tumblr generates its marginal revenue by convincingly selling the content and premium channel holders to the public in the form of useful data such as pictures, videos, and text information. The premium accounts can be added to use more customized features on Tumblr. The users can register their favorite domain names by paying domain registration fee and it also facilitates larger organizations to partner up for social or business purposes on the website to run their campaigns on social media and Tumblr charges to activate more animated and textual designed features.

Tumblr is managing 108.4 Million blogs carrying 50.9 billion posts and the company has 175 employees who are well settled economically [Aamoth, D. (2013)]. The total revenue generated by Tumblr in 2012 was $13 Million and it targeted $100 Million in 2013 [Edwards, J. (2013)].

**Social Networking landscape of Tumblr is increasing the power of consumers and minimizing the threats of new competitive entrants**

Tumblr is in competition with global social media networks such as YouTube, Google+, Facebook, and Pint rest but it has increased its users by 120 percent in very short time and became the fastest growing social media network. The cause for this technological consumer expansion is due to its interactive and productive engagement with users and accepting the modern popular culture is unavoidable truth in society [Raymundo, O. (2014)].

**Tumblr now focusing on installing consistent technological updates and enhancing engagements with the consumer through mobile app and modern popular content**

Tumblr has the competitive advantage over other social networks that it provides customized settings to the text in a very short form which is being used by the company aggressively by constantly releasing latest customization updates and increasing communications and engagements with the consumers [Raymundo, O. (2014)].

Following are the few practical strategies implemented by Tumblr to keep competitive advantage in the market and increase consumer power by keeping them connected with the organizational system and to deal with the threat of new entrants by consistently installing technological updates:

* In January 2013, the first media head of Tumblr, Sima Sistani, was previously appearing in popular television shows such as The Voice. Pop stars such as Taylor Swift and Britney Spears also became very aggressively active on their Tumblr Channels sharing videos, pictures and other entertainment stuff to keep people focused and connected with the site [Raymundo, O. (2014)].
* Feasible usage of Tumblr mobile app, incorporation of tags of blogs in posts, integrated Vine, updated media players, and separate Android and IOS application are clear evidence of updates in the field of technology [Raymundo, O. (2014)].

**Tumblr Appeals to Younger Generation Especially teenagers**

The prime content on the Tumblr attracts young teenagers to use the application. Younger generation feasibly connects with the popular modernized culture globally through this. More than seventy percent of the consumers on the Tumblr are between 16-34 years of age.

References

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