

CREATING A TUMBLR BLOG



A Tumblr blog is a great way to promote your business, connect with your customers, and build a following online. Having a Tumblr blog is free and is a prerequisite if you want to use Tumblr to promote your blog, increase website views, or get more leads. Think of it almost like your company's profile on Tumblr. Here are four more reasons why you should create a Tumblr blog:

1) TUMBLR HAS A LOT OF USERS

As of July 2020, Tumblr has [314 million monthly users](#), more than half of whom are from the United States. Around one-third of Tumblr users make more than \$50,000 per year, and [on average](#), users spend more time on the site than they do on Facebook or Twitter. [Some speculate](#) that this is because users on this site care more about meaningful relationships and exchanges. More and more people are using the platform to find products, businesses, and services to solve their everyday problems, which means that having a Tumblr blog is a free way for potential customers to find you, remember your brand, and share it with their friends. Tumblr makes it very easy for you to get your business's name out there and to share your content.

2) YOUR COMPETITOR PROBABLY HAS ONE

Businesses are on Tumblr to connect with their customers, and customers want to connect with their favorite businesses. More than a third of [surveyed brands](#) in 2013 had a presence on Tumblr, and more than a quarter post regularly to the platform. In addition, [at least 50%](#) of users report reacting positively to a business's posts on Tumblr. If your competitor is using social media and using it well, you are missing out on big opportunities.

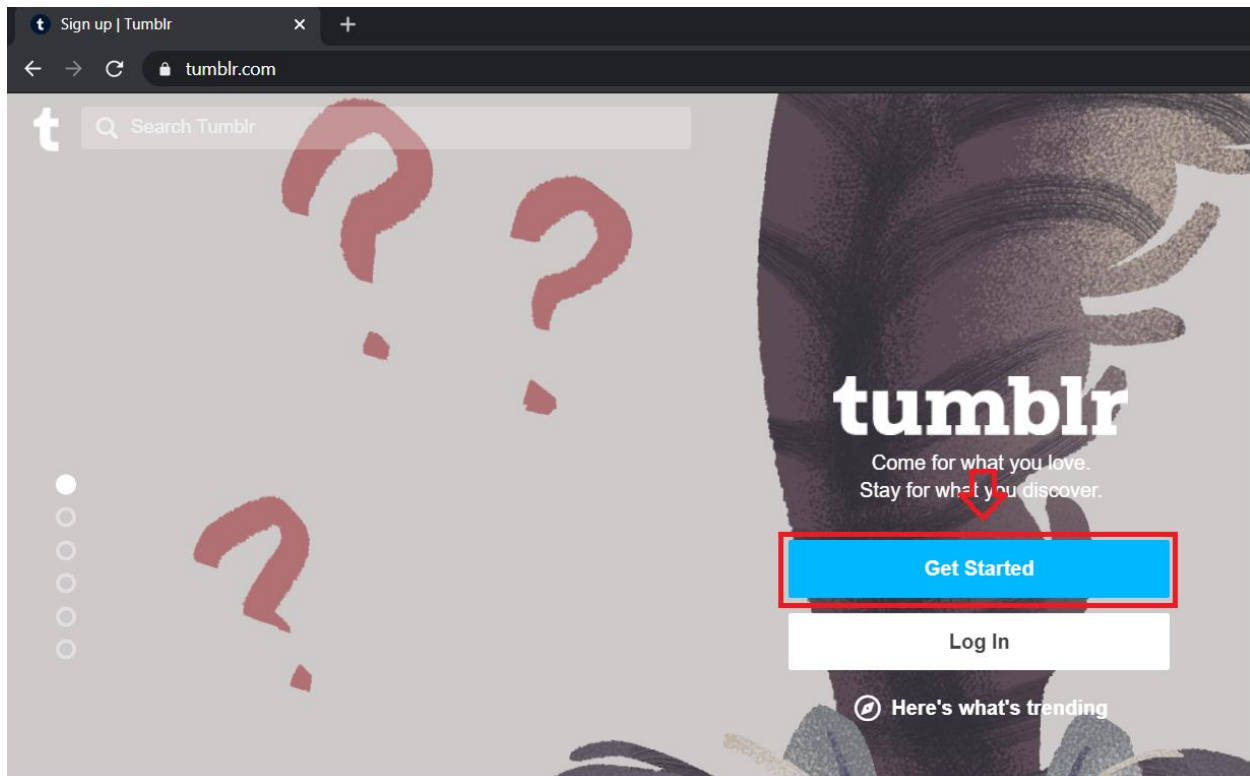
3) SEARCH ENGINE OPTIMIZATION (SEO)

[Content marketing](#) should be a major part of your digital marketing strategy. You can hand-feed your community tips, tidbits, newsworthy items, and interesting events so that when they need your services, you are the first company they think of. This type of content will drive traffic to your website, which tells Google's algorithms that your site is reputable. In the age of "I don't know...Google it!", appearing on page 1 of the search results instead of page 4 can be the difference between life and death for your company.

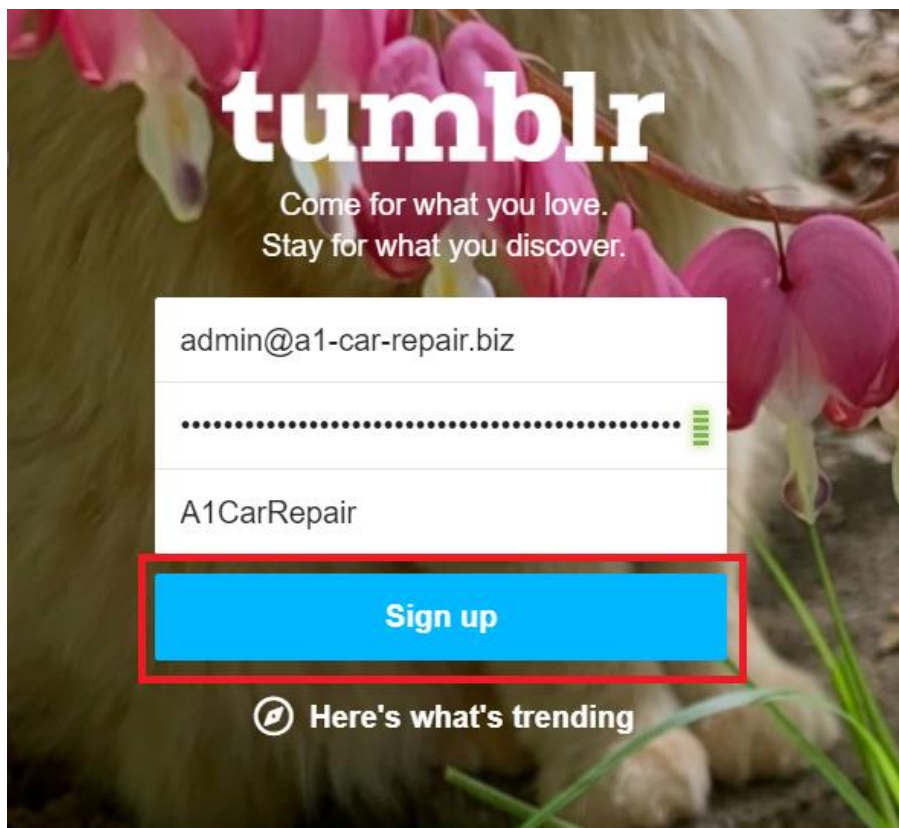
By [sharing links on Tumblr](#), you can amplify your message and share your content with your followers. This will in turn drive more traffic to your site, which will help with SEO. And who knows, your content might even go viral!

4) START A DIALOGUE

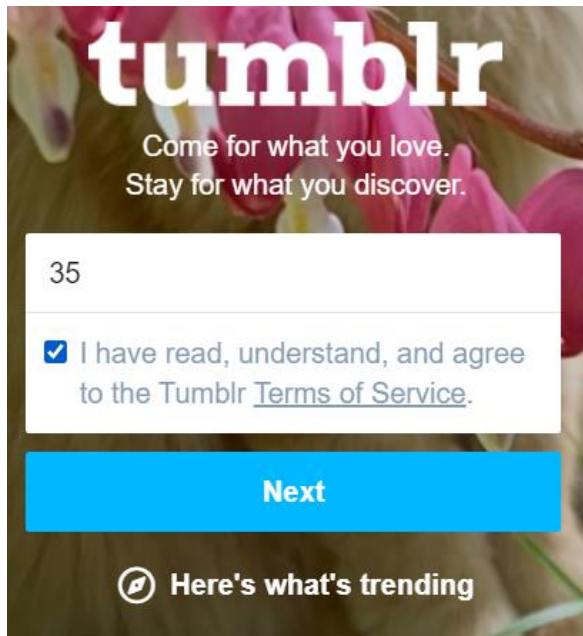
Even if you automate certain parts of your social media presence with IcyFire, connections and genuine communication remain important. You can use your Tumblr blog to start a dialogue with your customers, connecting a face, name, and personality to your brand. If a customer messages you, you can individualize your response. You can also ask fans to give feedback, organize contests and promotions, and ask for them to leave comments. Tumblr allows you to engage your target audience and invite them into your business every day.



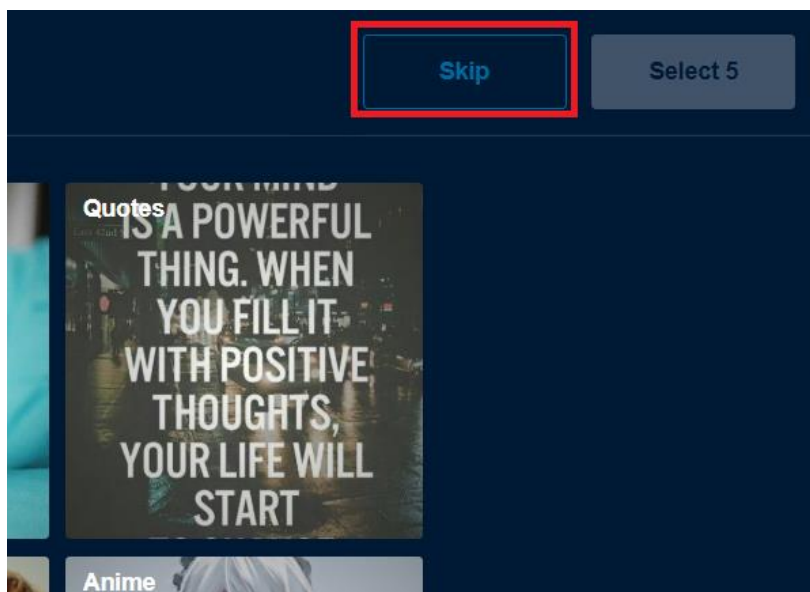
Step 1. Go to tumblr.com and click “Get Started.”



Step 2. Enter your email. Choose a password and a username that represents your business.



Step 3. Enter your age, agree to the conditions, and click “Next.” Complete the Captcha challenge if necessary.



Step 4. Click “Skip” in the top-right corner.

Verify your email address



Tumblr <no-reply@tumblr.com>

Wed 6/3/2020 10:41 AM

To: You



Hello! Just need you to verify that this is your email address. Is this you?

This is me!

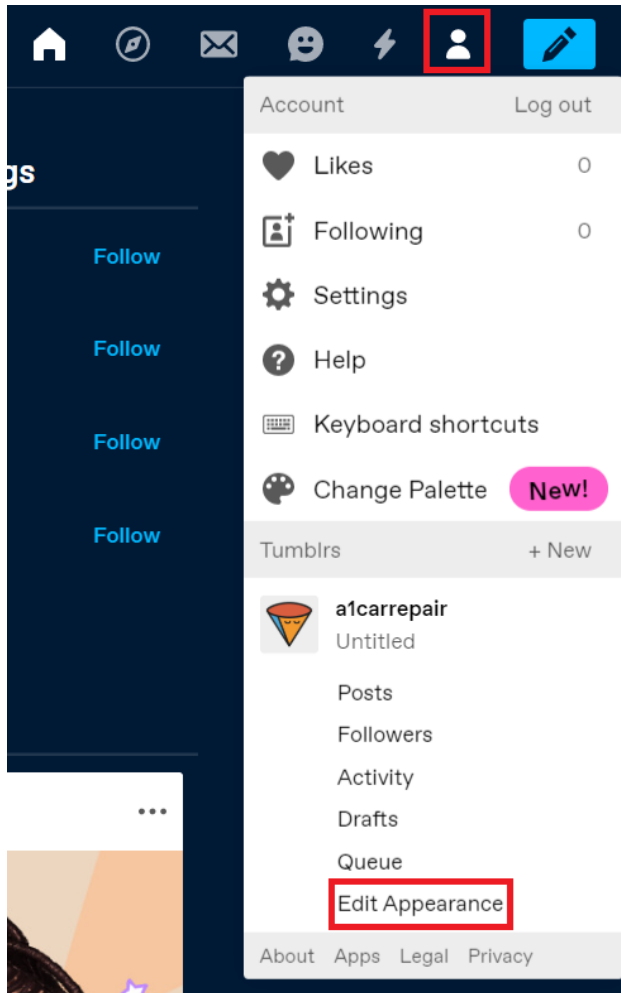
Thanks! Gotta keep the internet safe from spambots and all that.

tumblr.

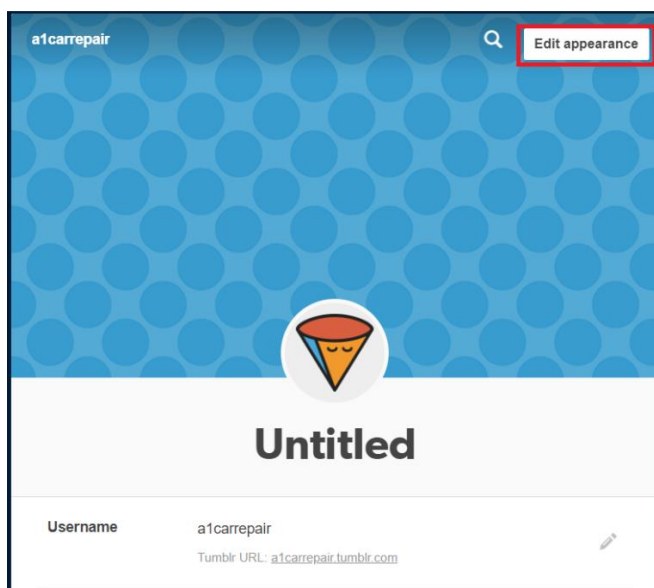
12 E. 49th St. 2nd Flr. New York, NY 10017.

[Email settings](#)

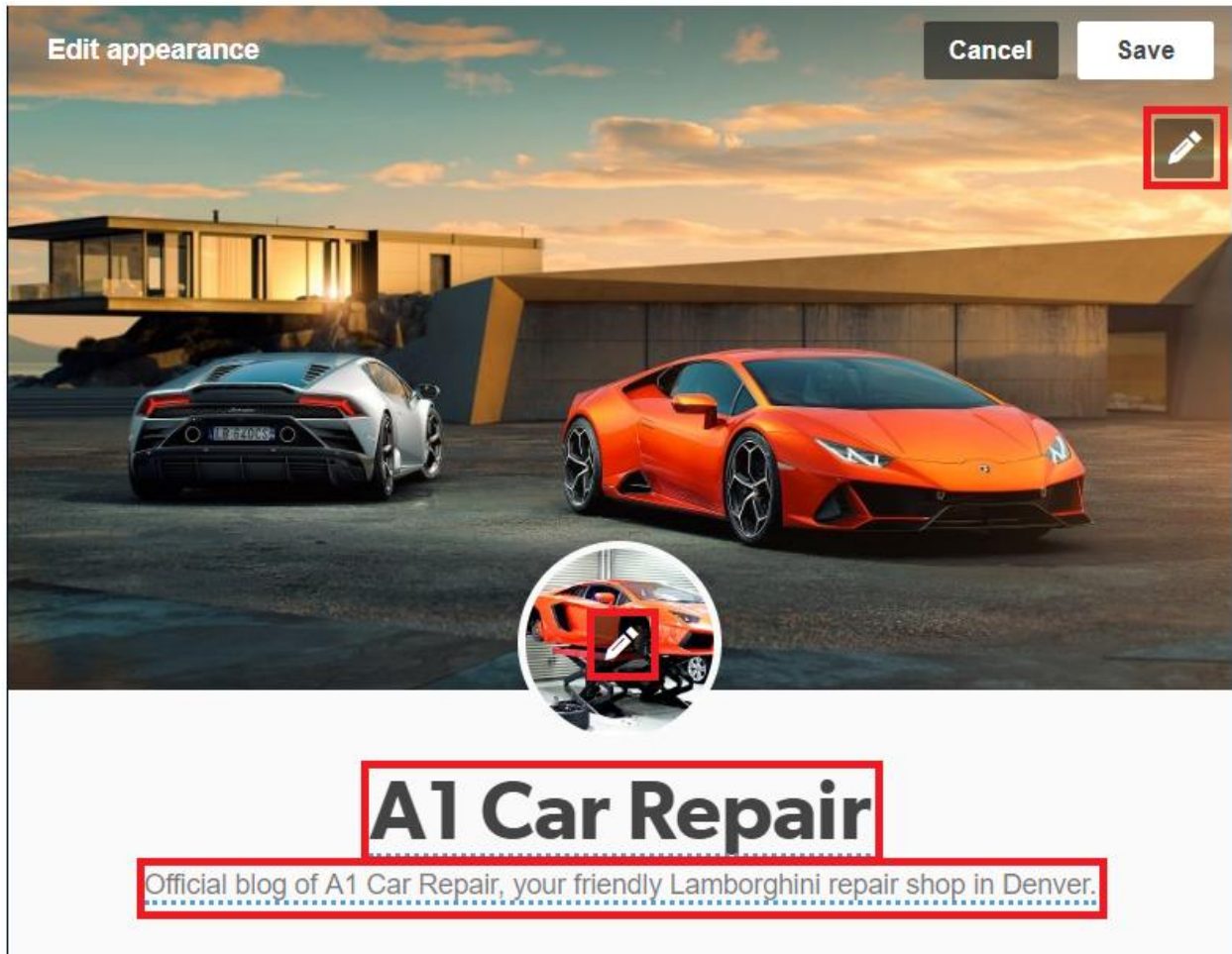
Step 5. Go to your email that you used to sign up for Tumblr. You should have received a verification email. Click “This is me!” to verify your account.



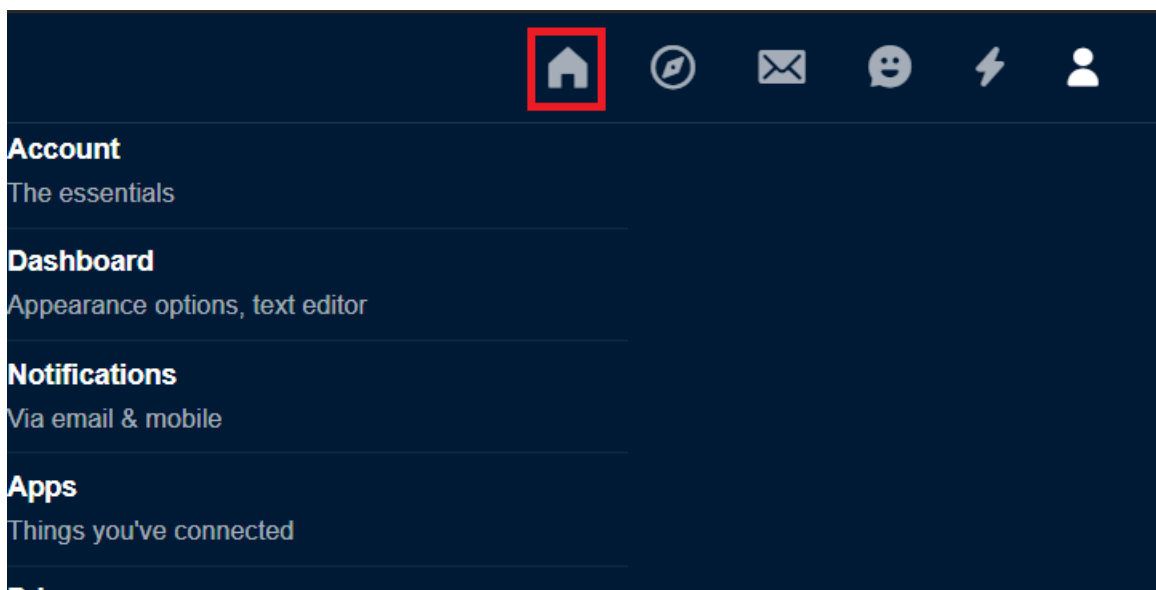
Step 6. In the top-right corner, click the human icon. In the drop-down menu, click “Edit Appearance.”



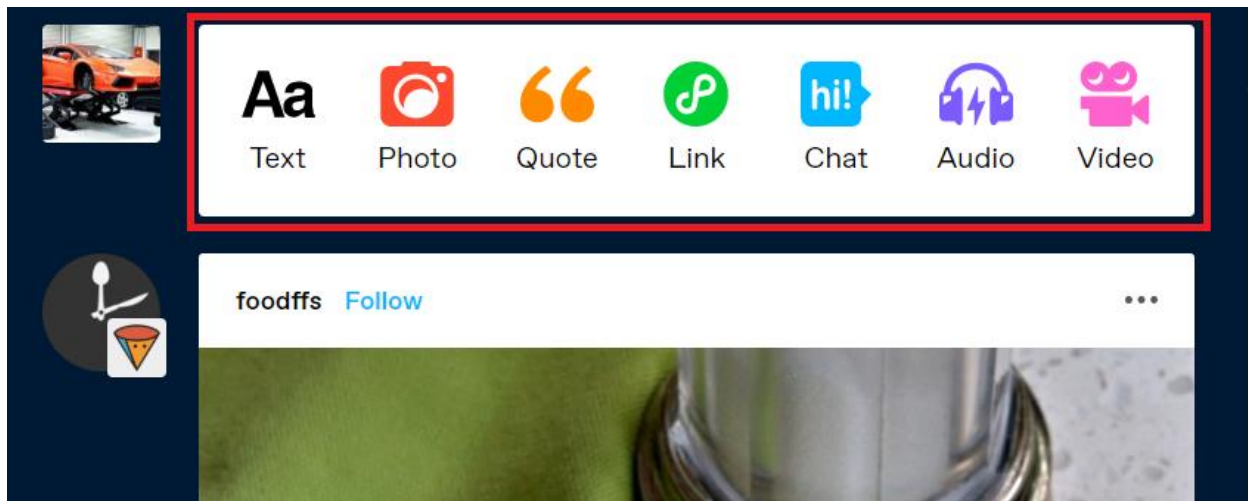
Step 7. Click “Edit appearance” in the top-right.



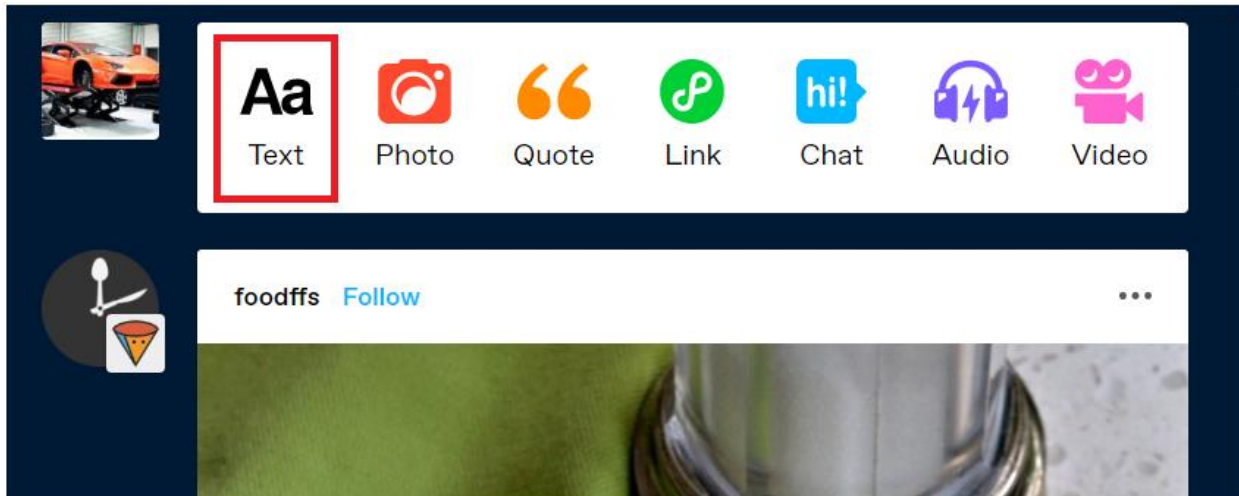
Step 8. Edit the title, description, profile picture, and banner picture to your liking. Click “Save” in the top-right corner when you’re finished.



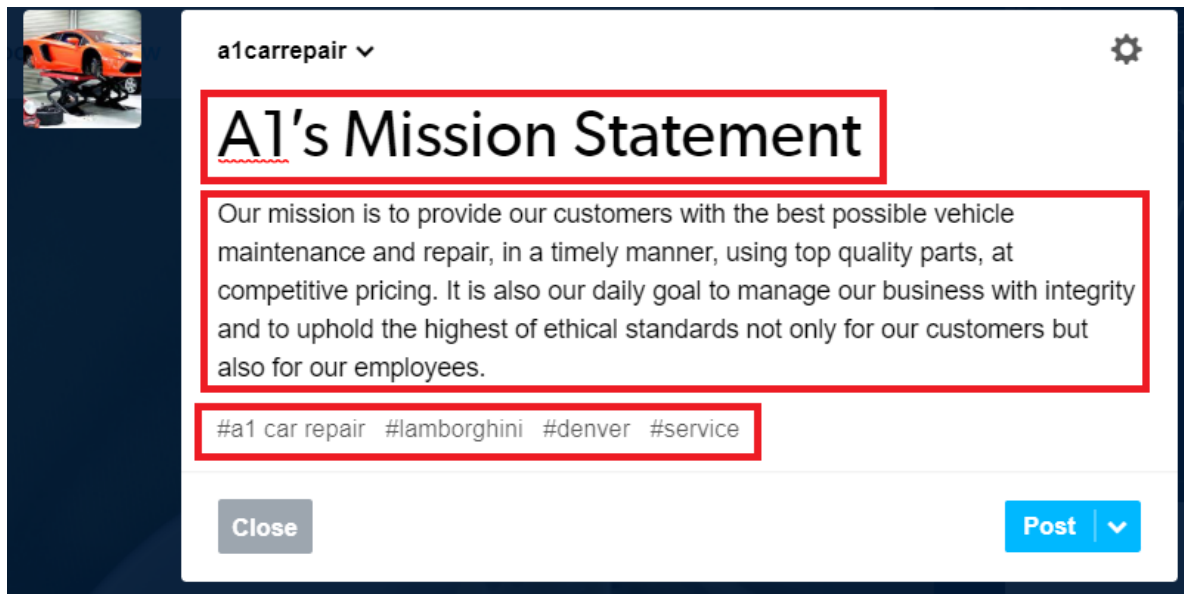
Step 9. Click the home icon to go back to your dashboard.



Making posts. At the top of your dashboard, you have seven different buttons that allow you to make different types of posts. Let's explore them and see what they can be used for.



Text posts. Text posts are just text. They can be used for communications that don't need multimedia. Click on the "Aa" button to see how to use it.



The post consists of three parts – the title, the body, and the tags. The title and the tags are optional. Tags are like hashtags on Twitter; they allow people to find your post more easily. So if someone was searching for "Lamborghini", this post would show up in the search results because of the Lamborghini tag. Click "Post" in the bottom-right corner to publish.

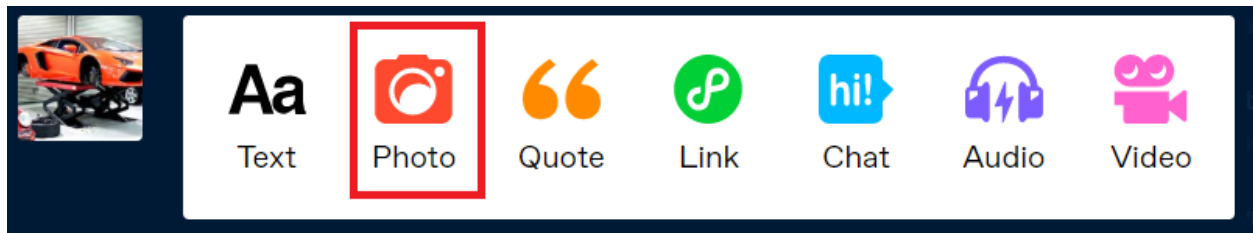
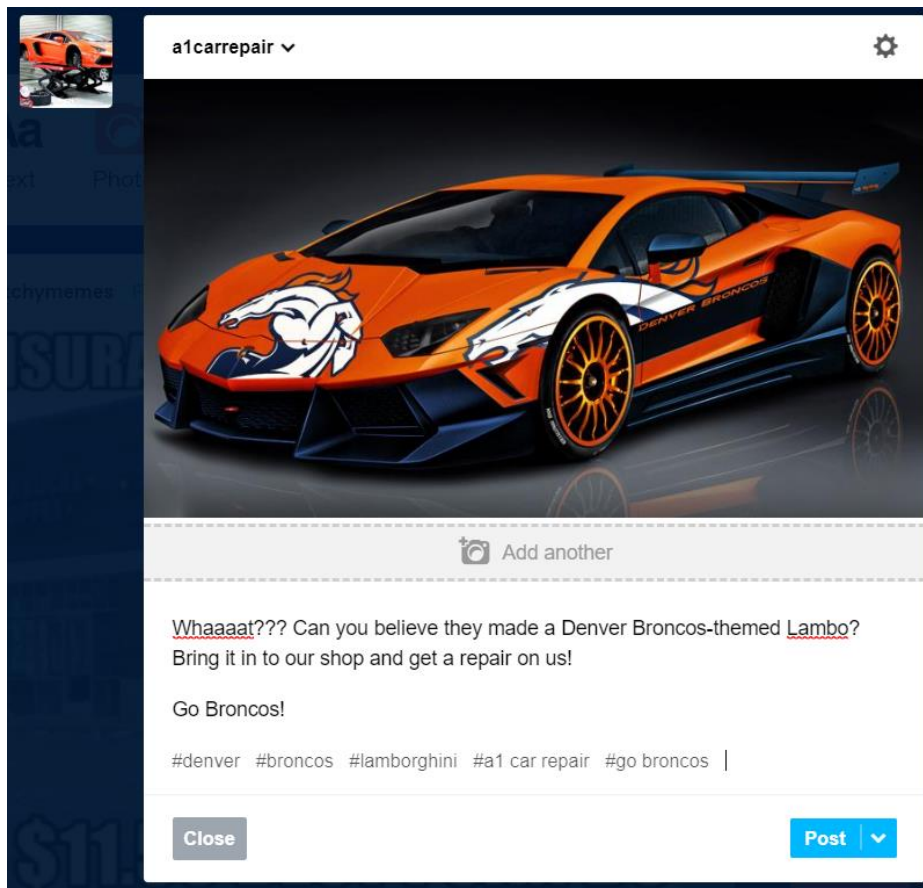
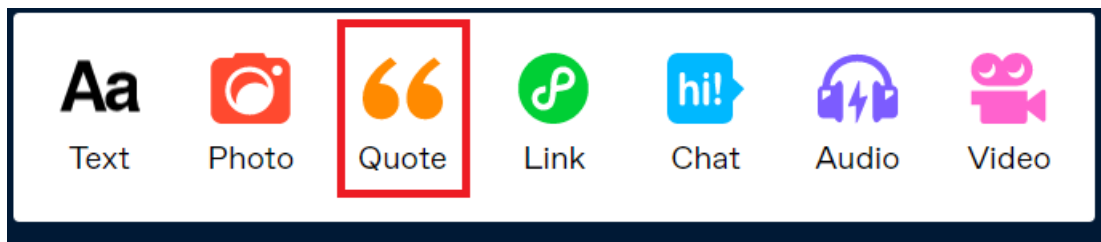


Photo posts. Next one is, you guessed it, used for sharing photos. Click the camera icon to get started.



Here, you have three elements – the image, the caption, and the tags. Just like before, the tags are there to make the post get more exposure. Any time someone searches for “broncos” or “go broncos”, this post is going to show up and give A1 some publicity. If the owner publicly takes us up on it, even better! Click “Post” in the bottom-right to publish it.



Quote posts. Used for direct quotes and attributions.

a1carrepair ▾

⚙

“If your Lamborghini breaks down, take it to A1. Seriously. I was doing donuts the other day and messed up my drivetrain. They had me back on the road in no time at all. 10/10”

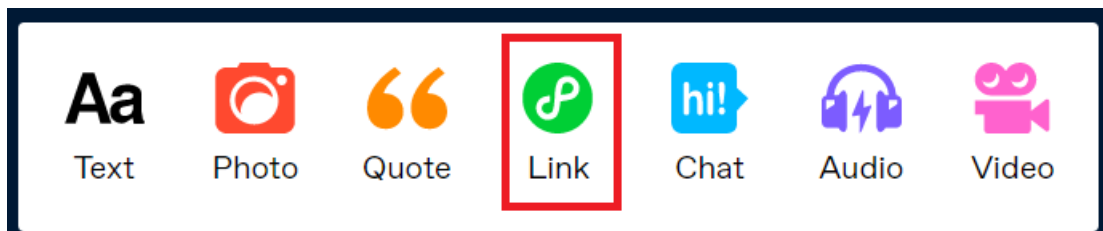
— N. Ginblock, proud customer since 2009

#testimonial #lamborghini #donut #drivetrain #a1 car repair #denver |

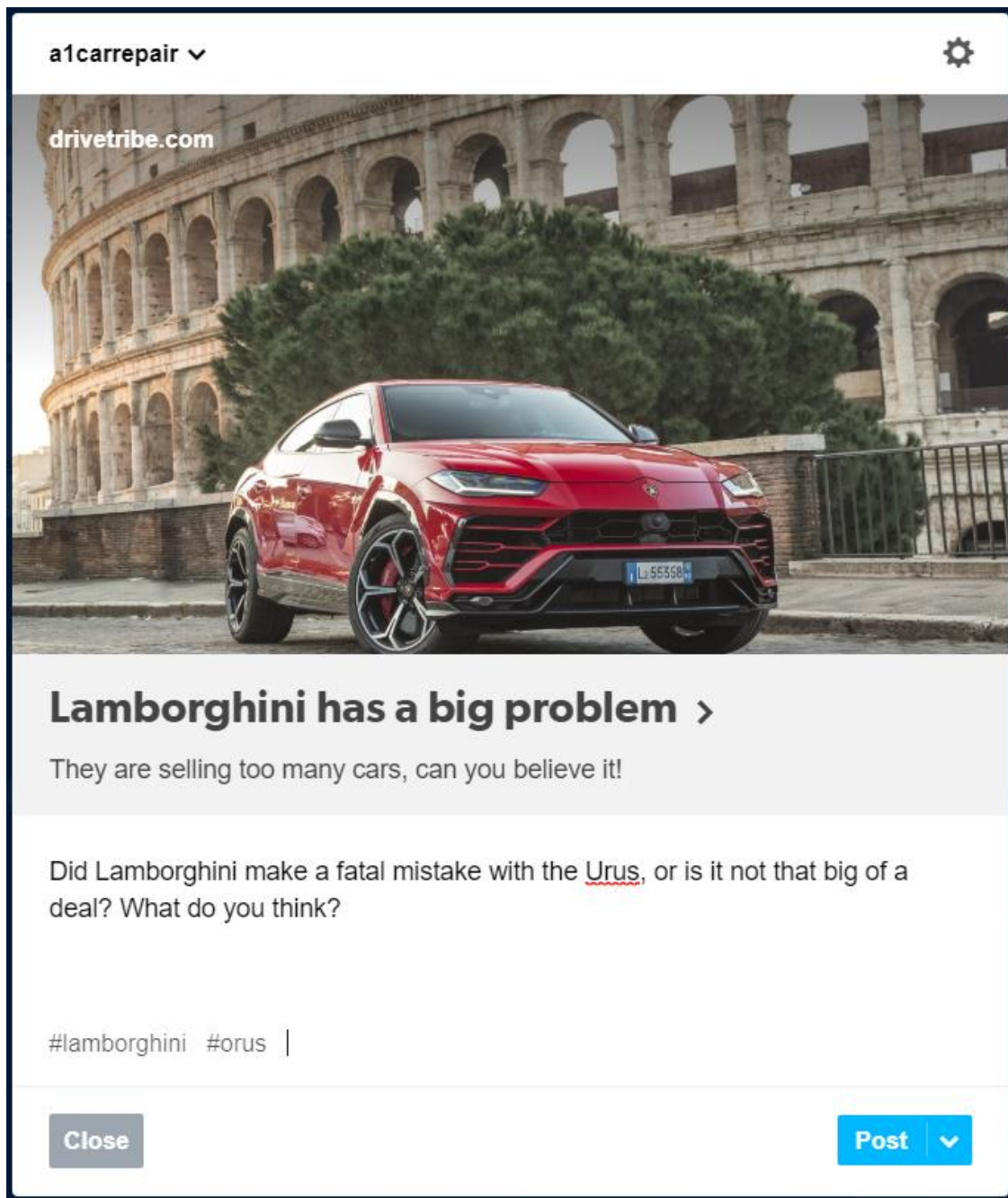
Close

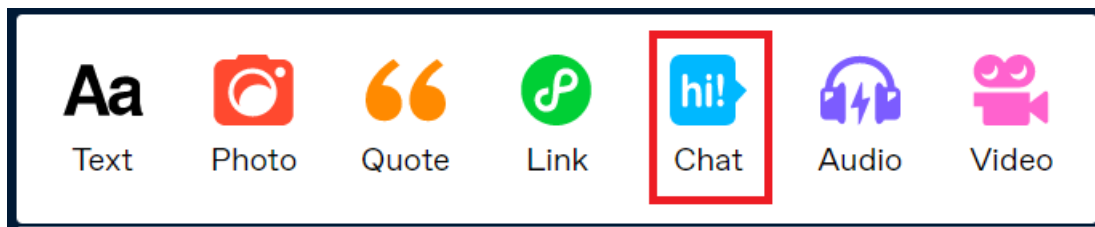
Post ▾

Pretty straight-forward – quote, source, and tags. Just like before, use the tags to increase awareness. Click “Post” in the bottom-right corner to publish it.



Link posts. These are links to URLs (other websites). You can use them to link to your own content or to other websites that your audience may find interesting.





Chat posts. Chats are kind of like quotes, but for a dialogue instead of a one-liner. You can use these testimonials or for funny interactions.

a1carrepair ▾

⚙

Heard down on the floor today,
couldn't wait to share!

Todd: Hey Jim, got a question for ya!

Jim: What's up, Todd?

Todd: What's a pirate's favorite letter?

Jim: ...I'd have to go with...R! Arr matey.

Todd: Nope! Typical landlubber response.

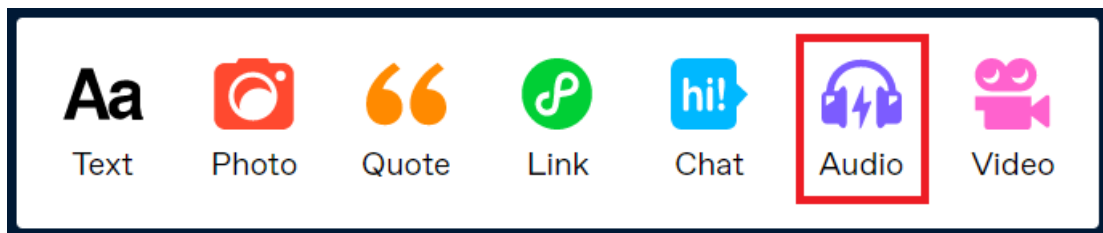
Jim: Well, what is it?

Todd: His true love be the C.

#tags

Close

Post ▾

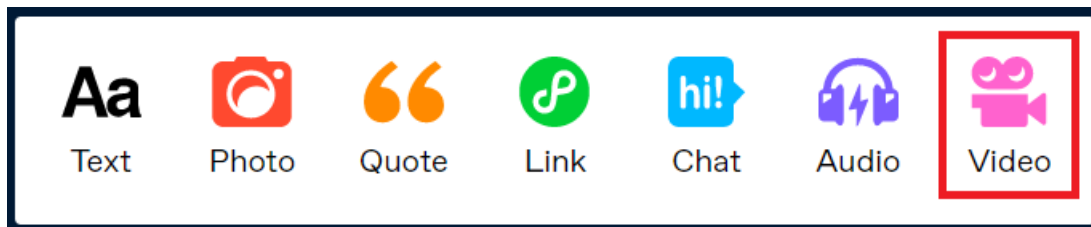


Audio posts. Pure audio, such as songs and podcasts. I don't know if there is really a business use case for this, but here it is anyway, just in case.

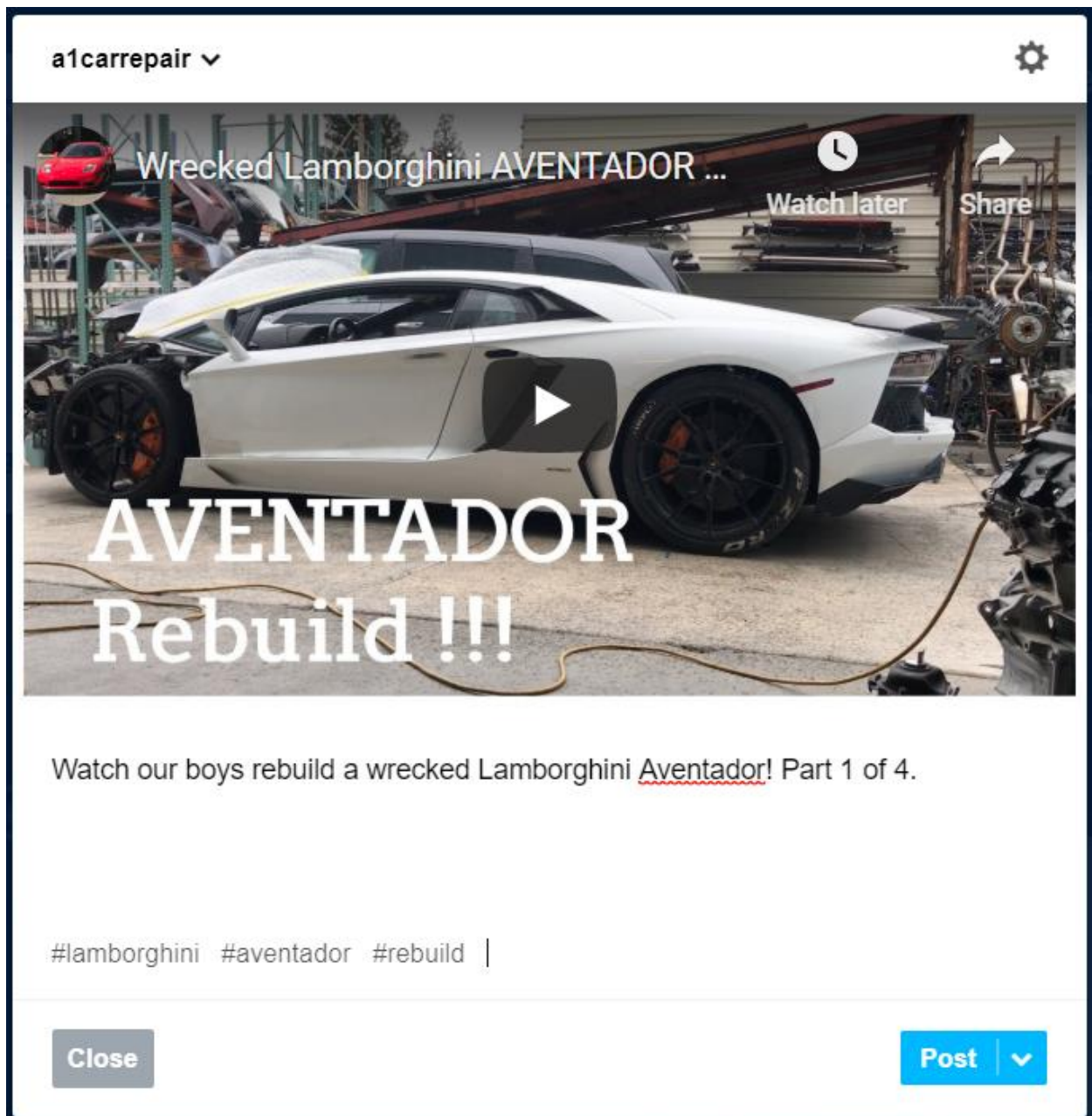
a1carrepair ▾

Gasolina
Daddy Yankee

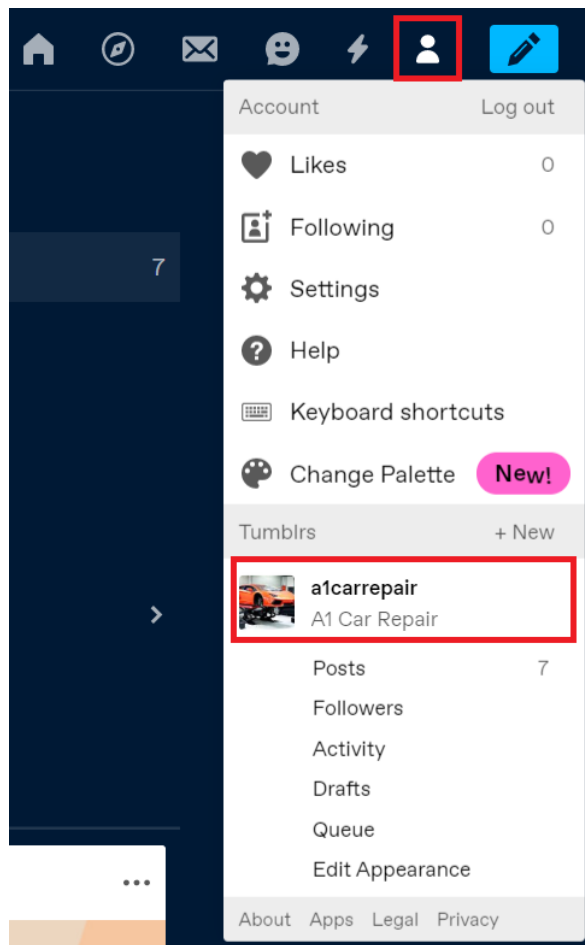
What we're listening to today in the shop... Apparently "dame más gasolina" means "give me more gas," which sounds like something a Lambo would say! Thanks for sharing and teaching us all some Spanish, Carlos!



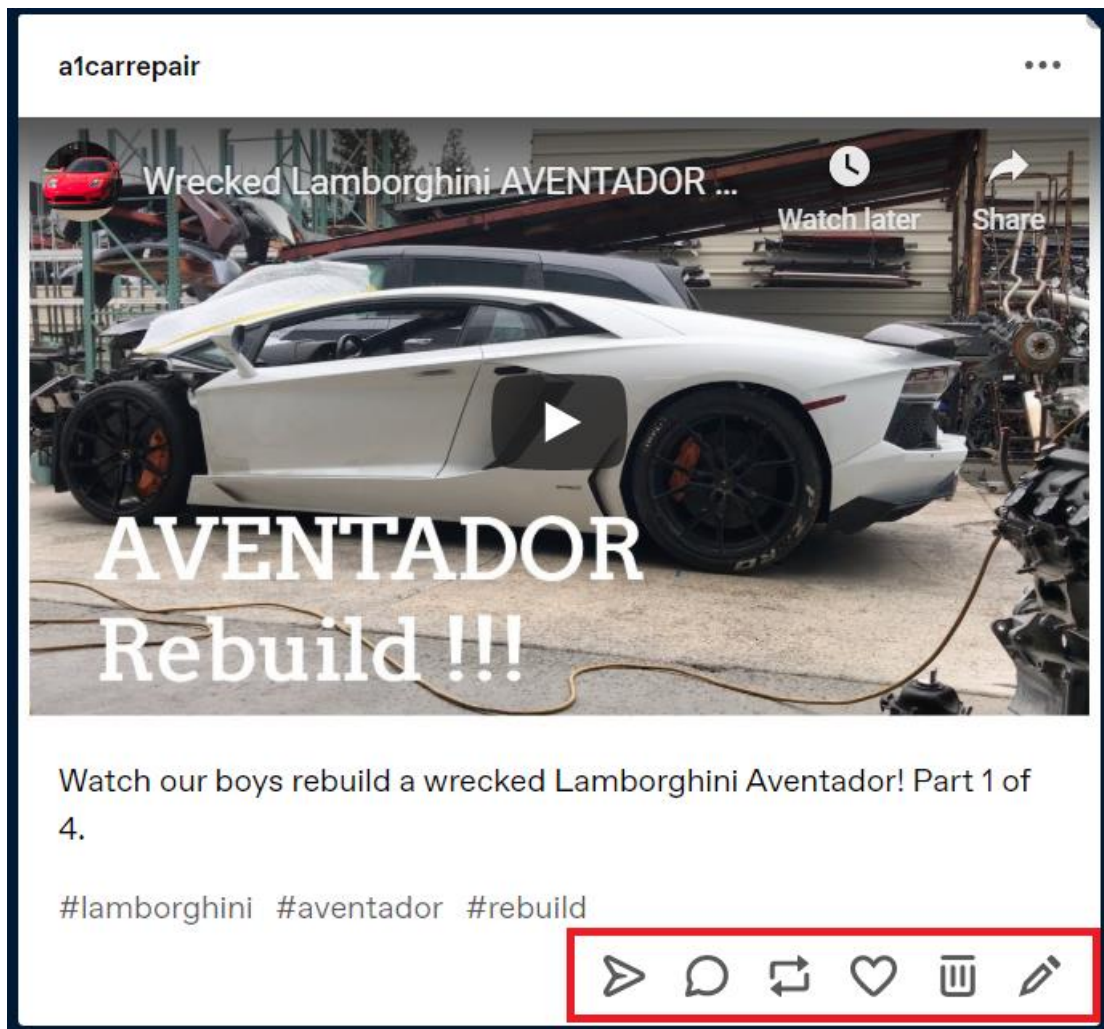
Video posts. Last but not least, we have video posts. Like photos, you can either upload them from your own computer or from online, like YouTube.



Here, we uploaded a video from YouTube. We used a description to tell a little more about it, and then we used tags to boost our reach.



Seeing your blog. To go to your blog, click the human icon in the top-right, then click your blog's name in the drop-down menu.



Here's our last video post. Let's talk about the icons at the bottom, starting from the left.

- Arrow: Share. This generates a URL so you can share it on other social media sites.
- Message balloon: Comment. This allows you to add an opinion or respond to a post.
- Cyclical: Replog. Very similar to Twitter's retweet. Takes someone else's post and brings it to your blog so that all your followers can see it.
- Heart: Like. Shows your support or approval of a post.
- Trash can: Deletes the post.
- Pencil: Edits the post.

ICYFIRE SETUP

Websites that you view in your browser are optimized for humans. They use colors, buttons, and animations. APIs, or Application Programming Interfaces, are optimized for computer programs. APIs allow programs and scripts to interact purely with the data of a site. We use Tumblr's API to publish posts on your company's behalf.

Tumblr restricts the use of its API in the following ways:

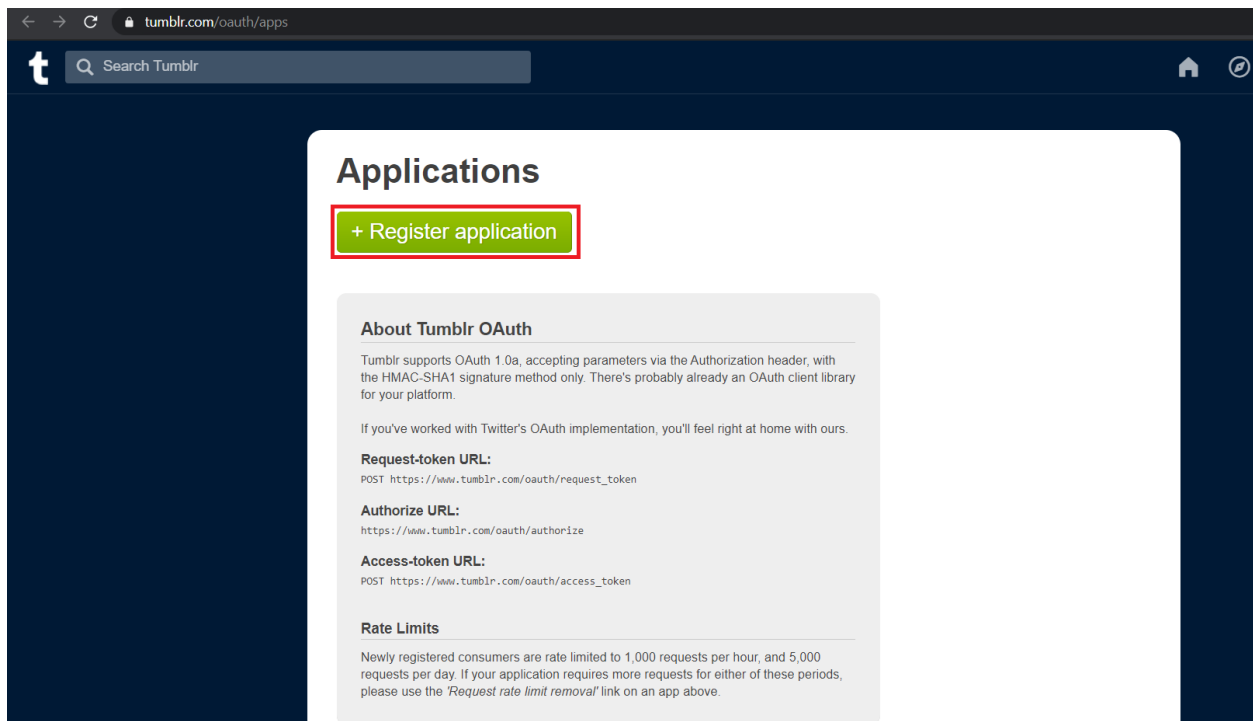
- It restricts how many times a program can access the API in a given time frame (e.g. once per minute).
- It requires app verification, meaning that Tumblr employees need to see how the app works and if you are a business, you need to send supporting documentation.
- If you are a third-party app, you can only request certain information. This access to information expires after a while, and you will have to request access again.

Apps that you have previously dealt with have likely gone with the third-party route. Today, we are going to have you do something slightly different and more technical. We are going to have you build your own app (i.e. interface to Tumblr's API) and provide us your credentials. Here's why:

- If we operate our own third-party app, we will max out our rate limit very quickly. This will either force us to impose limits on how often you can post or affect our ability to post on your behalf, which would mean breaking our promise to you. However, if you own the app, you will not reach your rate limit (unless you plan to post 80 times a minute).
- If we operate our own third-party app, we will need to periodically re-request permission to post on your page. This goes against our whole "queue and forget" philosophy. However, if you own the app, you will not have to re-grant permission because it's your page. You will also have full transparency and have complete control over what happens on your page.
- If you operate your own app, you are in full control of the app review process. You can also provide Tumblr with the necessary documentation to prove that you are the legitimate owner of your business.

Just a heads up, this is going to be more complicated than your average app installation process, but it will benefit your business in the long run. Thanks in advance for your understanding.

If it gets to be a bit much, you can always ask your Agent for help with the setup process. And don't worry, it just gets easier from here. Let's get started!



Step 1. Go to tumblr.com/oauth/apps. Click “Register application.”

* Application Name:
a1_AUTOMation

* Application Website:
a1-car-repair.biz

App Store URL:

Google Play Store URL:

* Application Description:
400 characters max
plan to use this for cross-team collaboration, increasing efficiency, and standardizing our messaging and posting schedule. We have not decided the frequency yet, but the script will probably run at least once a day.

* Administrative contact email:
This won't be made public
admin@a1-car-repair.biz

* Default callback URL:
a1-car-repair.biz

Step 2. Fill out the form as follows:

Application Name: [Choose a creative name]

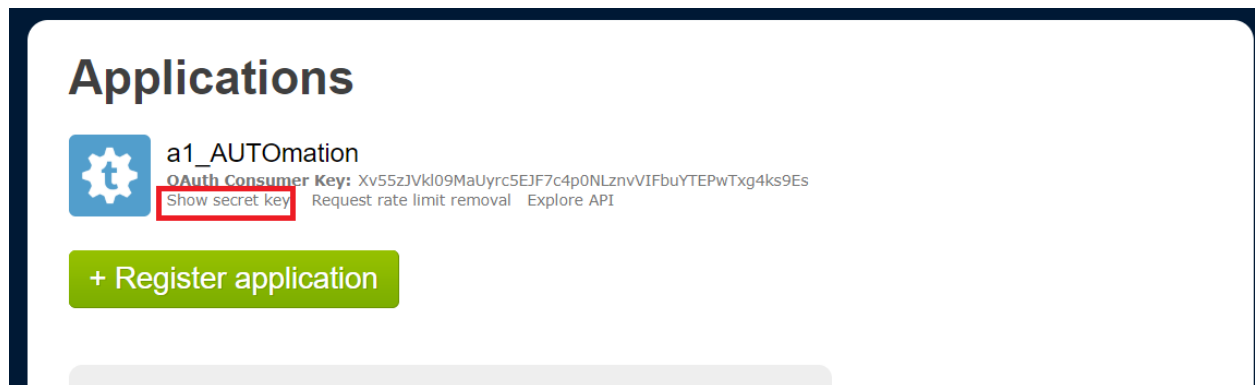
Application Website: [Your website]

Application Description: The app will take posts from our queue and use the Tumblr API to publish them to our company's Tumblr account. The app will be used to automate parts of our social media marketing strategy. We plan to use this for cross-team collaboration, increasing efficiency, and standardizing our messaging and posting schedule. We have not decided the frequency yet, but the script will probably run at least once a day.

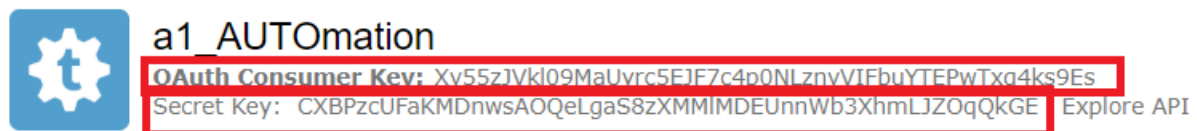
Administrative Contact Email: [An email you can be reached at]

Default Callback URL: [Your website]

Complete the Captcha and click "Register" at the bottom.

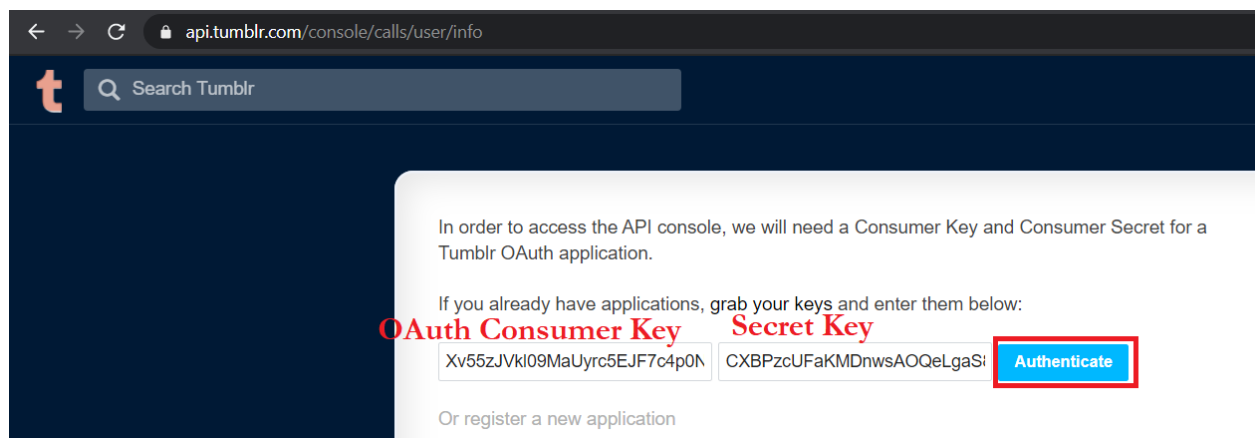


Step 3. Click “Show secret key.”

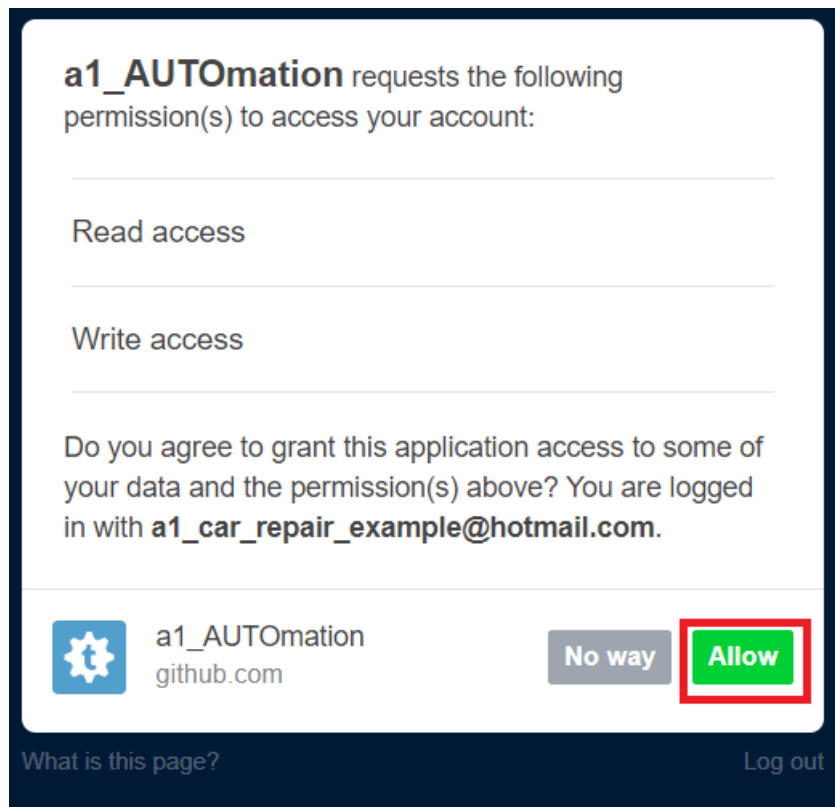


Step 4. Open a Word document. Copy and paste the OAuth Consumer Key and Secret Key into the document. Your document should look like this (but you will have different credentials):

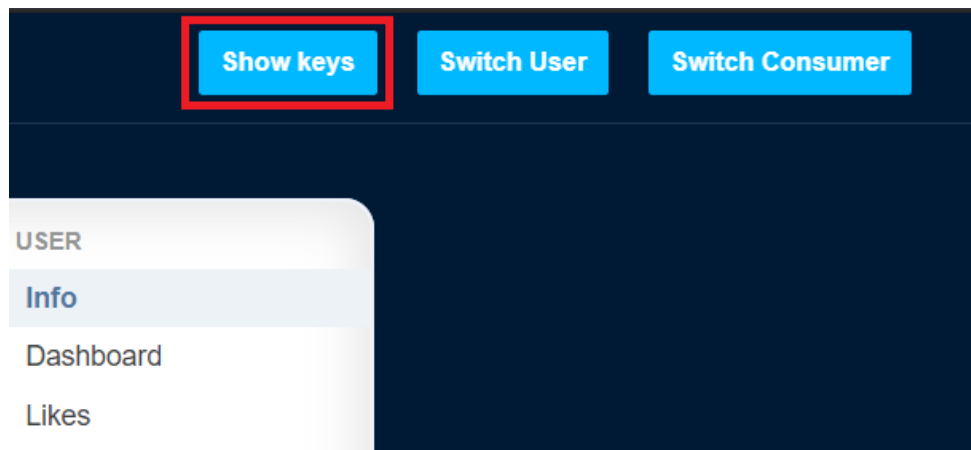
OAUTH CONSUMER KEY: Xv55zJVkl09MaUyrc5EJF7c4p0NLznvVIFbuYTEPwTxg4ks9Es
SECRET KEY: CXBPzcUFaKMDnwsAOQeLgaS8zXMMIMDEUnnWb3XhmLJZOqQkGE



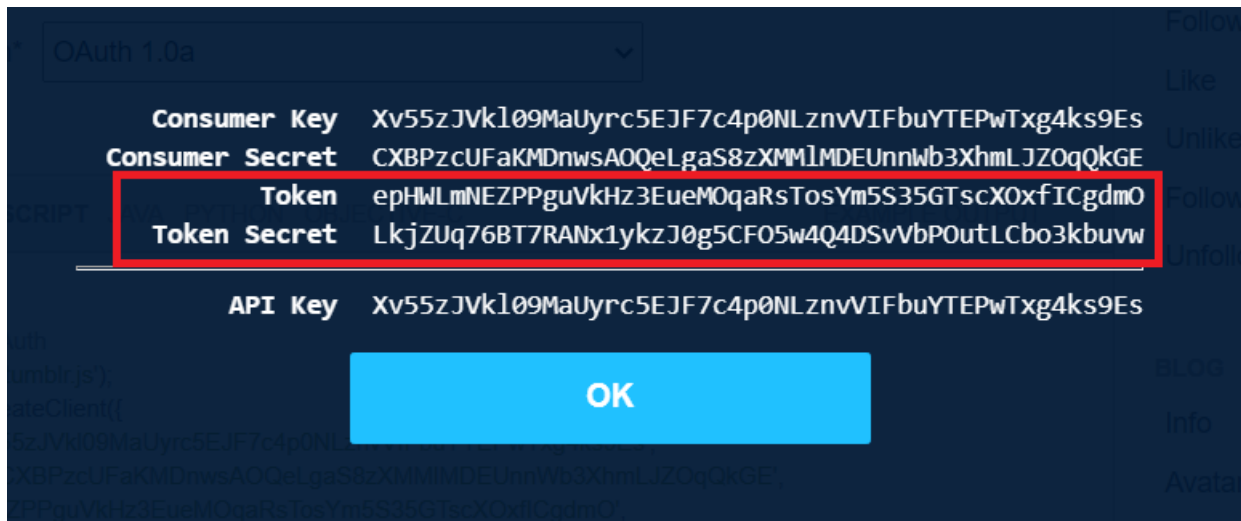
Step 5. Go to api.tumblr.com/console/calls/user/info. Copy and paste your “OAuth Consumer Key” from the Word document into the first box. Copy and paste your “Secret Key” from the Word document into the second box. Click “Authenticate” when you are finished.



Step 6. Click “Allow.”

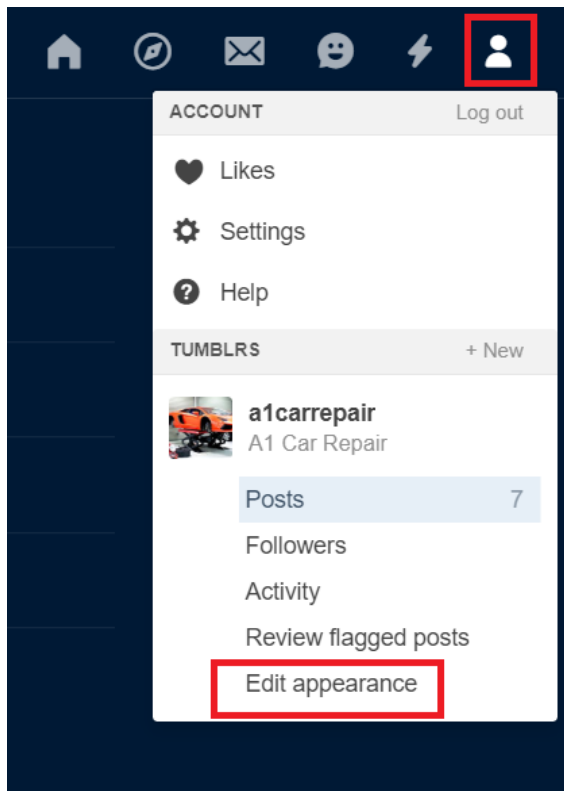


Step 7. In the top-right corner, click “Show keys.”

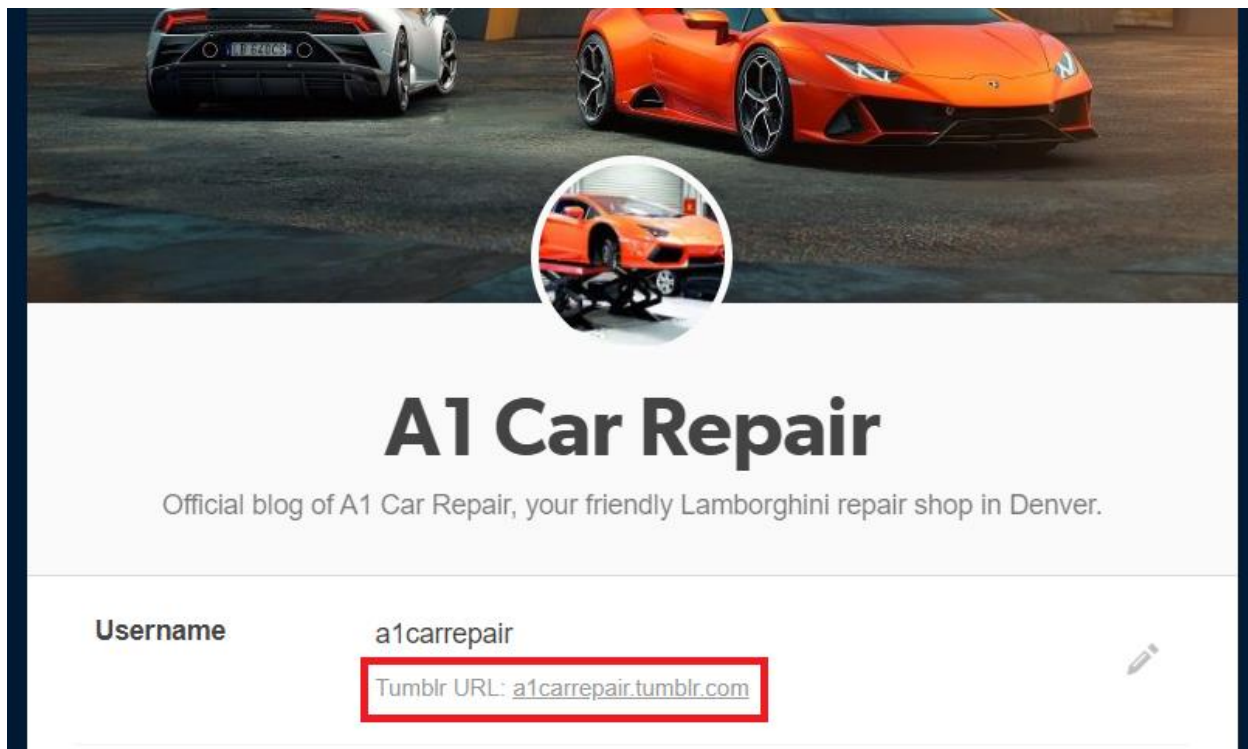


Step 8. Copy and paste the “Token” and “Token Secret” into your Word document. It should now look like this (you will have different credentials from me):

OAUTH CONSUMER KEY: Xv55zJVkl09MaUyrc5EJF7c4p0NLznvVIFbuYTEPwTxg4ks9Es
 SECRET KEY: CXBPzcUFaKMDnwsAQQeLgaS8zXMMIMDEUnnWb3XhmLJZOqQkGE
 TOKEN: epHwLmNEZPPguVkHz3EueMOqaRsTosYm5S35GTscXOxfICgdmO
 TOKEN SECRET: LkjZUq76BT7RANx1yKzJ0g5CFO5w4Q4DSvVbPOutLCbo3kbuvw



Step 9. Go back to tumblr.com and click on the person icon in the top-right corner. Then click “Edit appearance” in the drop-down menu.



Step 10. Copy and paste your “Tumblr URL” into your Word document. Your Word document should now look like this:

OAUTH CONSUMER KEY: Xv55zJVkl09MaUyrc5EJF7c4p0NLznvVIFbuYTEPwTxg4ks9Es
 SECRET KEY: CXBPzcUFaKMDnwsAOQeLgaS8zXMMlMDEUnnWb3XhmLJZOqQkGE
 TOKEN: epHWLmNEZPPguVkHz3EueMOqaRsTosYm5S35GTscXOxfICgdmO
 TOKEN SECRET: LkjZUq76BT7RANx1ykJ0g5CFO5w4Q4DSvVbPOutLCbo3kbuvw
 TUMBLR URL: a1carrepair.tumblr.com

Tumblr

New account

- [Set-up instructions](#)
- [Connect a new Tumblr account](#)



Existing account(s)

ID	Alias	Blog name	Edit	Delete
----	-------	-----------	------	--------

Existing timeslot(s)

Server number	Tumblr cred ID	Posting time (UTC)
---------------	----------------	--------------------

Step 11. Go to www.icy-fire.com/register/link-social, go to the Tumblr section, and click “Connect a new Tumblr account.”

Account alias (e.g. Tumblr-1)

Evening posts for the millennials (7pm EST)

Consumer key

Xv55zJVki09MaUyrc5EJF7c4p0NLznnVIFbuYTEPwT:

(OAUTH CONSUMER KEY)

Consumer secret

CXBPzcUFaKMDnwsAOQeLgaS8zXMMIMDEUnnWb

(SECRET KEY)

OAuth token

epHWLmNEZPPguVkHz3EueMOqaRsTosYm5S35G1

(TOKEN)

OAuth secret

LkjZUq76BT7RANx1yKzJ0g5CFO5w4Q4DSvVbPOutl

(TOKEN SECRET)

URL for your blog

a1carrepair.tumblr.com

(TUMBLR URL)

Schedule post on Mondays

23:00



Schedule post on Tuesdays

23:00



Schedule post on Wednesdays

23:00



Schedule post on Thursdays

23:00



Step 12. Enter your five Tumblr credentials into the appropriate fields, then choose your time slots.

We intend to post on weekdays at 19:00 EST, but notice how we selected 23:00. This is because all of IcyFire's times slots are labeled in [UTC time](#). This may seem strange at first, but it helps all of our users stay on the same page across different time zones.

When you are finished, click "Submit".

Tumblr

New account

- [Set-up instructions](#)
- [Connect a new Tumblr account](#)

Existing account(s)

ID	Alias	Blog name	Edit	Delete
1	Evening posts for the millennials (7pm EST)	a1carrepair.tumblr.com	Edit	Delete

Existing timeslot(s)

Server number	Tumblr cred ID	Posting time (UTC)
1	1	Mondays at 23:00 UTC
1	1	Tuesdays at 23:00 UTC
1	1	Wednesdays at 23:00 UTC
1	1	Thursdays at 23:00 UTC
1	1	Fridays at 23:00 UTC
1	1	Sundays at 20:00 UTC

Step 13. If you were successful, you will see your account alias and blog name appear under “Existing account(s).” You will also see your reserved timeslots appear under “Existing timeslot(s).” Congratulations, you just linked your Tumblr account!

You may want to post more than once a day. If this is the case, you may click “Connect a new Tumblr account” just like you did before, use the same credentials, and choose different timeslots. Please use this feature responsibly.