



3 Ways to Unlock Social Media Referrals

February 28, 2012

Jack Krawczyk
Senior Product Marketing Manager
StumbleUpon

@thePolishJack

As we go along...

Shoot over some questions:
#FedTweets

Follow us!
@StumbleUpon
@PaidDiscovery

Agenda

Social Bookmarking vs Discovery

#1 Empower your content

#2 Don't overwhelm the discovery

#3 Invite them to coffee first...

Hours Spent per Month

(average, per person)

7.0 StumbleUpon

5.3 Facebook

1.5 Google

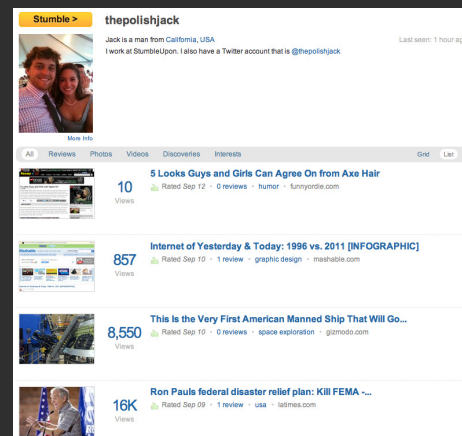
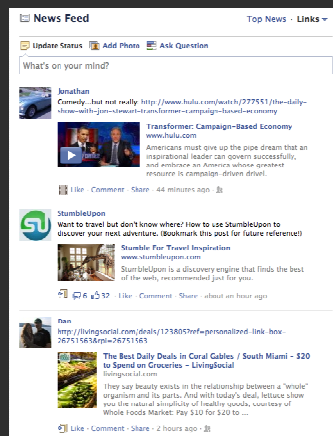
0.5 Amazon

Source: Nielsen, US, July 2011; StumbleUpon Internal Data

Social Bookmarking

The moment after you experience good content and share it.

Social Bookmarking a.k.a.



Social Discovery

The moment where you find something awesome, based on who you are.

A Different User Experience Focus

When we know what we're looking for, it is highly useful, but can be a bit boring...



This is what you look like right now.

#FedTweets

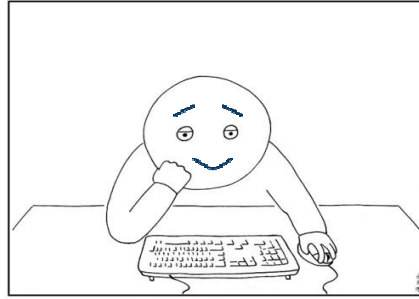
A Different User Experience Focus

When we know what we're looking for, it is highly useful, but can be a bit boring...

When we explore, looking to find what we don't know... serendipity strikes!



This is what you look like right now.



This is what you look like right now. ^ could

#FedTweets

A Different User Experience Focus

When we know what we're looking for, it is highly useful, but can be a bit boring...

When we explore, looking to find what we don't know... serendipity strikes!



This is what you look like right now.

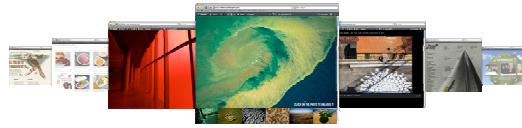


This is what you look like right now. ^ could



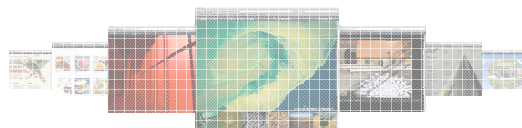
#FedTweets

It's a way to find relevant videos, photos, and articles that delight, surprise, or inform.

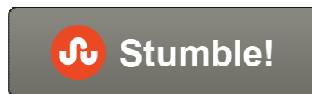


#FedTweets

It's a way to find relevant videos, photos, and articles that delight, surprise, or inform.

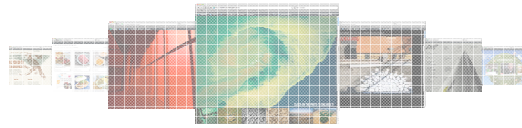


Click a button to discover more of those things.



#FedTweets

It's a way to find relevant videos, photos, and articles that delight, surprise, or inform.



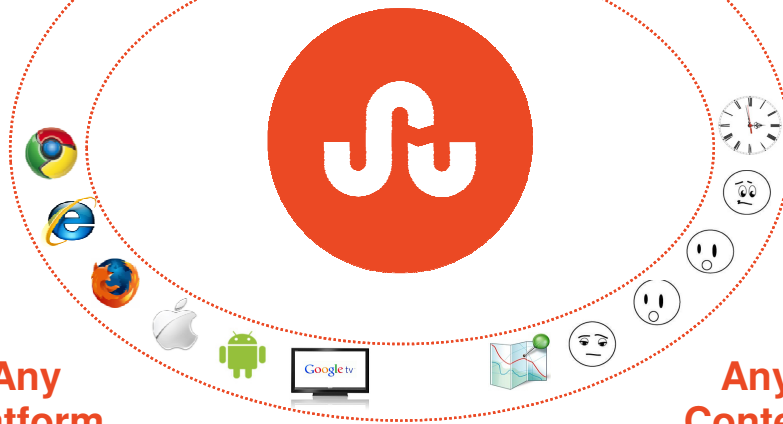
Click a button to discover more of those things.



Repeat.

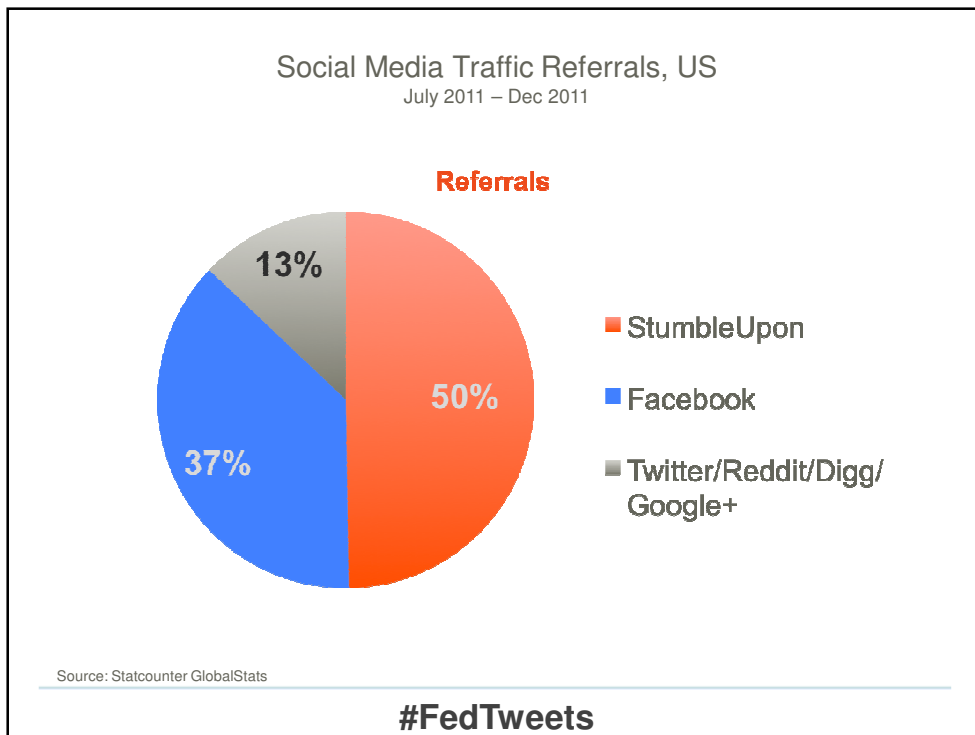
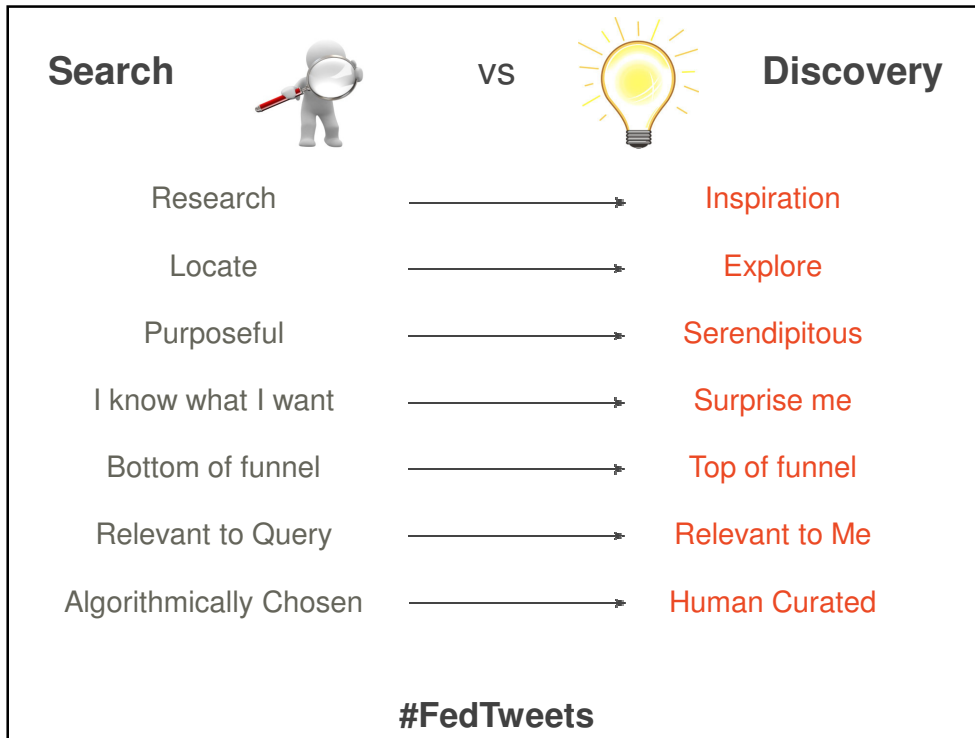
#FedTweets

Any Content



Any Platform

Any Context

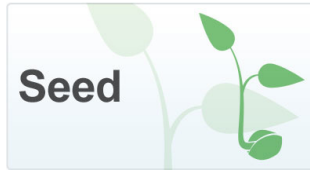


3 Areas of Focus in Discovery



Engage

Drive your audience to **explore the content of your site**, powered by StumbleUpon recommendation technology.



Seed

Introduce more content into StumbleUpon, increasing your chances for **viral growth**.



Grow

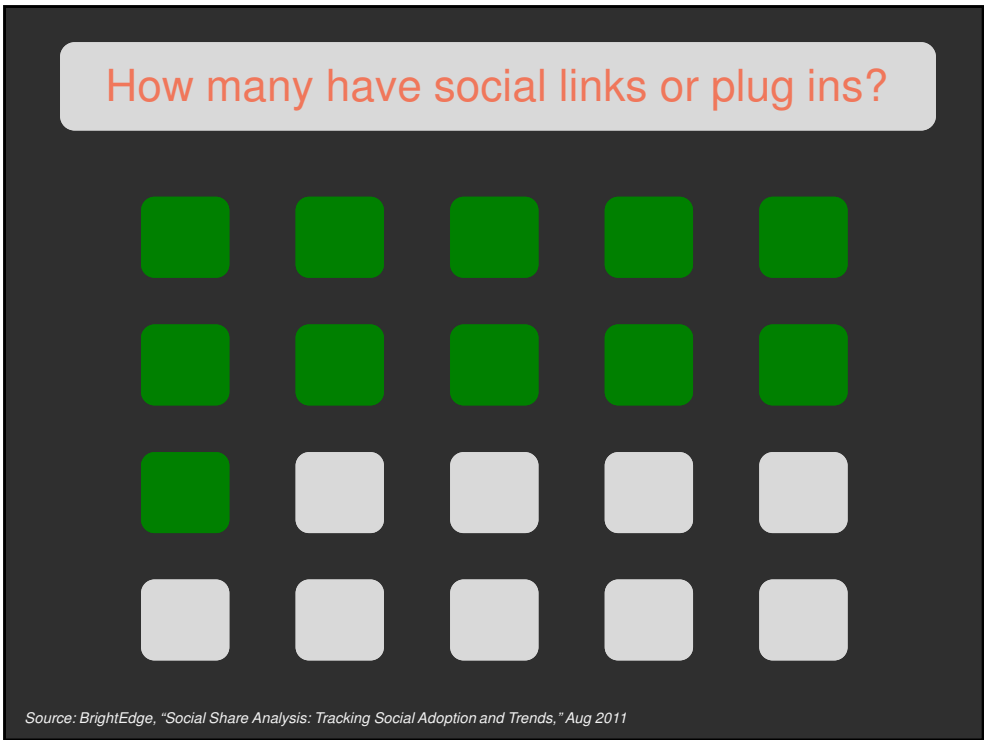
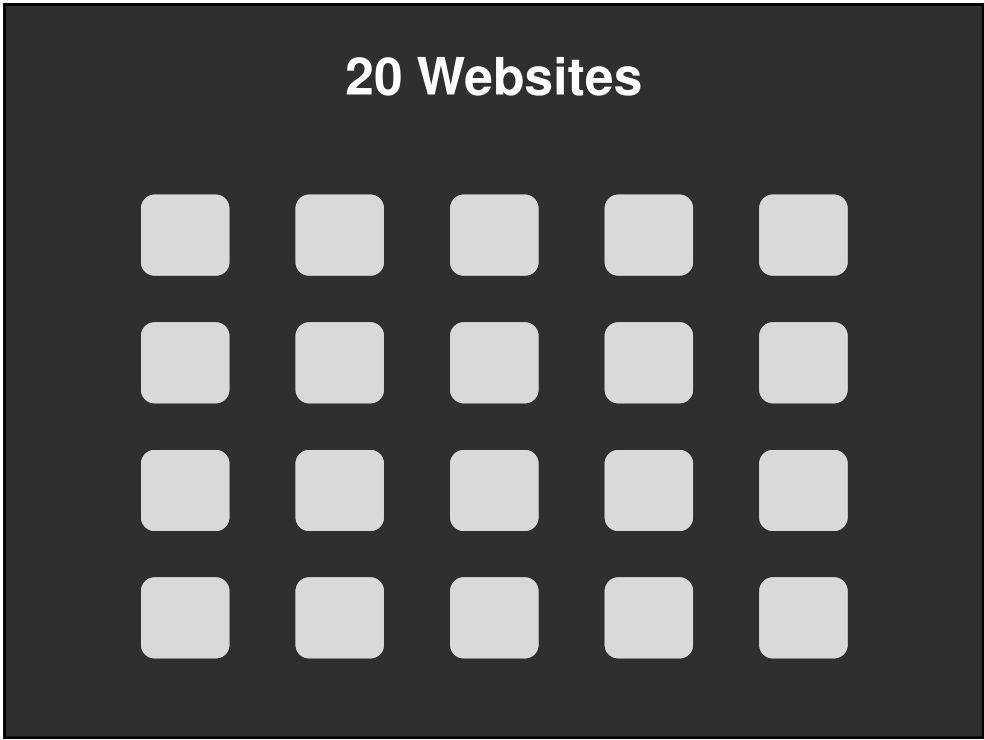
Reach people who are **interested in content related to your brand**, bringing in new users.

Key to Unlocking Social Referrals

#1

**Empower your
content.**

**Make sharing your
content easy.**



Add social buttons!

Grow Your StumbleUpon Content Availability

Badges

A button to drive your audience to **seed your content** into StumbleUpon.



Choose from six sizes, or make your own.



On average, sites **increase traffic** from StumbleUpon between **20% to 25%** upon installing Badges.

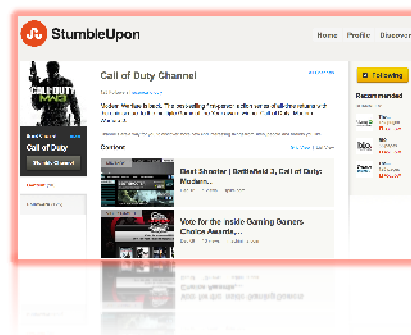
#FedTweets



Make content discoverable

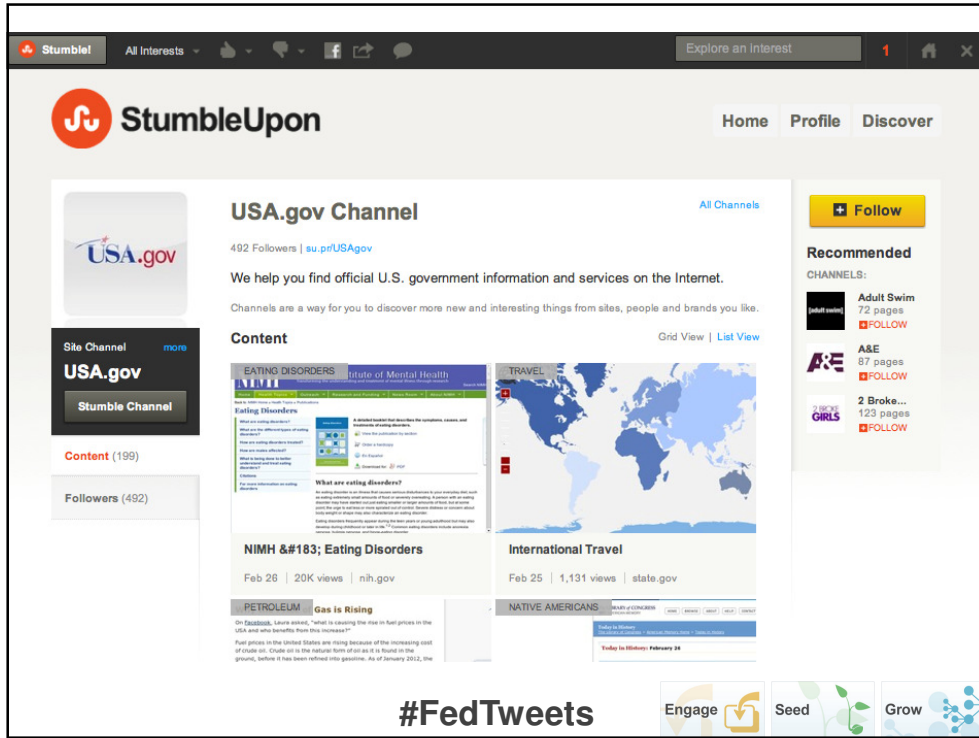
Channels ^{beta}

Directly **engage your audience with your content**, establishing your **brand presence** on StumbleUpon.



#FedTweets





Key to Unlocking Social Referrals

#2

Don't overwhelm the discovery.


EDITIONS: USA DEPORTES More ▾ CITIES: BOSTON CHICAGO DALLAS LOS ANGELES NEW YORK Jack. Activate Insider | Sign Out

ESPN LIVE TODAY: ESPN3, ESPN Indians at Rangers, 7 p.m. ET Search TV SHOP

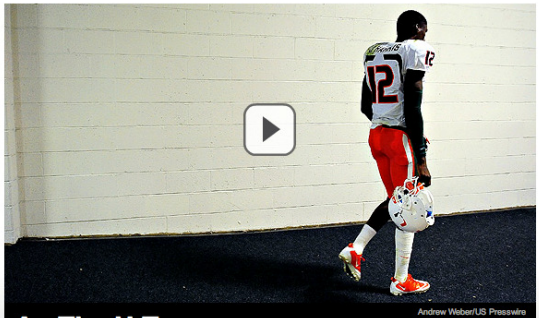
MLB Full Scoreboard ▾ Soccer NFL NCAAF WNBA myScores All Scores ▾ Regular Season: Sept. 14, 2011

Final	Postgame 1st	Top 9th	Bottom 7th	Top 7th	Bottom 1st	Final	4:10 PM	7:00 PM	7:05 PM	7:10 PM	7:10 PM
STL 3	SD 1	PHI 1	TOR 2	DET 2	LAA 0	FLA 1	MIN	CLE	TB	CHC	WSH
PIT 2	SF 0	HOU 0	BOS 4	CHW 5	OAK 0	ATL 4	KC	TEX	BAL	CIN	NYM

my ESPN NFL MLB NBA NHL NCAA FB NCAA BB NASCAR SOCCER MORE SPORTS WATCH FANTASY & GAMES PAGE 2 & COMMENTARY RADIO & MORE

*** CLICK TO SEE WHAT HAPPENS WHEN YOU ***
SMELL BETTER THAN YOURSELF 

TOP STORIES SPORTSCENTER VIDEOS



As The U Turns
 Andrew Weber/US Presswire


Jacory Harris headlined a 2008 class of Canes destined for greatness. Will Miami's drama ruin that script? [Heather Dinich](#) • [Bennett: Buckeyes vs. the world](#) • [Blog debate: Who wins?](#) • [Scouts](#)

HEADLINES MY HEADLINES SHARES

- Urlacher leaves Bears after mother's death
- Ohio St. booster: Blame me for player payment
- Serena: Emotions got best of me in outburst
- Beckett back Friday as Red Sox ready for Rays
- Bruschi blasts Ochocinco over tweet | Fair?
- Source: Pack's Woodson fined \$10K for punch
- NBA talks lag, start in jeopardy | Decertify?
- Smith second Nugget to jump to Chinese league
- '12 season starts at Marlins' new home | 9 notes
- Michigan St. to wear green/bronze vs. Michigan
- NFL Week 2 scouting reports, picks | Fantasy

CLICK TO SEE

WHAT HAPPENS WHEN YOU
SMELL BETTER THAN YOURSELF



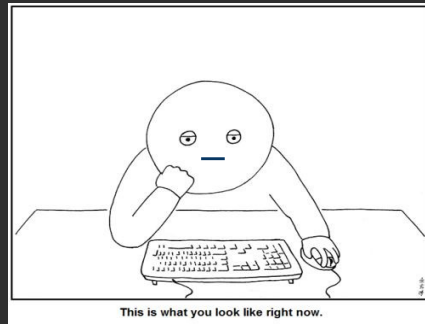
Old Spice

MORE NEWS

Headlines | Calendar | Most Sent | Wire | Videos

College Football Dale Jr.'s Hope Total Q&R's Edge Dodgers' Duo Fantasy Football

**That's thinking
of this guy.**

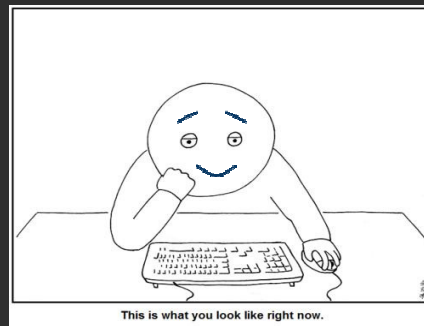


< 1%

**of Top Viewed URLs
Driven to Home Pages**

Source: StumbleUpon Internal Data

Think of this guy.



Social media

=

**Do not drive to your
home page.**

People want the work to be done for them.

What's your resolution for 2012? Set yours now and track it happen!

Welcome! Make AOL your homepage. New here? Sign up. 52° Edit Change Canvas Sign In

NEWS ENTERTAINMENT FINANCE TECH LIFESTYLE SHOP SERVICES GAMES AUTOS MAPS LOCAL RADIO MORE

He Answered a (Bizarre) Question
A coach once wondered if a redrafted QB could win in the NFL – but 16 games later, Bengals QB Andy Dalton has given an answer.
 • What the rookie quarterback proved

Watch: Cheating Prank Could Ruin a Marriage
 • She found lipstick on beau's neck & how she reacted was priceless.
 • Works: Will Romney Won't Like.
 • Police Found ... Skeleton in Car
 • Dangerous Creature Caught in Net

What's your BIGGEST Weight loss goal?
 5-25 lbs+
 25-50 lbs+
 50+ lbs+
 JILLIAN

DAILY IMPACT
Empowering Women and Girls Defending Dignity. Fighting Poverty. Make a life-changing donation today. **CARE**

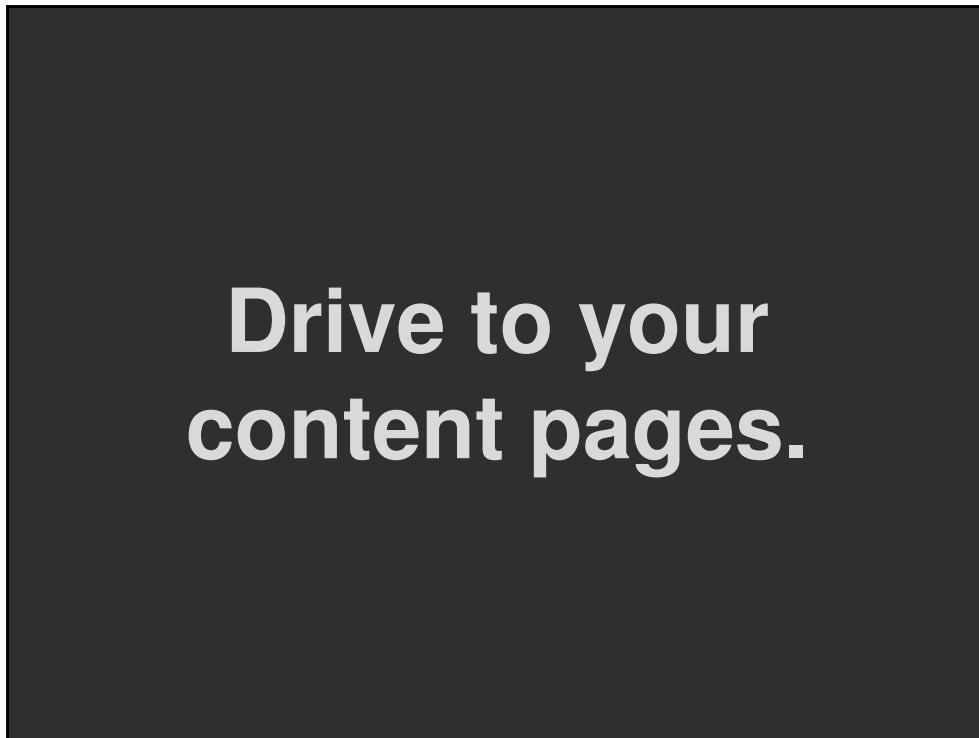
NEW YEAR, NEW YOU
Track weight lost, win big! Use AOL's resolution keeper.

LATEST HEADLINES
 • Bee'z Arms Helped Extinct Cats Protect Their Fangs While Killing Prey
 • Report: NBC Chelsea Clinton May Part Ways
 • Candidate Lashes Out At His Portrayal In Opponent's Attack Ad
 • Candidate Lashes Out At His Portrayal In Opponent's Attack Ad
 • Lawmaker Apologizes After Forwarding Nasty Email About Michelle Obama
 • Report: Major Development In Jordan Van Der Sloot Murder Case
 • Chile To Delete The Word 'Dictatorship' From School Books
 • Investigators: Time Running Out To Identify Dead Body Found On Queen's Estate
 • Explosion Kills At Least 11 People In Syrian Capital
 • New Jobs Report Shows Significant Gains in December As Jobless Rate Falls To Lowest Point Since 2009

LOCAL AND WEATHER CHICAGO, IL EDIT
 TODAY: Hi: 52° Lo: 32° SAT: Hi: 44° Lo: 30° SUN: Hi: 52° Lo: 29° MON: Hi: 44° Lo: 33°
 7-day Forecast Live Traffic Updates More Local

SLIDESHOWS
 Rianna Breaks Massive Record
 Report: Sienna Miller Pregnant
 Ashton's Image
 Seeing Double?

The screenshot shows the Moviefone website interface. At the top, there's a navigation bar with 'AOL' and 'Mail' on the left, and 'Sign In', 'Download Apps', 'Call Moviefone', 'SMS Text', and 'Feedback' on the right. The main header features the 'moviefone' logo, a search bar, and navigation tabs for 'Movie Times', 'Movie News', 'In Theaters', 'Coming Soon', 'DVD', 'Trailers', 'Reviews', and 'Golden Globes'. Below the header, the article '17 Things You Might Not Have Known About 'The Lion King'' is displayed, written by Gary Susman. The article includes a large image of Simba and Pumbaa from the movie. To the right of the article is an advertisement for 'about.me' featuring a man's profile and a 'Build your custom splash page now' button. Below the advertisement are social media links for 'Follow Us' (Email, Facebook, Twitter, RSS) and a 'Hot Topics' section with links for 'Coming Soon', 'DVDs', '2011 Movies', 'Free Movies Online', 'New Releases', 'Reviews', 'Sundance', 'Trailers and Clips', and 'This Week in Movies'. At the bottom of the article, there is a small caption: '1. Originally, the movie was going to be called 'King'.



Aol.

Case Study

Goals:

- 1) Grow New Readership
- 2) Increase Time Spent

Aol.

Case Study

Strategy

- 1) Drive to multiple properties using Paid Discovery
- 2) Target properties with corresponding interests

33%

More likely to return to Aol after 3 months

1.7x

Longer time spent per visit

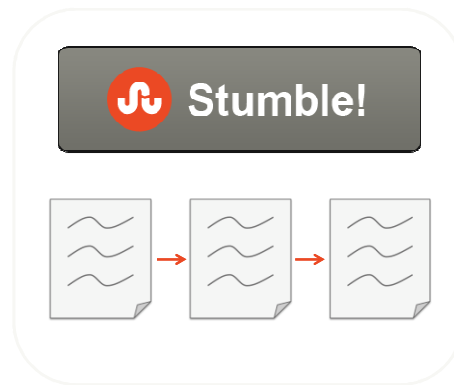
Source: AOL internal data, compared against all external traffic sources (Jun-Nov 2011)

Implement easy social navigation.

Engage Your Audience when they Reach Your Site

StumbleThru

A navigation link that takes users on your site **directly to the highest rated pages** on your domain.



* Requires 500+ URLs in StumbleUpon

#FedTweets



Case Study: Increased Time on Site and Page Views

The image shows a screenshot of a website with a browser address bar displaying "1x.com". A red arrow points from a text box to a "Stumble 1X" link in the top right corner. Another red arrow points from the same text box to a "Stumble 1X" link in the bottom left corner. The page content includes a tip: "Tip: click here or on the photo to see another one". Below the tip is a large photo of a landscape. At the bottom of the page, there is a "#FedTweets" hashtag and a navigation bar with "Engage", "Seed", and "Grow" buttons. A Facebook "Like" button shows "28K" likes.

1x.com installed StumbleThru across a link in the **upper right** and **lower left** of each page.

2.4x
longer time on site from StumbleThru

2.6x
higher PVs per visit from StumbleThru


Key to Unlocking Social Referrals

#3

Invite them to coffee first...

StumbleUpon Paid Discovery About • Plans & Pricing • FAQ • Blog • Help • Login

Skip The Click with StumbleUpon's Social Media Marketing Platform

 **Guaranteed Visitors**
No ads or links to click through. Your URL is the ad.

How Paid Discovery Works
On StumbleUpon, users stumble the best of the web, finding sites that reflect their interests and friends by simply hitting a button in their browsers or on their mobile devices.

With Paid Discovery, your URL becomes part of that stream. The user is eager to engage with new and exciting content, making your product's discovery a welcome experience in the eyes of a Stumbler.

Talk to a StumbleUpon Associate about Paid Discovery today!

First Name

Last Name

Email Address

Brand or Agency Name (optional)

URL to Promote (optional)

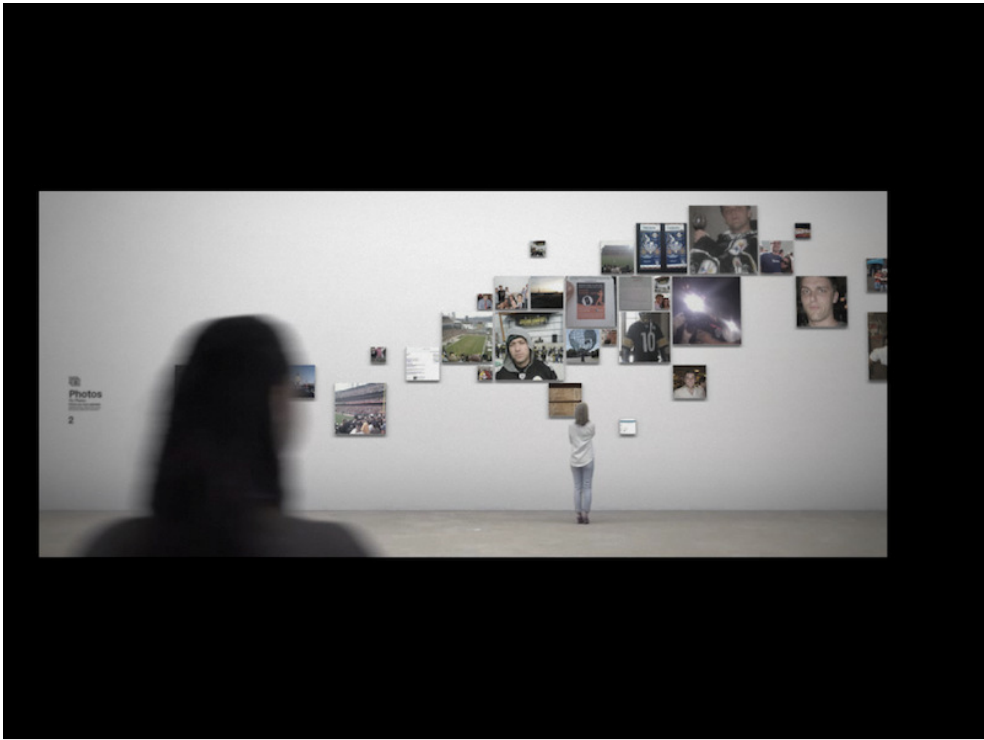
Estimated Monthly Budget

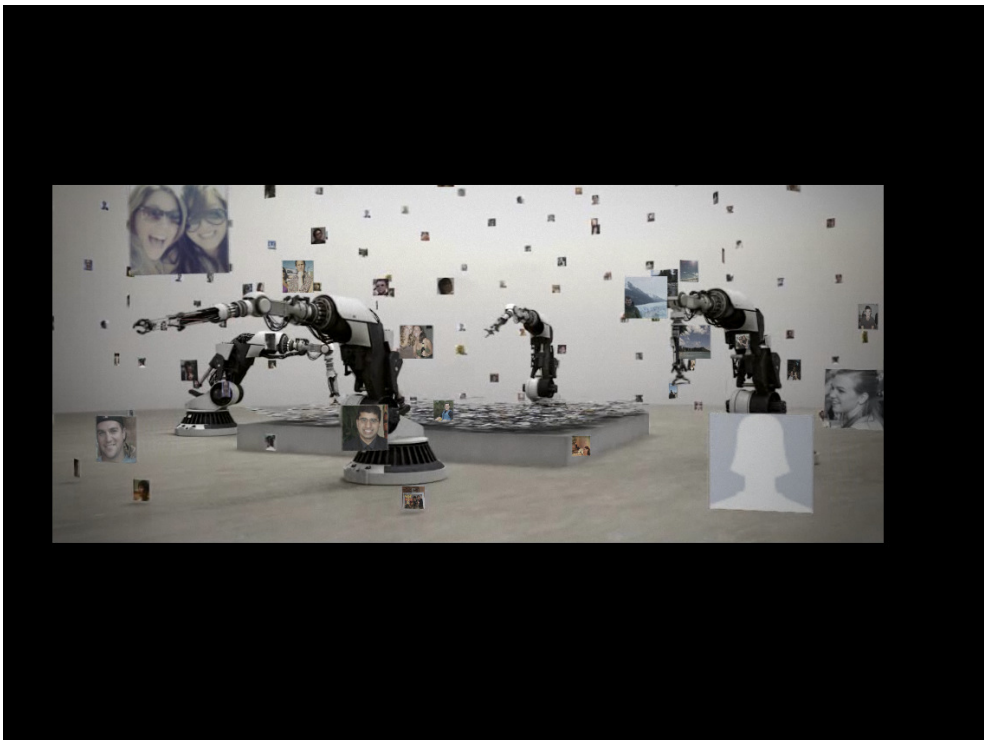
Don't want to talk to a human? [Create an Account](#)

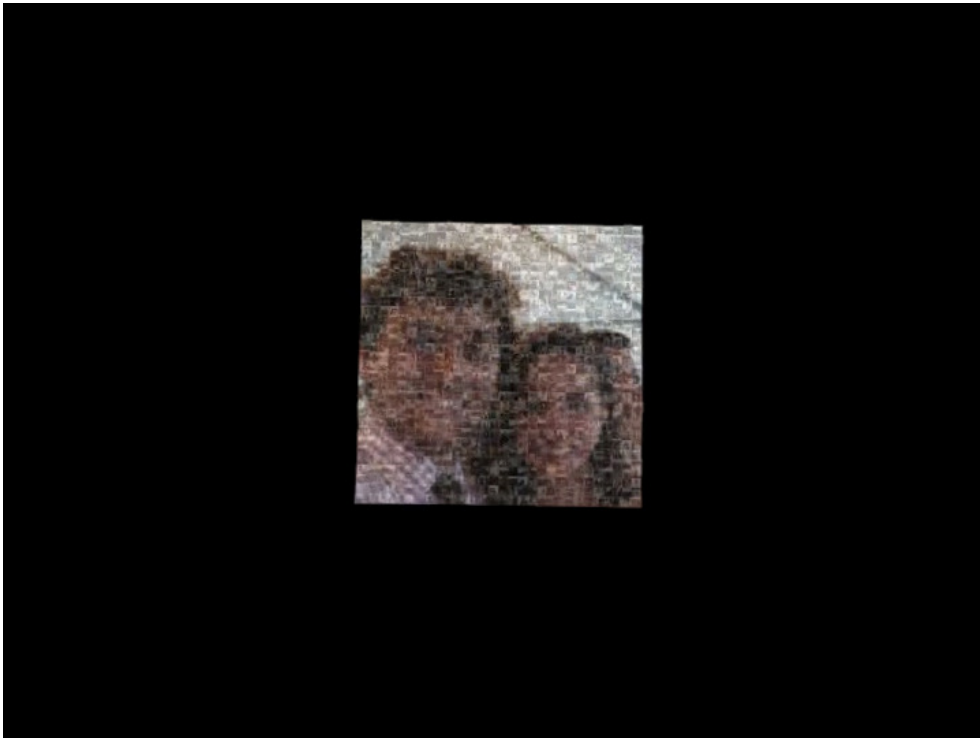
People want to share content.

Not landing pages.









The Museum of Me
JACK KRAWCZYK
EXHIBITION
06:38:59 PM Sunday November 13, 2011

Share yourself on  Facebook >

 Visualize yourself.
The 2nd Generation Intel® Core™ i5 Processor:
Visibly Smart Performance with a Boost

The image shows a screenshot of a social media post or advertisement. At the top left is the Intel logo. Below it is the text "The Museum of Me" followed by "JACK KRAWCZYK" in large, bold, black letters, and "EXHIBITION" in slightly smaller bold black letters. Underneath is the timestamp "06:38:59 PM Sunday November 13, 2011" and a small circular icon. Below this is the text "Share yourself on" followed by the Facebook logo and "Facebook >". At the bottom, there is a promotional banner for Intel. It features the Intel Core i5 logo on the left, followed by the text "Visualize yourself." and "The 2nd Generation Intel® Core™ i5 Processor: Visibly Smart Performance with a Boost" in a smaller font.


**...but not everything
can be sexy.**

**Have no fear,
heavy text can
find a home.**

Twitter Facebook RSS Apps English (US)

the creatorsproject a partnership with Intel and Vice

HOME VIDEOS BLOG STUDIO EVENTS CREATORS GALLERY Search



The Creators Project: Coachella 2011

The Creators Project: Coachella 2011

The Creators Project was Coachella's first-ever creative partner and we re-imagined the festival by creating groundbreaking visual experiences advanced by technology.

We also collaborated with acts like Arcade Fire, Animal Collective and Interpol to enhance their performances. We unveiled a series of original, large-scale artworks including UVA's re-invention of the main stage, Muli Randolph's Sahara Tent installation, and a new project between Spiritualized, Jonathan Glazer, and Undisclosed.

We also worked with Coachella to bill three of our favorite bands from China, Korea, and Brazil and showcased interactive works by Feng Mengbo, Mark Essen, Hojun Song and Lumpens in The Creators Project Tent.

The original artworks created for Coachella were unveiled as the first series of projects from The Studio, an ongoing arts initiative supported by The Creators Project. Selected artwork from the festival, along with additional work from The Studio will now travel as part of our global event series, touring even more cities across Paris, Lyon, Seoul, Beijing, Sao Paulo, and back to the United States. Read more about The Studio.

Installations on the Grounds

Coachella Stage enhanced
By United Visual Artists and Mira Calix

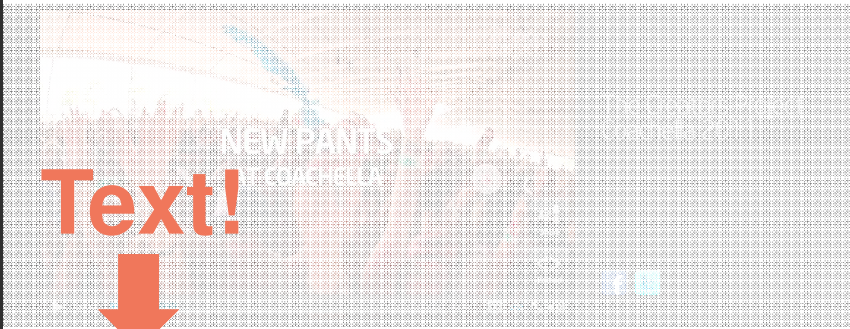
Sahara Tent installation
By Muli Randolph

A Physical Manifestation of "Ladies and Gentlemen We Are Floating in Space"
By Jonathan Glazer and J.Spaceman (2011)
Produced by Juliette Larthe
Creative and technical realization by One of Us
Architectural design by Undisclosed
Original music by Spiritualized courtesy Sony Music / BMG Chrysalis

Twitter Facebook RSS Apps English (US)

the creatorsproject a partnership with Intel and Vice

HOME VIDEOS BLOG STUDIO EVENTS CREATORS GALLERY Search



Text!

The Creators Project: Coachella 2011

The Creators Project was Coachella's first-ever creative partner and we re-imagined the festival by creating groundbreaking visual experiences advanced by technology.

We also collaborated with acts like Arcade Fire, Animal Collective and Interpol to enhance their performances. We unveiled a series of original, large-scale artworks including UVA's re-invention of the main stage, Muli Randolph's Sahara Tent installation, and a new project between Spiritualized, Jonathan Glazer, and Undisclosed.

We also worked with Coachella to bill three of our favorite bands from China, Korea, and Brazil and showcased interactive works by Feng Mengbo, Mark Essen, Hojun Song and Lumpens in The Creators Project Tent.

The original artworks created for Coachella were unveiled as the first series of projects from The Studio, an ongoing arts initiative supported by The Creators Project. Selected artwork from the festival, along with additional work from The Studio will now travel as part of our global event series, touring even more cities across Paris, Lyon, Seoul, Beijing, Sao Paulo, and back to the United States. Read more about The Studio.

Installations on the Grounds

Coachella Stage enhanced
By United Visual Artists and Mira Calix

Sahara Tent installation
By Muli Randolph

A Physical Manifestation of "Ladies and Gentlemen We Are Floating in Space"
By Jonathan Glazer and J.Spaceman (2011)
Produced by Juliette Larthe
Creative and technical realization by One of Us
Architectural design by Undisclosed
Original music by Spiritualized courtesy Sony Music / BMG Chrysalis

Dissect your content.

Twitter Facebook RSS Apps English (US)

the creatorsproject a partnership with Intel and Vice
intel | VICE

HOME VIDEOS BLOG STUDIO EVENTS CREATORS GALLERY Search

The Creators Project: Coachella 2011

Share Embed

f t

The Creators Project: Coachella 2011

The Creators Project was Coachella's first-ever creative partner and we re-imagined the festival by creating groundbreaking visual experiences advanced by technology.

We also collaborated with acts like Arcade Fire, Animal Collective and Interpol to enhance their performances. We unveiled a series of original, large-scale artworks including UVA's re-invention of the main stage, Muri Randolph's Sahara Tent installation, and a new project between Spiritualized, Jonathan Glazer, and Undiscoverable.

We also worked with Coachella to bill three of our favorite bands from China, Korea, and Brazil and showcased interactive works by Feng Mengbo, Mark Essen, Hojun Song and Lumpens in The Creators Project Tent.

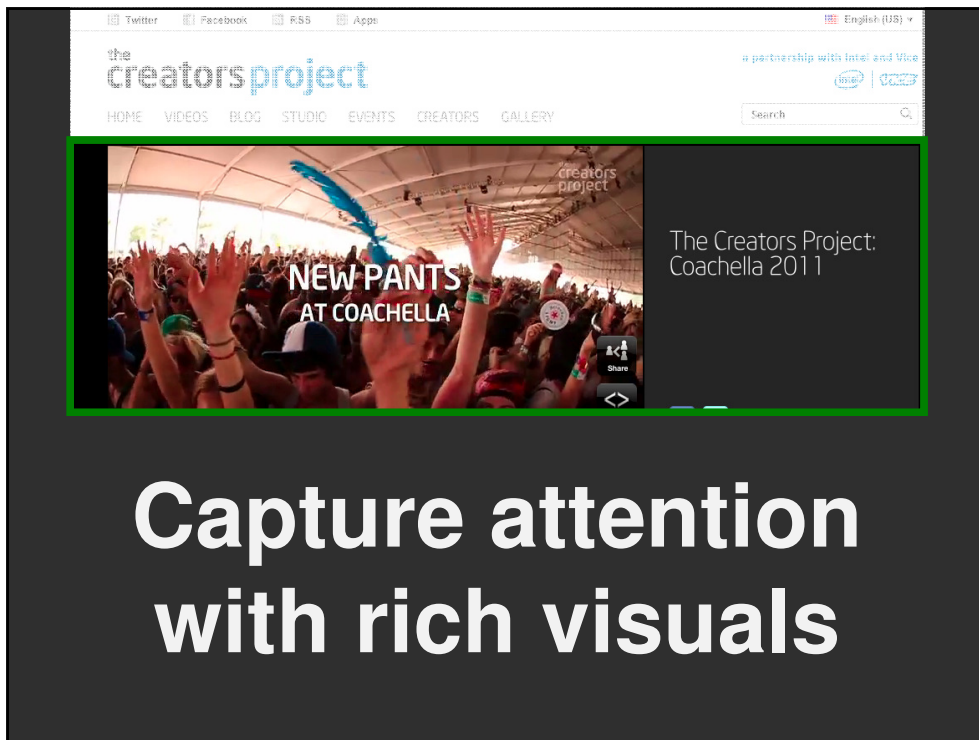
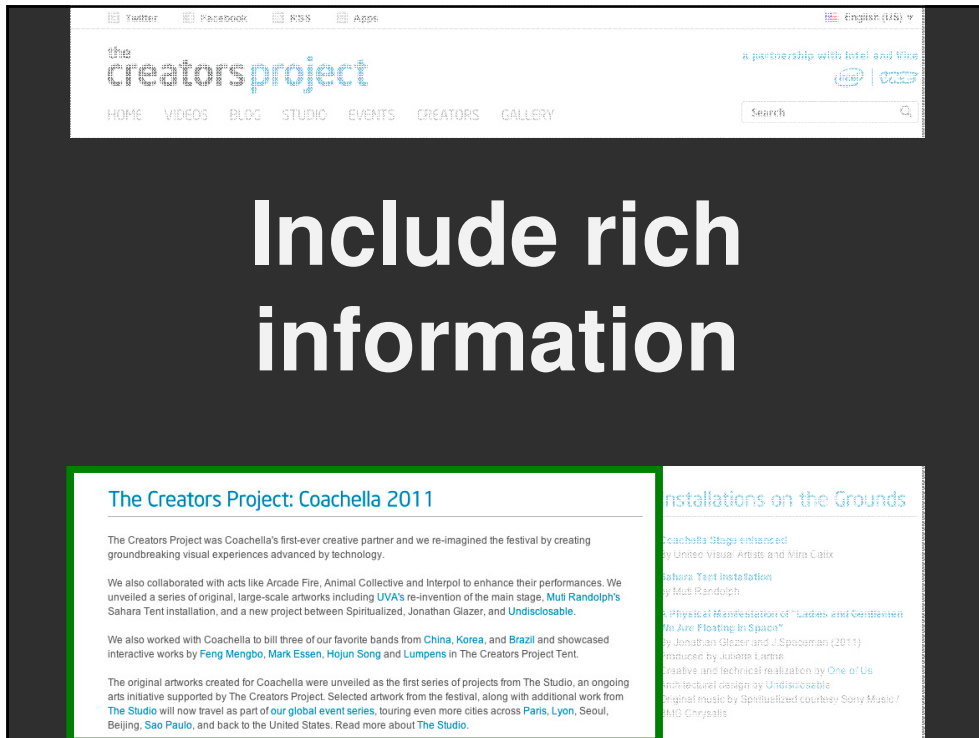
The original artworks created for Coachella were unveiled as the first series of projects from The Studio, an ongoing arts initiative supported by The Creators Project. Selected artwork from the festival, along with additional work from The Studio will now travel as part of our global event series, touring even more cities across Paris, Lyon, Seoul, Beijing, Sao Paulo, and back to the United States. Read more about The Studio.

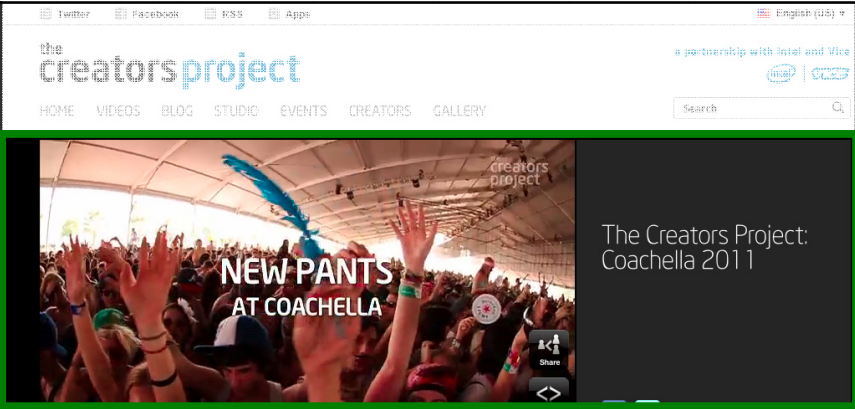
Installations on the Grounds

Coachella Stage enhanced
By United Visual Artists and Mira Calix

Sahara Tent installation
by Muri Randolph

A Physical Manifestation of "Ladies and Gentlemen We Are Floating in Space"
By Jonathan Glazer and J.Spaceman (2011)
Produced by Juliette Larthe
Creative and technical realization by One of Us
Architectural design by Undiscoverable
Original music by Spiritualized courtesy Sony Music / BMG Chrysalis





The screenshot shows the homepage of 'the creatorsproject'. At the top, there are social media links for Twitter, Facebook, RSS, and Apps, along with a language selector for English (US). The main navigation menu includes HOME, VIDEOS, BLOG, STUDIO, EVENTS, CREATORS, and GALLERY. A search bar is located on the right. The main content area features a large video player with a green border. The video title is 'NEW PANTS AT COACHELLA' and the subtitle is 'The Creators Project: Coachella 2011'. The video shows a crowd of people at a festival with their hands raised. A 'Share' button is visible in the bottom right corner of the video player.

Above-the-fold content, not ads

All that works for search doesn't work for social.

Avoid some of the major instincts of SEO.

The screenshot shows the StumbleUpon Paid Discovery landing page. At the top left is the StumbleUpon logo and the text "Paid Discovery". At the top right are navigation links: "About", "Plans & Pricing", "FAQ", "Blog", "Help", and "Login". The main heading reads "Skip The Click with StumbleUpon's Social Media Marketing Platform". Below this is a "Guaranteed Visitors" icon and the text "No ads or links to click through. Your URL is the ad." To the left, under "How Paid Discovery Works", it explains that users stumble upon the best of the web and that with Paid Discovery, their URL becomes part of that stream. On the right is a form titled "Talk to a StumbleUpon Associate about Paid Discovery today!" with fields for First Name, Last Name, Email Address, Brand or Agency Name (optional), URL to Promote (optional), and Estimated Monthly Budget (with a dropdown menu). A yellow "Submit Info" button is at the bottom of the form. At the very bottom of the page, it says "Don't want to talk to a human? [Create an Account](#)".

Avoid quick calls to action

How Paid Discovery Works
On StumbleUpon, users stumble the user of the web, finding sites that reflect their interests and friends by simply hitting a button in their browsers or on their mobile device.
With Paid Discovery, your URL becomes part of that stream. The user is eager to engage with new and exciting content, making your product's discovery a welcome experience in the eyes of a Stumbler.

Talk to a StumbleUpon Associate about Paid Discovery today!

First Name

Last Name

Email Address

Brand or Agency Name (optional)

URL to Promote (optional)

Estimated Monthly Budget
[Select monthly budget](#)

Submit Info

Don't want to talk to a human? [Create an Account](#)



You have been on a raft with a chicken for 1 minute 8 seconds.

Avoid distracting text & graphics



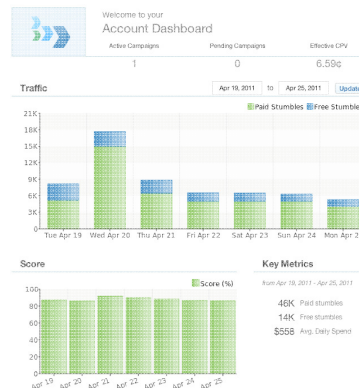
You have been on a raft with a chicken for 1 minute 8 seconds.

Build original content

The StumbleUpon Business Model

Paid Discovery

An advertising platform for **driving consumers directly** to your branded URLs, targeted by explicit interests, demographics, and devices.



#FedTweets

Questions?

www.StumbleUpon.com/AudienceTools

partners@stumbleupon.com

[@thePolishJack](#)