

StumbleUpons Redesign Offers Opportunities for Brands, according to Punch Communications

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Social media, SEO and PR agency Punch Communications is advising brands to take advantage of internet discovery tool StumbleUpons redesign to help market themselves to the services ever-growing user base.

2011 has proven to be a successful year for StumbleUpon as its user base surpassed 20 million in October of this year. A report from StatCounter highlighted how important the tool can be in driving online traffic to a given site, claiming that the service can drive 50 percent of all social media traffic; more than both Facebook and Twitter. However, although the service has appeared increasingly useful in sharing content, prior to ITS redesign there were no avenues for brands to pursue to market themselves to a wider Internet audience.

StumbleUpon has introduced a channels feature. Channels will allow brands to participate on the platform without spamming users uninterested in brand content. Channels can be created as either brand or user specific, thereby allowing an individual or brand to create content which not only appeals to StumbleUpon users, but also has promotional opportunities. Previously, StumbleUpon would ban users who solely used the service to market themselves and their brand, but this new feature allows brands to use the service in this manner without being intrusive.

Pete Goold, managing director of Punch Communications, a specialist technology PR agency, commented: The combination of the new channels feature and continued growth of StumbleUpon means brands not already using the service should consider doing so to help increase online visibility. As online marketers continue to vie with each other for the attention of internet users, finding and mastering new outreach opportunities is imperative. An early adoption of these new sharing features will allow a brand to test the water and determine what appeals to the users of this service, allowing for successful planning moving forward.

Whilst it is important that brands look to adopt these new features, selecting the correct material to share with StumbleUpon users is essential. Creating interesting and engaging content will ensure users are keen to return to a brand or users channel and continue to read and share published material.

Punch Communications is an integrated PR, social media and SEO agency. For advice on how PUNCHS expertise can assist your brand, please visit www.punchcomms.com or call 01858 411600.

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