



Social Media Marketing with Flickr

Brenda Trott

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When you consider the recent explosion of other social media platforms like Pinterest and Facebook, it is easy to forget about the world's largest photo sharing site, Flickr. Flickr is a web site owned by Yahoo that offers photo sharing and a host of related services for users of any level. It is an incredible way to market your business and because of it's the growing popularity; the competition is easy to beat when you use photos to market your business.

Flickr is a community with a very strong and active user base which boasts 50 million registered users and attracts 80 million unique visitors every month. While it doesn't have the sheer size of Facebook, nor the rapid response of Twitter, it can be an equally powerful tool to connect with and engage your customers through the world of photography. Best of all, Google, Yahoo, MSN, etc. all like Flickr. They often show Flickr photos in when someone searches for a keyword.

This book shows you step by step how to get your business noticed on the Flickr platform.

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