

## Scribd Marketing Basics

You hadn't really been aware of Scribd until this report caught your eye. If that's the case, you're probably asking yourself: "Yet *another* social network I have to subscribe to?"

Well, not exactly...

Scribd is more than a social network: It's primarily an **online publishing site and library**, with many social networking properties and hallmarks added as side benefits.

### How Do You Pronounce "Scribd"?

Before you get into too much of a habit saying "Scribed", let me vault you up into the elite inner circle: Those who know it's actually pronounced: "Scri**bd**".

### What Does It Do – and Why Should I Care?

Even if you don't really know anything about Scribd at all, you're probably aware of its most famous fact: That it started in San Francisco, March 2007, and now calls itself "the largest social publishing company in the world", claiming over 50 million readers every month, with more than 50,000 new documents uploaded by users every day, according to [The Guardian](#).

You can upload and download any kind of written documents, including (but not limited to):

- Essays
- White papers
- Fiction
- Recipes
- Memoirs
- Résumés
- Manuals

### **“YouTube” for Documents?**

The best description of Scribd I’ve seen on the net is “YouTube for documents”. Make no mistake, however: Although it’s doing everything it can to be user-driven, this is no grassroots, people-friendly company. Millions of dollars of seed money and investment have been regularly fed into this company since its inception, and it is following a highly deliberate strategy and plan. Its stated goal as of November 2009 is to increase the number of books it publishes yearly from 300,000 to 3 million. Scribd may have only 23 listed employees<sup>1</sup> but each name individually brings a high-powered corporate background and skill base to the table.

Top commercial authors compete with Mainstream and online publishing companies such as Wiley (the “for Dummies” series) and Random House. Lonely Planet and Lulu.com have also teamed up with Scribd, with more being added daily.

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<sup>1</sup> <http://www.crunchbase.com/company/scribd>