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Revolutionizing social media marketing: Thumzup Media CEO explains how users get paid to post

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Thumzup Media CEO Robert Steele joined Steve Darling from Proactive to share news the company has seen a strong start for its Thumzup mobile app, which allows advertisers to get user-generated content from customers and fans, paying them to become social media advocates for the brands they enjoy. Steele compares the company's model to that of Uber's democratization of ride-sharing. He tells Proactive the company now has over 100 listed opportunities from businesses in its app, an increase of 1,567% since the start of its commercial rollout.

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