Apple apparently turns to Tumblr to advertise iPhone 5c

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In what may be the first social media marketing campaign by Apple, the Cupertino, Calif., tech company appears to have turned to Tumblr to advertise the iPhone 5c.

A recently launched Tumblr blog called isee5c features five 15-second video clips that each advertises a different color version of the iPhone 5c, Apple's $99 smartphone.

Apple hasn't officially taken credit for the colorful Tumblr page, but isee5c is stylized in a way that falls in line with the company's usual marketing design. And there's other evidence to indicate Apple is behind the Tumblr page, as outlined by 9to5Mac.

Users on Twitter are reporting that they are seeing the iPhone 5c videos on their Tumblr dashboards as sponsored posts, meaning that whoever is behind the isee5c account is paying Tumblr to advertise the page.

The isee5c page also includes a teaser at the bottom of the page that simply says "Coming soon."

Many believe this may be Apple's first stab at social media marketing.

While most tech companies are active on various social networks, Apple has generally steered clear of keeping a social media presence. It has no Facebook page, and the @apple Twitter account has never posted a tweet.

Apple could not be reached for comment.

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