

Pinterest Marketing 2013!

Your Step by Step Guide to Using Pinterest for Marketing in 2013!



by Jo Barnes

1st Edition

Table of Contents

INTRODUCTION	4
<i>What This Guide is About</i>	4
<i>How to Use “Pinterest Marketing 2013 – The Ebook”</i>	6
THE BASICS OF PINTEREST	7
<i>What is Pinterest?</i>	7
<i>Who Uses Pinterest?</i>	9
<i>How is Pinterest Used?</i>	9
<i>Rules of Pinterest</i>	10
A QUICK START GUIDE TO LEAD AND REVENUE GENERATION ON PINTEREST	12
<i>Ideal Content</i>	13
<i>Cool Content Tools</i>	17
<i>Pinterest Posting Strategy</i>	21
<i>Scheduling Pinterest Activities</i>	31
<i>Video Gallery</i>	36
<i>Measuring and Analyzing Views</i>	37
<i>Summary - Part 1</i>	41
LONG TERM PINTEREST MARKETING STRATEGY	42
<i>Establishing Long Term Relationships</i>	42
<i>Collaborating on Boards</i>	45
<i>General Pinterest Marketing Tips</i>	46
CONCLUSION	48
Other Jo Barnes Resources	50
Copyright, Licensing and Liabilities.	51

<i>Disclaimer of Warranty</i>	51
<i>Limitation of Liability</i>	51
<i>Interpretation of Above Sections</i>	51





INTRODUCTION

What This Guide is About



Hello there! Welcome to Pinterest Marketing 2013 – The eBook.

Over the next few chapters, I am going to run through; How to use Pinterest & who else uses it (i.e, your market), how to generate leads and sales in a fun, enjoyable way and the types of content and images you should be pinning daily, plus some cool tools to help you in your endeavours!

You'll learn and discover the most efficient techniques that will get your brand maximum mileage on Pinterest. The methods that you will learn have been proven to work for companies that have been using Pinterest for their marketing efforts.

You will gain insights on the best content to post on the site and why these types of images get the most interaction and activity in the community. You will also learn how to build a sustainable Pinterest marketing strategy that will be beneficial for your brand in the long run.

If you're just starting out on Pinterest, then please, put this document somewhere safe on your computer and utilize it as a reference guide, that you can come back to anytime you need to, to refresh your memory or to get a question answered.

I'm guessing you're reading this because you have a business or a product and you want your brand to have a powerful and far reaching Internet presence. If this is the case, then you probably know by now that social media marketing is one of the most effective techniques to get the job done.

Facebook is where my career took off and I continue to use it very successfully to this day. In fact if you'd like to grab a copy of my free Facebook Marketing 2013 ebook – [click here](#).

But, if you want to delve into online marketing on a platform other than Facebook or even Twitter, then this e-book is for you. Pinterest Marketing 2013 will show you how to maximize the growing Pinterest community to achieve and surpass your marketing and branding objectives.

If you want to market your business in a non-intrusive, non-aggressive, creative and fun method, this e-book will give you all the insights that you need to develop a strong and interactive relationship with your target market using Pinterest.

Even with no previous experience, you will be able to maximize even the most basic features with the techniques that are outlined in this e-book.

How to Use “Pinterest Marketing 2013 – The Ebook”

You’ll discover a wealth of ideas and insights in this e-book, but if you don’t apply and use these concepts on your Pinterest marketing campaign, you’ll be wasting valuable opportunities to generate interest among your potential clients using Pinterest.

So in order for you to get the best out of this e-book, remember the following guidelines:

- ☑ List down your goals for your Pinterest marketing campaign, make sure that these goals are tangible and measurable (e.g. increase homepage traffic by 10%, increase newsletter signups, etc.). It will be difficult for you to know how well your strategy is working if you can’t measure the campaign’s performance.
- ☑ Create a plan and schedule before beginning your campaign. You will learn more about scheduling your Pinterest activities in later chapters. It should be noted this early on however, that without proper scheduling, your campaign will lose cohesiveness, efficiency and effectiveness.
- ☑ If you’ve never used Pinterest before, its best that you create a test or dummy account first to get you familiarized with its different features and commands. We will only be breezing through the basic navigation of Pinterest in this e-book, so to fully understand the more advanced concepts you’ll need to explore Pinterest properly on your own first, or of course you could just grab my video course that accompanies this ebook. That will get you where you want to be even faster! Click on the links at the bottom of the pages to see [further details](#).
- ☑ Don’t forget to bookmark or take note of the pages or parts that you think will be the most useful to your campaign so that you can easily refer to these sections when you’re executing your strategy.
- ☑ Make a checklist of the particulars that you that you see in this guide that you want to apply in your own campaigns. It will make it easier for you to organize and write down your strategy depending on your goals. You may also want to take written notes as you go along so that you can commit these concepts to your memory more effectively.

So now you know what the book is about and with your reading and learning strategy in hand...

Sit up, grab a cuppa, focus & let’s get started!

THE BASICS OF PINTEREST

* * *

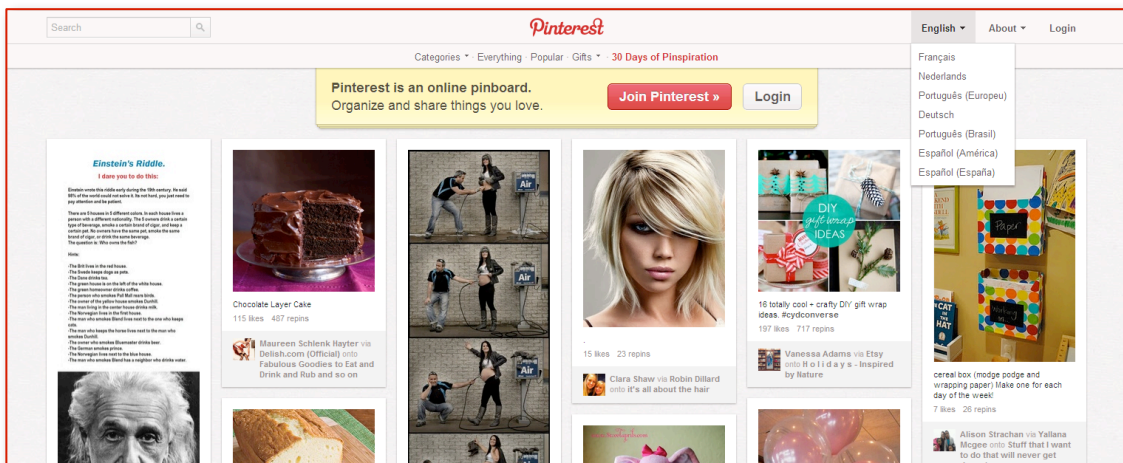


In this chapter, we will briefly touch on the basic concepts of Pinterest to give you an idea of what it's all about and what it can do for your brand.

The objective of this introduction is to give you an insight of the potential of Pinterest in achieving your own marketing goals and the kind of Internet users that you can expect to participate in your campaign activities.

It's also for those of you who were like me a few months ago, asking myself...'Well just what on earth is Pinterest anyway?'

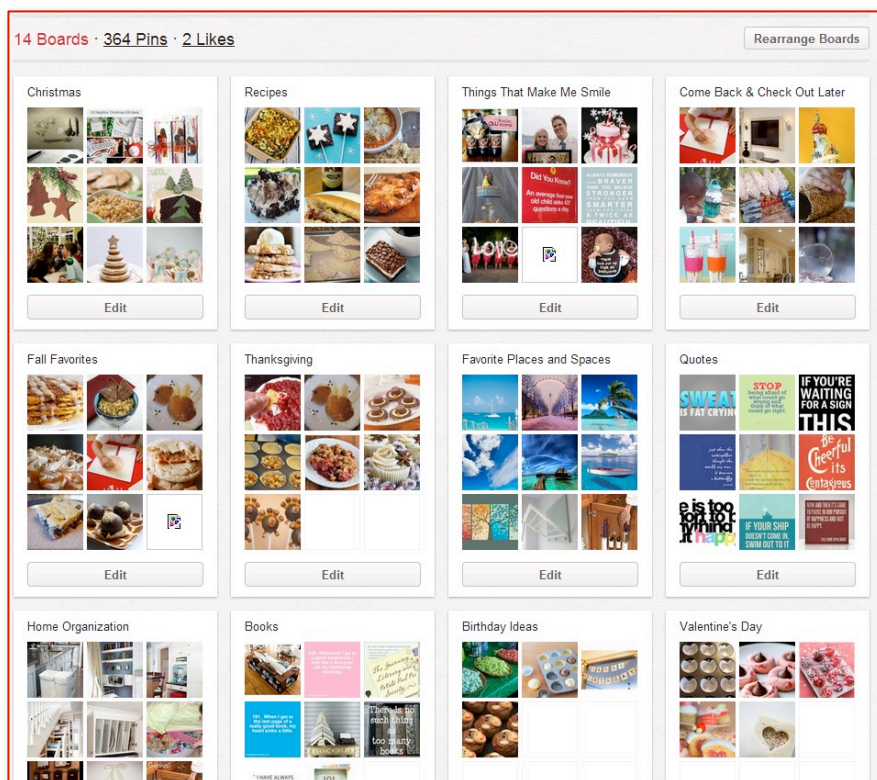
What is Pinterest?



Pinterest is a social media website that acts like a virtual pinboard where users can “pin” creative and interesting images that they find all over the Internet. Users can also upload their own images from their computers and share them with other “pinners” on the site.

Pinterest users can create “boards” that follow certain themes to organize their pins. Privacy settings can be customized for these boards for more targeted visibility.





Users have the option to follow other users to stay updated with their pins. If they only want to follow specific topics or categories, they can also choose to follow single boards within a users account. Pinterest also allows commenting on the pins, which is a great feature to increase interaction between pinners.

The images are often linked to external sites set by the photo pinner or uploader - making pins an effective way to generate traffic to your website. In later sections, you'll learn how to make your pins more appealing which is essential in getting the most mileage out of your Pinterest campaign.

Put simply, Pinterest is a ruddy great online collaborative photo album where each user can share interesting images about a wide variety of topics with other users. Its power is in the fact that firstly – everyone loves to share photos right? Remember hours of pouring over old photo albums with your folks & friends. We LOVE it. Hence why photo sharing has become the No 1 activity online and why Pinterest has grown so rapidly!

But it doesn't end there. Add to that, utilizing the right keywords in pin descriptions, linking to fantastic, high converting landing pages, sales pages or amazing content, your pins and boards can not only have a HUGE affect on your referral traffic, but they could even make it to the top of search results on Google or Bing.

So let's have a look and make sure your market is on Pinterest, because even the tastiest steak doesn't look good to a vegetarian, in other words you need to be putting the right message in front of the right people.

Who Uses Pinterest?

All Internet users can create an account on Pinterest, but not everyone is taking the opportunity to do so.

Unlike in Facebook where you'll be able to find users of all ages, races, and genders, Pinterest is used predominantly by women. In fact, 97% of Pinterest's over 11 million users are women. Almost 27% of all Pinterest users are aged between 25-34 years old and they spend an average of an hour and 17 minutes on the site.

Also, up to 37% of the users belong to the \$25,000-\$44,000 annual income bracket and 50% of all users are parents.

Here's some more great facts and figures:

- Pinterest is able to generate more website visitor traffic than Google+, LinkedIn and YouTube combined.
- 51% of social networking users prefer to use Pinterest over Facebook to connect with other users with similar tastes.
- Pinterest users are prolific shoppers. They spend more money on more items more frequently than any other social networking site except for LinkedIn.
- Up to 47% of online shoppers from the United States say that they have purchased an item based on a recommendation from Pinterest.
- Close to 81% of American online consumers trust information, recommendations and advice coming from Pinterest.
- Out of all Pinterest users, 21% have purchased an item after they saw it on the site.
- Over 100 brands use Pinterest for their online marketing campaigns. Examples of these brands are Etsy, Pillsbury, HGTV, Vogue Magazine and Lowe's.
- Pinterest users on average follow 9.3 retailers' online updates which is more than Twitter's 8.5 and Facebook's 6.9.
- Shoppers who were referred by Pinterest are 10% more likely to make a purchase than referrals from Facebook. They also spend 10% more than other referrals.

It's important to note that while e-commerce on Pinterest has been steadily improving in the past year, your campaign's success will still heavily rely on your plan and execution. The odds are in your favor however, as more and more Internet users rely on Pinterest for their shopping needs and spending inspirations.

How is Pinterest Used?

Now that we know more about Pinterest users, it's time we learn more about how they use the site. In doing so, you'll be able to gain an insight of what will make your campaign more successful based on the habits of Pinterest users.

By now you should already know that pinning and “repinning” is the main activity that makes Pinterest the virtual pinboard that it is. Over 90% of all images that are in Pinterest are repins. Repins are essentially just like the sharing feature in Facebook wherein the images that other users have pinned are shared on your boards. You can add your own description and even include links to your website.

Let's first look at the most popular topics on Pinterest in the past year.

- Food
- Arts & Crafts / DIY projects
- Illustrated Arts
- Fashion
- Interior Design
- Photography
- Humor

Just like on other social networking sites, there are also popular Pinterest users who actively post new material every day. Because of their activities, they get the most followers, most repins and the most interaction for their content.

On average, a popular Pinterest user has 2,673 pins, 34 boards and 300-350 followers. The top Pinner at the moment has over 11 million followers.

The Pinterest activity that takes up the most of users' time is of course, pinning and repinning. About 83% of the total time they spend on Pinterest is concentrated on this activity while only .6% is spent on commenting.

The majority of the images pinned on Pinterest come from Google searches. The second and third most popular way to add images is through user uploads and Etsy, respectively.

As mentioned earlier, the majority of all images on Pinterest are simply repins. This reflects the virality of content within the community. So if you have an interesting image, it has the potential to be repinned by your followers and repinned again by their followers and so on.

Rules of Pinterest

Much like any social networking site, Pinterest also has rules of conduct and basic etiquette that all its users must follow. Although Pinterest has created a separate terms of service for personal and business users (more about this in the next section), there are still general guidelines that you should keep in mind while using Pinterest for online marketing.

- Don't post other people's photos without their permission.** This especially applies for portfolio images of professional photographers, illustrators and/or artists. If the images are copyrighted, it is against the law to use them for commercial purposes without the consent of the owner. Always check copyright licensing before posting! (If a website has big Pin It buttons all over it however and is encouraging you to pin, I think you can take that as a pretty good indication it's all good!)

- ✔ **Credit your image sources.** It is basic Pinterest courtesy to provide a link to the original source of the photo or at the very least, mention where the photo was pinned from. Do NOT pass the image off as yours if it's not. That would be stealing and infringing copyrights and intellectual property laws, especially if used for commercial purposes.
- ✔ **Be respectful.** Interactions will occur throughout your campaign. To this end, you should always be mindful of your words and actions. Avoid offensive, foul and coarse language when commenting on pins. Remember that Pinterest is one of your selling platforms and even if you're not doing hard selling as you would in a physical store, there is still salesmanship involved in your interactions. Be nice.
- ✔ **Be guided by Pinterest's [Terms of Service](#) to know what types of images are acceptable to pin.** In general, any photo that contains nudity, hateful content or any content that suggests or encourages self-harming by any means are not allowed to be posted. If your content was reported by another user as violating the ToS, your pin will be removed and your account may be suspended.
- ✔ **Only provide links that are relevant to the pin.** Don't pin an image of a puppy that links to a website about make up. Not only does it waste Pinterest users' time, it can also be considered as spam content. Be sure to provide correct links on every pin that you post. In the next section, you'll learn about the ideal content to pin and how to properly link your pins to the right websites or landing pages.

We will also discuss essential pinning rules that you should follow for your campaign. This includes post frequency, adding pin descriptions and using keywords and SEO.

Firstly though let's talk about the money!

A QUICK START GUIDE TO LEAD AND REVENUE GENERATION ON PINTEREST

* * *



This section is a basic guide on the different techniques used to generate leads and revenue from Pinterest. In Part II of this e-book, I'll be walking through the different ways to plan and execute a Pinterest marketing strategy that will reap long-term benefits for your brand.

Late 2012, Pinterest opened its doors for businesses and brands who wish to tap into its growing network of users. (Yippee!) Please note, the revised terms and conditions state that any individual who wishes to open an account with Pinterest with intentions of using the site for commercial objectives should open a business account and agree to its terms of service.

The good news is, if you already have a personal account registered with Pinterest, you can easily convert it into a business account if you so desire. You can also create a completely new business account and start building on it from the ground up.

If you take a look at the [videos which accompany this ebook](#), you'll watch over my shoulder as I convert my existing account into a business account.

There are some things to consider when you're deciding on whether to start a new account or to convert your existing one:

- The number of followers. If your existing account already has several hundred or thousands of followers, you may want to simply convert your account to avoid losing them. If you would rather start fresh, be sure to send announcements and notices to your followers (or tag them using the @username feature) so that they can easily follow your new account.
- On the other hand, even if you use your personal account to promote your business, if the URL that you use does not mention your brand, you may be better off creating a new account. You want your Pinterest URL to be pinterest.com/nameofyourcompany instead of pinterest.com/yourname to make it easier to remember and identify.

Carefully review your existing account before converting or creating a new one. If you don't have a Pinterest account yet, you can go to the [Pinterest for Business](#) homepage and register a new account.

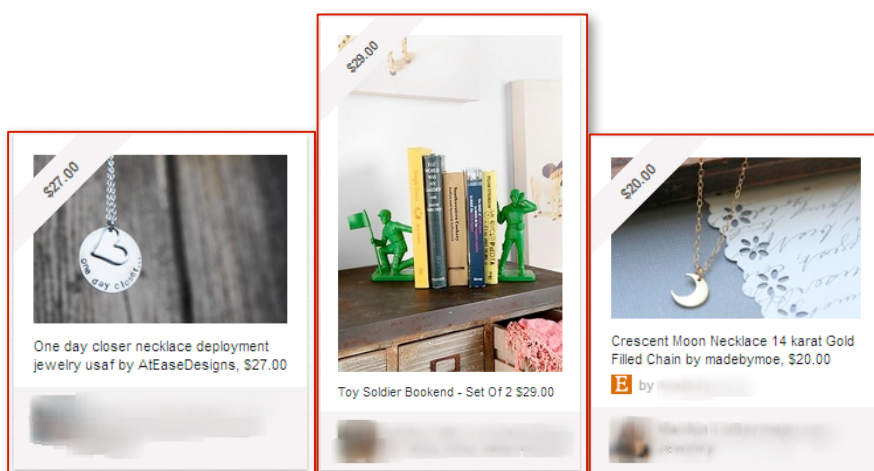
Ideal Content

While finding images on the Internet can be simple enough using search engines and other photo repositories, finding the right images that will catch people's attention is not as easy as it sounds.

Based on several studies conducted in the past year, there are some types of photos that get completely glossed over and ignored. For example, people will pay more attention to pictures of real people and will skip over generic stock photos. Another example would be images that have a low resolution or are overly pixelized. Notice that in Pinterest, the most repinned images are those that are high-quality, high-resolution and have very little pixilation.

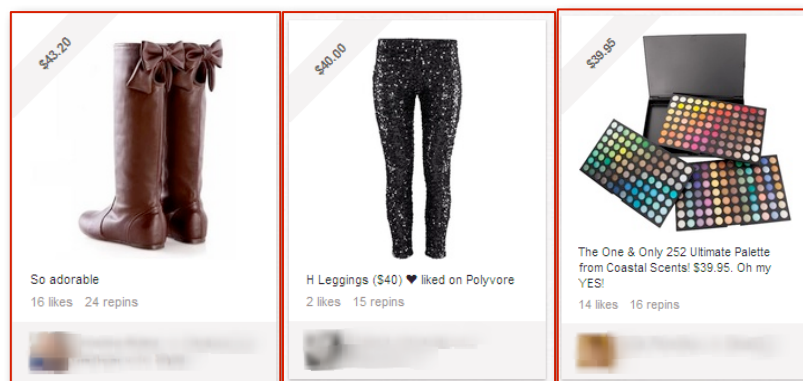
To know which types of images are the best for use on Pinterest, be guided by the following tips and tricks of the trade:

- ✓ When showcasing products, make sure that the product is artistically emphasized. Pinterest is not an explicit shopping site like Amazon and generic catalog photos won't be able to catch users' attention when it appears among more creatively shot products.



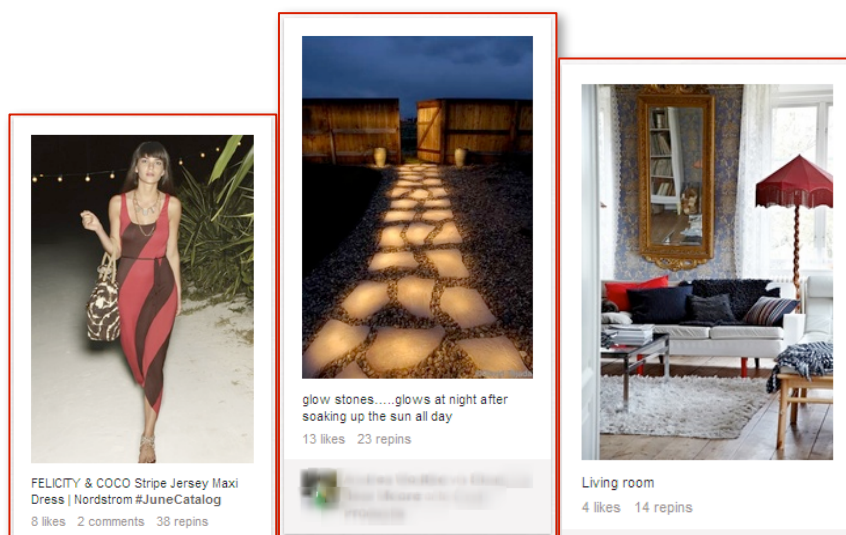
In the examples above, the sellers took the more creative approach in featuring their products. Even if a user is not looking to purchase these items, the images themselves can still appeal to them and have a higher chance of being repinned.

- ✓ Alternatively, you can showcase products in a simpler, more elegant way using only a white background.



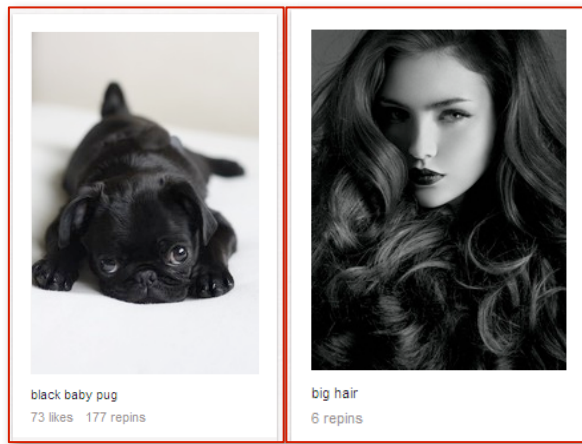
As you can see in the examples given, there is very little else in the pins besides the products. This is a more straight-forward approach without being aggressive or over-the-top. If done right, simpler is better in Pinterest.

- ☑ Another way to feature products is to use compelling lifestyle photos. Shoppers are interested to see how specific items will fit into their lifestyles. When shopping online for clothes, for example, shoppers won't be able to try on the clothes so they won't have a chance to see how it will look on them. The photos will give them the visuals that they need.



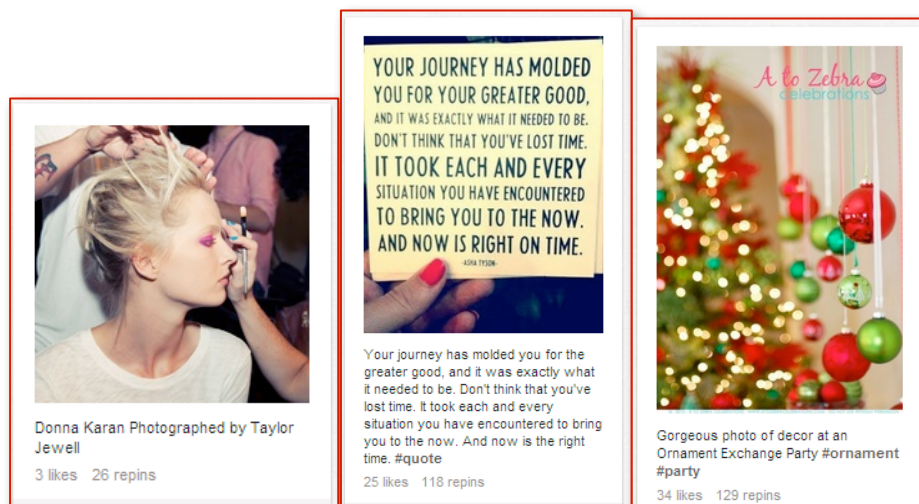
Another reason why compelling photos work better is because they are simply more visually appealing, and on Pinterest, the images capture the users' attention. Even if they're not actively looking for something to buy, the image may suggest a need or provide inspiration for a future project.

- ☑ Pin photos that are relevant to your brand, even if the photo does not include your product or your services. For example, a doggy day care can pin (or repin) images of dogs and puppies in their natural setting – whether at home or at the park. Even if it doesn't include or even mention the services and products that it offers, the pin is still relevant to the brand.

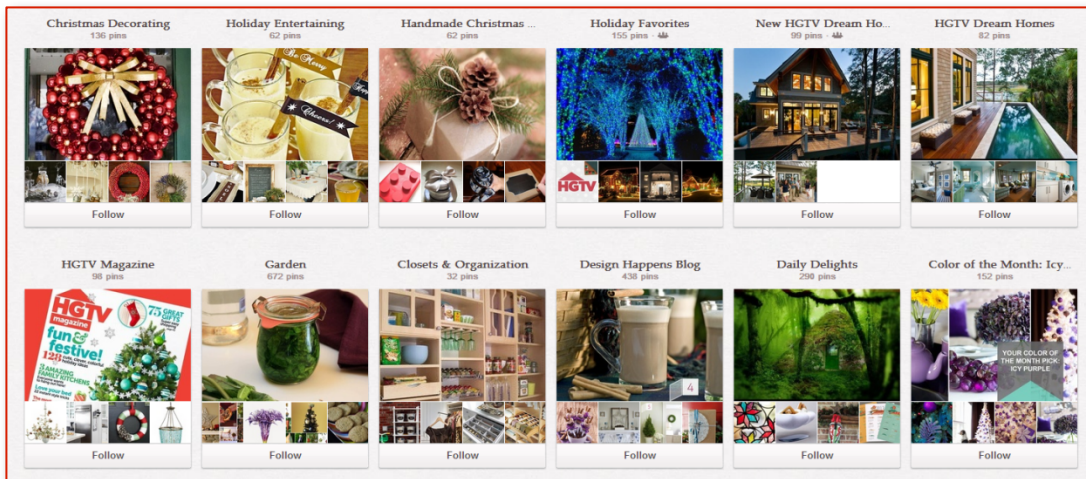


Another example is a hair salon that pins DIY braids and hairdos. Users will be able to use these pins on their own boards and add to the images' virality.

- ☑ Humanize your brand. You want your followers to know that there is a human being with a unique personality pinning the images. This is your chance to let you or your brand personality shine through and connect with your audience. This is a good opportunity for you to enforce your brand's vision and mission using high quality images with inspirational quotations or professional photos of your team in action.

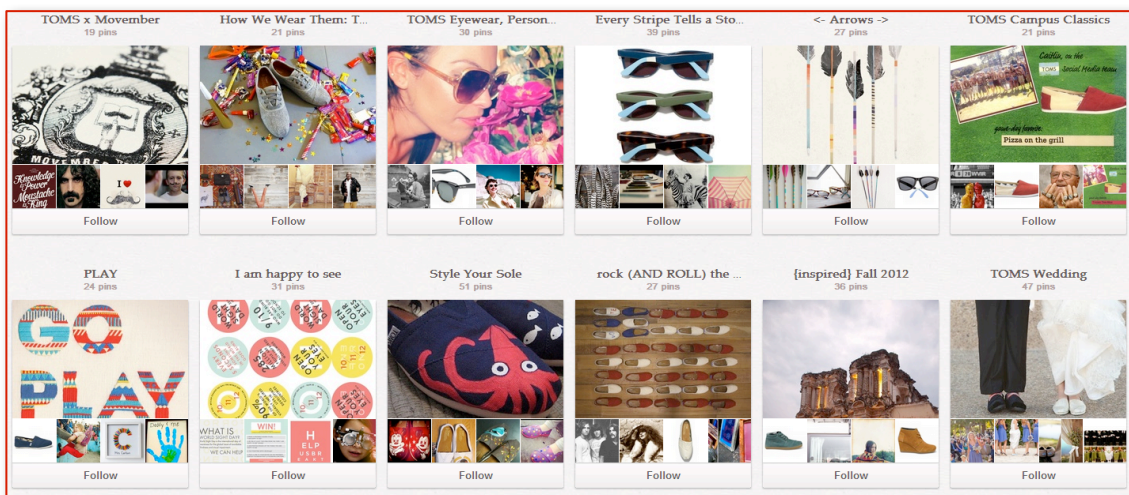


- ☑ Pin content that follows a certain theme to create an organized board. Remember that pins can be organized into a folder called a board. You can then search for images that follow your particular theme. Here's some great examples of themed boards.

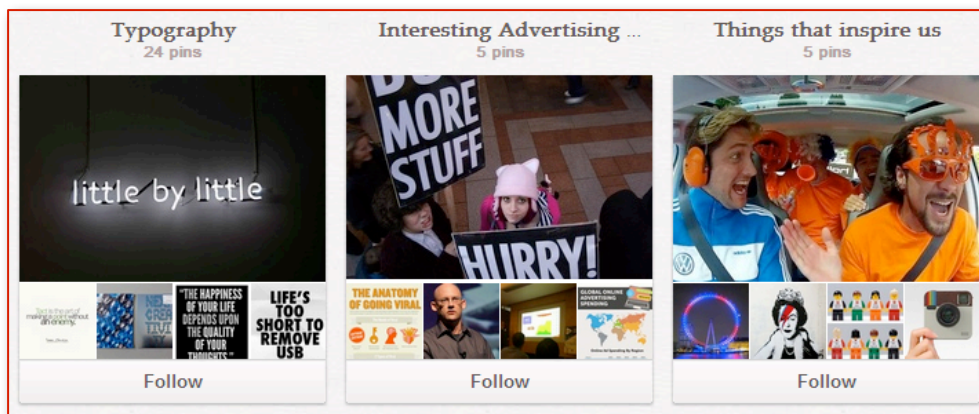


The boards above are from HGTV's Pinterest page. Notice how pins are organized into specific boards that will make it easier for users to find the images that they need.

Another example is TOMS' Pinterest page. If you'll notice, not all the boards feature their products that are currently on the shelves, it also boasts of the creativity of its followers and their variety of inspirations.



- You can also create boards to feature your products organized in a user-friendly way.
- Don't be ashamed to repin images. If you find interesting and relevant pins on the site, don't hesitate to repin them to your boards. As long as you credit the original source, you won't get in trouble for infringing on copyrights. You can even create a board that is dedicated to repinned photos following a certain theme.



The image above shows three of Lowe and Partners' 28 boards. Those three boards are full of pins that are repins from other Pinterest users.

- If you have ebooks and slideshows on your website or blog, covers for both can also be pinned on your boards. This is a great way to advertise written materials on your site to gain more views and traffic.

It is worth mentioning again that your images **MUST** be high-resolution images that are appropriately sized. Too small or too large images can annoy and turnoff the users that you are trying to appeal to. To get an idea of the type of images that are acceptable to pin in terms of quality, explore Pinterest and review the different pins that catch your attention. Immersing yourself in the site is the best way to get a pulse on what will work in your own campaign.

In the next section we'll look at some tools that you can use to find and gather interesting, creative and catchy images for your pins.

Cool Content Tools

There are simply millions of images and fantastic quotable content available on the Internet. These fabby tools help you to easily convert images / text into Pinteresting images just for use on Pinterest or to save and add to your website for others to repin!

I'm so in love with cool tools that make our lives easier, I actually dedicate an entire video in the [video course](#) just to show you how to use these!

- Pinstamatic**. If you're familiar with Instagram photo effects then you'll be able to use Pinstamatic easily. It allows you to create quotation images, add stickies to photos and post Spotify music. It's super cool!

PINSTAMATIC

THE PINTEREST TOOL

Pinstamatic World Headquarters

Places

Add a map to your Pinterest board, and when someone clicks it they will be taken to the location in Google Maps. What a great way to show people where you are or where an event is taking place.

“ THANKS TO @PINSTAMATIC
I MIGHT BE MORE ACTIVE ON @PINTEREST :-) - @HAIJUS ”

TOP

ABOUT US

Pinstamatic was born on March 28th 2012 in Brighton, Sussex (UK). Its goal is to help you get the most out of Pinterest and to become the first port of call when you want to add content to Pinterest. We've got big plans for Pinstamatic and we'd love to hear from you so please @mention us on Twitter with your ideas or drop us an email on support@pinstamatic.com

TOP

GALLERY

Coming Soon // We'll be putting some examples here soon in the meantime, please feel free to check out our [Pinterest Showcase](#).

TOP

CONTACT US

Address // 343 Ditching Road
Brighton, UK, BN1 6JJ

Telephone nr. // +44 (7983) 553957

E-Mail // support@pinstamatic.com

Subscribe to our RSS feed or follow us on Twitter

[t](#) [f](#) [t](#)

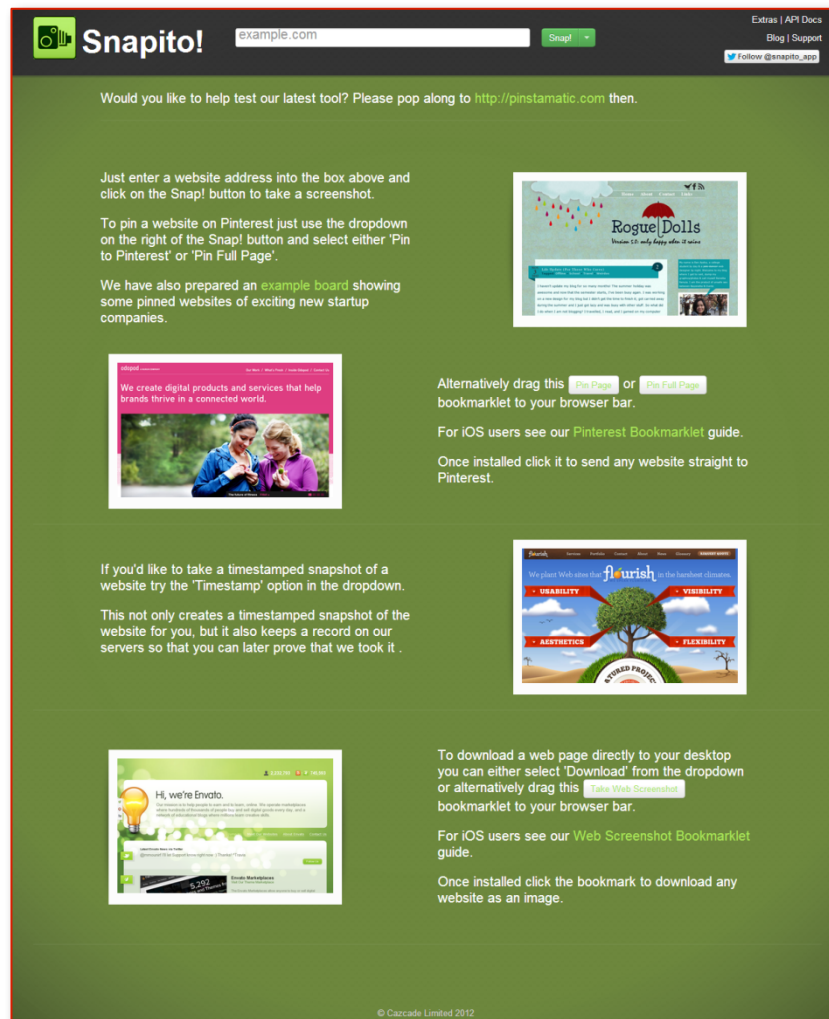
- ✓ **Percolate.** Percolate is one of the most useful and powerful tools for marketing campaigns on Pinterest. It organizes your content and your content history and then use an algorithm to show you which types of images resonate the strongest among your followers and the Pinterest community. It is a paid service but you can request a demo before signing up.

The screenshot shows the Percolate website interface. At the top, there is a navigation bar with links for 'HOW IT WORKS', 'STOCK & FLOW', 'OUR CLIENTS', 'ABOUT US', 'We're Hiring!', 'Request a Demo', and 'Login'. The main heading is 'The World of Percolate'. Below this, a horizontal menu lists various features: 'Interest Graph', 'Owned Content', 'Filtering', 'Posting', 'Formatting', 'Platforms', 'Queue', 'Briefs', 'Monitoring', and 'Notifications'. The central focus is an 'INTEREST GRAPH' visualization, which is a network of nodes and connections. Some nodes are labeled with logos like 'ACL+', 'G+', 'MJ', and 'W'. Below the graph, the text reads: 'We map a brand's interest graph against 6 million+ sources'. A 'NEW IN 3.0' badge highlights a new feature: 'The Percolate 3.0 release expands our exploration of brands' interest graphs. This release allows us to integrate this data in ever more sophisticated ways into our algorithms, meaning we can develop content briefs based around conversations happening in the ecosystem and highlight owned content relevant to these trends.'

✔ **ShareAsImage.** Formerly known as Pin A Quote, ShareAsImage allows you to highlight text on any website and then convert it into a text image that you can easily share on Pinterest, Facebook and Twitter. The Pro Version goes for \$6.99 but you can try out the Free Version first before making a purchase.

The screenshot shows the ShareAsImage website. The header includes 'Home', 'PRO Features', 'Demo', 'Free Version', 'Login', and social media links for Facebook (296) and Twitter (192). The main content area features the 'shareasimage' logo and the text 'formerly Pin A Quote.'. Below this, there is a description of the service: 'Share As Image lets you highlight text anywhere on the web and easily convert it into an image. With the PRO version you can choose fonts, colors and text size! Once you've created your quote image, you can share it on Pinterest, Facebook or Twitter!'. A 'Buy Now | Only \$6.99' button is prominently displayed, along with a '100% Money Back Guarantee' and a 'PayPal' logo. A 'Try the FREE Version' link is also visible. The website shows several example quote images with various text and colors. At the bottom, it lists 'Featured (As Pin A Quote) On:' followed by logos for Mashable, ReadWriteWeb, TNW (THE NEXT WEB), DailyDot, and THE HUFFINGTON POST.

- ✓ **Snapito!** This tool allows you to take snapshots of entire webpages and easily post it to Pinterest. All you'll need to do is to enter the URL of the website and click on the 'Snap!' button.



There are loads more. To see my demonstrations of these and more check out the video course.

Now that you know the type of photos to post and include in your boards, we will now look at how best to use those images through proper pinning frequency and activity schedule. In the next section, you will learn the importance of scheduling your pins to maximize the potential of your Pinterest campaign.

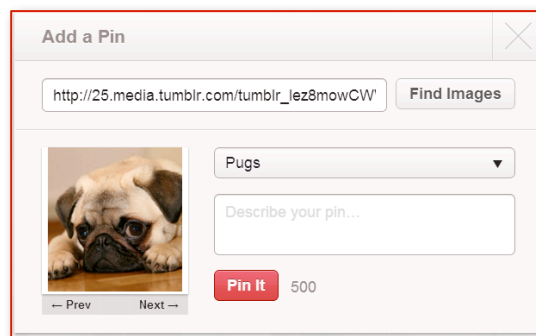


Pinterest Posting Strategy

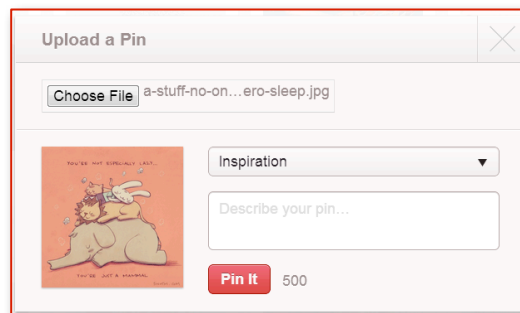
Although Pinterest is a visual social networking site, it doesn't strictly end with the images. Remember that you also have 500-characters for the image description and in this section, you'll learn how to use that space to your advantage, among other key areas in your Pinterest profile.

Let's first start with your pins.

In the previous section, you learned about the best types of content to pin and include in your boards. Assuming that you have your image on-hand and ready to publish, you'll see these fields:



If you pin an image from another website



If you upload an image from your computer

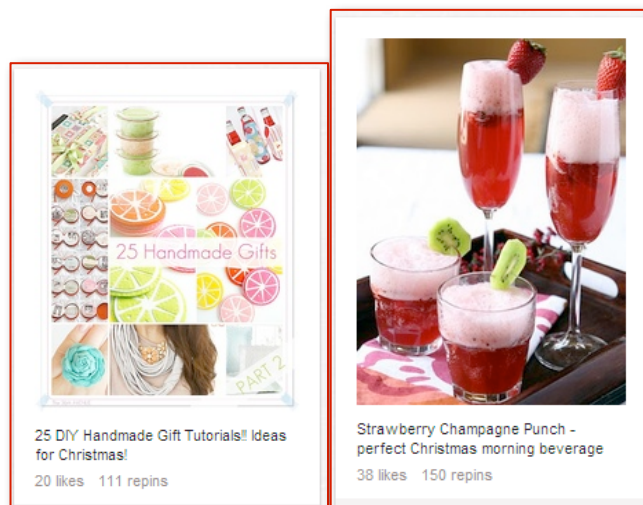


When you repin an image

The dropdown menu is where you'll get to choose the board you want to pin the image to. Below that is the description box where you have 500-characters to use to describe your pin. This is where you can use a couple of tricks to make your pin appear in search results of Google or Bing.

- Use keywords in your description.** We mentioned earlier that pins and boards can also appear on search results in Google and Bing. In order to have your content appear on the first page of search engine results, the best way is to use SEO techniques. One of which is using keywords.

You'll need to do some research on the best keywords that will get your content noticed. Of course you'll also need to ensure that the keywords are appropriate for the image that you're pinning. You'll need to take into consideration your goals when deciding which keywords to use with which pin.

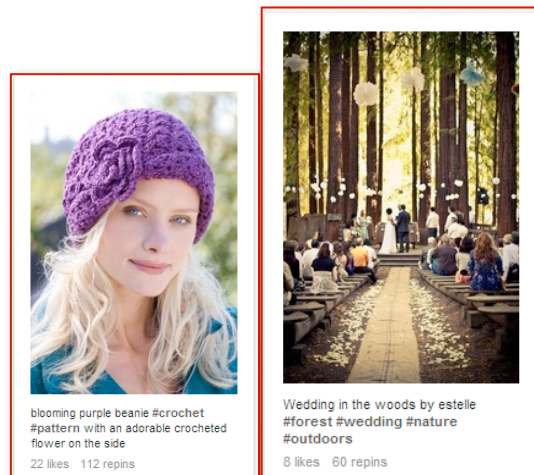


- ✔ **Write engaging captions.** A catchy caption would only help get a good pin noticed and repinned so squeeze your creative juices to make your pins popular all over Pinterest.



Even if Pinterest is a mostly visual site, users still take the time to read the descriptions. Witty captions can greatly help in making your pins go viral.

- ✔ **Use hashtags.** Just like in Twitter, hashtags help Pinterest users to find content simply by searching for specific words or clicking on hashtag links.

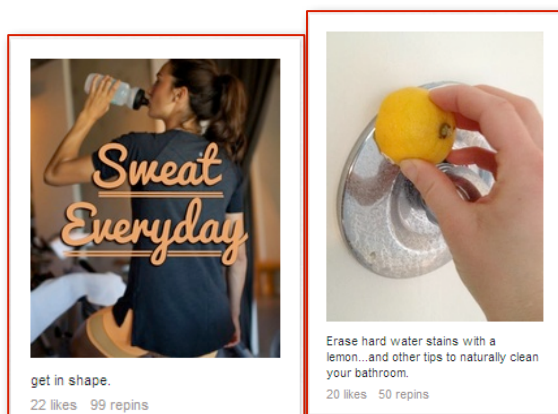


The main difference between Twitter's hashtag system from Pinterest's is that the images are arranged according to its popularity. The more likes and repins that an image has, the higher it will be listed on the hashtag list. Using hashtags, you make it easier for like-minded users to see your pin.

- ✔ **Use the @mention feature.** Again, just like Twitter, you can use the "@username" command to tag or mention someone on your pin. This is where having a good relationship with top pinners comes in handy (more on this later). When you @mention another user, your pin will automatically show up on their activity log.

Be careful though, mentioning all your followers on every pin you post can come off as spammy. Remember to use this feature thoughtfully and only include followers that will be ready and willing to generate interaction for you.

- ✔ **Include a call to action phrase in your description.** A call to action is essentially a simple phrase telling your followers what you want them to do. On online advertisements, the call to action phrases are typically “Click here!” “Buy Now” or “Subscribe Here”. On Pinterest, you’ll need to be more creative and subtle in order to capture the users’ interest.

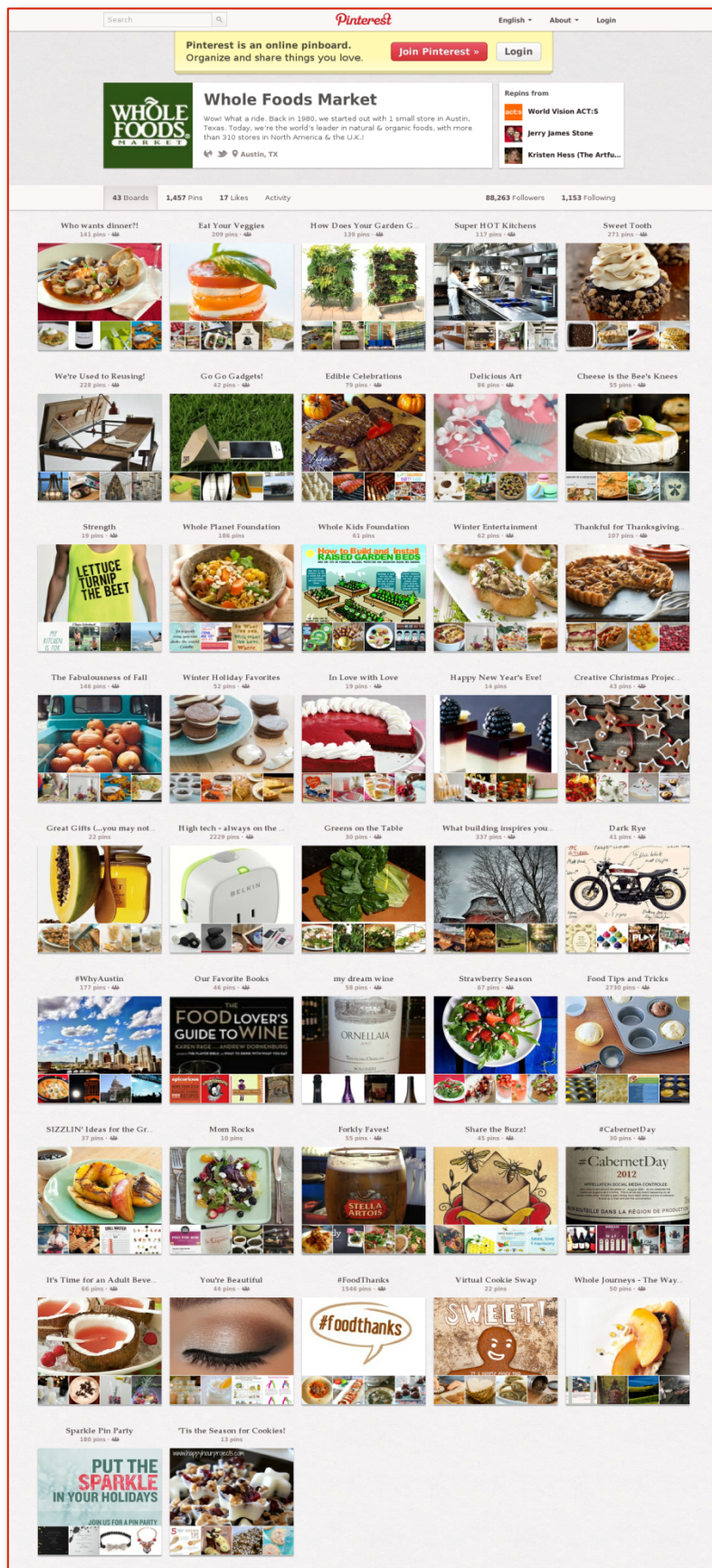


It is already understood that you want users to click on your pin so the typical call to action phrases are not necessary. In the examples above, the phrases actually go beyond the pin and involve actions that are to be completed offline.

- ✔ **Don't forget the links!** The images or pins should link to either the content source or one of your website's pages. When users click on your pin, it is because they like your photo enough to consider repinning it and/or they want to know more about what's behind the image. Either way, properly linking pins to the appropriate destination is essential to generating leads and creating more traffic for your website.

With your pin optimized for Pinterest marketing, let's move on to your boards.

When users go to your Pinterest page, they will first see your boards before your pins. Look at the example below which is the profile page of [Whole Foods](#).

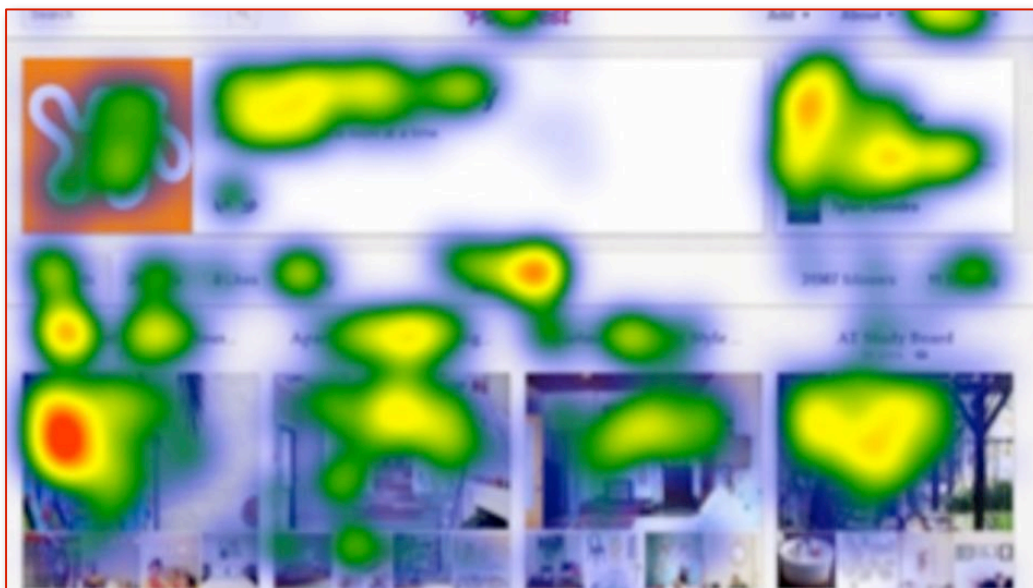


Everything on the profile page is not there by accident. Each component has been carefully planned and placed - including the placement and titles of the boards.



Here are some things to remember when arranging and creating boards:

- ☑ According to an eye tracking study on a Pinterest profile page (like in the sample image earlier), the eyes move from the top of the page down to the middle.



Source: Mashable.com

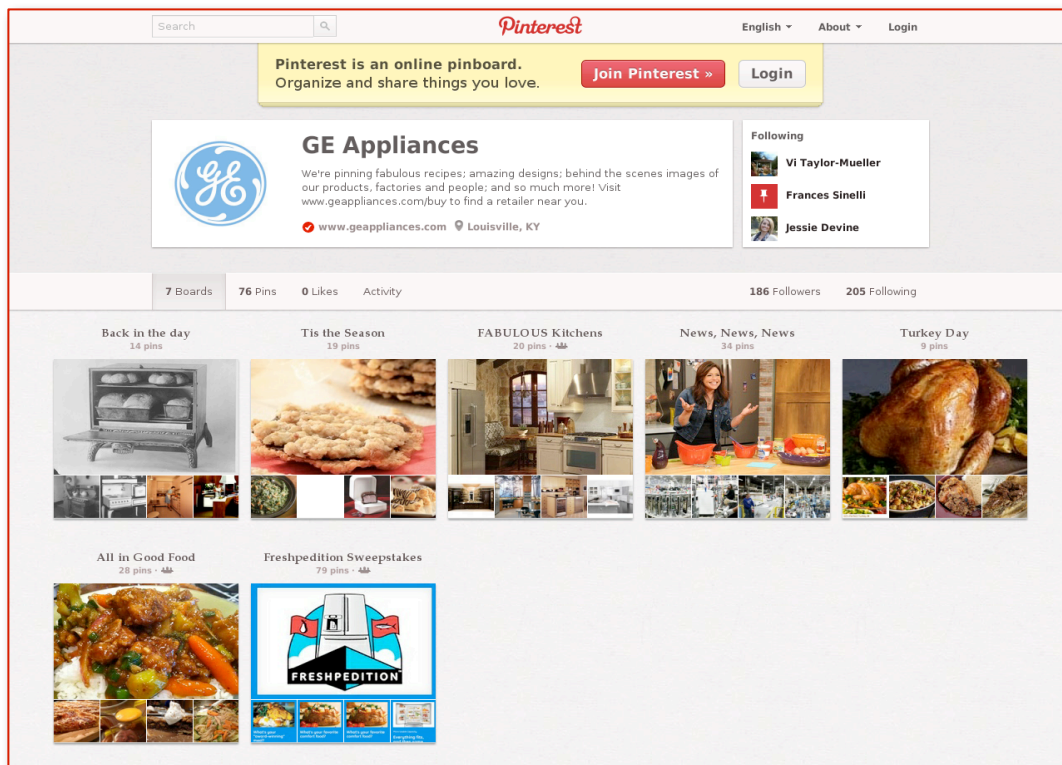
The blobs of color that you see above indicate where the eyes move throughout the page. Warm colors mean that more attention was given to that area as opposed to the cooler colors.

As you can see from the eye tracking map above, boards that are placed on the upper left hand side of the page got more attention than anywhere else. This is the prime real estate for the boards that you want to get noticed by your page visitors.

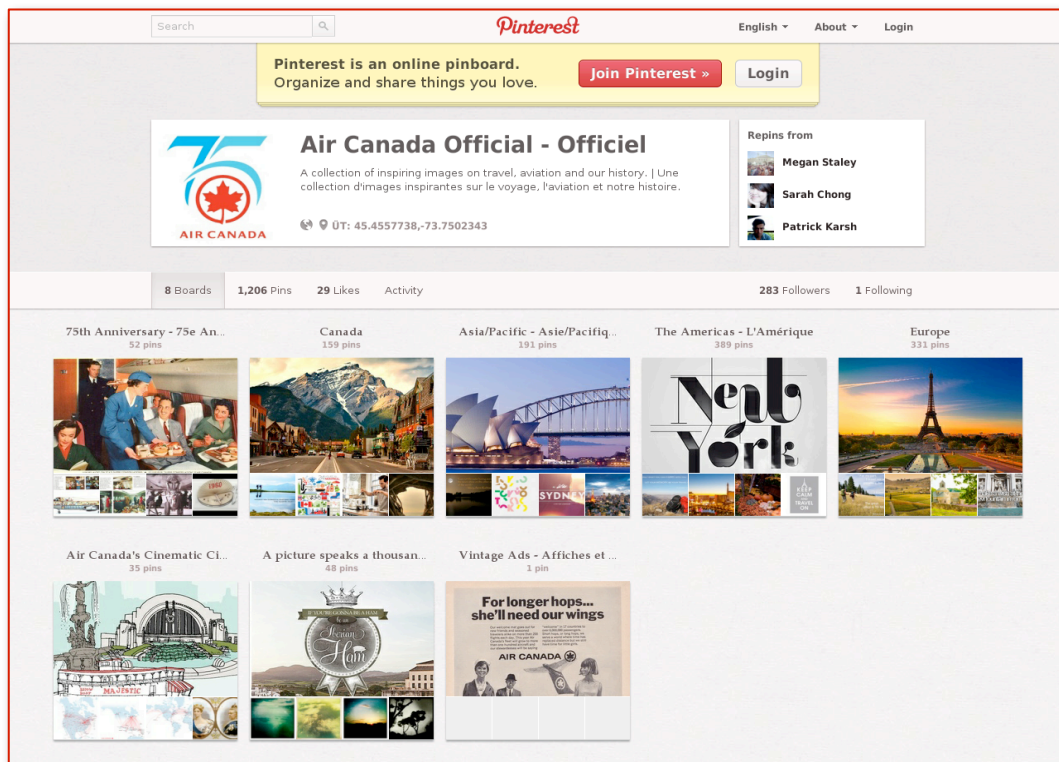
Remember that you can rearrange your boards any time and as often as you'd like. If for example you want to feature Holiday-themed boards for two to three weeks, place those boards in the prime areas for that duration. After that period, rearrange your page and replace the Holiday boards with other boards that you want to promote.

- ☑ Create focused boards. Focused boards are essentially boards that have a lot of pins in them that follow a specific theme. Unfocused boards on the other hand are boards that only have one or two pins in them and look disjointed. You need to project cohesion on your page; otherwise your Pinterest profile visitors will find your brand a bit unkempt and unprofessional.

Here some examples of profiles with focused and organized boards:

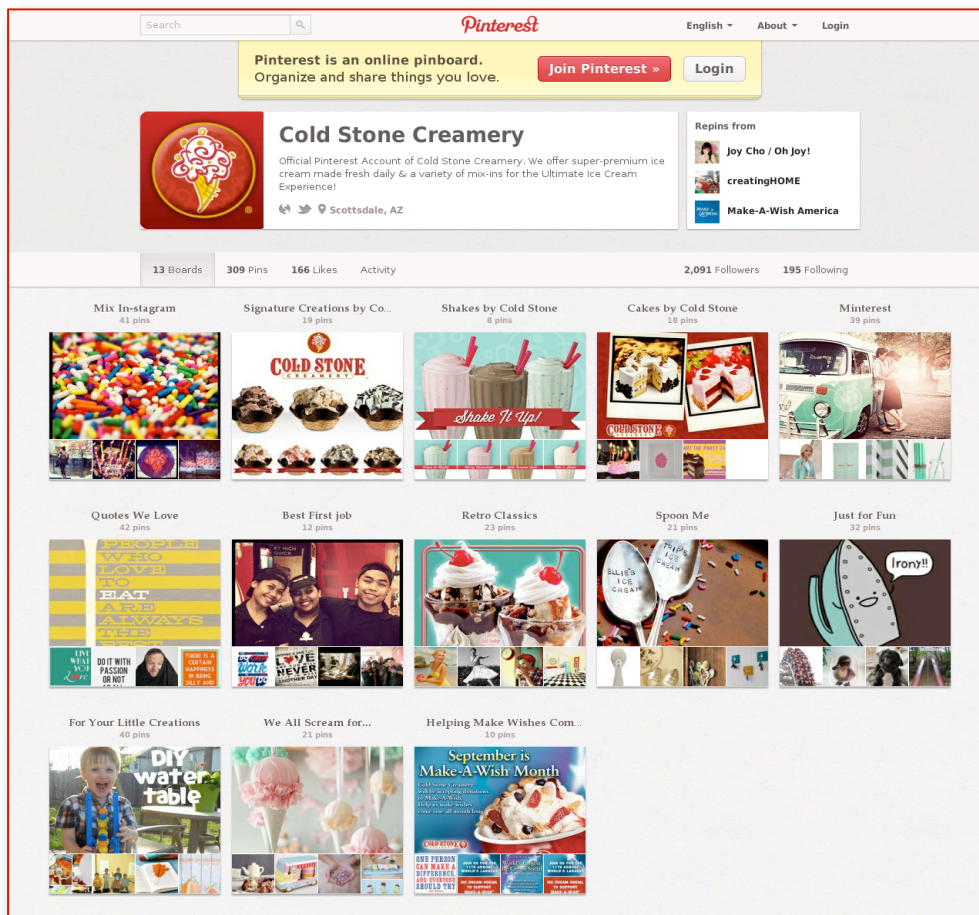


Even if GE Appliances only has seven boards, each board has enough pins to keep users engaged. Source: [GE Appliances](#)



Air Canada uses its Pinterest page as an online travel brochure for its top destinations. It also shows photos revealing the company's proud history. Source: [Air Canada](#)



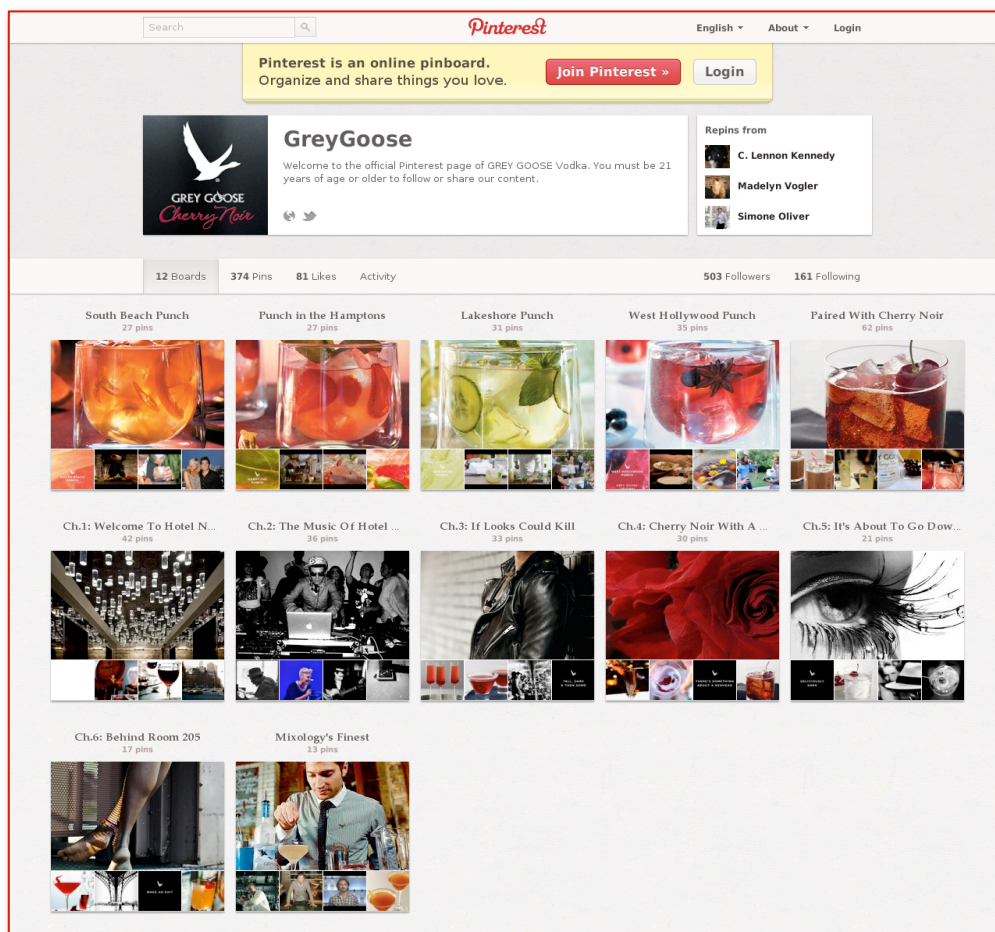


Cold Stone Creamery's Pinterest page not only has focused boards but also boards that reflect the brand's lifestyle. Not all the boards focus on the products, but also on what its followers enjoy seeing. Source: [The Cold Stone Creamery](#)

- Let your boards tell a story. If you want to be more creative with your page, you can turn it into an online story book that's centered around your brand. Instead of turning it into a catalog-slash-webzine, you design and arrange your boards in such a way that your followers will need to look at all of them to follow a story.

A good example of this concept was executed by [Grey Goose Vodka](#).



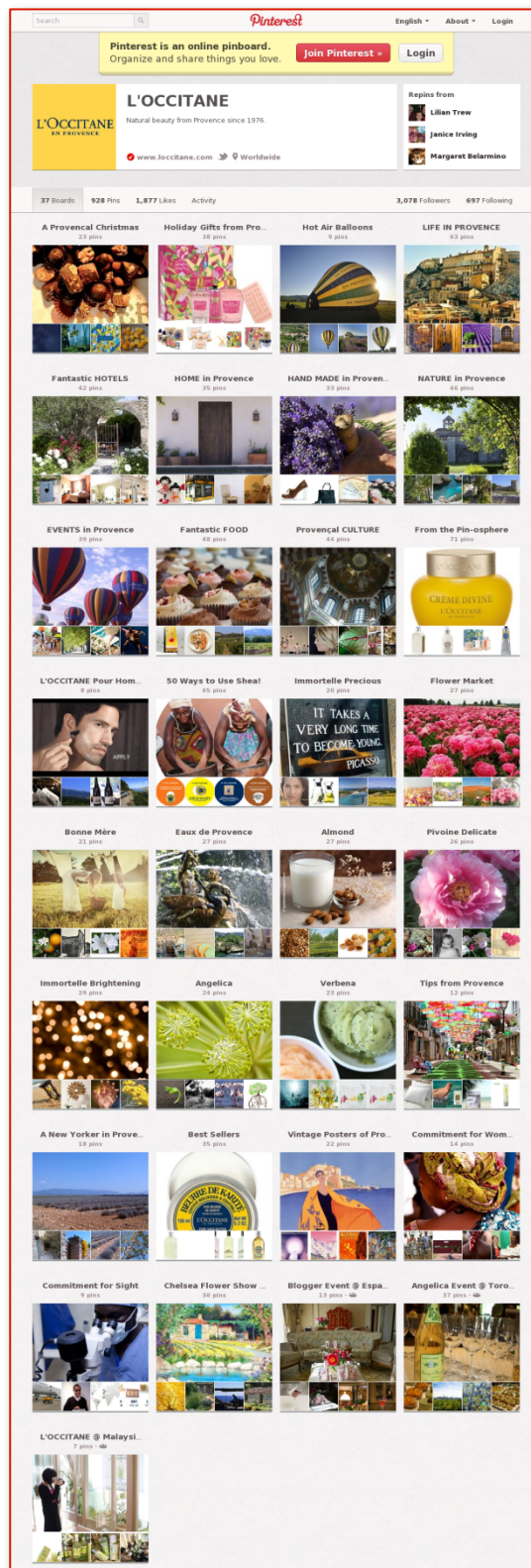


On their page, they have made boards into chapters which make it more interesting for users to check out each of them.

Also notice the catchy board titles. If Grey Goose used something simpler like "Mixed Drinks" or "South Beach Party", would it have the same impact on the viewer? Witty, concise and creative titles are good indicators if a board is worth exploring.

If you can incorporate keywords in your board titles, the better the chances that your content will appear in search results. Don't force keyword usage however since the pins within your boards can still be indexed if keywords were used in their descriptions.

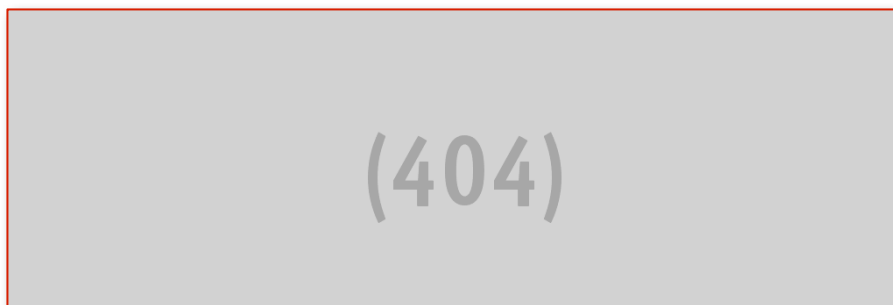
- Set interesting board covers that will give a glimpse of the pins inside. Bear in mind that board covers aren't big and to ensure that users will be able to see the photo details even with its small size, you need to use high-quality photographs.



Source: [L'Occitane](https://www.pinterest.com/loccitane/)

L'Occitane's board covers are colorful and reflective of the brand's elegance and vibrance. The style of the photographs is also distinctly French which adds cohesion to the boards even if the themes of the contents of the boards are different.

- ☑ Once you have published a board, avoid having to change its title because it will also change its URL. If your followers have already linked or followed the board, they won't be updated of new pins and following the links will lead them to a broken page.



The truth about using Pinterest is that it can be addictive, especially when there are tools that make pinning easier. As fun as pinning and posting can be, as a business page, you don't want to flood your followers with too many pins in a short span of time. On the other hand, you also don't want to go weeks without a single update.

You need to create an effective pinning strategy that will help you get the most interaction and positive response for your efforts. Let me show you how..

Scheduling Pinterest Activities

There are active pinners who spend several hours a day pinning 5-10 images from different sources and repinning twice that number to their followers. As a business page, you can't show the same level of enthusiasm because you want to give your followers time to browse through and repin your new posts.

For this reason, you need to schedule what you publish. In this section, you'll learn the different tools and techniques that you can use to space out your time between pins to help maximize every update that you publish.

Let's first focus on creating a pinning schedule.

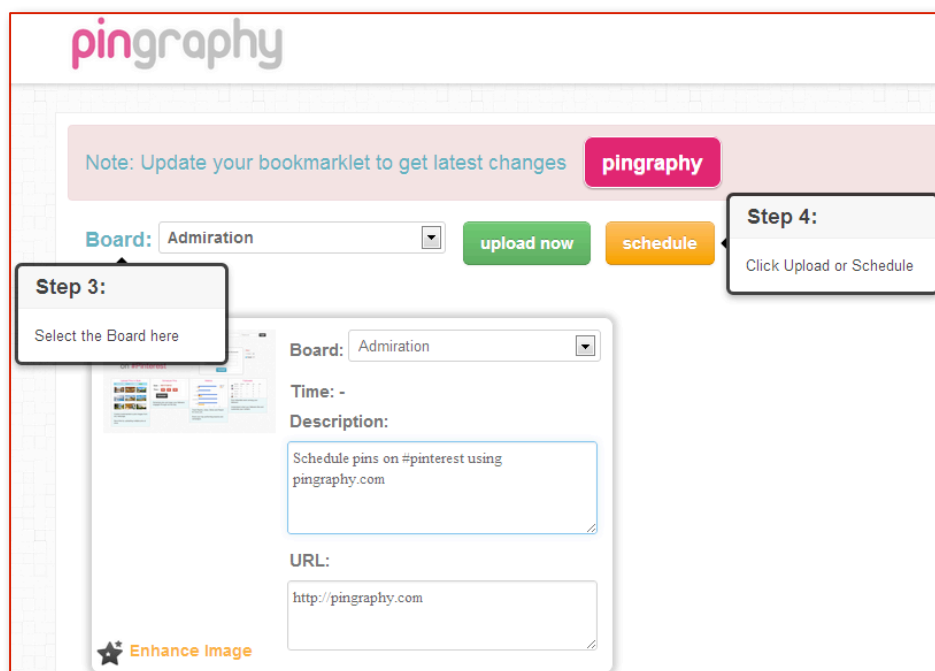
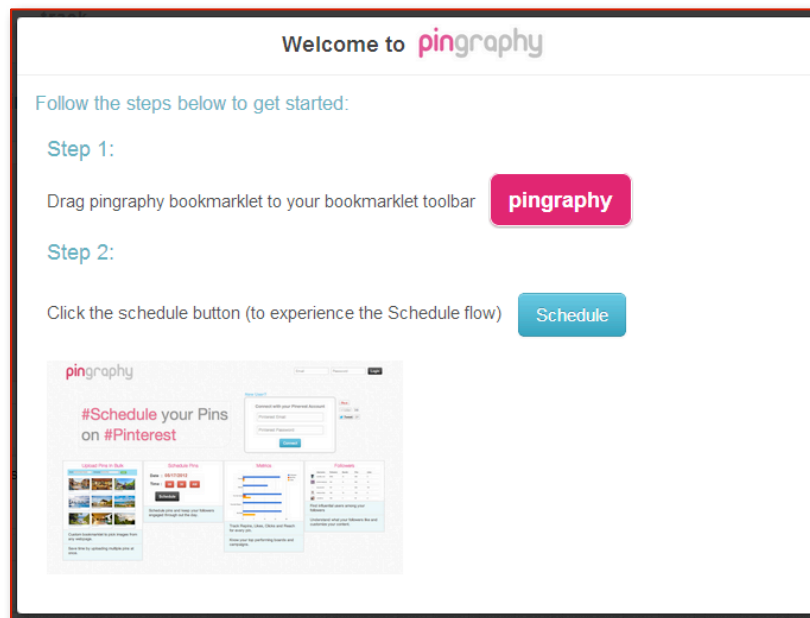
- ☑ Most, if not all, Pinterest marketing experts agree that over-pinning is a definite no-no. Posting 20-30 pins in one sitting can be very overwhelming for your followers since it appears on their feeds. (I show a great example of this in the videos). Space out your pins by limiting your activity to 4-5 pins and/or repins per sitting. This will give your followers the idea that you are thoughtfully looking for high-quality material instead of just posting everything that you see.

- ☑ Because Pinterest is still new (compared with other social networking sites), not a lot of comprehensive traffic patterns and studies are readily available. However, experts agree that the best time to begin pinning is an hour before and during the busiest times of the day which are Saturday mornings between 7:00 AM to 10:00 AM and weekday nights between 8:00 PM to 1:00 AM EST. Posting an hour before these times will help get you maximum interaction for your pins. However, clearly that is for a US audience. Depending on who your market is and what time zone they are in these times may be different. As with everything it's a simple case of testing & measuring!
- ☑ You will need to analyze your analytics to see what times and days have the greatest amount of traffic and activity for your pins. We'll get to the tools that you can use for this in a minute. You may need to do some trial and error before you can design a more sustainable schedule for the rest of your campaign.
- ☑ Prepare your images for pinning by creating a secret board. A secret board is essentially a restricted board that only you or your account administrator can access. Temporarily store your pins on this board and just publish them when you're ready. You can also let some of your more active followers have access to your secret board so that they can see and anticipate what you have in store.

Scheduled pinning can be very tedious and stressful without the use of third-party tools to help you. Here are some of the best ones that are used by professional Pinterest account curators:

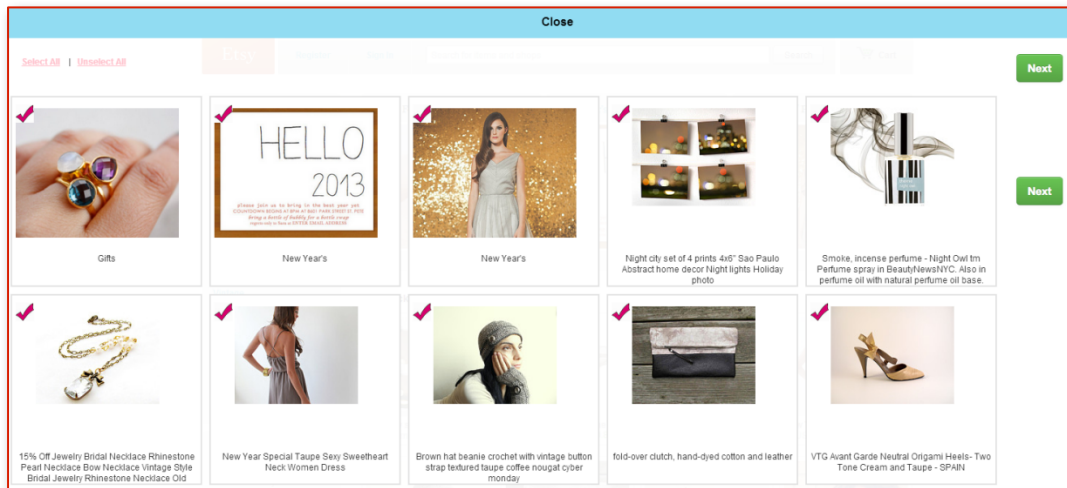
- ☑ **Pingraphy.** Pingraphy not only posts your pins on schedule, it also allows you to upload photos in bulk using a bookmarklet that makes it easier for you to pin images directly from a website. It also provides metrics and analytics that will give you an insight of your best performing pins and boards, as well as the interaction that each of your pins get. You can also research the influence of your followers to know who to engage with more frequently.

Pingraphy is a free service and you can register and log in instantly with your Pinterest credentials.



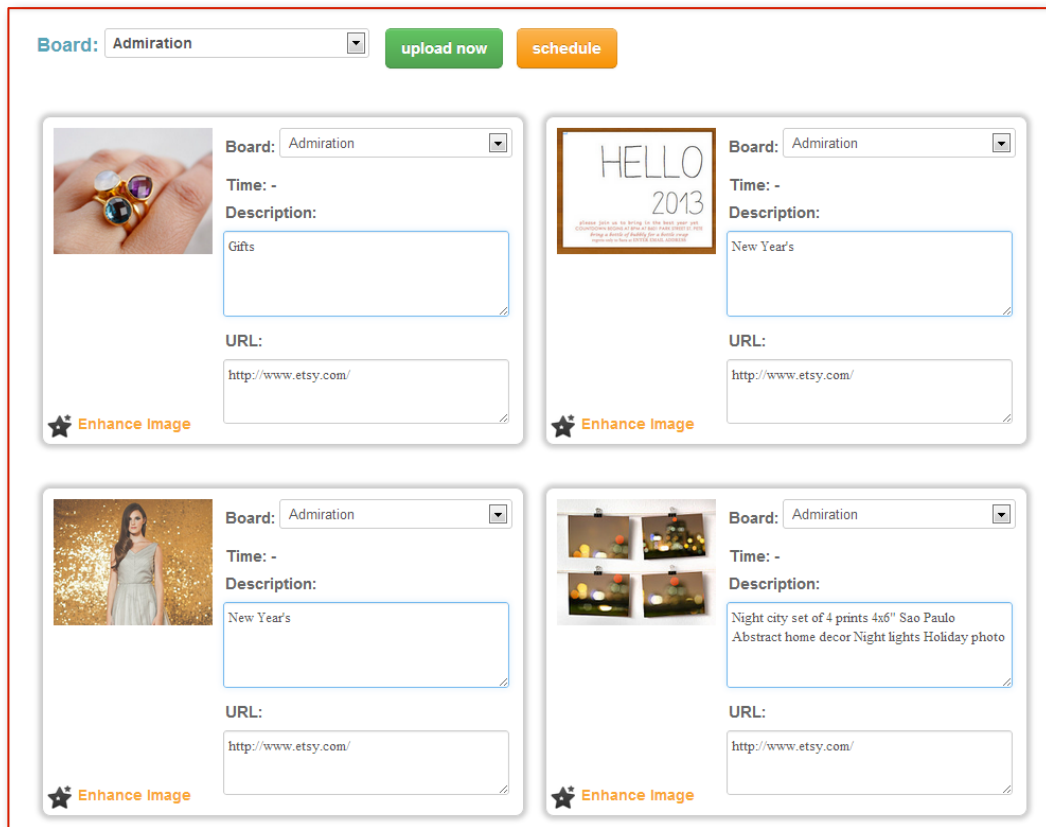
After opening an account, you will see a short tutorial on how to navigate the site and how to use the Pingraphy tools.

When you go to a webpage and click on the Pingraphy bookmarklet, it will automatically gather all the pinnable images on that page and you can select which ones you want to pin on your boards.



This example was taken from Etsy's homepage.

Once you have chosen the images that you want to pin, you'll be taken to a page where you'll be able to put the descriptions of each image, as well as choose the boards that you want to upload them to.



When you click on the button that says 'Schedule', you'll see different options on when your pins will be posted.



Board:

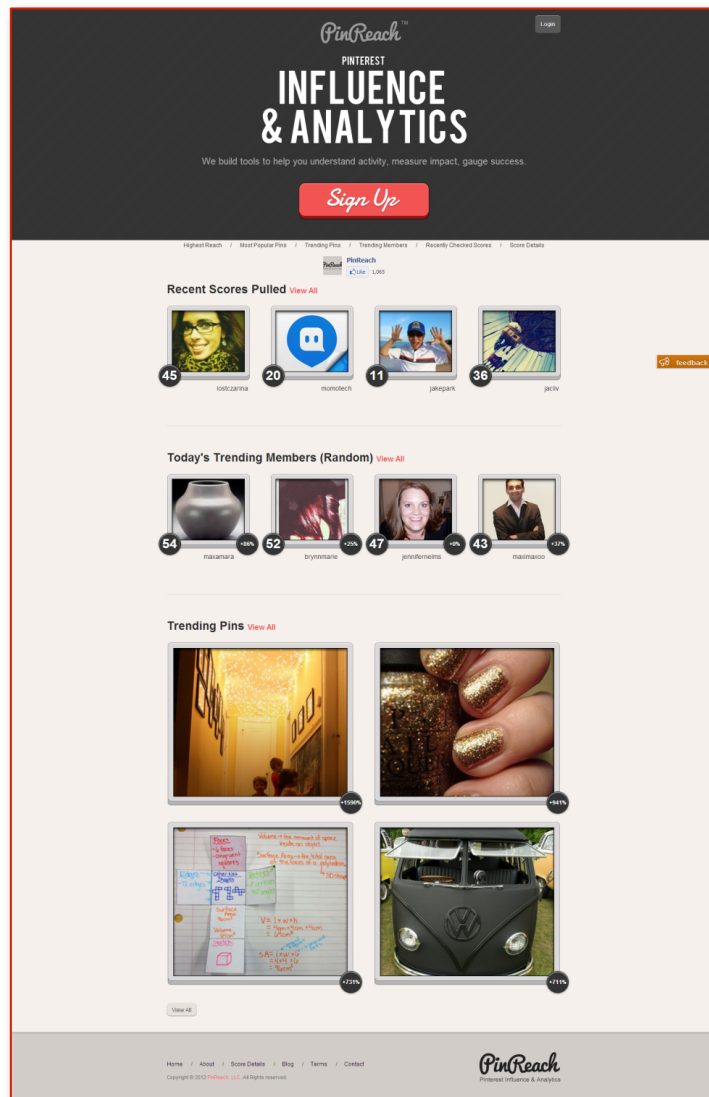
Start Time :

Interval in Minutes (between each Pin) :

zone :

It is very easy to navigate through Pingraphy's website, making it a favorite among professional Pinterest users.

- ✓ **PinReach**. Though PinReach does not have an auto-posting feature, it does provide valuable insights on your campaign and your profile.



PinReach will help you identify the best hours for you to post your content by giving you a comprehensive review of times and days when you got the most interactions on your pins.

It will also tell you which boards are the most popular in terms of activity (repins, likes and comments), as well as show you the trending posts of the moment.

We'll see more examples of these types of tools in the last section of Part I.

Pinterest not only lets you post images from the Internet, it also lets you post videos from YouTube and other video hosting sites. In the next section, we'll look at the importance of posting videos on your board and how it can help your Pinterest marketing campaign.

Video Gallery

Online videos are invaluable sources of knowledge and entertainment for clients who are looking to learn more about a product, brand or service.

Pinterest lets its users upload videos and create boards dedicated to videos. This is a convenient way to put all your videos in one area where your followers can just look at all of them without having to search in different boards.

But what types of videos should you post? Here are some ideas:

- ☑ **Creatively feature your products.** Don't make the videos look like scripted commercials. A great way to showcase your offerings is by getting your followers involved. Ask them how they like to use your products and how it has helped their lives. Make a video montage of the best video submissions and put a creative spin and your personal touch.

If your business is in the food industry, you have an advantage because one of the most popular topics in Pinterest is food. If you're having problems with idealizing your videos, ask your followers for some advice. This will help increase interaction between you and your audience which could create long-lasting partnerships that will benefit your business.

- ☑ **Tutorials and DIY projects.** A big percentage of Pinterest's users use the site to get arts and crafts inspirations, recipes and tutorials for home projects. Use this to your advantage by creating your own tutorial videos for projects that are related to your products or industry.

This closely ties in with one of the posting strategies that we discussed in the [Ideal Content](#) section of this e-book. You can use DIY and tutorial videos to promote a lifestyle that your product is trying to sell. It will also display your knowledge and expertise, as well as your creativity.

- ☑ **Video Tours.** Video tours are invaluable for real estate agents, tour guides, travel agencies and event planners because it allows them to give their audience a more interactive way to see locations and properties that photos can't provide. It will also give you a chance to explain features of these places as you go along, providing a sense of continuity and cohesion that is important in any promotion.
- ☑ **Feature extra-curricular activities.** If your company had a family outing or teambuilding experience, create video highlights and let your followers see your team at play. Again, this is in-line with one of the mentioned content strategies which is to humanize your brand.

It would also benefit you to feature activities related to causes you support. Whether you organized or participated in a fun run for breast cancer awareness or were present and active in a dog adoption fair, these activities will help establish your company's vision and mission for your community.

Creating video boards is just as easy as creating photo boards. Just ensure that you have uploaded your videos to YouTube or Vimeo to make linking easy. Also remember to link these videos to your blog or website so that when they click on the video link on Pinterest, users will be taken to the appropriate landing page to learn more about your company, your products and your activities.

Similarly with photo boards, remember to create a thoughtful title for your video boards and use a creative and eye-catching board cover to attract your followers' attention.

To know whether your Pinterest marketing campaign is effective in helping you achieve your online marketing goals, you'll need to use several tools and programs to help you monitor and analyze your progress. In the next chapter, you'll discover the tools that marketing professionals use for their campaign and you'll also learn how to use data to improve your campaign and strategy.

Measuring and Analyzing Views

As far as Pinterest marketing campaigns go, if your pins and boards aren't viewed, then you won't get the mileage that you need to generate traffic and buzz for your website and brand.

Similarly, if your content is getting hundreds of views and repins, if you're not able to analyze the activities and metrics of your Pinterest page, you will be wasting golden opportunities to take your campaign to the next level.

Because of Pinterest's rising popularity as a marketing avenue for brands and businesses, many tools have become available for measuring and analyzing campaigns in the past year. In this section, we'll narrow down the best tools that you can use for your needs.

- ✓ **Pinfluencer.** Pinfluencer is very useful for brands and companies but it is a paid service. You can however, test out their tools for free for 14 days.

Pinfluencer NEW Promotions Demo Customers Product & Plans Free Trial Login

Marketing and Analytics Platform for Pinterest

- ✓ Contests, Sweepstakes
- ✓ Influential Pinners
- ✓ Viral Pins and Boards
- ✓ Pin to Purchase tracking
- ✓ Competitive Insights

Start Your 14 day FREE Trial!
excludes hosted promotions or Request a Demo >

Top Retailers and Brands use Pinfluencer

[View All Customers >](#)

HAUTELOOK

“With Pinfluencer, we can see live trends as our products are pinned and repinned...”

1800flowers.com
Let us arrange a smile for you.

“We continue using Pinfluencer including the really helpful Influential Pinner Report...”

minted.

“Using Pinfluencer is like adding a marketer’s layer on top of Pinterest...”

PIPERLIME

thefind

Fab.

Pinfluencer Analytics Demo

Top Pins at a glance

Pinfluencer tracks your most viral and engaging Pins - both from your website and boards. See which content resonates the most and how the world is reacting to your catalog.

Top Pins From Website

Pin	Engagement score high	Engagement score high	Engagement score high
<small>Pinboard score: 1000</small>	<small>Pinboard score: 1000</small>	<small>Pinboard score: 1000</small>	

In The News

TechCrunch | **All Things Digital** | **internet RETAILER** | **ADWEEK**

Most advanced Pinterest analytics and monitoring [Request a Demo](#)

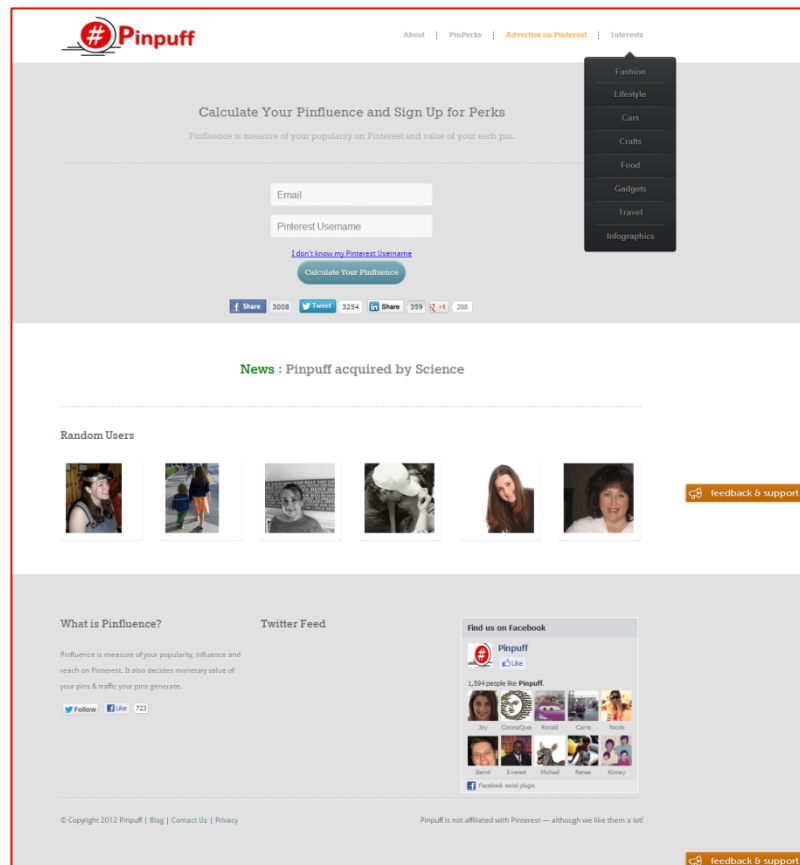
Copyright 2012 © Pinfluencer | [Blog](#) | [About us](#) | [Careers](#) | [Terms](#) | [Privacy](#) | [Contact us](#) | [f](#) | [t](#) | [in](#) | [g+](#)

Upon signing up, you will be asked to provide your website URL, as well as your competitors' to make a comparison between performances. Pinfluencer's algorithm computes your page's influence, reach and popularity that can give you a good idea of how you rank on the site.



You can also look at the list of the most popular pinners on the site. These are the users that have the most number of followers. You'll want to familiarize yourself with these users so that you can build lasting and working relationships with them to improve your reach.

- ✓ **PinPuff.** The great thing about PinPuff is that it tells you the value of your pins aside from giving you a score for your whole page.



Like Pinfluencer, Pinpuff will give you a score based on the activity on your page, the quality of your followers and the number of your pins and boards. Simply provide your e-mail address and Pinterest username on their website to get your score.

- ✓ **Repinly.** While the other two tools mentioned provide insights on your campaigns, Repinly gives you information about what's trending and popular on Pinterest.



The screenshot shows the Repinly website interface. At the top, there is a navigation bar with the Repinly logo and links for Popular Pins, Popular Boards, Top Pinners, Videos, Stats, and a search icon. Below the navigation bar, a welcome message reads "Welcome to Repinly! Repinly helps you find the most popular pins, boards, and pinners on Pinterest." The main content area is divided into several sections:

- Trending Pins:** A grid of four pin images with their respective statistics (Repins, Likes, Comments) and categories. For example, the first pin is "Almond Joy cupcake" with 1,383 Repins, 219 Likes, and 4 Comments in the "Food & Drink" category.
- Top Pinners:** A list of the most popular pinners, including Joy Cho / Oh Joy! (11,575,859 followers), Maryam Rizzo (8,085,110 followers), Bekka Palmer (7,842,246 followers), Bonnie Tsang (7,325,446 followers), Jane Wang (7,069,504 followers), peiper (6,825,473 followers), and motly pickering (6,775,485 followers).
- Popular Boards:** A grid of boards categorized by topic, such as Animals, Geek, Products, and Travel. For example, the "Pigs" board has 9 pins and 2,430,976 followers.
- Top Pinning Sources:** A horizontal bar chart showing the percentage of pins from various sources like google.com, ebay.com, and tumblr.com.
- Follow Repinly:** A section with social media follow buttons for Like, Follow @Repinly, and Follow me on Pinterest.

At the bottom of the page, there is a footer with links for Terms of Use, Privacy Policy, Copyright © 2012 Repinly, RSS Feeds, Advertise, and Contact Us.

Repinly is a good tool to use to discover the most popular pinners, pins and topics depending on specific industries and fields. If you're looking for content to pin, this is a great place to get inspired.



Summary - Part 1

OK, so that brings us to the end of the quick start guide. In the next section we'll be exploring your long term strategy, but to summarise what you've learnt so far, to really kick off your Pinterest Marketing strategy here's the main things you need to be doing;

1. Convert your personal account to a business account or create a new business account
2. Optimise your profile description etc (more about that in the video course)
3. Ensure you upload creative and high quality images relevant to your brand to improve your chances of being repinned
4. Don't forget the links! The most important part of your Pinterest strategy is to link all your images back to where you want visitors to end up!
5. Optimise your descriptions for interest and ranking
6. Arrange your boards into interesting themes and pin relevant images into each board
7. Create interesting product boards to showcase your products
8. Schedule your pins to go out at optimum times of the day
9. Measure your results using the tools suggested
10. Purchase the [video course](#) that accompanies this ebook to see how it's all put together!

Now let's have a look at how to continue to grow your brand, your reach and your followers!

LONG TERM PINTEREST MARKETING STRATEGY

* * *



Now that you know how to conduct a Pinterest marketing campaign, you'll need to know how to craft long-term strategies to fit your varying marketing objectives. This section is dedicated to teaching you the different aspects that you'll need to focus on to ensure the reach and sustainability of your Pinterest identity.

Establishing Long Term Relationships

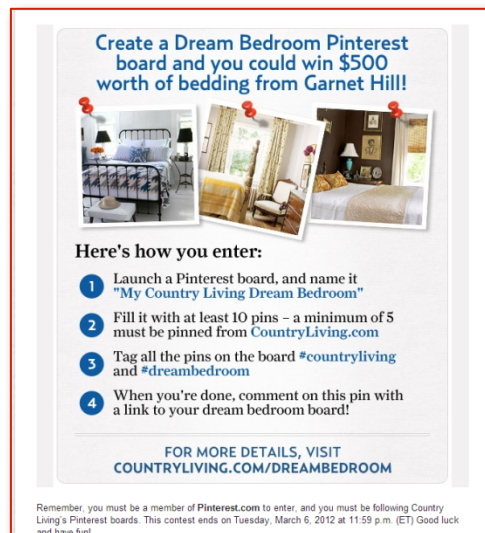
Even if you publish the best photos in Pinterest, if you don't have loyal followers who will repin your content, you'll lose traction and virality. This is why it's important for you to engage with your followers and to establish a symbiotic relationship with the community.

In order for relationships to last, it must be meaningful. Even on Pinterest, you can touch the hearts and emotions of your followers by interacting with them and learning more about their likes and dislikes. Here are some tips:

- Take the time to research and find the top pinners of topics that are relevant to your brand. Find the pinners who have hundreds, even thousands of active followers and who also post high-quality viral pins. There are several tools and websites that you can use to find these pinners. Refer to the list provided in the previous chapter to see the best tools for this purpose. Then comment, repin and begin to build a relationship with that person.
- When looking for pinners to partner with, consider the following:
 - How popular are they? Remember that you want your pins to be popular as well, so you'll need to consider the number of users who will get to see your content if it is repinned. Having partnerships with top pinners will guarantee that your posts will be seen by a large audience.

- How often do they pin? You need to connect with pinners who are active on Pinterest. It won't make much sense to invest in a partnership with someone who only pins intermittently.
 - Are they active on other social media sites? Pinterest allows linking of several social media sites, including Facebook and Twitter. This means that when your content is repinned on Pinterest, it can also appear on the timeline and newsfeeds of that person.
 - How good is their "brand"? Are they social media experts and consultants? Will they add positive associations to your brand?
- Hold contests for your followers. Many brands on Pinterest hold exclusive contests that their followers can participate in. Prizes and incentives are good motivators for your followers.

A good example of a successful contest on Pinterest is Country Living's [Dream Bedroom Pinterest Contest](#). In order to participate in the contest, users had to follow Country Living's account. After doing so, they needed to create a board with the title "My Country Living Dream Bedroom" and pin at least 10 images featuring their vision of their dream bedroom.



At least five pins had to be a photo from Country Living's website and it needed to contain the hashtags #countryliving and #dreambedroom. Once the board was complete, the users needed to comment on the contest pin with the URL of their board. The winners were chosen by contest judges and they received a Garnet Hill bedding set.

What's great about Country Living's contest is that it achieved several marketing goals with just one event. It was able to engage with its followers, encourage interaction by requiring them to comment on the contest pin, have their website linked through the photos that are lifted from their site, trend on Pinterest through hashtags and gain more followers by making it a requirement to enter the contest.

If you're considering holding a contest for your followers, follow these guidelines:

- ❏ Let your goals and objectives take the lead. Before diving into the technical aspects of the contest, always set goals and objectives for the event. The mechanics of the contest should be guided by your goals.
- ❏ Determine the type of contest that you want to have. The type of contest will depend on your objectives. For example, if you want to have more followers on Pinterest, make it the minimum requirement for them to participate. On the other hand, if you want more website traffic, ask your followers to create a board with your contest title as its title and pin a number of their favorite images from your website.
- ❏ Make your guidelines and mechanics as simple and clear as possible. Having complicated and drawn out mechanics will just turn your followers off. Having too many requirements can also discourage them from joining. Also include the important fine print in your flyers (e.g. redemption procedures, contest limitations, etc.)
- ❏ Make it worth their time. The best way to get people to participate in your contest is to offer them a worthy prize. Remember that your prize must be proportional to the effort of the participants. The bigger the value of the prize, the more people will join.
- ❏ Before you launch the contest, be sure that you already have mechanics in place on how to pick a winner. Pinterest has its own guidelines in its business pages Terms and Conditions on contests. Instead of randomized selection of winners, Pinterest encourages voting and/or judging as the method of selecting winners.

Review and research other successful Pinterest contests related to your field in order to get a good idea of the most effective contest types and mechanics that you could then use for your own contests.

- ❑ Interact with your followers through commenting. Pinterest is an effective platform to reach out to your target market and posting comments on pins is a great way to establish a working relationship with your followers. Meaningfully commenting on other people's pins will show the community that you are not on the site simply promoting your brand. This will encourage trust and camaraderie between you and other users.

Pinterest's main rule for commenting is to be respectful. Sarcasm and snide remarks aren't considered in good taste and could tarnish your image. If you encounter an abusive and offensive commenter, do your part and report that user to Pinterest. Don't get into a heated exchange with any user. Always conduct yourself with warmth and professionalism.

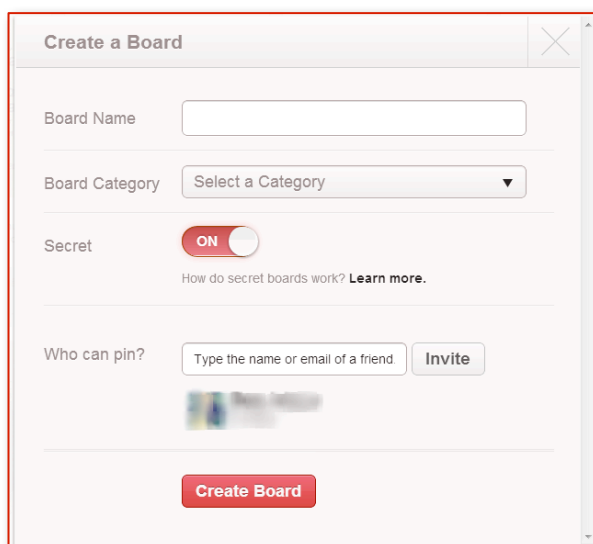
Another way to encourage activity on your page is to collaborate with your followers. We'll explore this in the next section.

Collaborating on Boards

Collaborating on boards is a great way for you to get your followers more engaged with your Pinterest profile.

A collaborative board is simply a board you create and then invite other users to also pin on your created board. There are now two types of collaborative boards. 'Open' public boards that can be seen by all and 'Secret' boards.

Essentially, a secret board is a published board with limited visibility, depending on the restrictions that you set.



The screenshot shows the 'Create a Board' interface. It features a title bar with a close button. Below the title bar are several input fields: 'Board Name' (a text box), 'Board Category' (a dropdown menu with 'Select a Category' selected), and 'Secret' (a toggle switch currently set to 'ON'). Below the 'Secret' toggle is a link that says 'How do secret boards work? Learn more.'. At the bottom of the form is a red 'Create Board' button.

All the names that you enter on the 'Who can pin' field will be able to see and contribute to your board. You can invite the users you follow and even your Facebook contacts.

Here are some marketing uses for secret boards:

- ✓ **Content development.** Everything in social media marketing is planned – from the content of the posts to be published up to when the content will be published. A secret board can be used to develop the content that you will be publishing on later dates. You can invite some of your active and influential followers to get their insight on how effective your images or videos are in achieving your objectives.
- ✓ **Board launches.** A secret board gives you the opportunity to arrange your pins and jazz up your descriptions before you publish any content. This way, you'll be able to review the board as your followers would see it which would lessen edits and revisions. It also gives you more time to search for quality content and your followers won't be overwhelmed by too many individually pinned photos in their newsfeed.

- ✔ **Event planning.** Secret boards will make it easier for you to brainstorm with your team through pins. You can also include your event organizer, venue decorator, florists and other contractors. You can also use a secret board as a collaborative board where you can encourage followers to pin their own pictures from the event.

Aside from secret boards, you can simply opt to allow your top followers to contribute to a board by posting pins that follow a certain theme. You can also use collaborative boards as a marketing research tool to get insights on your market's likes, dislikes and tastes.

Here are some suggestions for collaborative board uses:

- ✔ **Product testimonials and proof of quality.** You can use an open board to encourage your customers to post creative pictures of your product in action.
- ✔ **Create vision boards.** You can also use collaborative boards for new product ideas, marketing materials and even office renovation. This will give your followers the feeling of being a part of the growth and development of your brand.
- ✔ **Highlight your community.** Post pins of community events that you were a participant of or just the local scenery and sights. Encourage other Pinterest users to post their own photos. This will help you get to know more of your clients in your geographic area.

Branch out from the ideas listed above and creatively use collaborative boards to your advantage. The more followers you have, the more active your page will be. Don't forget to tell your collaborators to properly cite and link the sources of their images to avoid problems with copyrights and ownership.

General Pinterest Marketing Tips

By now you should have a general idea of how to start and manage your Pinterest marketing campaign. Here's some more general tips that you can use at any point during your campaign.

- ✔ Always remember that when it comes to Pinterest, quality is more important than quantity. Even if it's recommended that you post regularly, you'll need to ensure that quality of your content does not fluctuate. Skip pinning a mediocre image just for the sake of pinning. Take the time to find worthier pictures to publish.
- ✔ Make sure that your website is fully functional and capable of handling increased visitor traffic. Pinterest is very effective in driving traffic to your website. If your server or webhost is unable to deal with the influx of visitors, your site will crash and will not be accessed.
- ✔ At the same time, make sure that your website's design and content is optimized. Review the navigation of your site to make it easier for website visitors to find what they are looking for. Proofread your articles and other content on your website to make it more enjoyable for visitors to read.

- ☑ Have pinnable images and Pinterest tools on your website as well. When a visitor goes to your site, you want them to be able to share your content (and your by extension, your website) to their own networks with no fuss.
- ☑ Think like the average pinner. To know what your followers would appreciate, you have to put yourself in their shoes and think of what YOU would like to see and repin on Pinterest.
- ☑ Master your tools. Whether you use an image curator or Pinterest analytics, you'll need to know every useful feature that you can use for your campaign. This will make reviewing and analyzing your performance easier and more efficiently.
- ☑ Keep it elegant and simple. You might have noticed that Pinterest's design and layout is uncluttered and straightforward. This is to ensure that users will only focus on the pins. Mimic this approach when designing boards.
- ☑ Set daily themes for your pins. To avoid pinning the same type of content over and over in a short span of time, schedule themes for your pins. You can also share your daily themes with your followers to create a collaborative board.
- ☑ Enjoy what you're doing. Pinterest users explore the site for fun and learning. Adopt the same point-of-view and you'll be able to understand what makes an interesting pin. At the same time, you'll also begin to enjoy and appreciate the Pinterest community and the types of content that you encounter.

The best way to know what works for your brand is to get out there and start pinning! Start out with a few focused boards and get to know the community, specifically the users that you want to follow your account.

It may take some trial and error on your part but with the right tools, preparation and enthusiasm on your part, you'll find that Pinterest marketing is not only fun, it is also very effective.

CONCLUSION

* * *



Pinterest is now considered as one of the most powerful, effective and creative platforms to raise awareness for your brand, products and services. More and more companies are now using Pinterest as a way to convert clicks in to sales as studies show that the site's users are only second to LinkedIn when it comes to sales conversions.

Pinterest is essentially a virtual pin board that is mostly popular with females. If your brand mainly targets females then Pinterest is the right platform for you. Through unique and catchy images, you'll be able to attract the interest of other users and with each repin, the link to your website and your brand page will reach more individuals.

Because Pinterest is a visual platform, the importance of the quality of the photos your pin cannot be stressed enough. There are plenty of sources on the Internet for pinnable photos but if you don't have the time to sift through all of them, you can use tools that will help you curate through hundreds of images to help you find the best ones to publish.

Creating boards is just as important as pinning and the more boards you have that focus on a specific theme, the more organized your page will be. Focused boards will give your page cohesion and consistency. It will also add to your brand's professionalism and thoughtfulness in your campaign.

A complete and comprehensive Pinterest marketing campaign requires not only worthy pins and organized boards but also a pinning schedule and other user engagement techniques.

Once you have a strategy and campaign plan in place, all that's left for you to do is to follow it. You may experience problems at first but as long as you follow the tips outlined on this e-book, there's no reason for you to fail.

Refer to this e-book as often as you need to find inspiration and ideas on what activities to promote and execute on your Pinterest campaign. The best way to guarantee success on Pinterest is to let your marketing objectives work hand in hand with your creativity. Inspire and be inspired on Pinterest and your brand will be rewarded.

If you'd like a more step by step visual guide on getting your Pinterest marketing campaigns off the ground, grab the [video course](#) that accompanies this ebook. It's a steal!

Of course as with all my ebooks, please put what you have learnt into practice. All the tools in the world are o good without **ACTION!**

Thanks for reading and if you're not following me yet on Pinterest you can find me here...

Enjoy pinning and see you over there!

Jo :)



***We are what we repeatedly do. Excellence, therefore, is not
an act but a habit.
Aristotle***

Other Jo Barnes Resources

You've read the ebook, now watch the videos! I have created a full set of training videos to accompany this course. To work along beside me and start to see some truly tangible results in your business, click the link below!

[Pinterest Marketing 2013 - The Videos](#)

Discover how you can master Facebook, create engaging, entertaining and attention grabbing content, network like a pro and grow your likes, comments, shares, optins and sales, in less than 1 hour a day with this fantastic brand new facebook training course.

[Facebook Marketing 2013 - The Videos](#)

Discover how to master the world's largest professional network and build a community of targeted buyers easily & quickly!

[LinkedIn Marketing 2013 - The Videos](#)

Discover how to get your Social Media Management business off the ground with this informative guide and bonuses!

[A Quick Start Guide to Becoming a Social Media Manager](#)

Create unlimited high converting lead generation pages with our easy to use Facebook fan page templates.

[Fan Page Templates](#)

Copyright, Licensing and Liabilities.

Copyright ©2012,2013 Jo Barnes Online. <http://www.jobarnesonline.com/>

Everyone is permitted to copy and distribute verbatim copies of this document, but changing it is not allowed without the express permission of Jo Barnes Online.

All copyrights by respective companies are fully acknowledged.

Disclaimer of Warranty

THERE IS NO WARRANTY FOR ANY PROGRAMS OR DOCUMENTATION, TO THE EXTENT PERMITTED BY APPLICABLE LAW. EXCEPT WHEN OTHERWISE STATED IN WRITING THE COPYRIGHT HOLDERS AND/OR OTHER PARTIES PROVIDE THE PROGRAM "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE ENTIRE RISK AS TO THE QUALITY AND PERFORMANCE OF THE PROGRAM IS WITH YOU. SHOULD THE PROGRAM PROVE DEFECTIVE, YOU ASSUME THE COST OF ALL NECESSARY SERVICING, REPAIR OR CORRECTION.

Limitation of Liability

IN NO EVENT UNLESS REQUIRED BY APPLICABLE LAW OR AGREED TO IN WRITING WILL ANY COPYRIGHT HOLDER, OR ANY OTHER PARTY WHO MODIFIES AND/OR CONVEYS THE PROGRAM AS PERMITTED ABOVE, BE LIABLE TO YOU FOR DAMAGES, INCLUDING ANY GENERAL, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE USE OR INABILITY TO USE THE PROGRAM (INCLUDING BUT NOT LIMITED TO LOSS OF DATA OR DATA BEING RENDERED INACCURATE OR LOSSES SUSTAINED BY YOU OR THIRD PARTIES OR A FAILURE OF THE PROGRAM TO OPERATE WITH ANY OTHER PROGRAMS), EVEN IF SUCH HOLDER OR OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

Interpretation of Above Sections

If the disclaimer of warranty and limitation of liability provided above cannot be given local legal effect according to their terms, reviewing courts shall apply local law that most closely approximates an absolute waiver of all civil liability in connection with the Program or information contained in the documentation, unless a warranty or assumption of liability accompanies a copy of the Program or documentation in return for a fee.

Version 1.00 March 2013,
Edited and Published by [Jo Barnes](#) of [Jo Barnes Online](#)

