

# HARNESSING THE POWER OF PINTEREST



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WHAT IS PINTEREST?	4
SETTING UP YOUR PINTEREST ACCOUNT	8
CREATING YOUR COMPANIES PINTEREST PROFILE	12
HOW TO INVITE OTHERS TO JOIN PINTEREST	15
FOLLOWING PEOPLE ON PINTEREST	18
CREATING YOUR FIRST BOARD	20
ADDING IMAGES TO YOUR BOARD	24
HOW TO CREATE A COLLABORATIVE PIN BOARD	27
HOW TO TAG PINTEREST MEMBERS TO YOUR PINS	29
PINTEREST MARKETING ETIQUETTE	31
USING PINTEREST FOR SOCIAL MEDIA MARKETING	34
PLANNING YOUR PINTEREST BOARDS FOR A SOCIAL MEDIA CAMPAIGN	36
CHOOSING THE CORRECT PINS TO GET A FOLLOWING FOR YOUR BRAND	41
HOW TO CREATIVELY SELL YOUR PRODUCTS ON PINTEREST	44
MARKETING YOUR BRAND WITH A GIFT GUIDE	48
ADDING A PRICE TAG TO YOUR PINTEREST PINS	51
HOW PINTEREST CAN DRIVE TRAFFIC TO YOUR WEBSITE	52
PINTEREST BUZZ AND YOU	54
USING CROSS PROMOTION TO BOOST YOUR PINTEREST FOLLOWING	55
PIN IT TO WIN IT COMPETITIONS	56
TOP PINTEREST MARKETING TIPS:	60
5 PINTEREST MISTAKES TO AVOID	69
OVERVIEW	70

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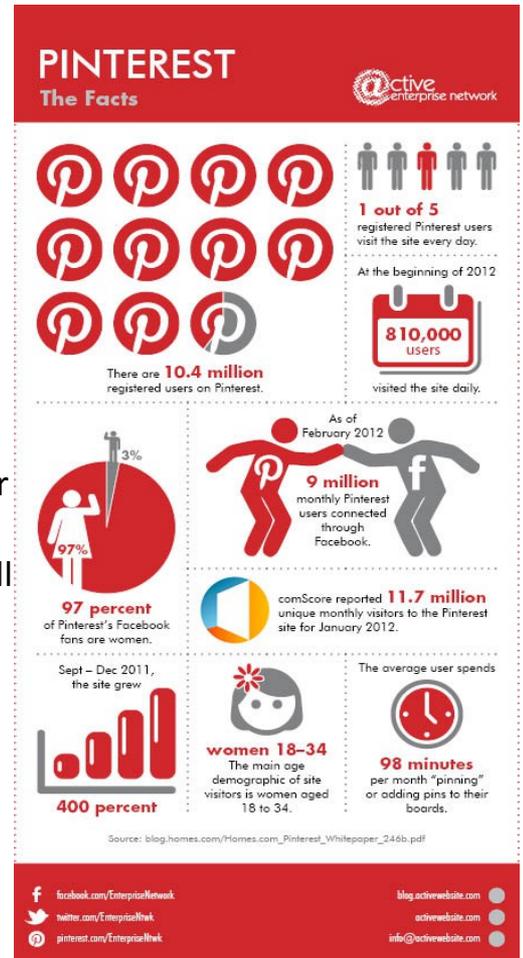
## WHAT IS PINTEREST?

No doubt you will have already heard of Pinterest as the buzz surrounding it just now is growing rapidly. In fact after Facebook and Twitter, Pinterest is ranked as the 3rd most popular social networking site, which shouldn't be surprising when you consider that according to Experian Pinterest hit 10 million unique U.S. monthly visitors faster than any stand-alone site in history and they now get well above 20 million unique monthly visitors.

So what exactly is Pinterest? Very simply it is a Social Media Network where its users can upload pictures.

These pictures are known as pins, and you use them to create boards based around a common theme.

Pinterest Users use Pinterest for various different reasons, for some it is simply a great place to share pictures of things they like such as recipes or latest fashions, for

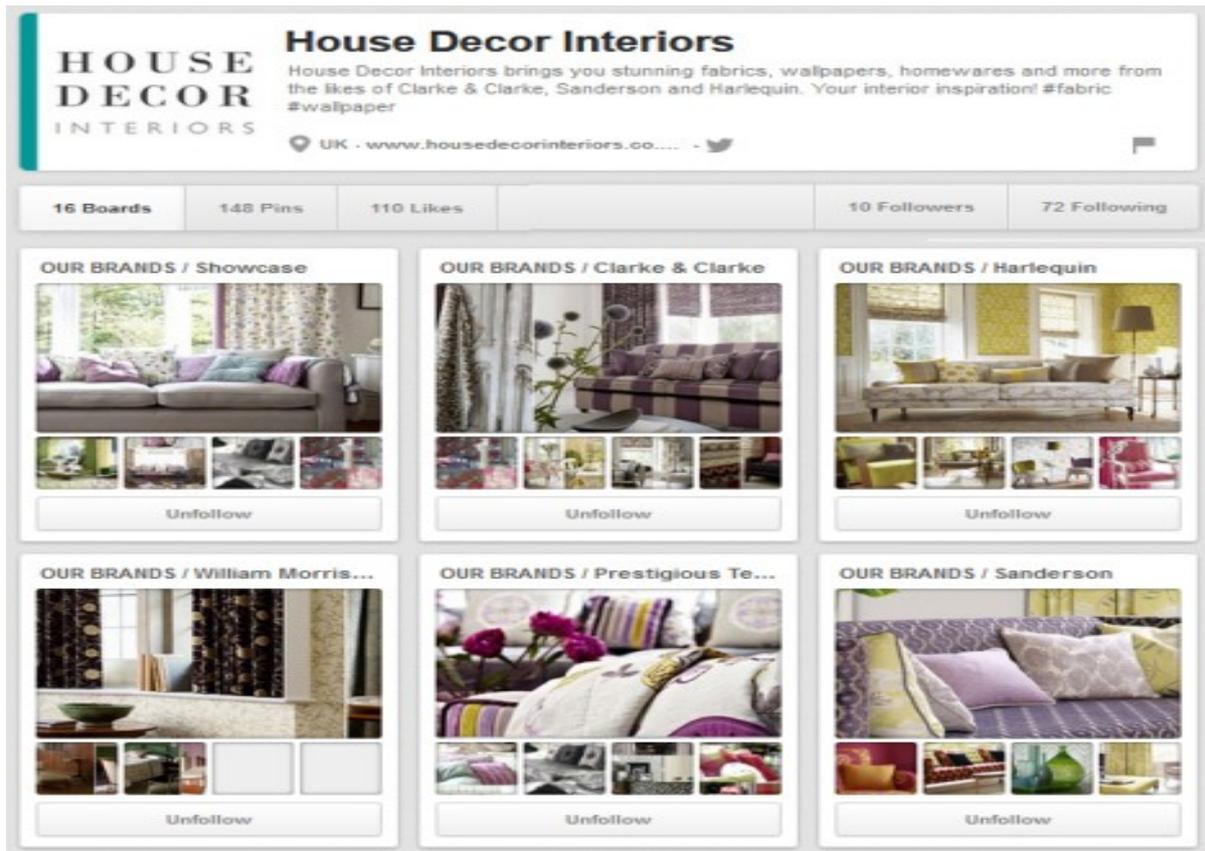


others Pinterest is a great tool for driving traffic to their website or blog and for gaining exposure for their business brand. It is these business users we are going to primarily focus on with this guide.

Before we dive into using Pinterest for your business lets go over some of the most common terms you are likely to come across while using Pinterest.

- **Pin:** A pin is an image or video that you or someone else has uploaded to a board on Pinterest. When you enter a URL or upload an image to one of your boards, you are pinning to that board.
- **Boards:** For each pin that you add you will need assign it to a category of your creation called a board. For instance, you can create a board named fashion and pin images that are fashion related, or you can make a board named Home relevant to home-ware etc.
- **Pinner:** Someone who uses Pinterest.
- **Repin:** This is when someone shares one of your pins, or you share one of theirs. When you repin something, you add it to one of your boards.
- **Comment:** You can discuss pins by commenting in the area beneath the pin.

- **Like:** If you like someone's pin but don't necessarily want to repin it, you can show approval by liking it.



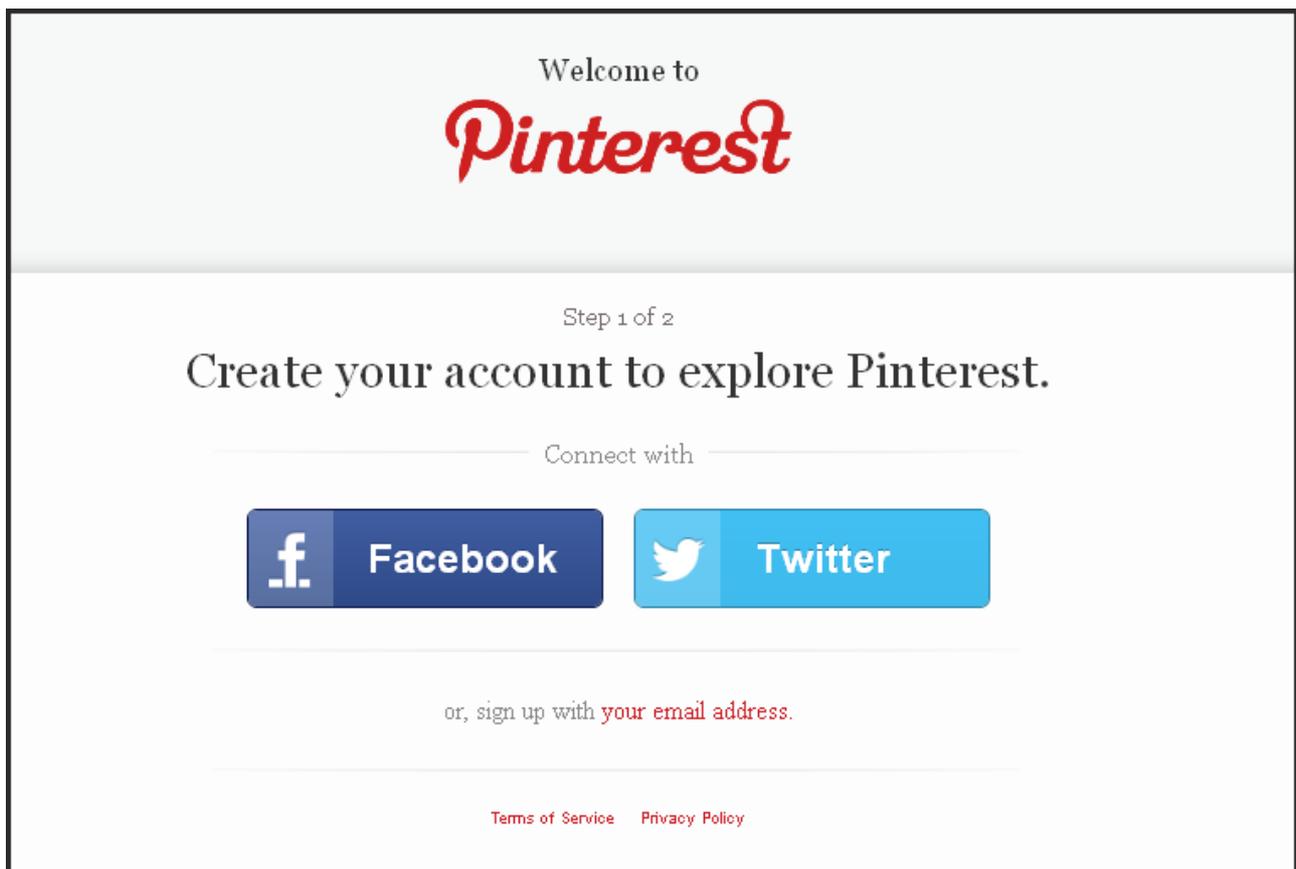
Due to the fact that Pinterest is a visual site, it makes it a perfect platform for product-based retailers who hope their boards and pins will help drive sales, therefore it is a great Social media outlet for retailers, designers, foodies, stylists and bakers. However in reality anyone who can tell a story through pictures can use Pinterest to drive traffic to their business and therefore hopefully increase sales!

The great thing about Pinterest is that it easily allows you to share images you find online as well as just uploading images direct to Pinterest from your computer, you can also share your pin to your Facebook and Twitter accounts!

Essentially Pinterest is a visual, image driven Social Media network that is only going to get more popular, so if your business isn't on it yet then it needs to be, and this guide will help you do just that!

## SETTING UP YOUR PINTEREST ACCOUNT

Prior to August 2012 to join Pinterest you had to wait on an invitation to join from an existing member, however this is no longer the case, and it is now a completely open platform. This means that Pinterest is, like most social media networks, relatively easy to join.



Welcome to  
**Pinterest**

Step 1 of 2

Create your account to explore Pinterest.

Connect with

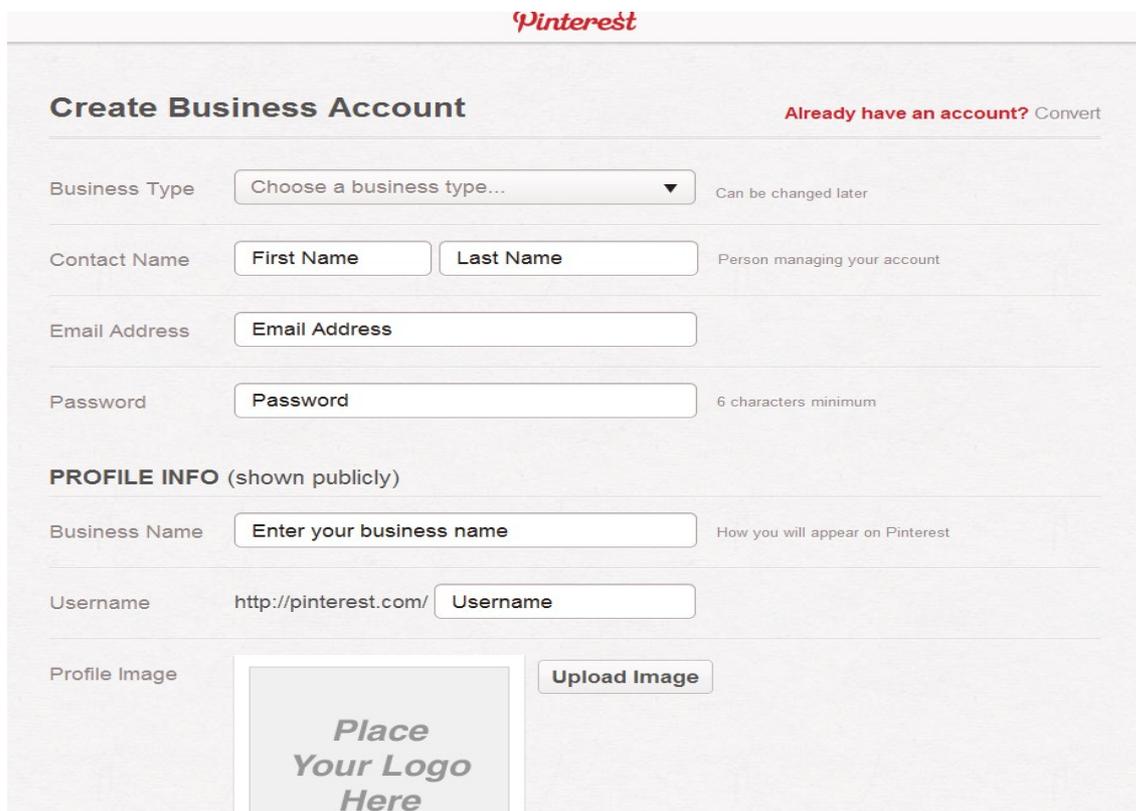
 Facebook  Twitter

or, sign up with [your email address](#).

[Terms of Service](#) [Privacy Policy](#)

**To Join Pinterest for a Personal Account you just need to follow these simple steps:**

- 1) Go to <http://www.pinterest.com> and click Join Pinterest.
- 2) Choose how you'll sign up: using [Facebook](#), [Twitter](#) or your email address.
- 3) Enter the user name, email address and password you'll use for Pinterest.
- 4) Pick a user name that is 3-15 characters long. You can add numbers to your user name, but not spaces, symbols or punctuation.
- 5) Create a strong password even if you sign up with Facebook or Twitter. You can always log in with that password and your email address.
- 6) After you've filled out your info, click Create Account.



The image shows a screenshot of the Pinterest website's 'Create Business Account' form. At the top, the Pinterest logo is visible. The form is titled 'Create Business Account' and includes a link for users who 'Already have an account? Convert'. The form fields are as follows:

- Business Type:** A dropdown menu with the text 'Choose a business type...' and a note 'Can be changed later'.
- Contact Name:** Two input fields for 'First Name' and 'Last Name', with a note 'Person managing your account'.
- Email Address:** A single input field.
- Password:** A single input field with a note '6 characters minimum'.
- PROFILE INFO (shown publicly):**
  - Business Name:** An input field with the placeholder 'Enter your business name' and a note 'How you will appear on Pinterest'.
  - Username:** An input field with the placeholder 'Username' and a note 'http://pinterest.com/'.
  - Profile Image:** A large placeholder box with the text 'Place Your Logo Here' and an 'Upload Image' button.

**To Join Pinterest for a Business Account you just need to follow these steps:**

- 1) Go to <https://www.pinterest.com/business/create>
- 2) Choose Your Business Type from drop down Menu
- 3) Enter Contact Name
- 4) Enter Email address
- 5) Choose Password
- 6) Enter Business Name
- 7) Enter User Name
- 8) Upload Profile Image
- 9) Fill in the about
- 10) Enter you business website

Sometimes you can encounter issues when setting up your accounts if you do try any of the following to rectify the situation:

**Browser:**

- Is your browser up to date?.
- Use an alternative browser we find Firefox and Chrome are the best to use.

- Clear your browser's cookies and make sure cookies are still enabled.

#### Email address Problems:

- If your error is that your email address is already taken, then you may already have an account.
- Try to Log in with that email address.
- Reset your password if you don't remember it.

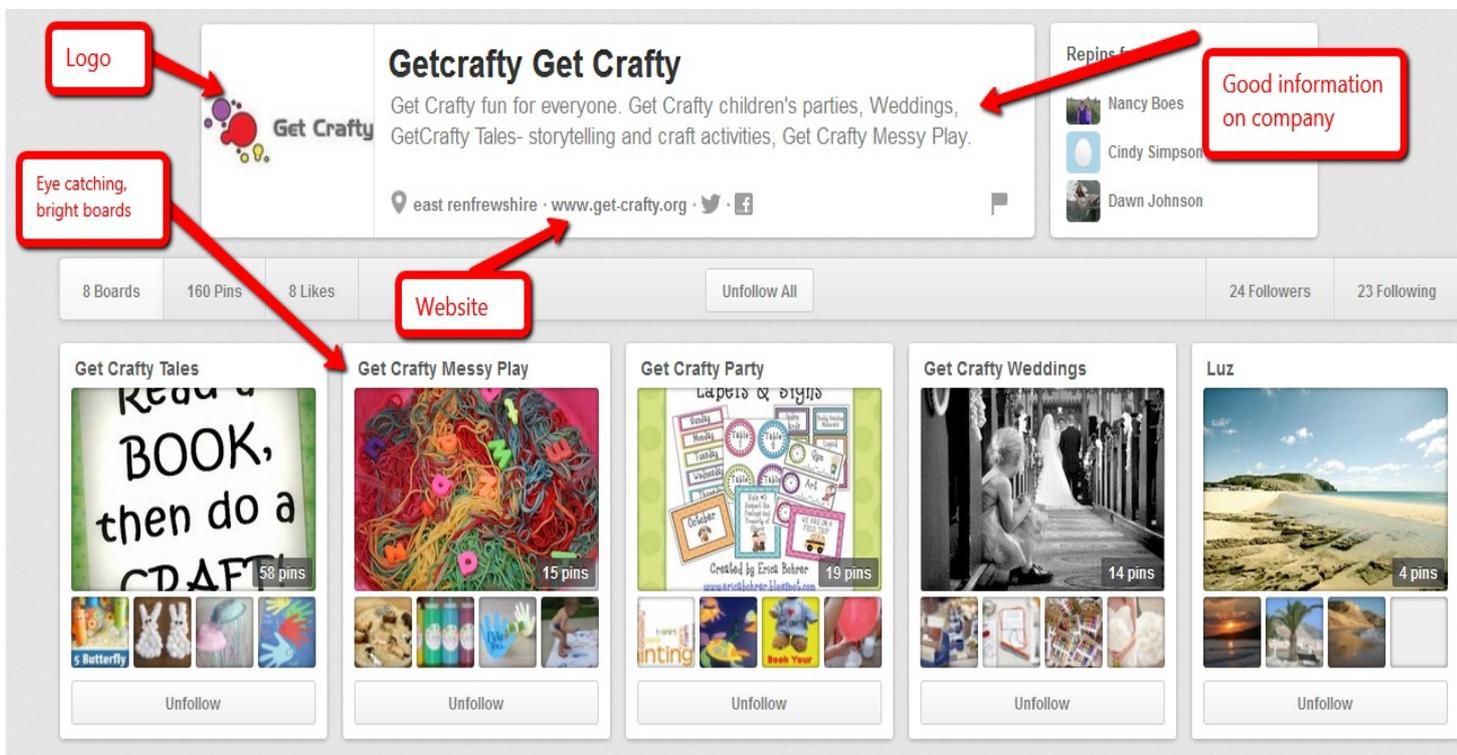
#### Facebook/Twitter account Issues:

- You can only link to a personal Facebook profile.
- Click Allow when you're directed to your Facebook/Twitter permissions. If you choose Don't Allow, you can't complete sign up.
- Check if you've blocked Pinterest on Facebook.
- If all that fails then try signing up with your email address – you can link to Facebook/Twitter later.

## CREATING YOUR COMPANIES PINTEREST PROFILE

As is the case with all forms of marketing and networking, creating a good first impression is vital, and making the best first impression for your company on Pinterest means making sure you get your profile page correct!

Your profile page is where other users will visit to find out more about you and your company, so make sure you put enough thought and planning into what impression you wish to make on potential new customers and create your profile page accordingly.



**Your business profile page will contain the following elements:**

- Profile image: This is the image you want to display that best represents your brand. Most brands use their logo or a photo of your product.
- Repins From: This box lists the most recent people to share your content.
- Statistics: You can see your total pins, likes, repins, and boards, as well as how many people you're following and how many are following you.
- Boards: All your boards are displayed

You can enter some of your profile information when signing up for your business account however you can also enter them once you have signed up.

**Here are the steps you need to follow to set up your profile page:**

- As you will have created a profile account when you joined, you will need to go to edit your page by clicking on Settings
- Click on the Edit Profile page.
- The e-mail address you used to sign up for the account is automatically showing
- To change your e-mail address, simply click in the Email text box and enter the new e-mail address.

- In the User name text box, enter the name you want to use for this account.  
This is where you would put your business name, make sure it is between 3 and 15 characters long. If the name is already in use, you see a The user name is already in use message appear written in red on the right side of the box.
- Select gender or leave blank if you prefer.
- In the About text box, add your bio or a few words about your business or brand, this is the most important part of your Pinterest account (other than the pins) as it tells other users about your business, so make sure you get it right!
- In the Location text box, enter your city and state.
- Add your Website URL to the relevant field
- Below the website text box is an Image option, its here you should upload your company's logo,
- Enter whether you want to add your pins to your Facebook Timeline or link to Twitter.
- Either deselect the Hide check box, which hides your Pinterest profile from search engines as you want it to be visible to the search engines to increase traffic and reach, then click save profile.

## HOW TO INVITE OTHERS TO JOIN PINTEREST

Once you have successfully joined Pinterest and created your business profile the next thing you might want to consider is asking friends and clients etc. to join Pinterest and follow the boards that you create.

**Join Us  
On  
Pinterest!**



This is a good first step in creating a following for your pins and driving traffic to your website, blogs and products.

So how exactly do you invite others to join Pinterest? Again it is a fairly straight forward process.

You can invite others to join Pinterest using any one of these three methods:

Click the Invite Now button in the top-right corner of the Pinterest home page. If you place your mouse over your name in the top-right corner of the Pinterest home page and choose the Invite Friends option from the drop-down menu.

Or place your mouse over your name in the top-right corner of the Pinterest home page and choose Find Friends from the drop-down menu.

With either of these methods, a new screen will appear where you can insert the email addresses of people you want to invite it will also let you add a personalised message to go along with the invitation.

The third way to invite others to join Pinterest is by connecting through Facebook or select people from your G-mail contacts (if you have a G-mail account) by choosing one of the options on the left.

This method is actioned by choosing Find Friends, this will let you invite Facebook contacts and see which ones are already Pinterest members! From here, you can click the red Invite Friends button on the left side to invite all your Facebook friends to Pinterest, or you can click the Invite button next to individual names to hand-pick

which friends you invite.

Its here you can also choose to follow the pins and boards of Facebook friends who already have Pinterest accounts.

## FOLLOWING PEOPLE ON PINTEREST

When you initially set up your Pinterest account, Pinterest sets about helping you find other users and boards to follow, it's worth noting that Pinterest can automatically follow some boards for you based on your interests however if you do not wish to follow the members that Pinterest has chosen for you then you can simply click the unfollow option.

You're now following some people we think you'll like.

Create Boards »

nd + · Technology Unfollow

Honey-and-Bee...(Jodie) · Technology Unfollow

Gabiella Tooth · Technology Unfollow

Kristin Holt · Technology Unfollow

When you are first setting up your account you can choose people to follow very

easily, Pinterest will help guide you in the right direction, you will be asked to:

Indicate your interests by clicking the images for any that apply, i.e. fashion, home, family, business etc.

Click the Follow People button at the bottom of the page

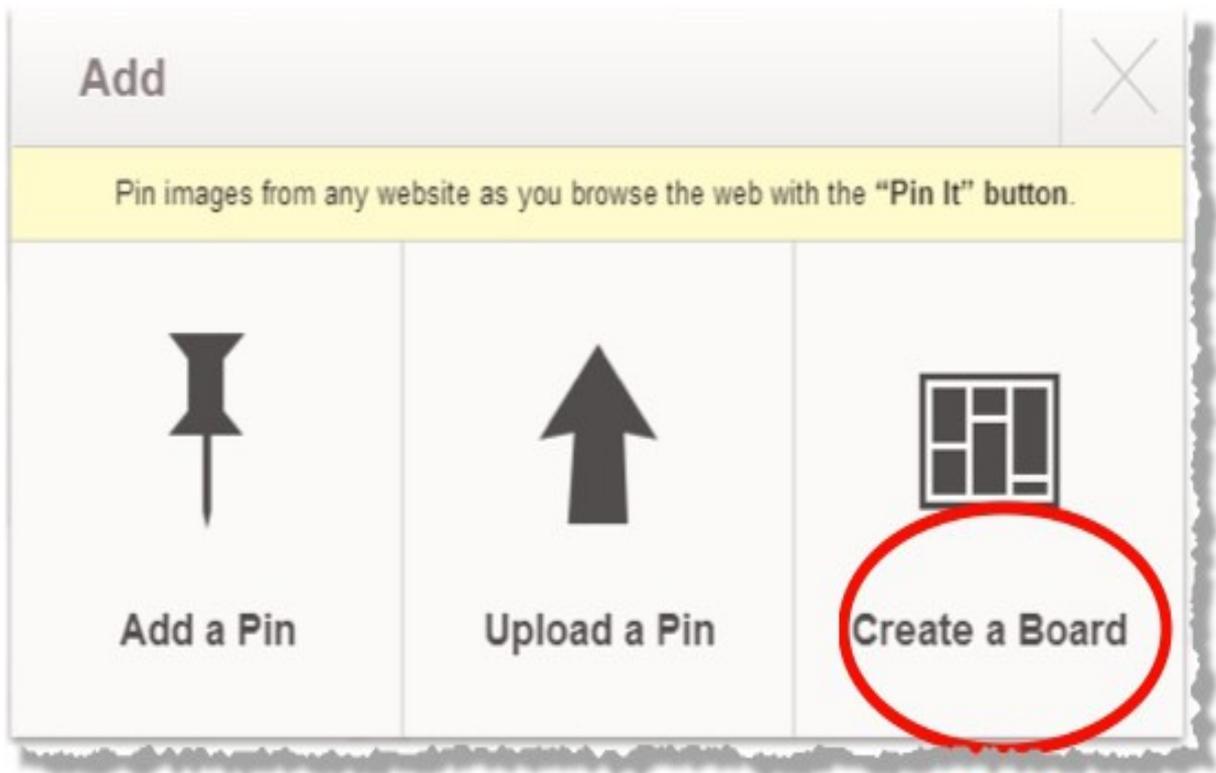
Next review the people you are following and make sure you are happy with your choices (and unfollow any you don't want),Pinterest automatically sets your settings so you follow and Facebook or twitter friends on Pinterest as well, so this is where you will remove the ones you do not wish to follow.

This is how to initially follow other users, as you make your way around Pinterest you will come across others you wish to follow and you can simply click to follow user.

Once you have started to follow other Pinterest users then it is time to get started on your own Pinterest board!

## CREATING YOUR FIRST BOARD

Pinterest is a wonderful platform to showcase your business and the fact that you can have multiple boards means they can be varied and even eclectic, and the more you get used to using Pinterest the more things you will find to pin.



## **Here is how to create your first pins and your first board.**

- Sign in to your Pinterest account and click the Add+ button in the top-right corner of the Pinterest home page.
- You will be given three choices: Add a Pin, Upload a Pin, and Create a Board.
- Chose the Create a Board option.
- Enter the basic information about your board: the name, category, and who can pin on this board, and click Create Board.
- Once your board is created you can click the Edit Board button add a description of your board but this isn't vital.

You will need to choose a name for your board and as you limited to 180 characters you will have to keep it brief, try to limit it to no more than 7 words.

Next you will have to choose a category for your board, users can browse Pinterest by category so be sure to chose one that best describes your board.

Unfortunately, some boards don't categorize well. If that's the case for your board, find the best fit, don't let it stop you creating your board its just that there are

limited categories available to choose from, likewise if you have a board that could fit two categories then you have to just opt for which 1 you think is best, in the end it will come down to your judgement on the categories available and on your board.

You will also have to decide whether only you can contribute to your board or if you will allow others to pin to images to it, from a business point general opinion is its best to have a solo board so other like mined business etc. don't pin their products to your board.

However a group board can be beneficial in some cases and some business choose to have a mix of solo boards and group boards. To create a group board, select the Me + Contributors option and select the users who can add things to the board.

<p><b>Write On Track Blogging</b> 12 pins</p> <p>Edit</p>	<p><b>Wallpapers I love</b> 69 pins</p> <p>Edit</p>	<p><b>Blogging Related</b> 56 pins</p> <p>Edit</p>	<p><b>Girls Bedrooms</b> 30 pins</p> <p>Edit</p>
<p><b>Pretty Tea Towels</b> 6 pins</p> <p>Edit</p>	<p><b>Boys Bedrooms</b> 36 pins</p> <p>Edit Board Cover</p>	<p><b>Bookcases</b> 14 pins</p> <p>Edit</p>	<p><b>Garrendenny Lane Inte...</b> 19 pins</p> <p>Edit</p>



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Repins from

-  Sycamore Street Press
-  Camila Román Demo
-  Beth Kirby | {local milk}

2,402,655 Followers   283 Following

61 Boards   8,417 Pins   21 Likes

Follow All

<p><b>On the Blog</b></p>  <p>36 pins</p> <p style="text-align: center;">Follow</p>	<p><b>Wanderlust</b></p>  <p>256 pins</p> <p style="text-align: center;">Follow</p>	<p><b>Food . Dark</b></p>  <p>642 pins</p> <p style="text-align: center;">Follow</p>	<p><b>Food . Bright</b></p>  <p>519 pins</p> <p style="text-align: center;">Follow</p>	<p><b>Food . Recipes</b></p>  <p>262 pins</p> <p style="text-align: center;">Follow</p>
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## **ADDING IMAGES TO YOUR BOARD**

Once you have created your board you can start to add your pins to it, you can either upload images direct from your computer or upload them from the internet,

**To upload a picture from your computer do the following:**

- Click the Add+ button
- Select Upload a pin
- Click Browse and chose the picture you want to add
- Add a description
- Click Pin it and pin it to your chosen board



If you see a pin from another board you would like to pin then you can click the repin button and it will allow you to add it to the board of your choice.

If you would like to pin from a website then again you go to the add+ button

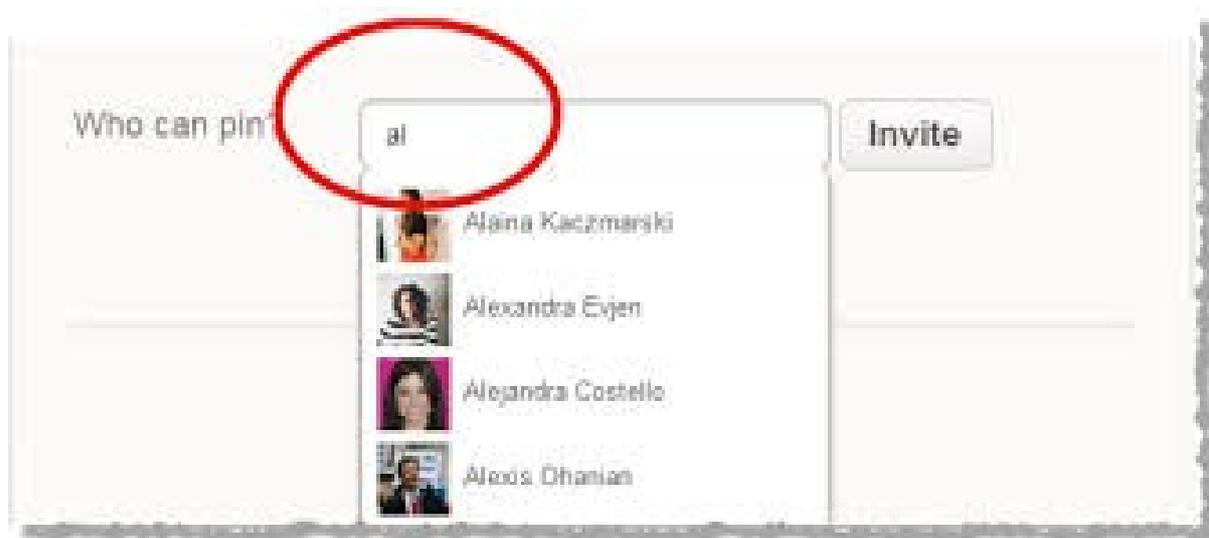
- Click the Add+ button
- Select add pin from website
- Enter the website and click find images

- Choose the image to add to your board by hovering over image and clicking pin it



## HOW TO CREATE A COLLABORATIVE PIN BOARD

We have already briefly mentioned the difference between a solo board and “group Board” also know as a “Collaborative Board”



Now we will look at a collaborative board in more detail. A group board gives you some different options, it allows you to work on collaborative products or group events for example if you were a crafter you may join a group craft board to show of your various different products.

Or if you a wedding photographer you may wish to create a board that other

wedding suppliers can pin to, therefore giving the end user a great overall experience and bringing them back to view your pins time and time again.

You could also use a collaborative board for the purposes of promoting a joint cause, sharing content that is relevant, giving ideas of how to join help or contribute etc.

When you create a new board in Pinterest, you have a "Who can pin?" option. To create a group board, select Me + Contributors. You can add members either by their Pinterest member name or their e-mail address. If you start typing a member name in the text box. Then just click the Add button next to the name.

## **HOW TO TAG PINTEREST MEMBERS TO YOUR PINS**

Pinning other users is a great way to use Pinterest for business, say for example you were a cake maker who was asked to make a Spider man birthday cake, if you have an image of a cake you have already done you could tag the potential client into the pin of the cake and show that what you could create for them.

If you would like to tag another user into a Pinterest pin then you can do this in the description section of your pin:

- In the description section type the @ symbol and the name of the user, a list of your friends will appear for you to click the relevant user
- Select the user you wish to tag
- Finish you description and click pin and it will also be pinned to the profile page of the user you tagged

That Covers the first part of this guide to Pinterest, including how to get started and most of the basics how to navigate your way around Pinterest when you are first starting out.

You should now feel comfortable setting up your Pinterest business account, create a

quality business profile, as well as create boards and add pins from blogs, website or upload them straight to your board.

You should also be able to invite friends, follow boards and users and tag others into your images.

In the next section we will be looking into how to market your business using Pinterest.

We will look branding your business on Pinterest, using Pinterest as a social media tool for your business as well as touching on how to get sales from your Pinterest Boards.

## PINTEREST MARKETING ETIQUETTE

Before we get started on how to market your business effectively we need to look into some of the dos and don'ts of Pinterest.

There is no point creating great Pinterest boards that show off your products and build your brand if you annoy everyone in the process! You want the buzz you create about your business to be a good thing not a negative one, you don't want to be known as a spammer!



**PLEASE PIN POLITELY**

*Etiquette Tips for Pinterest*

Social media is all about give and take, you cant just pin your own stuff, tag others into and not repin peoples images you also want to make sure you follow the people who follow you.

One of the worst Social Media crimes to commit is constant self-promotion and that's not just true of Pinterest but all Social Media platforms. Of course it is OK to share a pin that is from your site or self-promotional as part of your Pinterest marketing, or even to have boards dedicated to self-promotion as long as it isn't all that you do as people will lose interest! Its best to follow the 20% where pins that involve any form of self promotion should only make up about 20% of your pins, spread it out, vary how and when you pin self-promotion pins, think about the overall experience for the end user (the person viewing your pins)

Manners are important in Social media so if someone follows you then make sure you follow them back. Unless of course there is an overwhelming reason not to.

Pinterest a two-way street, if you want to build relationships and develop your brand then its not a numbers game you cant just collect followers and not follow them back, remember at all times that Pinterest is Social media platform so you are

expected to be Social and that means returning follows!

Interaction with others is vital. You can't just pin and hope others will comment or repin, Repin another users pins, if you see a pin you like then add a like or a comment to it and consider repinning it. By doing this you will find that this will help make others be more inclined to come and view, comment and like the pins on your boards.

Have Fun with Pinterest, by its very nature its a Social Media Platform that doesn't take itself to seriously, so enjoy yourself don't be afraid to create fun silly boards as well, it just lets people see the personality behind the business brand and makes your brand more likeable.

## USING PINTEREST FOR SOCIAL MEDIA MARKETING



Pinterest is growing in popularity at a phenomenal rate, it now sits just behind Facebook and Twitter in terms of popularity with many industry insiders believing it can crack the top two if it continues to grow at the rate that it is growing it.

In fact Pinterest has been classed as the fastest growing social media network since it surpassed the 10 million monthly unique visitors in January 2012. Pinterest, very

much like Twitter did, has changed the way in which we communicate, while Twitter is all about short to the point communication in 140 characters, Pinterest is all about visual communication and communicating this way is very powerful, images are known to create immediate strong feelings in people that can make them instantly think “I want that”, “I love that”, “I hate that” “I need that”, “I wish I had that”.

Its for these reasons that Pinterest is a powerful resource for businesses and its taken Social Media Marketing and business to a new level.

It is also for this reason that they introduced Pinterest for Business accounts in late 2012.

The reasoning behind the introduction of these accounts was to provide businesses with metrics, advertising, and monetization options, therefore giving business owners the chance to structure their social media campaign on Pinterest much more effectively, giving them the chance to analyse what works and what doesn't.

Companies now realise that Social media marketing is a massive part of their business marketing.

Facebook, Twitter, Pinterest all offer different ways of using Social media to market your business, they are all powerful outlets at helping you build your business brand, so how do you use Pinterest to build your brand awareness?

## **PLANNING YOUR PINTEREST BOARDS FOR A SOCIAL**

### **MEDIA CAMPAIGN**

Pinterest boards are organized in a way that makes them look like a collection of bulletin boards and each board has its own label. You can categorize your boards and the pins that you put on them, however you have to ensure that you take care over each board and plan and organize them well.

It may seem at first glance that Pinterest is a bunch of random images on boards and that might be OK for personal users, however if you are using Pinterest to help build a brand for your company then you can't be random in the categories and images that you are using.

Each board and the pins you put on them should be carefully thought out, plan what you want that board to say about your business and your brand. Always remember that your boards are a great marketing tool for your product, brand, or business. Use them well and create content that people want to follow, ensure your boards encourage them to want to find out more about what your brand is all about.

Before you start to pin, decide what the purpose of that board is and what you want it to accomplish.

For example if you are a crafter you could have a board that takes people through a step by step guide to creating something. If you are a wedding planner you could have a board for each element of planning a wedding i.e. photographers, cakes, flowers, venues etc.

Stylist could have boards that are overviews of that seasons trends. You could have a history board for your own business that takes people through where the company started from to where it is now.

If you are a large company you could have a board that shows each department of your organisation.

Pinterest is a great place for an “about us” board, be it for the departments of the organisation, the members of staff or the history of your products, any of these things make great Pinterest boards.

Hints and tips and gift ideas are other great boards to have to generate interest and interaction.

You could have a board of your favourite Pinterest Pins, a fun light-hearted board with images that will make people smile. Remember you don't want to be all about

self promotion or be too serious. Pinterest is a great chance to show a bit of personality behind the brand and sometimes (at least initially) its these pins that get the most interaction.

You want to create boards and pins that not only help build your brand but that compel people to comment, like or repin (remember that's the point of Social media marketing – being Social)

Some key points to keep in mind when it comes to planning your Pinterest board are:

- **Target emotion:** Laughing or crying if you can create an emotional response from your image the better chance there is that people will comment on it, share it talk about. Emotional responses are strong responses and Pinterest is perfect for this type of reaction!
- **Make it relatable:** If you run a wedding website make your pins wedding related, crafting then craft related. I.e. know you audience and target them accordingly.
- **Stand Out:** There is a tendency to pin a lot of the same type of images, however seeing the same image over and over gets a bit dull and repetitive. Find something that bit unique to share, if you can't find it create it!

- **Be topical:** There are always social media trends that get people talking whether they are funny (pictures of despicable me minions were every where after the 2nd movie) or whether they tug at the heart strings or perhaps are just the latest craze or trend.

# Cracks me up!

missi grigway

Follow Board

28 Pins
10 Followers

We should open a store called "Forever 39". We can sell Wine and Yoga pants.

You in?

your eCards someecards.com

Too funny!

Pinned from someecards.com

**I finally figured out my body type. It's hourglass with extra minutes.**

fashion

1 repin

Pinned from littlebitsandpieces-linda.blogspot.c...

Your taste in music has me worried about getting stuck in traffic together:

someecards

this is my music!

Pinned from someecards.com

**I DON'T ALWAYS REMEMBER MY DREAMS**

**BUT WHEN I DO, THEY'RE WEIRD AS SHIT.**

theKoolhaas.com

truth!

**ALCOHOL DOESN'T SOLVE ANY PROBLEMS**

**BUT THEN AGAIN, NEITHER DOES MILK**

more awesome pictures at THEMETAPICTURE.COM

Your boards will evolve the more you get to grips with Pinterest and as your business itself grows and changes so will the way you use Pinterest boards.

However always make sure you are following a plan for each board, look over your boards every so often and see them as others view them. Making sure they have the correct balance and that they are presenting your brand in a way you are happy with.

## **CHOOSING THE CORRECT PINS TO GET A FOLLOWING FOR**

### **YOUR BRAND**

When it comes to pinning images on your Pinterest boards you have to make sure you get it right. If you are looking to build a brand for your company then you can't go pinning any old random images just because they take your fancy (well you could if you create a board just for that).

The images for each board you create should be carefully chosen with your brand image and message in mind at all times.

Remember you will have a variety of boards, each with a different purpose, so keep that in your head when it comes to your pins and make sure they are keeping to the point of your board and your brand message.

You want to make sure your images aren't contradictory, that they clearly set out your message and what you are trying to say.

Like we have already mentioned, look at a potential pin and decide if it can create an emotional reaction. This reaction will encourage interaction and therefore will show you that your Pinterest campaign is engaging your followers.

Make sure your images are eye catching, use the visual aspect of Pinterest to your

advantage, use bright images and where possible be unique. You don't want your images to blend in, you want them to stand out.

Make sure your images support the end goal of your business, that they match your marketing plan and work with your branding, not against it.

Image quality is everything, its surprising how many brands think its OK to use an image that is out of focus or blurry.

Don't pin or repin rude or offensive images, remember to keep it professional. What would it say about your business brand if you had rude images on your Pinterest boards?

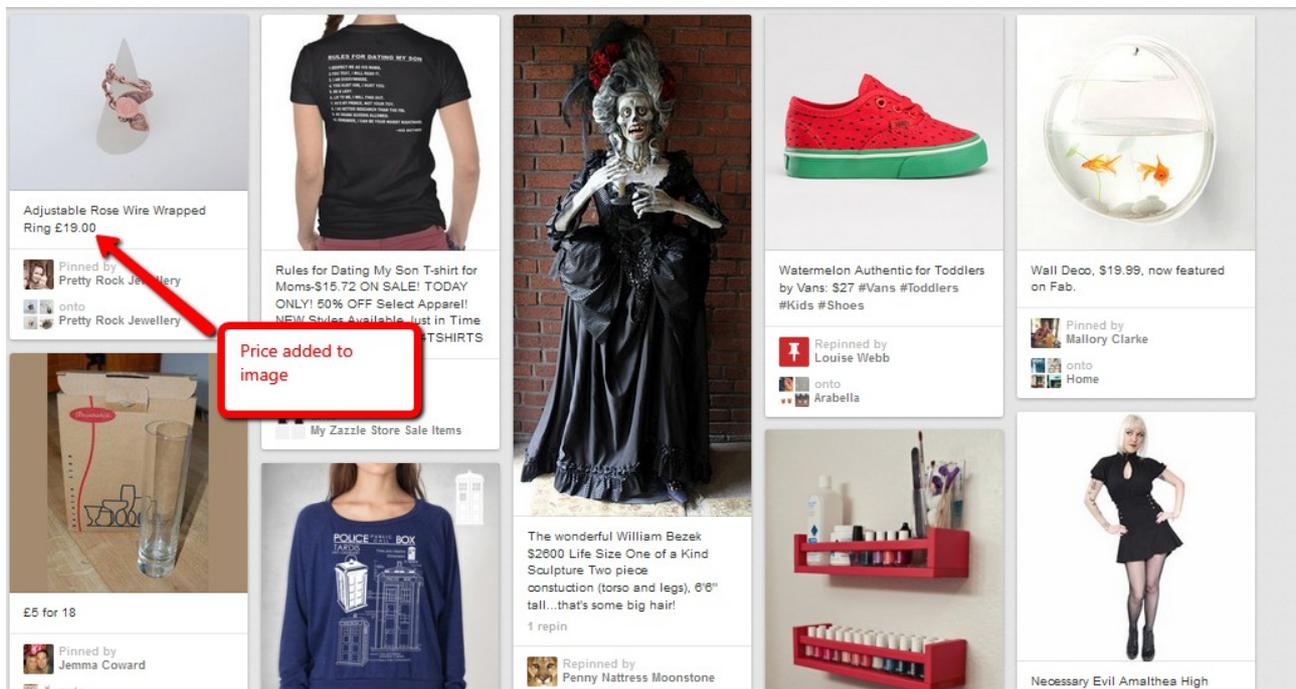
Likewise avoid over selling in your images, and at all cost do not use the bait and switch images trick (the tag for the image says 10 best wedding flowers but the link clicks through to a sales page that has nothing to do with wedding flowers) that's just plain rude and will lose you followers.

Try to remember that this is a Social Media platform, you are trying to be friendly and build relationships so avoid Anti – Social behaviour when pinning at all costs.

If you can follow these points and provide other Pinterest users with boards they want to comment on and boards they can take inspiration from, or learn something from then they will keep coming back to see what your next boards and pins will be.

All the while you will be building a brand for your business, especially if you follow the 20% rule.

# HOW TO CREATIVELY SELL YOUR PRODUCTS ON PINTEREST



One of the first things to remember when it comes to Social Media Marketing and selling is that people hate to feel like they are being sold to.

People can get very irate at constantly being sold to, so when it comes to selling via Social media platforms you have to get creative!

However, just because people don't like to feel like they are being sold to doesn't

mean that they don't want to buy.

You just have to be very clever about how you go about selling to them.

Product placement is a great way of indirectly selling your products. Have a “how to” board or an “information” board that teaches someone how to do something and have your product or brand name in there somewhere.

Use images to show your product or service positively, make people want it without realising they are being sold to by creating a desire for what you have to offer.

Make it easier for your Pinterest followers to buy. On your images let people know where they can get it and for how much by adding a price tag (explained later on in the guide) just make sure it is done very subtly.

Make your content shareable. Viral reach is huge when it comes to social media marketing and selling via your social media platforms. Make sure your pins are enticing enough to be shared by others, use engaging words when you are being descriptive, again just make sure it's not all that apparent that they are being sold to!

You want to create a desire and a need for the product you are selling, but you need the end user to feel like wanting it is their idea not that you have been giving them the hard sell.

If you are lucky enough to have someone influential or even famous use your

product then post an image of it, that will create that desire demand again.

The great thing about selling on Pinterest is that it gives you the opportunity to communicate using images and not words, that's an incredibly powerful tool if you use it correctly.

Pinterest is unique from other Social Media Platforms, as it gives you the opportunity to display your products and prices via a price tag, you could create a board that essentially becomes a catalogue or gift guide for the products or services that you provide.

While you can't actually sell directly on Pinterest (you can't set up an e-commerce store on your account) you can use it as a shopping platform, by creating boards of your products and services, adding price tags to them and providing a link to where they can actually purchase from (i.e. your website)

While Pinterest is mainly a social website ideal for growing your brand and building relationships, it is perfectly acceptable to hope to gain sales via your Pinterest account as well.

In fact, it has been show that more sales come from Pinterest than other Social media Platforms. According to a shopping survey only 33% of Facebook users go on

to buy a product or service via Facebook whereas 59% of Pinterest users would go on to purchase a product or service they saw first via a Pinterest board!

So it's clear that Pinterest could be a great sales tool for your business, if you set up your "gift guide" or "how to do it" or even "featured products" with price tags and links of where to purchase, then you could see a surge in sales with Pinterest as the referrer.

## MARKETING YOUR BRAND WITH A GIFT GUIDE

As previously mentioned, one of the best ways to market your brand and even sell your products or services via Pinterest is by turning one or more of your boards into a gift Guide.

Below is an example from One Love Organics that they used to promote their holiday gift guide boards. (seen via a Facebook share)



Gift Guides give you the opportunity to capture a whole new customer base as some people will also follow your Pinterest board purely for the gift guides that you provide.

For example you could do holiday gift guides, you could create a Christmas gift guide

and have a range of products on there that would be suitable as either Christmastime gifts or Christmas decorations, cards etc.

You could have a gift guide for Easter related products or a Halloween guide filled with seasonal products that you can provide.

If you sell products that are perhaps seasonable (clothes for example) then you could create four boards. One for each season, on the summer board you could have summer clothes i.e. festival products , bikinis etc. and on the winter board you could have winter jumpers, hats, scarves, boots and so on.

If you find products from a certain price point are more popular, then you could create price boards such as “gift ideas under \$10” or themed gift guides like “gift Ideas for her”.

You have lots of options for creating boards that market your brand and push sales.

They don't have to come under the guise of “gift Guides” they could be “DIY Boards”

“Baby-care Essential Boards” “top trend boards”, you get the idea, its just that

boards that promote a certain range of your products are great for creating desire and encouraging people to buy from the ones that have captured their attention.

Just ensure your board title clearly reflects the products that you are promoting and remember to include a price tag and a link to the website that they can purchase

from.

Also be prepared to promote your boards, don't just create them and leave them, promote them on your other Social media platforms etc. as well.

## **ADDING A PRICE TAG TO YOUR PINTEREST PINS**

As I've previously mentioned you are going to want to be able to add a price tag to your Pinterest boards and guides and this is just a quick explanation on how to do just that.

To add a price tag to your pin you simply need to type the price of the product in the description with either the dollar sign (\$), or a British pound symbol (£). (at the minute these are the only currencies that you can use).

The great thing is the price tag is then automatically added to your Pinterest gift guide pin, letting people know how much that product is going to cost therefore increasing the likelihood that they will click through and actually go ahead with their purchase as you have made the price clear from the start.

## **HOW PINTEREST CAN DRIVE TRAFFIC TO YOUR WEBSITE**

By now it should be perfectly clear how powerful and influential Pinterest can be when it comes to building your business brand.

We also touched on the fact that creating “gift guide” boards can generate sales for the company too, but these guides are also great for driving traffic to your website!

When you create your guide and you add your price tag you have to add a link to your website that users can click on to then go ahead and buy the products that caught their eye.

This drives traffic from Pinterest onto your website, and while they are on your website your visitors may also view your other products or services.

Pinterest is great for driving traffic to blogs and websites, with many believing its in fact better than Facebook for driving traffic.

It has a higher click through rate than almost all other social media platforms, while most of the content you pin will not be about your company (remember the 20% self promotion rule) you will still be featuring enough of your own products and services to benefit from a steady flow of traffic from your Pinterest account to your blog and business website.

Just remember you have to have a strategy, you can't just pin images and links and hope they drive traffic to your website.

When you pin to a board on Pinterest, not only do you have to make sure the images are right for Pinterest and that they have the necessary information like Prices and links, you also want your pins to go viral and be shared in multiple places.

You can help this process by promoting your Pinterest board on other social media websites like Facebook and Twitter, you could leave blog comments on related blogs and leave a link to your Pinterest account. You could use articles etc., then once these visitors have come on to your Pinterest account, your boards will encourage them to go visit your website.

Remember you can use keywords on your Pinterest boards as well. Be consistent with your pinning, make sure you have your boards match your niche and be light-hearted. Use humour as you build your Pinterest community as people want to be able to recognise the person behind the business, when this happens they are more willing to click through from Pinterest to your website and blog, therefore driving traffic from your Pinterest account to your website and blog.

## **PINTEREST BUZZ AND YOU**

Once you have got your Pinterest business account opened and have started to get to grips with it, the next thing you are going to want to do is find out what people are saying about you!

You will want to know if your boards are getting shared, if people are recommending your boards to friends etc.

Like all forms of Marketing its vital that you keep up to date with your companies “buzz”

One of the easiest ways to find this information out is by going to your browser and entering the web address in this format:

<http://pinterest.com/source/YOURDOMAIN.com> (replacing YOURDOMAIN.com with, your actual domain name).

This takes you to a list of original pins from your Pinterest page, and under each pin you can also see any repins and likes.

Other methods of finding out company buzz are by getting alerts you can use Google alerts and get an alert any time someone use your search format or you could use Pinalerts.com who will email you whenever there is a pin with your domain name.

## USING CROSS PROMOTION TO BOOST YOUR PINTEREST

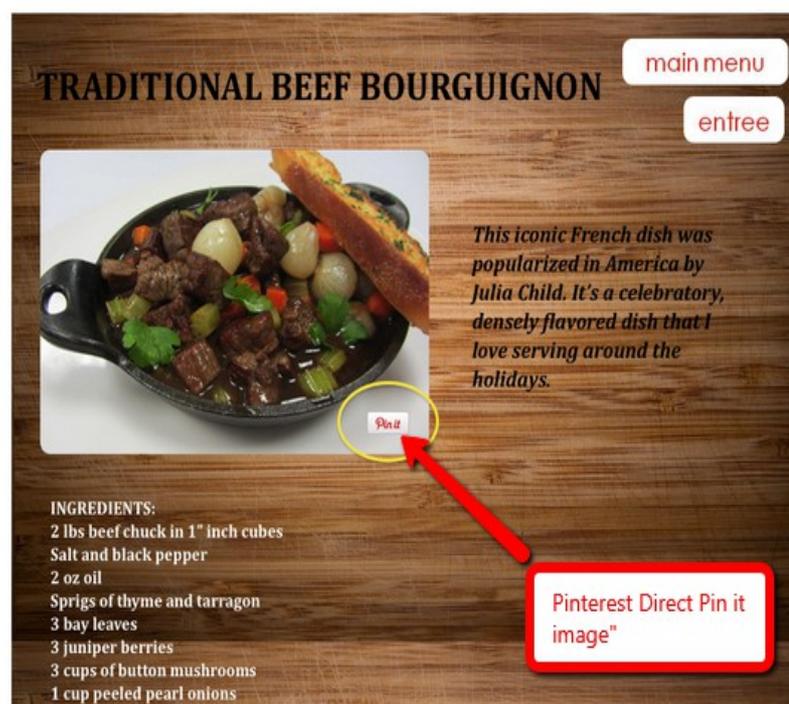
### FOLLOWING

Lets be honest, most businesses these days understand that Twitter and Facebook are Marketing powerhouses when it comes to a companies branding.

Well now its safe to say that Pinterest has joined the party, now the important thing for businesses is to harness these platforms and make them work for their business branding, and one of the best ways is to master art of cross promotion and have a marketing strategy across all three platforms that is interlinked and makes them work for each other.

You will probably already have some form of following already on Twitter and Facebook as they more established platforms therefore by using cross-platform promotion, you can easily build a strong Pinterest following from users who are already interested in what you have to say.

Get direct cross promotion from Facebook by having Pinterest “pin it” button on a Facebook image.



Share your Pinterest boards with your Facebook and twitter Followers, as you already have an existing relationship with them, the likelihood is they will visit your Pinterest board and check it out. Remember don't be afraid to ask them to visit your Pinterest board and leave you a comment, something like “I've just pinned this pin to Pinterest, why not pop over and let me know what you think, thanks!”

Have a Pinterest tab on Facebook, so that people can view your Pinterest boards and then go follow your boards on Pinterest itself (actually you can have tabs for most other social media platforms allowing you to cross promote them all easily from Facebook)

**Facebook Page Tab for Pinterest.**

Welcome to Pinterest Tab — the best way to integrate Pinterest and Facebook.

Pinterest Tab - Facebook Page Tab for Pinterest. Good looking app to display your Pinterest feed on Facebook page. Feel free to setup different view options and report any suggestions! Enjoy!

Pinterest Tab - unofficial app and not affiliated with Pinterest.

**Features:**

- FREE
- Simple setup
- SSL support
- Users/Single Boards support
- Search/Gifts/Videos Pins
- Popular Pins

**Screenshots:**



[Install Application!](#) [Community Page](#)

[Recommend](#) [Send](#) 11,436 people recommend this. Be the first of your friends.

**Check my other applications:**



## PIN IT TO WIN IT COMPETITIONS

Another great way of using Pinterest to Market and promote your brand is by running a “pin it to win it” competition.

Pin it to win it competitions are hugely popular at the minute and its easy to understand why, competitions like this can quickly go viral and are easily cross promoted amongst various other social media platforms.



Before you run your “Pin it to win it” contest you have to decide what your goal is for your contest, what you want it to achieve it is after all just like any other marketing campaign. Know your objective and what you are trying to achieve and stick to that through the competition.

Next you have to Create and decide on the images that will be promoting your offers; Make sure the picture is clear, bright and unique you want it to stand out, the colours to “pop” etc. Also make sure your logo and a call to actions such as” pin to win” “pin it to win it” “give-away”.

You can use a tool like [pixlr.com](http://pixlr.com) or [picmonkey.com](http://picmonkey.com) to create awesome images quickly.

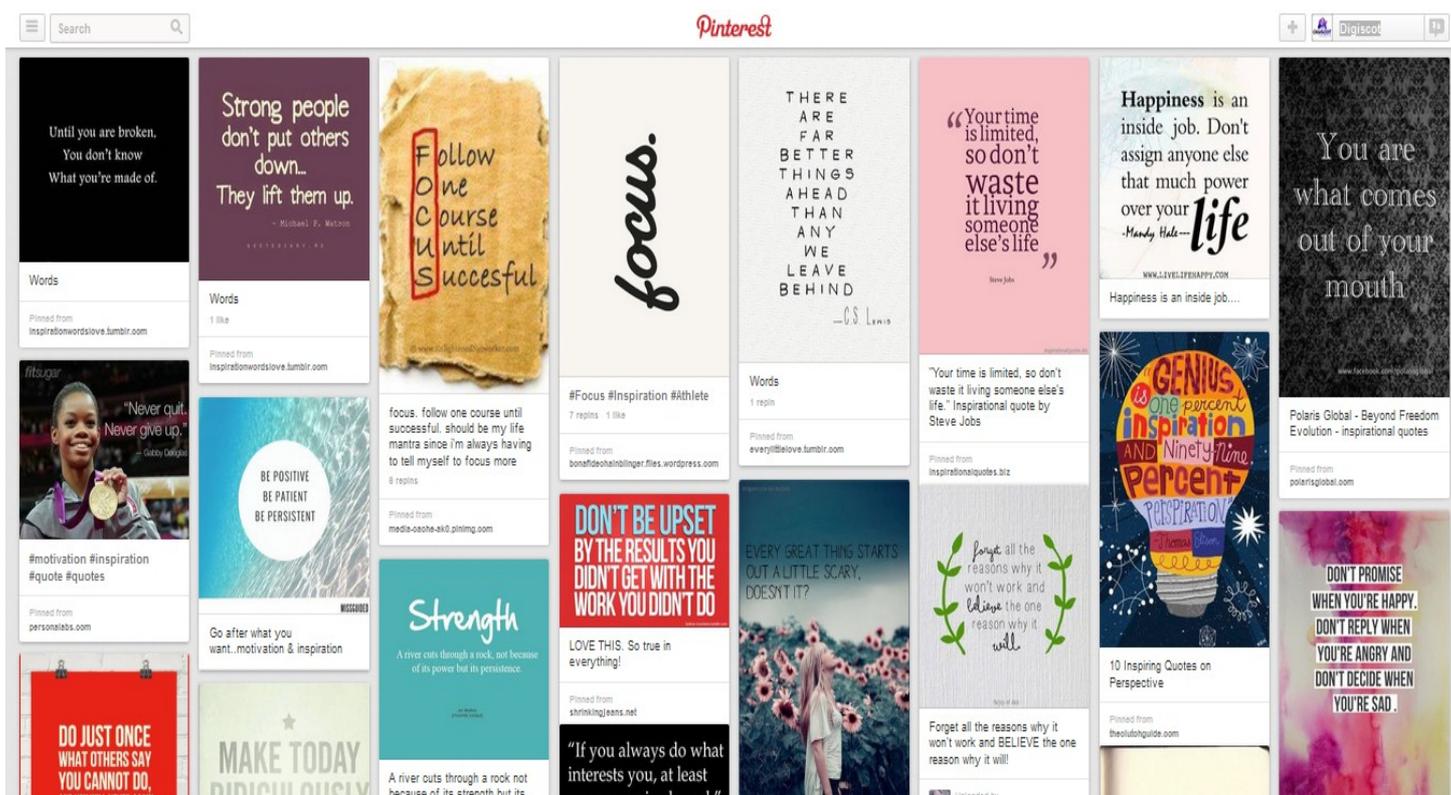
Remember to include an image to the board that contains the terms and conditions that go with entering the competition.

The next step is to Create a new board on Pinterest that is just for your contest and pin all of the images you have created on there. Remember to include your website URL, your logo, a call to action and any other information you think people should know before entering the competition, also remember to follow Pinterest terms of service rules on competitions, there’s are fairly straight forward and you can find them on [pinterest.com](http://pinterest.com).

The last stage in this process is promotion, promotion promotion. Promote it on Facebook, send a link out on Twitter, add the details to your blog, send out an email to your list if you have one. You can even get friends and family to share the details. Its important that you make your contest easy to enter. Ideally you want people to opt-in to be part of your mailing list other than that you could ask them to pin 2 Or 3 things from you board that way you will have variety over what is being pinned. Then you just have to chose a winner, you can use random.org to help you do this fairly, then just notify the winner by email.

## TOP PINTEREST MARKETING TIPS:

**Show off your Personality, likes, values** – Pinterest is the place where you can really let people see who YOU are, the person behind the company what, they like, what their values are. Have fun it will help people connect with you and your business.

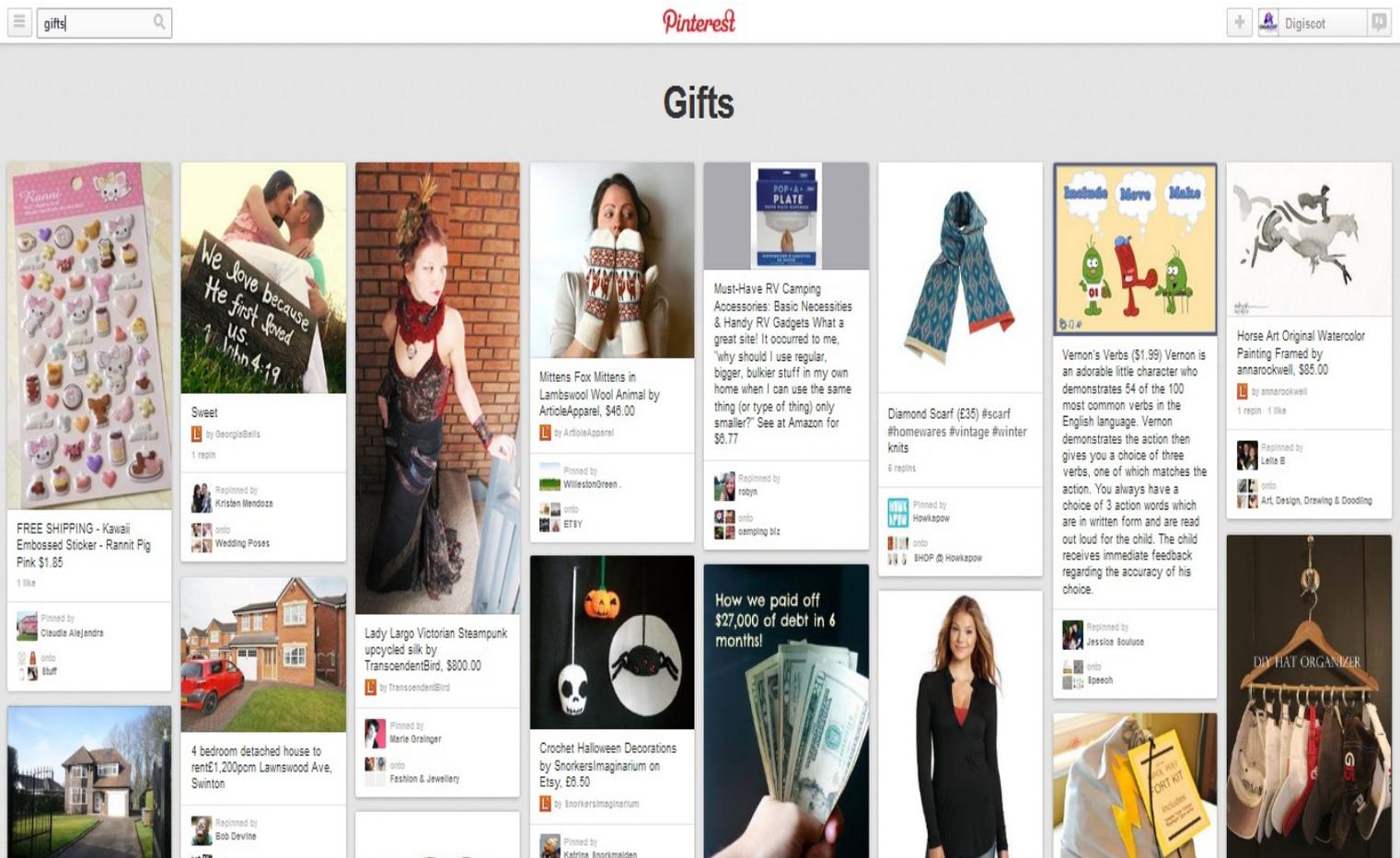


**Show Behind The Scenes Images:** This is a great idea for many businesses, and a lot of photographers use it to show behind the scenes at photo shoots, however it is also a great idea if your business provides a service and not a product. If you have a service based businesses it can be hard to drive direct sales from Pinterest and you



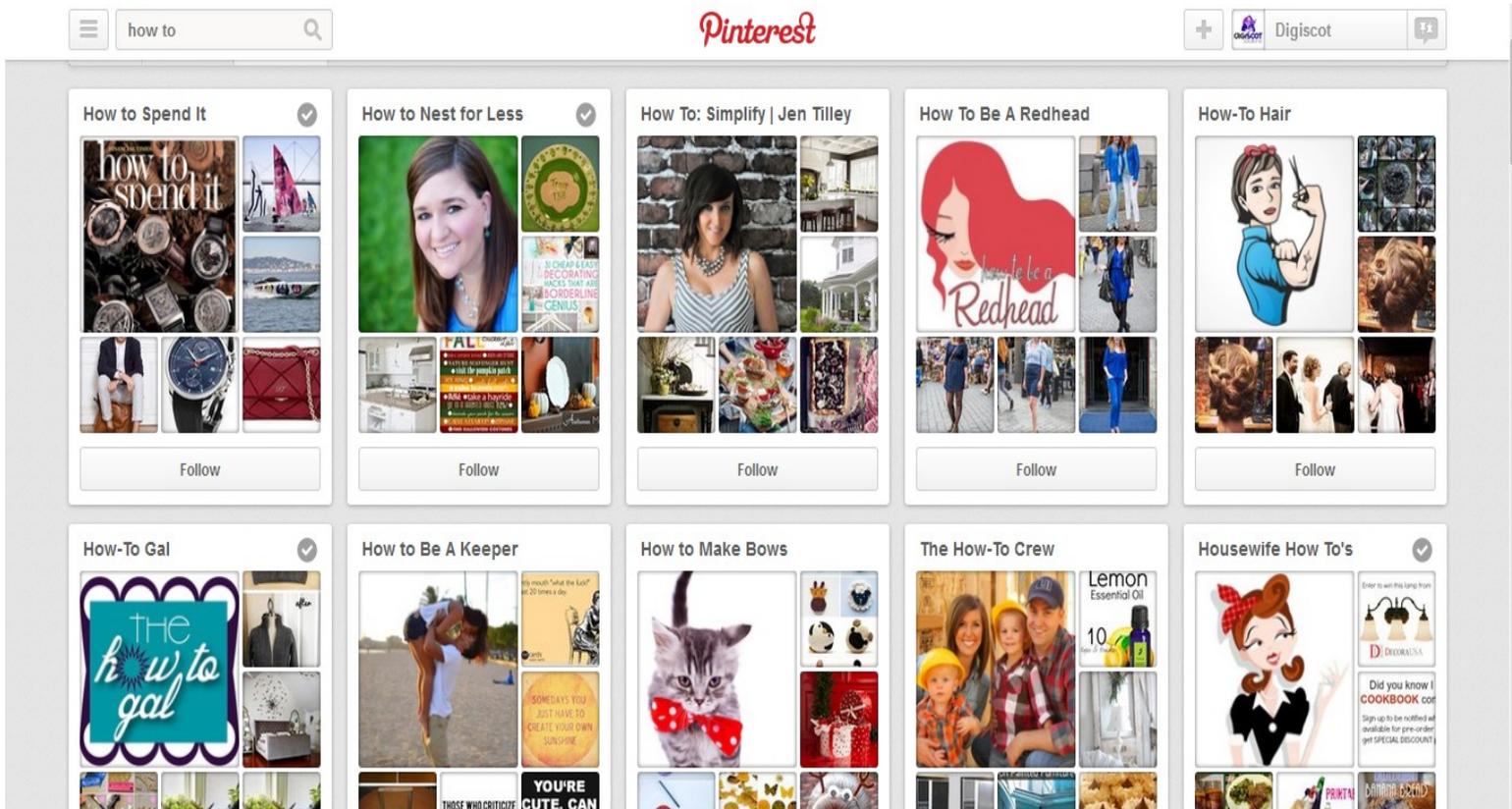
**Make Gift Guides and Make sure you are in Gift Section:** As well as creating gift guides for your companies products you have to make sure they tagged correctly.

Pinterest have a category just for Gifts, its searchable by price so make sure you add a price tag when you upload your pins to your guides, by doing that they should automatically appear in the gifts section!



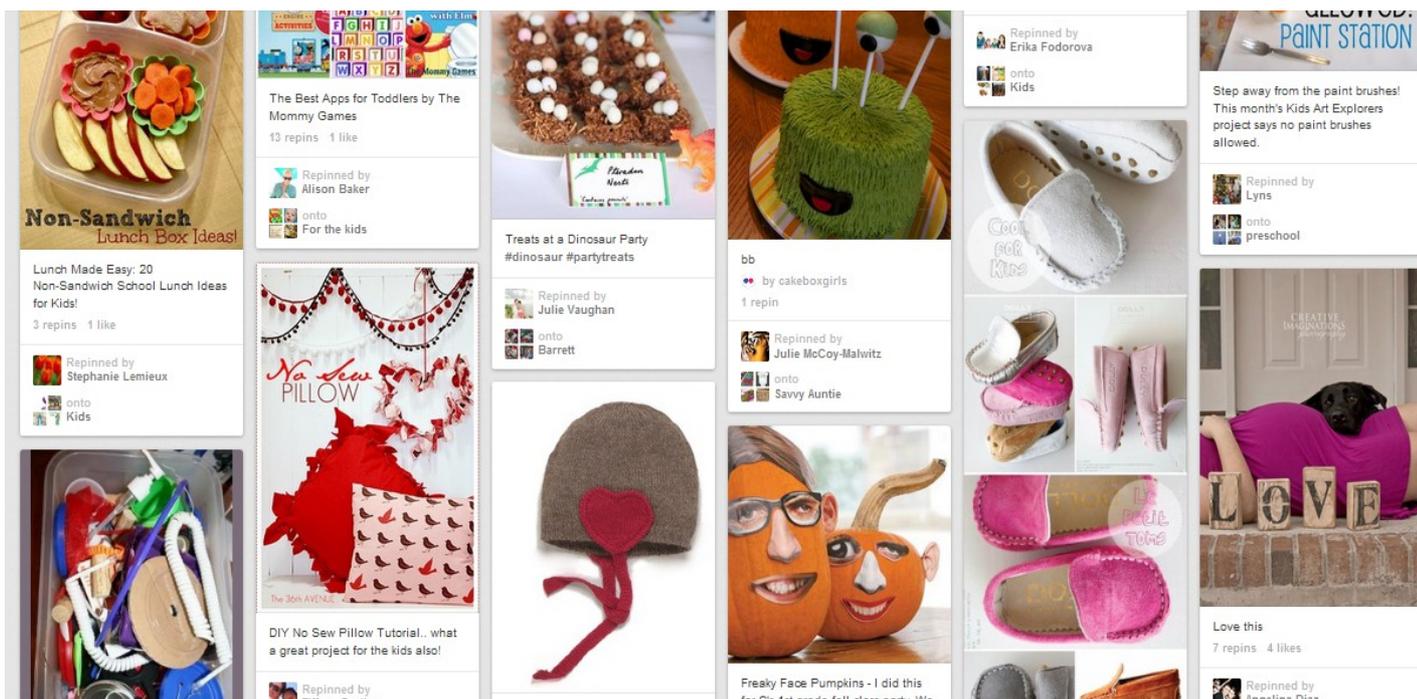
**Make Sure your Boards and Pins Are Easy To Find:** Make it as easy as possible for other Pinterest users to find your pins, Label and categorise you pins correctly, add the right tags and don't forget about your keywords and #tags

**Make Tutorial Boards:** Tutorial boards or “how to” boards are a fantastic way of using Pinterest and creating a following for you boards. You could Pin Youtube videos, use info graphics, step by step pin guides to get your point across. These types of boards prove to be very popular.



**Market Don't Spam:** This point is so important. At the end of the day Pinterest.com is a Social Media platform and spamming will never help you business. Remember the 20% self-promotion rule and make any sales and marketing push subtle. The best thing you can don for your business is build relationships on Pinterest, be Social and be seen as an authority in your niche, make them want to come to you to see what your latest pins are, Users are also more likely to click through to your external website if they have a relationship with you and know that you have a reputation as a reputable company.

**Be Unique:** The more unique the images that you pin are the better. Pinterest is a busy place to be, you need to make sure that your business stands out from the crowd. The more unique an image is the more likely it is that it will be repined.



**Integrate Your Social Media:** Use your other Social Media accounts, such as Twitter and Facebook to promote your Pinterest Pins and boards, the more you can drive traffic to your various Social Media platforms then the more traffic you will drive to your main website, therefore make sure you use platforms such as Pinterest, Facebook and Twitter in conjunction with each other.



**Add Prices And Links :** Make sure your product pins have a price added to them, this way they can be found under the gift category by price band, and make sure they have the link to your main website where the item can be purchased

**Be Consistent:** Social Media marketing is vital to a businesses success today, you need to make sure you set aside the time to regularly update your Pinterest boards, browse through other users boards, like, comment, repin and build relationships.

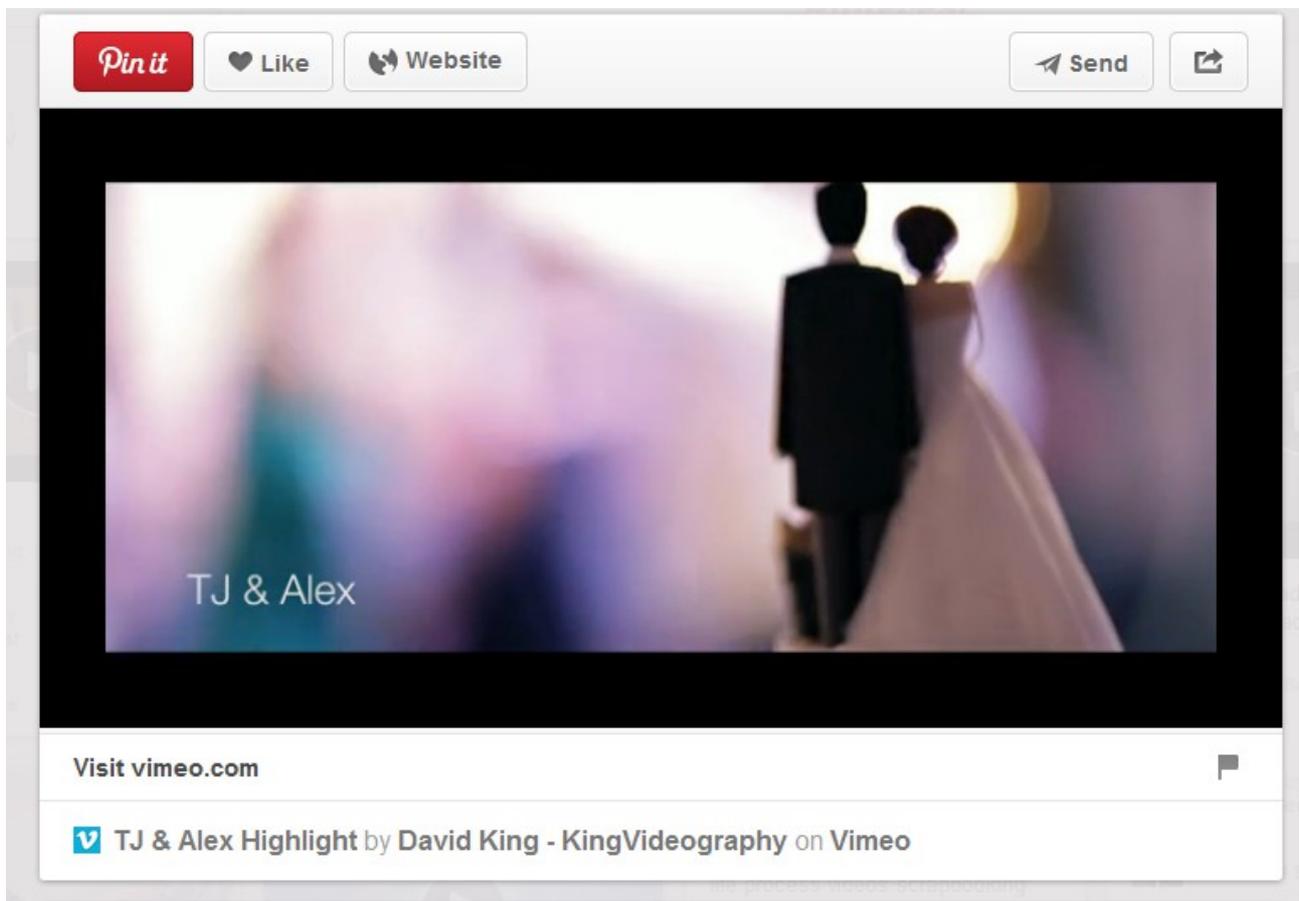
**Know Your Audience:** This may seem obvious, but getting your target audience wrong is actually a common Pinterest Mistake. Make sure your pins fit your business niche, I once saw a wedding related business with a board for spare car parts?! Not really what brides are looking for.

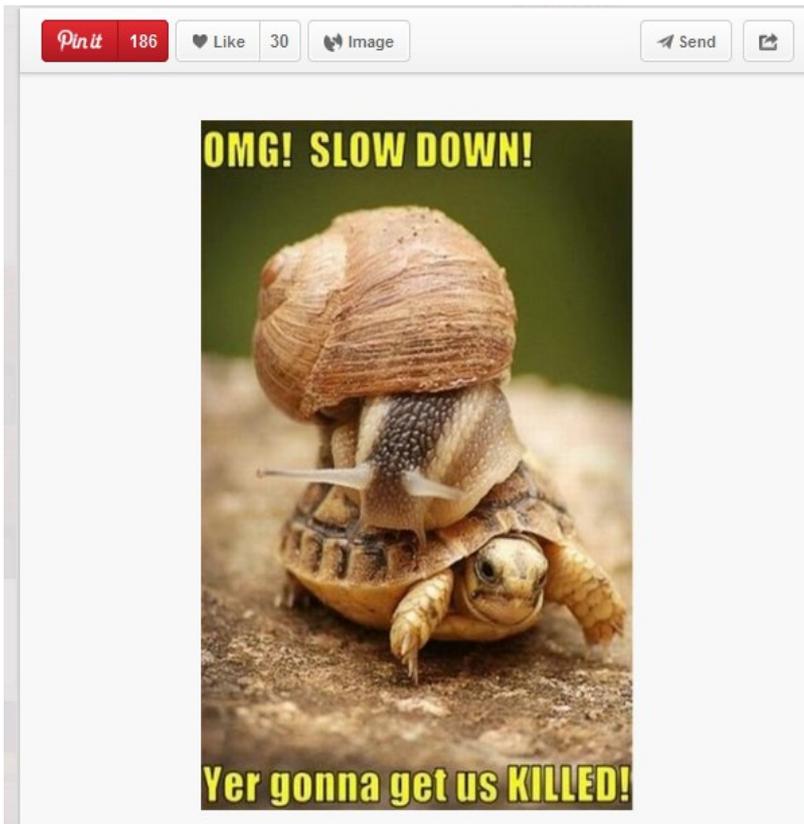


**Use graphics to promote your offers:**

Using Graphics to promote your deals, special offers and sales is a very effective way of increasing their circulation as well as increasing their engagement rates, its a well known fact that people respond better to images so Pinterest is a perfect platform for running an offer using great graphics.

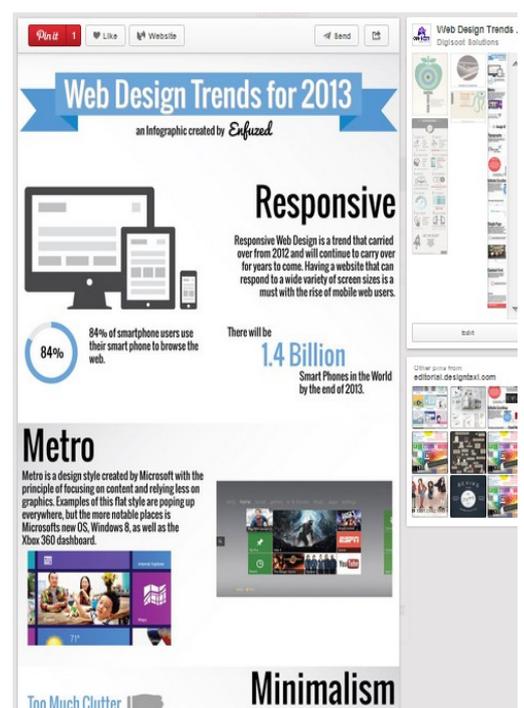
**Use Videos:** By now you will have realised that Pinterest is a visual social media platform, but you don't have to limit yourself to images, Pinterest is also a great place to pin videos. They could be marketing messages for your customers or just videos that you think may interest your followers such as video tutorials, a mix of videos and image would allow your Pinterest feed to become a hub of information which is sure to bring you a regular following of users who not only love your Pinterest page but visit your other outlets such as your website!





Don't forget the laughs: We have already covered this point a few times, but its vital that you remember to bring a light hearted side to your Pinterest feed, people want to get a feel for the personality behind the brand, not just the business side of it. Funny Pins are also more likely to be shared.

**Infographics Are A Must:** Info graphics are an eye catcher for your audience and they look great on Pinterest, they are a great way of getting information across!



## **5 PINTEREST MISTAKES TO AVOID**

- 1) Only Pinning your own products or services:** Using 100% self promotion with the old push marketing technique is only going to put people off, you can't get a connection or build relationships using this method. Remember the 20% self promotion rule at all times
- 2) Not Pinning Interesting or Unique content:** Your pins have to set you apart from the rest, but if your pins are the same as everyone else's then you will fade into the crowd. Keep it as Unique as possible.
- 3) Not Adding Prices:** Pinterest pins with prices get 36% more likes than pins with no prices.
- 4) Not adding Links to your main website and products:** Pinterest is a great source for driving traffic to your website, products and services but it can't do that if you don't provide people with a link to click!
- 5) Using Poor Quality Images:** Pinterest is a visual website don't post bad images of your products, they are there to showcase your business so bad pictures just won't do

## OVERVIEW

Essentially Pinterest makes a great marketing tool for your business, it can help you generate more traffic to your business website or blog, it can increase brand awareness as well as driving traffic to sales and special offers.

The possibilities with Pinterest are endless, as is the case with most Social Media Platforms.

The important thing to remember when it comes to Pinterest is to always have a plan in mind use it as part of an overall Social Media Marketing Strategy.

Once you have your initial account set up then you can move on to familiarising yourself with Pinterest and then start to have a play about with it to see how it works best for your business, it might take a bit of time to figure out what works best for your company but when you do it will be more than worth it!

Happy Pinning!