

# WIKING

## PINTEREST MARKETING



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# Chapter 1: Introduction

## Why You Should Market Your Business on Pinterest

There are so many social media platforms to choose from, that most business owners focus their time and attention on one or two. When deciding which sites are the best to brand and market your business, you must not forget the visually engaging Pins and Boards found on Pinterest.

There are a few standout ways in which Pinterest varies from other social media sites. While you can “follow” users, and they can “follow” you—it’s not about friends and followers.

Instead, it is about generating instant access to engaging visual imagery and informative Pins regarding any and every area of interest. These Pins can then be added to a user’s personal boards for future reference. Anyone can access any other users Pins by the category or keywords related to the Pin. While each Pin can have a bit of text or even a URL, the goal is not the “here’s where I am or what I’m doing” topic of most social media platforms. Instead, a relevant comment regarding the post, and what it represents is standard. Most importantly, unlike Facebook and Twitter where your posts peak engagement is rarely more than 5 days (or a few hours) Pins can continue to show up in search results indefinitely.

## Still Not Convinced, Check Out These Statistics

If you're inclined to stick with the major players, like Facebook and Twitter, don't write off Pinterest until you take a closer look at the statistics. First off, let's talk about the sheer size of your potential audience. Pinterest boasts an insane 150 million active users. Yeah, you heard that right. 70 million of those are in the US, with 80 million outside the US. As can be expected, Pinterest activity is proportionately astronomical. There are over 75 billion Pins, which have been posted to over 1 billion public and private user boards. Over 2 billion shopping pins are posted daily. 87% of users make purchases after seeing products or services on Pinterest and 93% use it with an eventual purchase (online or offline) as their primary goal, which makes Pinterest a no-brainer platform for those seeking to sell goods and services to a shopping-minded audience. And 72% of users make *offline* purchasing decisions based on Pinterest content. So it's not just a goldmine for online businesses.

The average Pinterest user session is just over 14 minutes, which is very impressive when you compare that to most other social media platforms. 14 million rich pin articles are posted every day and a whopping 5% of all web traffic comes from Pinterest. 80% of Pinterest users access the site from a mobile device, so mobile marketing and mobile-friendly content is very important here, and 2 out of 3 pins are posted by businesses or brands, so you've got some competition. Oh, and if you happen to be in the culinary niche, guess what: there are over 1.7 billion recipes on Pinterest.

As for your audience make-up, 81 percent of Pinterest users are women, so the “Pinterest is for girls” stereotype clearly has some truth to it, at least from a market research perspective. But don’t worry, if your target audience is males, the percentage of men on the site is increasing rapidly, making up about 40% of new users recently. In case you were wondering, the most popular categories for these new male Pinterest users are technology, food and drink (big surprise, right?). As for age, millennials are using Pinterest just as much as Instagram. The median age of users is 40 years old, but the most active “pinner” are under the age of 40.

So, now that we’ve established *why* you should definitely be marketing on Pinterest, let’s talk about some Pinterest goals.

## Chapter 2:

# Pinterest Marketing Goals

Establishing marketing goals is critical to the success of your Pinterest marketing. Countless entrepreneurs and businesses have setup a Pinterest presence, made a few posts, and then let it sit untouched for months or even years. This is usually due to a lack or absence of goals. So, before you even begin establishing any sort of Pinterest presence or strategy, you need to establish clear marketing goals.

Your goals should be specific, measurable, and attainable. They can be long term, short term, or a mix of both. Deadlines and milestones can be helpful as well. “I want to increase my social following” would be an example of a bad goal that will likely result in your marketing efforts petering out after a while because there are no specific milestones. “I want to gain 1,000 likes by Christmas” is an example of a good goal. It’s specific, measurable, and certainly attainable. Below are some examples of the various goal categories you might be interested in.

### **Traffic to Website (Sales, Leads, Content)**

Probably one of the most popular goals of Pinterest Marketing is to funnel your Pinterest traffic back to your own web properties. After all, most businesses don’t do business “on” Pinterest. You’re leveraging Pinterest to obtain traffic and convert that Pinterest traffic into brand-followers, leads, prospects, and customers. So maybe your goal is to get people to a landing page with a free offer where they can

subscribe to your list and become a lead. Maybe they're being sent to a sales page or an eCommerce store. Maybe you just want to do some content marketing and send them to your blog. Whatever the case, the end goal for a lot of businesses will likely be bringing Pinterest traffic AWAY from Pinterest and over to their own web properties.

### **Social Following (aka Pinterest as Autoresponder)**

In this goal category, your aim is to build a large number of followers. The reason we also refer to this as "Pinterest as Autoresponder" is because the main sought-after benefit here is to increase the number of people who will see your Pins in their home feeds. In this sense, your Pinterest posts become similar to sending out email broadcasts via your autoresponder. If you grow a large enough community, this can be very beneficial and can turn into a huge source of free, organic traffic for your business.

## Passive Presence

Some businesses might have purely passive goals. Simply being present and discoverable inside Pinterest is a benefit that has wider appeal and greater utility than you may think. In many cases, a company's Pinterest presence might supersede or even totally replace what was once the role of a blog. Your business' name, logo, a short intro statement and a link to your website can be found on your Pinterest profile and, depending on your audience, that might be where most people seek you out, rather than your website. Much like a blog, people can see your boards and recent pins. This same approach can also be used for events, communities, and brands.

## Brand Awareness

Another goal that's less thought about might be spreading brand awareness and recognition. If you're just starting out, there's a good chance your brand might be in need of a jumpstart. If nobody's ever heard of you, a great way to increase recognition is to simply pin and share unique, helpful, or entertaining content and get your name, logo, and overall brand identity in front of as many people as possible as many times as possible. If this is your goal, you want to avoid being salesy in the beginning. Ensure you're focused almost entirely on posting helpful, relevant, or entertaining content.

## Expand Existing Audiences

If you've already got an audience, your goal might be to make it bigger. This can be done via several social marketing methods. Pinning or repinning viral content, either curated or created yourself, can lead to a huge increase in your Pinterest audience. Although creating your own viral content can be great, if you don't have the time or means to do so, you can simply leverage existing content that's already proven itself to be viral by curating/re-sharing it with your own comments or angle added to it. Also, a few humorous images and memes can't hurt either.

Other ways to expand existing audiences can include contests, sweepstakes, and gamification. Assuming your offers/prizes are compelling enough, incentivized sharing can be very effective. Just ensure your methods are permitted by Pinterest's Terms of Service.

## Enhancing or Repairing Public Relations

This is a goal that any business can engage in. Non-sales related PR campaigns can include pinning photos or videos that foster positive values and goodwill or even involvement in social movements (be careful not alienate half your prospects) and noble causes. Did your business recently donate to a charity, build a school in a third world country, serve food at a local pantry? These are all things to pin. These don't necessarily need to be about things that your business participated in. They can be content about general things like a heart-warming video about helping the poor or caring for the elderly. Special holidays like Christmas, Thanksgiving, or Mother's Day also present opportunities to leverage emotions, foster goodwill, and enhance your PR. If necessary, PR *repair* can be done as well. If your business recently had a mishap or did something that caused negative PR, a campaign of PR enhancement like described above can work wonders in improving your public image.

## Market Research

A hugely beneficial goal of Pinterest marketing is market research. If you're just starting your business or going down a new path, Pinterest can be an excellent place to learn more about your audience and your market. This can be done in a structured way by pinning to things like surveys and questionnaires, or in a less structured way by simply engaging with your audience, commenting, asking questions, and so on. Also, lurking or conversing in Pinterest boards related to your industry can teach you a ton about what your customers want and who they are. Beyond that, you can monitor your competitors' profiles and boards to see what their customers like and what they're complaining about so you can adjust your business accordingly. Creating your own board and engaging within it is another great way to get a constant stream of market/audience data flowing into your business. Ultimately, your goal should be to come up with one or two ideal customer avatars that you can then base your marketing and product development on.

All of the goals you've learned about in this section require some sort of presence on Pinterest. So, let's discuss how to start building that presence.

# Chapter 3:

# Getting Started on Pinterest

## Setting Up Your Pinterest Profile

Pinterest profiles are short and sweet, but don't underestimate the importance of a quality profile. Ideally, your Pinterest account should be your business name—if not already taken. If already taken, get as close as possible. Or if your business is one that doesn't seem Pin-conducive, like a bank or credit union, create a business Pinterest page for an adjacent topic. Using a bank as an example, a page that focuses on shameless money saving tips.

- Add a clean and clear profile image. In most cases, your business logo is appropriate. However, if your logo doesn't fit well into the round Pinterest profile pixel (165x165), have it redesigned to fit—or substitute with a best-selling product, or even your founder or CEO's headshot.
- Be sure to add your website homepage URL to your profile, so that anyone who finds their way to your profile page can easily be redirected.
- Fill out your location, where you are based and/or your service area.
- Fill out a short and engaging "About Me" section letting visitors know what makes your brand unique.

## Creating Your Pinterest Strategy

As with all methods of online or offline marketing, you must have a strategy in place. Since each social media site is unique, your strategy must also be unique. In other words, you can't just preschedule the exact same posts to Instagram, Pinterest, Facebook, and Twitter. That is not to say that there can't be *some* overlap, but each site is utilized for different purposes—so your content and strategy must reflect your purpose.

Your first step will be to set some clear, specific, and measurable goals. To begin with, you need to build your foundation. This means investing in creating an organized and relevant category of Boards—for both your shared Pins, and your original Pins. Then, you must begin posting regularly to build your followers and number of Pins. Once you have a foundation, continue posting at least 3 to 5 times a week, with the goal of getting your website traffic from Pinterest at or above the average of 5%.

To determine the percentage of those who transfer from Pinterest to your website, landing page, or linked URL—set up Google Analytics. You can also use your preferred analytic software, or view the analytics provided by Pinterest. Your page must be set up as a business account to view Pinterest analytics. What you are looking for, is which Pins do the best, so that you can create similar, yet unique Pins.

## Setting Up Rich Pins

Rich Pins simply mean that you can provide in-depth context about your Pin. There are currently four Rich Pin options: app, product, recipe, and article. For example, a Product Rich Pin would automate the current price featured on your website, and might let the customer know if the product is in stock. You must apply for Rich Pins, which is fast—and approval is easy. Pinterest really just needs to verify that you are legitimate and that you have the basic Metadata requirements.

## Promoted Pins

The focus of this marketing guide is to help you design an organic Pinterest marketing plan, but we want to make sure you are aware of all of your options. If you want to hyper-target your demographic, you can invest in paid Promoted Pins. Promoted Pins increase engagement by 2 to 5 percent, and drives more targeted traffic directly to your website or sales funnel opt-in page. Your pay-per-click Promoted Pins offer advanced analytics and tips on what similar competitors are bidding on—and which products are currently trending. The primary benefit of Pinterest paid advertising is that the cost-per-click is much lower than Google PPC. In most cases, you can bid well under \$0.50 per click and generate impressive conversions. Selecting your keywords is also far more intuitive.

## Chapter 4:

# Pinterest Content Ideas & Best Practices

Currently, the most popular categories on Pinterest are: fashion, home and garden, food & beverages, and beauty. These are just general categories, which could easily be used on Pinterest to generate traffic for a limitless number of products and services. In most cases, this is a good fit for business to consumer advertising (B2C), but don't write off your business to business (B2B)—you just have to get strategic and creative. When looking to build your Boards, and for original content inspiration, consider the following.

## **Repins**

Repining is the fastest and easiest way to bulk up your Boards. Your category Boards should be designed to inspire and/or educate anyone who visits your site. Even though a Pin is Repined, you can add your own unique comment. Just make sure the source is always clear.

## **Add the Save Pinterest Button**

Speaking of repining, we must also discuss the importance of adding the Save Pinterest widget to your website. This will increase engagement on Pinterest, by neatly organizing content on your site that visitors want to refer back to—on their board of choice. Once saved to their board, the Save has the potential to be repined. How will they know they can Pin your website graphics to their Pinterest account? When they hover over the image, the Pinterest Save button will populate.

## Quote Cards

Quote cards continue to be one of the most effective Pins out there. With the long list of user-friendly quote card generators, you don't even have to have graphic design skills to generate a Pin worth sharing. This includes seasonal quotes, questions by industry professionals, and even original quotes and phrases relevant to your target audience. For example, "3 Things Only a Nurse Would Understand."

## Recipes

As mentioned earlier in the statistics section, there are over 1.7 billion recipes on Pinterest. Now you don't want to post recipes if they aren't relevant to your brand, product, or services—but if you are in any way related to food, health, beauty, fitness, or home—recipes should be part of your mix.

## Infographics

Infographics come in many forms, and are a visually engaging method of delivering fun facts, educational facts, product facts, or any information relevant to your primary target audience. Again, you can invest in infographic software to design your own. The great thing about infographics, is that you can post them to Pinterest, your website, blogs, online content, and your other social media channels. You can even print them out for offline marketing purposes. If not the standard long infographic, a square with 4 to 5 facts.

## Visually Engaging Imagery

If you are new to Pinterest, then now is the time to start browsing. What you are searching for is the quality of the photos that are performing well—the ones with lots of Repins and comments. What you will notice, is that most of the posts look as though they are professionally photographed. You might not have the budget for professional photography, which is where DIY editing tools come in. Add a filter, and adjust lighting and you can make most photos look better. Just make sure your editing does not misrepresent the color of your product.

## Casual Product Placement

Your photos and graphics need to accurately reflect your brand, but that doesn't mean your product needs to be front and center. In some cases, this might be the best way to go—but in most cases, not so much. For example, if you sell luxury interior paint, you can only have so many photos of your paint can, paint, brushes, or of painting in the act. Instead, post photos of staged living rooms with your paint on the walls. Or let's say you sell fashion accessories. Your posts will get more action if you show stylish ladies sporting your fashions—than you will with a ton of close-ups of your jewelry or handbags.

## Ratios for Your Pins

Pins that are too tall get cut off on mobile devices, and since 80% of users use mobile devices to browse Pinterest—you don't want to do that. You can upload any size Pin, but not all will reformat in a visually appealing manner. When it comes to ratios, and designing your own Pins, keep these tips in mind:

- Profile photos should be 165x165.
- Board cover image 217x146.
- Tiny thumbnails 70x70.
- The aspect ratio for pins is 2:3 to 1:3.5.

- The max pixel width is 736 pixels, but you might want to aim closer to 600 pixels.
- Keep long Pins (like infographics) at 736x2016.
- The ideal pin size is 736x11104 to 2016.

## **Pinterest Best Practices**

Now that you have a better understanding of how to get started, you might be searching for a few best practices to make the most of your new social media platform. Here are just a few:

1. Follow and Repin local business owners, not competitors, but businesses you do business with—or that you are a personal patron of. Odds are they will return the favor. Bonus points if you have a shared target audience.
2. Start off with at least 6 Boards, that have at least 20 pins each. Set a goal to repin at least 5 a week to each board, and add at least 3 original Pins. Aim for no less than 10 Boards total.
3. Keep an eye on your competitors to see what they are doing that works. The goal is not to copy, but gain inspiration. This includes businesses in the same industry, but in other service areas. Even in other countries.

4. Find ways to link back to Pinterest. Install the Pinterest Save widget to your website, add your Pinterest URL to your monthly newsletter, include in your email signature, or offer promo-codes which can only be found by visiting Pinterest.
5. While your clients can't Pin to your board, you can create offline and online incentives where the winner will be featured on your social media. For example, an incentive that provides the 50<sup>th</sup> customer to post a creative use of your product to Facebook with a prize—including a celebratory Pin on Pinterest.
6. Make a short list of restaurants, businesses, and brands who excel on Pinterest. Regardless of their industry, they have at least a few methods you can test. If you aren't sure where to begin, simply type "Top Pins" or "Top (add your industry) Pins" into the Pinterest search bar to see what populates.
7. Don't utilize Pinterest to spam your followers, but feel free to send direct messages to those who leave comments.

Pinterest success will not occur overnight, but with steady activity and engagement your organic marketing will begin to drive quality leads to your website and sales funnel.

Now as great as all of this info is, it's not going to be of any use to you or your business if you don't apply what you've learned. So, roll up your sleeves and get ready to execute the steps in the following battle plan...

# Battle Plan

**Step 1:** Spend an hour brainstorming your Pinterest marketing goals.

**Step 2:** Think about what kind of boards and pins are most useful for your business or niche and develop a content plan.

**Step 3:** Take 15 minutes to create and optimize a Pinterest account and at least 6 boards in accordance with what you learned in this guide.

**Step 4:** Start filling your boards with pins, at least 5 each for starters, and begin implementing the best practices we discussed earlier.