

Pinterest

MARKETING EXCELLENCE

By

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**PINTEREST MARKETING
UNLEASHED**

The image features a large, stylized yellow Pinterest logo (a 'P' with a circular arrow) centered on a red background. The logo is partially obscured by a dark red horizontal band that contains the title text.

HOW TO MAKE YOUR PINTEREST POP AND SELL YOUR VISION

Pinterest is about the least understood and least effectively used social media platform out of the lot. Despite offering gigantic potential for marketers, it is often overlooked for other platforms such as Facebook and Twitter.

This is despite the fact that Pinterest is actually *very* big in terms of users. Did you know that Pinterest is the fastest growing social media platform of them all? In 2015 alone, it gained around 47.5 million additional users. Currently it has well over 100 million users and that is growing *quickly*.

Pinterest should also be of interest to marketers for the fact that it is different. Unlike many places online, Pinterest is actually predominantly female. Female users account for 85% of the user base, which provides a unique way for you to get in touch with a female audience and market. If what you are selling can be marketed specifically toward women, then it is essential that you be on this platform. To put this another way, 42% of all adult women in the US are currently using Pinterest. That is nearly half!

Moreover, moreover is the fact that Pinterest is actually highly engaging and great at converting visitors and followers into buyers. It does not take that long to manage either, so this makes it one of the platforms with the *very best* ROIs.

So with all that in mind, why are businesses and marketers still so inclined to shy away from this particular platform?

Well, it comes down to a lack of understanding. Unfortunately, many users are simply unsure of how to use Pinterest and so they avoid it. Pinterest is more confusing than your average social network and the fact that it relies so much more on images rather than text is just one more point of contention.

In fact, CEO Ben Silbermann does not describe Pinterest as a social network at all, but rather a 'catalogue of ideas' that can inspire you to 'go do that thing'.

When you load up Pinterest, this is immediately apparent. The site is really rather confusing for a first time user and it is not immediately clear how to make the most of it.

However, this is all actually to your advantage. The very fact that so many people *are not* using Pinterest means there is more opportunity for you to stand out from the crowd and to really succeed. With that in mind then, read on and we will learn more about Pinterest and how you can get the most out of it. This report will reveal the inner workings of Pinterest and more importantly, it will show you how to create massive success on the platform to reach and inspire a massive audience.



WHAT IS PINTEREST AND HOW DOES IT WORK?

So what does Silbermann mean when he calls Pinterest a ‘catalogue of ideas’?

Essentially, he is referring to the way that Pinterest operates.

The nearest thing you can compare Pinterest too is a ‘mood board’. A mood board meanwhile is essentially a collage created out of images you’ve found, all revolving around a single theme that you can use for inspiration.

Say you were going to create a website then – something you may be familiar with as an online marketer – you could create a mood board in order to collect all of your inspiration in a single place. This might mean that you create a board where you collect images of other websites in your niche, of logos, of wireframes and of images relevant to your industry.

By putting all these images in one place, you can then get an idea for an overall ‘visual direction’ that you want to go in, and this would make it much easier to decide how you’re going to proceed with your design.

Pinterest not only allows you to create your own boards, but also to browse through the boards of others. This way, you can find inspiration from other users and then add what you find most useful to your own board so that it’s all collected in one place.

Likewise, if you were planning a wedding, you could browse Pinterest boards created by other people to get ideas for your decorations, your color schemes, your clothing, your flowers and everything else. Each time you found something you liked, you’d add it to your own board (called ‘Repinning’) and you’d then have a single page where all the ideas you liked were collected in one place. Additionally, you can also add images to your board by finding them online, or by uploading them from your camera.

Pinterest boards are very popular for artistic projects then but they can also be used for all kinds of other things: whether it's inspiration for style and clothing, ideas for workouts, images of travel or motivation to get into shape.



So now you know what Pinterest is and how it is primarily used, the next question is how this can relate to businesses and how companies and marketers can use it to promote themselves.

The basic concept then is that, as a business, you are going to provide those ideas or sources of inspiration to your followers so that they can add them to their own boards. In turn, this will then encourage engagement from those followers and it will help them to see how they can use your products, services or information in an effective manner.

An obvious example of this might be if you were a company that provided catering, dresses, flowers or anything else for weddings. In this case, you could fill your own boards with images of your work and users would then be able to take what you added and place it on their own boards. This would then encourage more and more people to find your brand and thereby help you to get more exposure. And if someone really likes the work you've done, they might click through to find their way to your brand and perhaps make a purchase.

Fortunately, Pinterest adds a ton of features and tools that you can use in order to accomplish this end even more easily and effectively...

The image shows a large, stylized Pinterest logo (a yellow 'P' with a red dot) centered over a background of three horizontal stripes: a dark red stripe at the top, a medium red stripe in the middle, and a lighter red stripe at the bottom. The text 'BUSINESS ACCOUNTS' is written in white, bold, uppercase letters across the middle red stripe.

BUSINESS ACCOUNTS

The first thing you will need to do as a business if you want to get the most from Pinterest, is to open up a business account. This is essentially just like a personal account, except of course it is aimed at companies and has some features that lend themselves more to marketing and promotion.

Pinterest itself highly recommends that any users who will be conducting marketing activities switch to a business account:

“If you’re using Pinterest as part of how you make a living, whether by driving traffic to a blog that makes you some money or to build your personal brand to find customers for your products or services, you should sign up for a business account and agree to our Business Terms of Service.”

Once you have joined up for a business account, you will then be able to have your business or website name as your account name (rather than your real name). More interesting still is that you will be able to verify your website, which means you will be able to see when people are sharing your content on Pinterest. This is very useful as it allows you to see which of your content is performing best and getting the most engagement and shares.

Another advantage is that verifying your website allows you to add your URL to the top of your profile. This makes it much easier for people who discover you on Pinterest to follow through to your website. That in turn creates a new ‘in-road’ for traffic to discover your website, which is one of the big advantages of using *any* form of social media marketing.

Finally, business accounts also give you the right to run contests through Pinterest, which can be a great tool for promoting your company.

To set up your business account, all you need to do is visit <https://business.pinterest.com>. From here, you'll then either be able to convert your existing account by clicking 'Convert Now' or sign up as a business by clicking 'Join as a Business'. Way, it either takes a couple of seconds or is completely free.



One of the best features of Pinterest by far for businesses – and something that other social media sites simply can't compete with – is the option to create 'buyable pins'. These are exactly what they sound like – pins that users can click through and buy.

This means that your mood board essentially becomes an eCommerce site. People can visit the page, see the images you have collected and then literally just click to buy through their tablet or phone on the move. This lets you immediately close the gap between desire and action and neatly ties together your marketing strategy.



Another useful type of pin that will apply especially for bloggers and general marketers/affiliate marketers, are 'rich pins'.

Rich pins are essentially pins that you can use to promote an article, a video or any other kind of media.

A rich pin can represent an app, a movie, a recipe, an article, a product or a place. Essentially, what it allows you to do is to show an image alongside some other information. This way, when you pin an image from your website, it will show alongside some description of the article it came from so that people are more likely to be inspired to follow the link and look at your site/engage with your brand.

In order to create rich pins, you just need to head to <https://developers.pinterest.com/docs/rich-pins/overview/>. Once you have used the 'validator', you will then just need to add some meta information to your website and Pinterest will add that automatically. Better yet, this information will *also* be added when someone else shares your content from your site.

If you don't have buyable pins, then the very next best thing you can do is to use a rich pin for products and that way you can show the amount of stock you have, alongside the price.

A large, stylized Pinterest logo in yellow and red is centered in the background of the header. The logo is a 'P' with a circular arrow around it, set against a red background with a dark red horizontal band.

YOUR PINTEREST MARKETING STRATEGY

Now you have both an understanding for how Pinterest works and the basic knowledge you need to create a business account with useful marketing features.

The next challenge then is to make people actually *want* to follow you and want to engage with you.

So how do you accomplish this?

The secret is to remember the basic objective of Pinterest and what users are looking for here. Generally, the answer is that people are looking for inspiration and for ideas. People come to Pinterest to browse images that they can use to get ideas for their own projects, or to feel inspired and moved.

At the crux of any business activity is the need to provide value. If you provide value, then people will have a reason to follow you, to pay for your products and to keep coming back. This is no different when you're on Pinterest. Here, your objective is to provide value again only this time the way you do that is by providing ideas.

The next question then, is how do you *inspire* an audience?

To do this, you need to think about the value proposition of your business, the mission statement and the lifestyle.

A value proposition for a business essentially refers to the way that its products and services make life easier or better for the end user. In other words, it means realizing that your products and services are more than the sum of their parts. It's about *why* your users buy the things you make.

Someone does not buy a hat – they buy a warm head. Likewise, they do not buy a computer – they buy a tool for creativity, for media consumption and for accessing

information. People do not buy fitness books, they buy amazing abs and the opportunity to look and feel great about themselves.

Likewise, your images should not just show off your products then, but the lifestyle around them. People need to see how your items can change their lives and make them happier, healthier, fitter, more successful or more attractive. They need to feel good simply by looking at your Pinterest account and then they need to associate that feeling with the products you are selling and with your brand.

Therefore, if you are in the fitness industry, your images should be inspiring and they should display the lifestyle and the mission statement you're attempting to promote. That means you should feature images of people running on the beach with great tans and great abs. It means you should show people in the gym with their hands chalked up about to break their personal best. It means you should show people drinking smoothies with great complexions. That is the lifestyle people will want and it will encourage them to keep following you.

If you are selling books on making money or products for businesses meanwhile, then your imagery might revolve around success and corporations. Thus, your images might be of offices, of people standing at the top of high-rise businesses, of people in smart suits etc.

If you are in the wedding industry on the other hand, your boards should be filled with people looking beautiful and happy in stunning venues. You want to help them picture that perfect, magical day that they have dreamed of and to feel like it is a possibility just by following you.

When you do this, you will inspire your visitors and followers and this will encourage them to actively follow you and to want to learn more about your brand and your items.

A large, stylized Pinterest logo in yellow and red is centered in the background of the header. The logo is a circular 'P' shape with a vertical line extending downwards from the center of the bottom curve.

FULFILLING A NEED

At the same time, you also need to think about how your account is providing a service in itself.

Remember: people are coming to your page partly to get inspiration. Thus, you should not *only* aim to show off the lifestyle your products provide, but should also try to give people ideas and tips that they can use to get there.

This is why it is a good idea to have multiple boards with specific goals. By being consistent and delivering useful ideas, information or motivation, you will give people a reason to follow you. This is just the same as delivering content through a website – you need to focus on a target audience and on solving a specific problem or helping people to solve specific goals.

Do not just think of your Pinterest boards as somewhere that you can promote your products and your business. Think of it as a service to the point where people would be disappointed if you ever stopped updating your page. Once you accomplish this, you will be offering some real value that will ensure people keep coming back.



HOW TO INSPIRE PEOPLE IF YOUR INDUSTRY IS INSURANCE

Pinterest has a large female audience and it lends itself particularly well to artistic products with a visual angle. If you create wedding decorations or if you sell clothes, then it is easy to display these on boards while offering ideas and to make it easy for your visitors to click through and buy your items once they are inspired.

But what if your industry isn't so visual or creative? What if you sell insurance? How can you apply this same logic to selling in this very dry niche?

Again, the answer is to look at the value proposition and to dig a little deeper. Demonstrate the lifestyle that you are promoting and the value you are offering and do it while offering ideas, tips or inspiration.

For example, if you sell life insurance, then you could have a board filled with images of happy families. Or perhaps you could create a board that showcased fun family days out or ideas for activities?

Now you're providing a service that's visual and inspiring. And at the same time, you're giving parents a good reason to follow you and offering them something useful in return. The board itself isn't *directly* related to life insurance, but it appeals to the same audience as that product and it has the same inherent value. Life insurance is about protecting your family – and thus you can build a big following and then occasionally remind them of the importance of life insurance *without* going off-topic. Travel insurance is even easier to do this with.

If you're a carpet cleaning company then you can showcase decors and beautiful homes. If you're a bank then you could showcase business start-ups, great homes or 'money saving tips'. Get creative but make sure that whatever you're collecting, you're giving people a *reason* to want to follow you.

A large, stylized yellow Pinterest logo is centered in the background of a red banner. The banner has three horizontal stripes: a dark red top stripe, a medium red middle stripe, and a dark red bottom stripe. The text is white and centered over the middle stripe.

MORE TIPS AND ADVICE FOR GROWING YOUR PINTEREST

This is the general approach that works well on Pinterest but there are many more tools and strategies you can use to capitalize on this strong foundation and to grow your audience and your engagement.

One of the most important considerations for any social media campaign for example is how you are going to keep your workload to a minimum such that you are more likely to keep updating your page. There are all kinds of tools you can use for this – such as the excellent Chrome plugin that lets you add any image you come across to your Pinterest while browsing the web with a single click. Likewise, using things like Shareaholic, you can make it easier for your visitors to pin your content too.

In fact, there are *far* too many tips and ideas to share here, which is why we've written an *entire eBook* on the subject. This is just the tip of the iceberg, so if you found anything here useful, check out the full text to discover how you can really make the most of Pinterest. We'll go over all the best tips, strategies, tools and features that you can use to propel your business to new heights and we'll examine some of the most successful brands on the platform to see what worked for them.

We'll see you over there. Otherwise, happy pinning and good luck!

Warm Regards

Muhammad Jaafar

Good luck - and if you have any questions - just drop us message at Facebook Messenger:



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