

Pinterest

MARKETING EXCELLENCE



Limited Time Special Offers

Pinterest Marketing Excellence

Brand New Video Training

How Would You Like To Get Even More FREE Traffic... FASTER? Exclusive Upgrade Makes It Easy...

The Ebook will give you everything you need to get started on Pinterest and start generating high-quality traffic fast...

But, what if you could take what you'll learn inside the Ebook to the next level and get even more traffic and make even more money with Pinterest?

Get access to the Pinterest Marketing Excellence Video training course that will give you the upper-hand and make it easy to generate traffic, leads, and sales online...



<http://pinterest.smartgoal.net/video>

Pinterest Marketing Resource Sheet

Ready to start conquering Pinterest? Then you're going to need help from a few tools and resources. The good news? You'll find all of them right here!

Getting Started

Pinterest itself can be found at www.pinterest.com. If you're looking for the iOS app

though, you'll find that here:

<https://itunes.apple.com/gb/app/pinterest/id429047995?mt=8>. The Android app

meanwhile can be found here:

<https://itunes.apple.com/gb/app/pinterest/id429047995?mt=8>.

Pinterest is pretty self-explanatory but takes a few minutes to get used to as there's a lot to play around with. Spend some time learning the ropes before you dive in fully.

When you *do* decide to sign up, make sure that you go for the business account which will give you a lot more functionality that's very helpful as a marketer. You can find that at this link: <https://business.pinterest.com>.

Advanced Features

If you want to get set up with 'rich pins' then you'll need to visit this link: <https://developers.pinterest.com/docs/rich-pins/overview/>. Here, you'll be able to find the meta tags necessary to markup your content to show more information alongside pins.

You can create rich pins for an:

- App
- Movie
- Recipe
- Article
- Product
- Place

Successful Boards

<http://pinterest.smartgoal.net/video>

Some examples of brands that are doing very well on Pinterest are:

<https://www.pinterest.com/etsy/>

<https://www.pinterest.com/swarovski/wedded-bliss/>

<https://www.pinterest.com/HTCmobile/>

<https://www.pinterest.com/mashable/>

<https://www.pinterest.com/llbean/>

Spend some time on these pages and look at their boards and pins. What are they doing well that has led to their success? What elements of these boards could you incorporate into your own strategy?

You'll find that the very best boards always focus on showing off a lifestyle or a 'value proposition' and thereby make the brand and the products it sells look much more inviting and desirable.

Useful Tools

IFTT can be found at <http://iftt.com/> and is an incredibly helpful tool for linking your different online accounts. This can let you post to Pinterest automatically every time you upload a new article to your website for instance, or whenever you add something to Instagram.

Another very useful tool is the Pinterest Chrome plugin which is called 'Pin It'. You can find that here: <https://chrome.google.com/webstore/detail/pin-it-button/gpdjojdkbbmdfjfahjcgigfpmkopogic?hl=en>.

This will allow you to pin any image you find on the net, which can save a lot of time.

Also very useful are social sharing buttons. These allow your visitors to share the content they find on your website too. Shareaholic is a good example and you can find that here: <https://shareaholic.com/>.

Informational Resources

One useful resource is Pinterest's guidelines for brands. These tell you what you can and can't do and help you to avoid any legal problems. You'll find those here: <https://business.pinterest.com/en-gb/brand-guidelines>.

The official Pinterest blog can keep you updated with new features and policies. Find that here: <https://blog.pinterest.com/en>.

And to catch you up on anything you've missed, you can find a list of useful features that many businesses miss at this link: http://maximizesocialbusiness.com/6-new-pinterest-features-business-leveraging-15340/#:PewWbcL44CvO_A.

Finally, this last link will show you how to optimize your Pinterest business account: <http://prinyourpajamas.com/pinterest-business-account/>.

So that's a ton of useful resources for your Pinterest marketing that will set you on your way. The rest is down to you!