

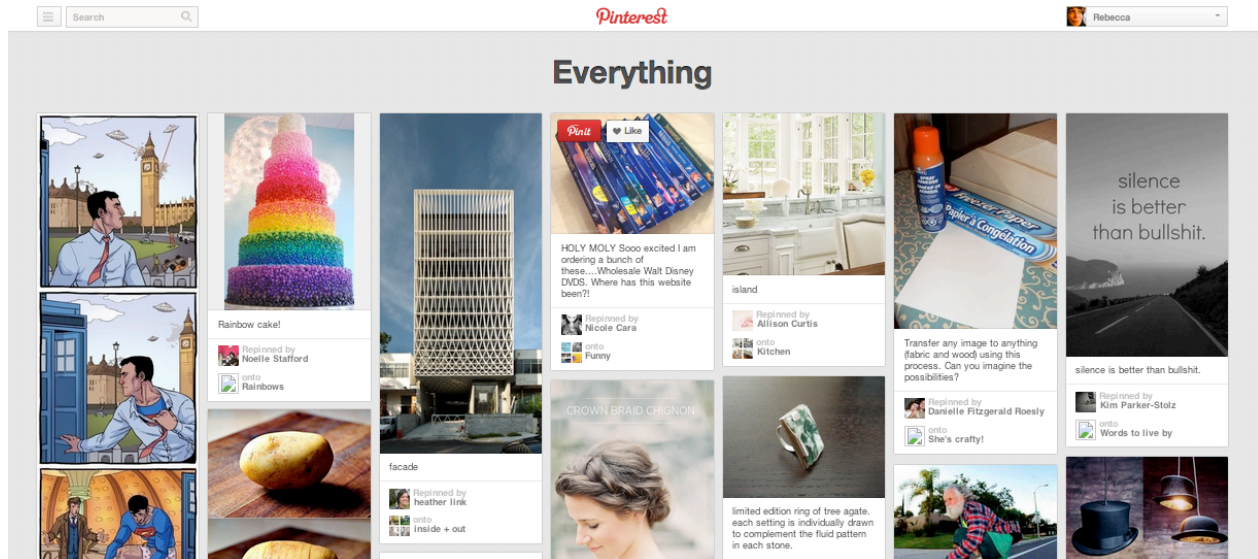


Pinterest

Pinterest for Business

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Pinterest (www.pinterest.com) currently boasts 109+ Million users and over 9 Million unique page views per day. There is some controversy about whether it or LinkedIn is the #3 Social Network in the world. It, along with Instagram, has become the current 'young upstart' of the social media world.



What is Pinterest? Well, it's a pinboard-style social network that allows members to collect and thematically organize images. You can collect images from anywhere on the web, or you can "re-pin" (like re-tweeting) other people's images that they have already pinned.

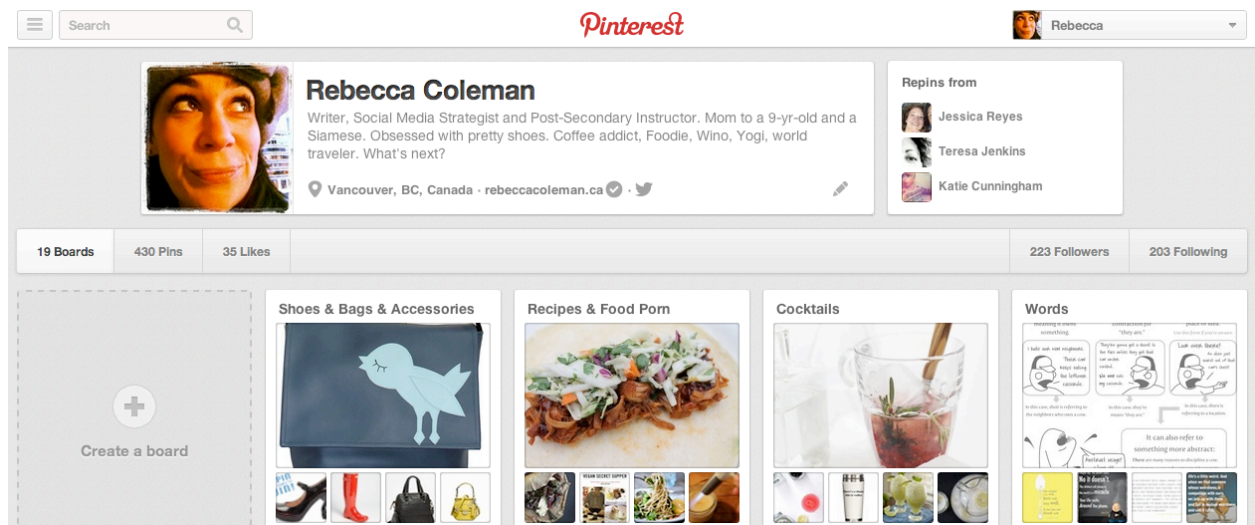
Besides its rapid growth, Pinterest excites marketers for two reasons: first, its main demographic is highly female, and we know that the women of the household possess most of the buying power. Second, Pinterest is what we call "sticky," which means that people who belong to it tend to spend a lot of time on it--about 88 minutes per month, for the average user. There are lots of obsessed "pinners" out there. In fact, I'm warning you right now: Pinterest is a bit addictive.

In this white paper, we'll discuss two ways to use Pinterest: first, as a user, and secondly, as a business. We'll also discuss analytics and best practices.

Pinterest for Personal Pleasure:

Start by getting an account: <http://www.pinterest.com>.

Set up your account: Once you have your account, upload a photo, fill out your bio, and choose your username, the same as you would with any other social network. Your direct URL will be <http://www.pinterest.com/yourusername>. Mine is <http://www.pinterest.com/rebeccacoleman>.



Next, set up your boards. Pinterest will give you some ideas for boards already, like "food" "clothes" "brands I like" "favorite places" and "books." But you can set up your own boards based on the kinds of images you'll be collecting.

Download and install the "Pin this" button. Click here: <http://about.pinterest.com/goodies>. This will allow you grab any image off of the internet (not Facebook, though) and pin it to one of your boards.

Start collecting images! You can go to Pinterest.com/everything and look at and "repin" images that other people are pinning. This particular stream includes all Pinterest users. You can also upload the contents of your address book, or connect through your Facebook or Twitter accounts. You can "repin" any image on Pinterest, and it will still lead back to the original pinner and the original site. You can also upload images from your computer. You can also "like" images and make comments on them. Your comments can also include @username if you want to direct them to a certain other Pinterest user. Pinterest works a lot like Twitter in that respect, however, in their most recent version, they abolished hashtags.

Using Pinterest for your Business:

Many businesses, especially those that tend to be visually-based, like chefs, clothing stores, restaurants and bars, retail outlets, and ETSY businesses, are increasingly turning to Pinterest to drive traffic to their website or blog.

When I first started using Pinterest, I used it as a kind of bookmarking service for my cooking blog, <http://www.cookingbylaptop.com>. I'd pin recipes I wanted to make in the future. Now, I pin recipes I have made, and Pinterest has become the #4 source of traffic to my blog, after Google Searches, Facebook and Twitter.

To create a page for your business, go here: <http://business.pinterest.com/>

Here are some best practices for using Pinterest to drive traffic to your website or blog:

Use Pinterest as bait: There are two types of pinning that I do on Pinterest. The first type is very passive: it'll be for an outfit that I think is pretty that I want to try to replicate, or simply a stunning photo that I love. I simply pin and that's the end. The second type of pinning has to do with DIY: I want to go down the rabbit hole and follow it back to the original source because I want to learn the "how-to." I want the recipe or the directions. If you post things to your blog or website that are DIY, recipes or how-tos, then you should be pinning those things as well. Your pin is a bit of bait that leads the reader back to your blog.

Use pretty, pretty pictures: I've recently discovered the importance of high-quality photos. The truth is, there is tons of competition out there in the blogosphere, and whatever you can do to set your blog apart from the others, you should try. Taking good-quality photos is one of them. Photos that seem to do best for me are usually ones I shoot with a macro lens, very close-up. It might be worth it to invest in a good-quality camera.

Take advantage of Group Pin Boards: Group Pin Boards allow you create a board, and then invite a bunch of users to Pin to that board. It's kind of like crowdsourcing. Let's say, for example, you're getting married. You could create a board for your wedding (or even break it down into smaller categories), and then invite your bridesmaids, your wedding planner, and your mom to the boards. The bridesmaids, for example, could pin ideas that they like for dresses and shoes, and everyone can contribute ideas to decor, flowers, etc. For business, you could use this same concept. Allow your employees to join a board that allows them to pin inspiring images that they feel are related to your brand, or the direction you are going. Check out the **Pinterest Group Boards Directory** <http://pinterest.com/groupboards/> to get some more ideas about what themes people are pinning to group boards.

And check out the group boards that I belong to:

- Social Media Marketing Strategies <http://pinterest.com/meloniedodaro/social-media-marketing-strategies/>
- Fresh & Healthy <http://pinterest.com/konthebay22/fresh-and-healthy/>

Post in the early morning or late afternoon: The peak time to post to Pinterest is between 7 to 9 am and 7 to 9 pm (EST). And if you are too busy to post pins during peak times, there are a couple of apps that will allow you to schedule your pins, similar to how you can schedule Tweets:

Use Pinterest for an Unending source of inspiration: I use Pinterest to save images that I later want to share via my Facebook page, Twitter, or blog.

Analytics:

In order for you to access Analytics, you'll need to first verify your account. Go to <http://business.pinterest.com/verify> to do that. In order to verify your account, you'll need to either:

- download a snippet of code and then upload that snippet to your website's main directory
- insert a snippet of code into your website's Meta Head Tag

I don't believe either of these things is possible to do if you have a WordPress-hosted blog.



Once your site is verified, you'll see a checkmark on your Pinterest account. You can now access your analytics from your drop-down Pinterest menu, the one that's under your name.

In terms of analytics, you'll get info about

- how many pins you pinned per day
- how many repins you got per day
- your daily impressions and reach
- how many clickthroughs you got per day

What I find most interesting about Pinterest's new analytics, is that you are now able to get data from your website on what images people are pinning from there. When you're in your Analytics, click on the inside tabs, "Most Recent," "Most Repinned," and "Most Clicked." You can now see what images are being pinned from your website, and who is pinning them. That is very interesting indeed!!

A couple of other third-party analytics options:

- **Reachli:** <http://www.reachli.com> This app allows you to download a button and install it in your browser's toolbar. Use it instead of the "Pin It" button, and voila! You are able to track how your pins are doing. You can create campaigns, track how they do, and you'll

get stats on your likes, repins, and reach emailed to you in a weekly report. Reachli also allows you to upload images/pins from your computer.

- **Pingraphy:** <http://www.pingraphy.com> In addition to offering stats on likes, repins and reach, Pingraphy gives you a breakdown of your most popular pins, ranked in order. It also gives you stats for all of your pins, not just ones you've pinned through the app, like Reachli does. Bonus stuff: scheduling your pins and staggering them over a period of time.

Here are some examples of some of my favorite "business" Pinterest accounts:

- Whole Foods <http://www.pinterest.com/wholefoods>
- DoubleTree by Hilton <http://pinterest.com/doubletree>
- Lululemon <http://www.pinterest.com/lululemon>
- Yyoga <http://www.pinterest.com/yyoga>
- Barefoot Contessa <http://www.pinterest.com/bfcboutique>

