



Intro to Pinterest

Pinterest, the fastest growing form of social media, is a social bookmarking site, which allows you to create visual theme-based collections around topics of personal interest, events, or hobbies. Users browse for images that can be saved on their pinboard for use at a later time. Once 'pinned', those images can be 're-pinned' or 'liked' by 'followers'.

- Americans spend an hour and 17 minutes on Pinterest daily
- 80% of Pinterest users are women
- 70% use Pinterest for inspiration and information on what to buy
- Over 80% of pins are repins
- Pins with prices get more likes than those without

Getting Started

- **Practice Personally with Pinterest**
 - Get familiar with pinning, creating boards, following others
 - Understand pinning etiquette - <http://about.pinterest.com/>
- **Identify Your Strategy** – What do you want to accomplish? What are your goals?
 - Do you want to drive traffic to your business website, enhance brand awareness, promote new products, educate customers, increase sales, improve customer service?

Things to Know

SELL

- Show your products
- Pictures of new products – sneak peak
- Specials and sales events

SHARE

- Tell your company's story thru images – allows you to establish credibility and foster a personal relationship with customers
- Share history – company logo revisions
- Storefront or website evolutions
- Staff meetings
- Office events
- Behind the scenes
- Recognize loyal customers
- Pictures of store owner – then and now
- Photos of pets

Quick Tip

Pin strategically - “Look at what's getting the most repins, and *do more of that*. The Pinterest analytics dashboard is really good for seeing what your most repinned and most clicked-on pins are, but you can also just scroll through your recently pinned items, and see which photos got the most repins, likes, and comments” (Harrington, 2013).

<http://heartifb.com/2013/10/03/5-quick-tips-for-maximizing-your-pinterest-account/>

Top Ten List

1. Understand importance and create strategy
2. Tell your business story and make it personal
3. Pin images and videos which build relationships, promote and inform
4. Use keywords on titles and descriptions for effective search engine optimization (SEO) so customers can find you
5. Think about your call to action for engagement
6. Connect with your other social media profiles
7. Follow others and keep informed on the trends
8. Take photos of your company and your products. Show what it is you sell (make sure photos look good – Pinterest is all about visual selling)
9. Be consistent with your business social networking profiles
10. Analyze the traffic

About the Author

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There is opportunity around every corner and we only need to think about how we reach our audiences and market our product in new ways! Connie provides educational programming to communities and businesses in the areas of creating your Online Presence, utilizing the new tools for marketing.

As a member of the eXtension Entrepreneurs and Their Community, she has been able to utilize her knowledge Nationally.

Getting Started *(Continued)*

- **Create a Business Pinterest Account**
 - Be consistent with other social media profiles and descriptions
 - Create inviting boards – 40% motivational and inspiring, 40% instructional and educational, 20% about your brand, products, services, sales, specials, contests
- **Be ‘Pin’ Friendly**
 - Install “Pin It” button and incorporate a pinnable image on every website, email or blog
 - Put “Follow me on Pinterest” button on the home page of your business website
- **Establish Reputation**
 - Use keywords to craft board titles and descriptions
 - Maximize Search Engine Optimization (SEO) by using hashtags # (keyword used to group topics of interest) to highlight keywords and phrases so customers can find you when searching
 - Use Rich pins – allows pinners to act on what they love (buy, read, bake, rent). Prep your website with meta tags using keywords, test out your Rich pins and apply to get them on Pinterest
 - Four types of Rich pins
 - Movie Product
 - Recipe Place
 - Article
- **Organize your Pin Board**
 - Pins upfront and center receive the most views and capture the most attention

<http://www.ohsopinteresting.com/>

Things to Know (Continued)

ENGAGE

- Make your boards a resource
 - Links to other websites/blogs for inspiration and instruction
 - Make sure your repins are verified and add value
 - Call to Actions (CTA = 80% increase in engagement)
 - Focus on FREE reports, e-Books, videos and podcasts you offer.
Add the live link to the pin description
 - Use more interactive media – share videos, webinars, teleclasses, screencasts and podcasts
- Drive traffic to your business website
 - Create teaser content to drive people from image to website

PROMOTE

- Promote in ways which generate traffic back to your Pinterest
- Connect with your other social media – Facebook, Twitter, blogs

ANALYZE

- Use Pinterest analytics tool to track your customers - <https://en.help.pinterest.com/entries/23296713-Pinterest-Web-Analytics>
 - How many potential customers are pinning from your website
 - How often your pins are repined
 - How much traffic is sent to your site
 - What your impressions are like

Resources

- <http://www.bizjournals.com/washington/blog/techflash/2013/07/are-pinterest-and-instagram-retail.html>
- http://www.l2thinktank.com/retailers-on-pinterest-instagram/2013/blog?utm_source=SilverpopMailing&utm_medium=email&utm_campaign=07.01.13%20L2%20The%20Week%20%281%29&utm_content=
- <http://www.responsys.com/blogs/nsm/social-media-2/5-tips-for-better-pinterest-and-instagram-descriptions/>
- <http://www.dummies.com/how-to/content/what-is-pinterest.html>
- <http://en.wikipedia.org/wiki/Pinterest>
- http://www.huffingtonpost.com/brian-honigman/100-fascinating-social-me_b_2185281.html
- <http://blog.microsecommerce.com/index.php/social-marketing/instagram-v-pinterest-where-should-your-hotel-spend-its-time/>
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