

# *Pinterest Tactics for Business*

The Online Marketer's  
Blueprint for Using Pinterest

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## Introduction



Pinterest is the hottest social site online today. And you might say it's the **next best thing** in social media. But since it's known now to be the fastest growing social site in history, it may very well be "The Thing" in social media very shortly.

What is Pinterest? Basically, it's a place where you can collect, curate, and express yourself visually with images and video. And for some, it's been an absolute addiction from day one to express themselves this way.

In fact, marketers predict that it will be the #1 website to go to for all visual searches in the future. Now, that remains to be seen but it's definitely on its way.

Even with it being the next big thing this year, it is still relatively unknown to the public at large. You do have your major businesses and brands on this site like Walmart, McDonalds, Sony, etc.

But there are major brands being pinned to the site, and they have yet to begin to create a presence on the site.

So of course if you own a small business or you're an individual marketer, your eyes should be wide open to the possibilities.

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Once a site gets to a certain level involving social media, it is imperative for any one company with a brand to be involved with that site. It's just the way of the world nowadays; when something is hot you have to jump on it.

So, if you see new sites like **Pinterest** getting lots of headlines, that means that it's getting a lot of traffic and is being talked about all over. You want to get on board right away.

Trust me...more and more people are getting hip to the traffic being generated from this site. But what you'll begin to realize is that not everyone knows how to really take advantage of it once they've signed up.

That's the **purpose of this guide**: To make sure you know how to utilize Pinterest to get the most out of it. I promise that you will have a very clear understanding on how to market with Pinterest before you finish the last page of this report.

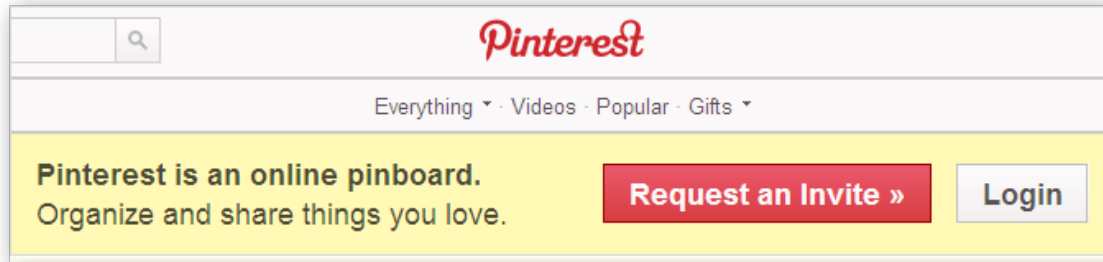
\*\*So the goal is to show you how to quickly navigate this site.

\*\*You'll see several marketing strategies on how to build your following. And you'll learn how to keep them by building your brand in a new and exciting way.

\*\*You're going to discover marketing strategies on getting targeted traffic from Pinterest and directing them back to your site.

\*\*And finally we'll show you how to monetize your Pinterest boards for ultimate success. So without further ado, let's get started in showing you exactly what Pinterest is all about and how it can work for you...\_

# How to Use Pinterest



## Getting Started

So let's get started! Very briefly I will show you how to get started with Pinterest just in case you do not know. However, we don't want to dwell too much on this because a lot of this is self explanatory on the site itself.

Now the first thing you have to do is get **signed up**. The site at this time still has a process where you can't just get signed up in the usual fashion. You have to either **get invited by a Pinterest user** or **sign up for a waiting list**.

If you sign up without an invite you'll be placed on the waiting list. In times past, it varied when they would get back to you for an invite. But as of this writing, Pinterest states that it should take about a week to get your invite back from them.

The second way to **get invited** or **get signed up** is to ask for an invite from a user already on Pinterest. Look to some Facebook friends who may already have accounts with Pinterest. Browse through their timeline and see if they have Pinterest linked to their Facebook accounts. Once you see it, ask them for an invitation. And then you're in!

**Setting Up your Virtual Pinboards**—Once you're in, you'll be met with an array of standard boards and some pre-set categories. Now you can really begin with this preset of boards. Or you can edit and create more with your own topics.

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Now you can start to add your collection of images dedicated to each individual Pinboard. **Suggestion:** Go over the exact topics you should place into these pinboards that directly relate to your business.

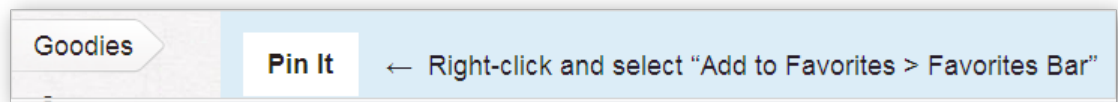
**How to Start Pinning Images**–You can begin pinning pics in several different ways:

- **Repinning:** You can fill up your boards easily by browsing the current pictures in Pinterest and re-pin those pics to your individual boards. So you can have a collection of different pictures you can display to your incoming traffic or followers almost instantly.



- **“Pin It” Button**–You have what they call the *pin it button* which you can place on Firefox, Chrome & Internet Explorer browsers. The *pin it* button works pretty much flawlessly once you get started using it. Go to the **About** tab at the top and hit **‘Pin It Button’**. Just drag and drop the [Pin it] box to your bookmarks bar and you can start pinning pics from virtually any site.

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- iPhone/iPad App-You can start pinning pics on the go with the iPhone Pinterest app. You can use your camera or repin from your mobile device.



Once you set up your account, you'll be prompted to integrate **Facebook** and **Twitter**. Currently Pinterest **will not** integrate with business fan pages on Facebook however they do encourage you to register through your **Business Twitter Account**.

**Gift Pins** are created when you put a price beginning with a "\$" in the description of your particular image. This will place a banner on the left-hand side of your image displaying the price in the product that you have displayed. It will also place your image in the 'Gifts' category as well.

**Followers**-And just like any other social media site today, you have

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the ability to follow and have followers. Having a substantial amount of followers is one of primary goals for marketing on any site. Pinterest included.

**Comments**-You still have the ability to make comments or receive comments. And getting around, being social and commenting on other pics will enhance your relationships with others.

**Likes**-And you have the always popular “*like*” button which has been a trendsetting social button for quite some time. It'll be wise to take advantage of it and direct others to, at the very least, like your pics.

All of these options are needed to develop a connection with your followers and build your brand even further.

Now let's learn how to use Pinterest in a way where you are stirring up the right type of audience to your boards and ultimately to your business.



# How to Win Over the Hearts of the Target Audience on Pinterest

## Focus on The Lifestyle

Now these virtual pin boards are much like a corkboard of sorts where you are building a collection of images based on certain topics of interest. But know what you want to do and don't go crazy about doing just any ol' topic that you find interesting for yourself.

If you're doing a personal account, then I would say go for it...Choose whatever topic you like. However, you may want to be more calculated when it comes to your business and what you're trying to build with your brand. The only exception to this is if your name is the brand so a personal account is one in the same.

And the best word to describe what you should focus on when creating your boards is to think...**Lifestyle**. You don't want to be overbearing about what you are offering. What you do want to give your visitors is the experience of what you do or what your company does.

So speak more to the lifestyle of your business. The results of being a part of your company or the inner workings of what happens to the people involved with your business.

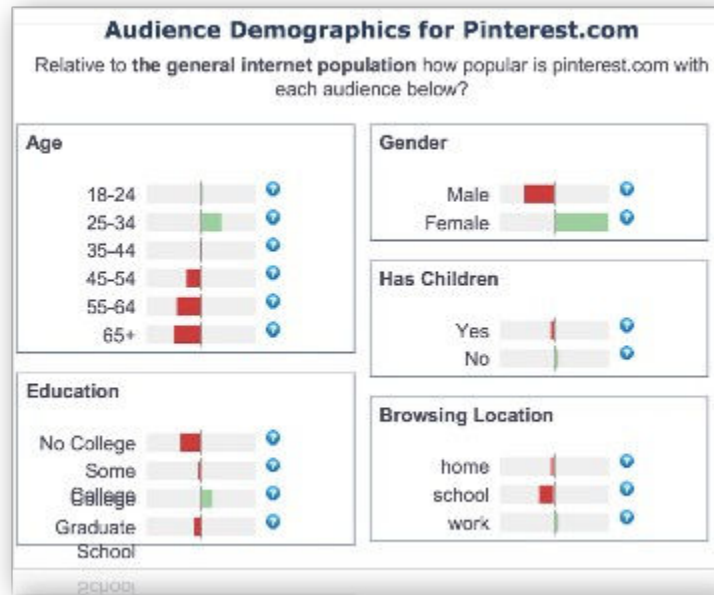
If it is just you, then great, show pictures of yourself. You can also show images of what you do inside the business. But you can also feature activities outside the business as well. Again, give Pinterest users the full experience.

What does it look like to be you? What does it look like when you're running your business? Bring people into your world visually and you'll be on the right track.

It's a true social branding of what you're looking for when you create your boards.

### It's a Woman's World

We have to realize first of all that Pinterest as of this moment is all about **The Women**. And I mean all classes and types of women within a particular range.



Alexa.com gives us the down and dirty stats where you can see the sweet spot ages of 25-34. There are absolutely no men in sight on this site. And few other stats show you exactly what the target market **looks** like.

Now if you don't have a business that is specific to this demographic, you will just have to be creative in your images.

Just imagine all the different interests of women overall. You have mothers, models, book lovers, cooks, wedding planners, interior designers, film enthusiasts, fitness junkies...you name it.

What pictures would make a mother say "aahhh" ...grab their emotions. Would pics of the latest fashion trends appeal to women? How about cats? Recipes, the latest girlie movie or the newest iPhone cover can all appeal to women.

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Find the triggers that will tap into the emotions of this target market and you'll be well on your way.



Looking over what's popular can definitely give you a head start. Browse through and see what's getting the most *repins*. You may find that it's not an exact science. But it should give you lots of ideas.

Try and find patterns of what's getting the most views to this audience and you're pretty much golden. Create your boards in a way where they can attract people more interested in these types of things.

Now you have to appeal to this audience with your lifestyle. That's the keyword...Lifestyle. You want to get them to see a part of your life. They want to peak inside your office or your home...Or Home Office!

And be sure that your pinboards are inviting without masquerading it as a marketplace.

It's a chance for your visitors to look over your shoulder and see what you do. And if they like you from there, then maybe they will want to find out more about you. And possibly purchase something from you. So that's where you want to focus.

Right now...if a woman comes into your Pinterest Board Room...would they be turned on or off? Find the right visuals for the former and not the latter.

Now there are some rules to abide by in uploading your images. Pinterest has a neat little section covering this...So let's segue into **Pin Etiquette...**

# Understanding Pinterest Etiquette



This won't take long but it is important to mention before we go any further.

So...you have to be careful about the images you are posting to your boards.

Pinterest wants its users to—first of all—be respectful to others on the site which should go without saying.

So that includes making the best choices as it pertains to your pinning of pics. Be careful about putting any objectionable content that might get you tossed quickly.

Make sure that you credit the source of the original pictures you upload to your boards as well. Pinterest wants to make sure that you are not exploiting someone else's work for your own gain.

And in a nutshell...do not overtly self promote. I think we've covered that. So that's really it on etiquette. Let's jump right in to some marketing strategies...

# Marketing Strategies to Build Your Brand and Your Followers

There are two ways to tackle marketing on Pinterest. You market your business as an authority in your given field. Or you can go after a particular niche and look to drive traffic to a site of your choosing.

In this chapter, our focus will be mainly from the standpoint of building your business as a brand. The next chapter will deal with marketing on different niches.

So we've discussed the importance of using images to represent the lifestyle of your company. We also mentioned the target as being all about women at this time. It may change in the future but for now we will focus on this demographic.

With all of the above in mind, let's now run through some strategies which should easily jumpstart your presence on Pinterest.

## Tagging Your Pics

This should be the most obvious idea but one that shouldn't be overlooked. What happens if you get a pic that really goes viral? Yes, you will have people go back to your Pinterest board. But for those who don't, your "**url**" can be on the corner of the pic for tons of people to see. Don't miss the opportunity to tag your pics every chance you get.

## Setting Up a Contest

You can hold a contest where you have users create their own dedicated pinboards to promote things they like about your company. Or you can have users submit photos to you in the same vein. You can also make it simple and have users comment or **like an image(s)**. And you can choose a random winner from those who participated.

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**Pinterest** Nursery Wishlist Contest

Share your inspiration for the ultimate nursery with us, and enter to win a \$1,000 gift card or one of five \$100 gift cards!

**Enter by March 22<sup>nd</sup>**

*Patrick*

*Madison*

*Allison*

**How to Enter:**

- Follow Pottery Barn Kids on Pinterest
- Create a Pinterest board called "Pottery Barn Kids Dream Nursery Wishlist"
- Pin at least 5 Pottery Barn Kids items that inspire you, and in the comments of each image add #potterybarnkids
- Once your board is complete, comment on our contest pin with the URL to your inspiration board!

**Get Started**

All of these options can build a presence to your Pinterest boards. And if all goes well the first time, rinse, repeat and build more excitement for your business.

### Create Viral Coupons

Everyone likes coupons right? Well, some coupons are better than others. Make a big splash and create an irresistible coupon that will get pinned and repinned to the masses.

***Here's an extra tip:*** Create a coupon that increases the discount the more it gets repinned. So when a coupon gets to 200 repins, you change the image that reflects a deeper discount. Try it out!

### Use QR Code Visuals

You can upload images of different QR codes. They can use this code to go directly back to your site. Or provide them to your users, as a gift, for deals you've seen on the web.

You can set up a completely different board in its own category. And users will get used to being repeat visitors for the service you are extending to them.

### Bringing on Contributors

You are allowed to add other users to create their own pins in your Pinterest boards. If you find some really cool fans who fit this role of contributor, jump on it.

It can build your connection with your incoming audience in so many ways. First, you have a user who loves your brand and is willing to contribute based on their experience with you.

That user could stir up more folks willing to contribute. Now you have your own little Pinterest staff working for you. You'll have great user content and extra time to do your own marketing. Brilliant!

***Here's an extra tip:** Here's a way to apply the guest blogger concept to this idea. You start having a guest pinner, perhaps someone with some unique expertise. You can advertise the new board for this expert and provide a unique experience for your followers.*

*You can also do a **Board Swap** where you partner up with another marketer and create boards for each other. This way both can provide some unique images to each other's audience.*

### Utilizing the Gifts Category

As we previously discussed, you can place a dollar sign (\$) on your images to obviously imply that you can purchase the product displayed.

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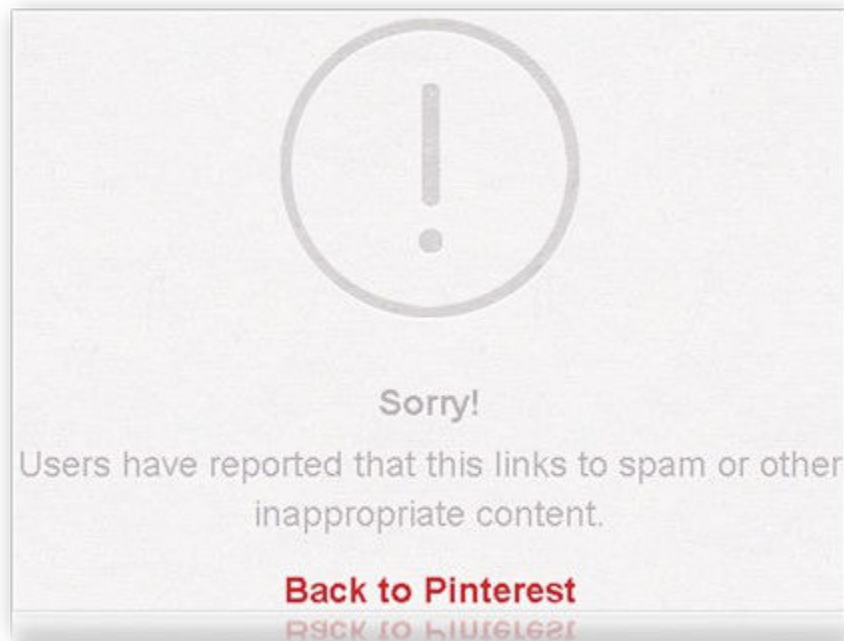
This is the closest thing to actually asking for a sale without necessarily promoting the sale in the process. So I again reiterate...NOT promoting the sale. This is against the etiquette of the site.

So I would refrain from adding anything on your description stating **“Buy Now”** or **“Sale Ends this Weekend”**. This may change in the future but for now, Pinterest has flourished without this type of promotion on the site.

Now you may come to realize that it is better that people see the price tag and seek out where to buy your products anyway. This is a much better buyer response and should turn into repeat customers as well.

You now have a direct link to a product from one of your images. Now **“The Marketer in You”** might get wide eyed and start blasting a whole bunch of pics with your affiliate links to direct sales pages.

A logical decision right? Well you might end up getting a Pinterest response that looks something like this:





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So be careful...and make sure your links go to those that are to either:

- A site that you own
- A site that you wholeheartedly endorse
- A non-scummy landing page
- A site that contains useful information
- A universally trusted site: Etsy, Amazon, Tiger Direct

***Here's an extra tip:** Pinterest is a great place to promote physical products. You have a higher price point to work with thus providing you with higher commissions. I would definitely encourage you to find a way to add physical products into your marketing strategies.*

So the very best option for you to send people to is a site of your own. It would be great for them to buy your product there. However, if they don't buy, you should have a place on the site where they can sign up to your email list. That way you can keep some of the traffic for follow up.

Now let's finish this chapter by emphasizing **the importance** of obtaining followers.

### **Get Followers Fast**

You're in a very unique situation. As I've previously stated, Pinterest is still relatively unknown. And for the companies that are known like Walmart, Target, Dell & Amazon...they are just starting to get followers on this site.

You're in good company. And it's imperative that you catch the wave early and compete before you get lost in the shuffle. So understand that you will need to rustle up some followers and do it fast.

It's suggested that the first goal is to reach 1000 followers. And the easiest way to attract people to you is to provide people with unique, quality pics.

Secondly, you'll want to invite everyone from your email list if you have one. Invite your Facebook followers and friends as well. Announce it on twitter if you have a twitter following too.

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Lastly, I would place the ***pin it*** button on your blog so people can pin the images from your blog. Make sure that your Pinterest account is integrated with your Facebook and Twitter accounts.

And any of your other social sites should have a link back to your Pinterest account. And of course, I would offer to invite them personally instead of having them go through the Pinterest invitation.

Continue to promote new pics to your existing lists and social sites so that more people will follow you. **Make getting followers your highest priority above all else.**

### **Building Your Brand Visually**

Pinterest could possibly be the perfect online medium to build your brand. You can use one of your boards to create unique pictures to display your logo.

You can place your logo or even perhaps your mascot character in several pictures. Use your logo in different environmental settings. You can also show the evolution of your business in your images as well.

Show the timeline of your company visually through the years. Show the changes to your logo. Show the changes in your look of your websites. This will show your visitors the growth of your brand from early conception to present. And thus build a connection you couldn't anywhere else.

***Here's an extra tip:*** You can create a separate testimonial board. Use testimonials you've received from your customers to create a board of unique images. Those testimonial images will enforce the trust in your brand even further.

So now you have some great marketing strategies to work with for building your business and your brand. Now let's talk about diving into different markets for instant revenue.

# Monetizing Pinterest through Market Hunting

Let's say you don't have an existing business but you still want to take advantage of the traffic from Pinterest. There are ways to use Pinterest to market in different niches.

As stated before, an easy way to get started is to use the **'popular'** setting displayed at the top of the site. You can find out from this listing, what has been re-pinned the most by the Pinterest community.

Browse through the images and find the images that would equate to certain markets that are in high demand. But you have to hunt for them.

You want to exploit unique niches to these markets that others haven't really thought of yet. You can create a space where people are dying to see every new pin you have to share.

Based on their interests, you direct them to a place where they can purchase what they see in the image and own it for keeps. Now you should be able to find several niches upon first glance.

However, here are some popular ones to get you started:

- Interior Design
- Fashion
- Weddings/Apparel, etc.
- Costume Jewelry
- Crafts
- Travel
- Food/Recipes
- Health/Diet/Fitness
- Beauty/Hair, Nails, etc
- Books/Movies/Entertainment
- How to/DIY-In Most of the Above Categories

### **Personal or Targeted Account**

After you've chosen a product you want to sell, you have to post an image of this item. You should think about starting a new account using the keyword from that market in the name. Ex: Crafty Business, Health Matters, Wedding Chasers.

This will define what your Pinterest account is all about. You can focus on boards with images that focus on the lifestyle in your market. And at the same time create boards that sell your products.

### **Direct or Indirect**

There are two ways to go to get people to purchase from you. You can send them directly to a site or marketplace (Etsy.com, Ebay) where your product is sold.

The second way is to direct them to a dedicated site that you own. And then redirect them to another owner's site (Amazon, TigerDirect) where you receive affiliate commissions on their products.

The indirect model doesn't have to be complicated. It could be another site that is image driven with a simple description or review of the product. Then link that to the actual site to let them make the purchase.

### **Products to Create**

As stated before, physical products are ideal for this site. So if you have original creations, you could have a winner on your hands. Costume jewelry, crafts, and clothing—if unique—should be the key here.

However, you can also do well with how-to information as well. There are many do it yourselfers on Pinterest. If you can provide a report or videos on a particular topic of interest, you can be onto something.

There is a lot of information even on Pinterest itself on actual images. So it would be wise to write a report with advanced or fully detailed information that one wouldn't normally get for free.

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You could also put together a unique **Recipes** book with content that shouldn't be hard to find. Or simply create a video how-to course that you can sell at a higher price point.

### **Promote Your Pins**

Promote your images through all of your social sites and make sure the landing site has links back to Pinterest. Ex: Use the "Pin It" Button supplied on the site.

Promote your Pinterest images to your list and always build your list for traffic that you send to your site. Always have a list building strategy in place either as a pop up or responder form on your site.

Set up a contest that launches your product and receives that initial push to get you noticed.

***Here's another extra tip:** Hyperlinks are being used in the description of images on major brands. It's worth a try, though I would filter it only to the sites you own.*

*So in addition to having a link on the image itself, it appears as of now that you can place it in the description for easier connection to your landing site.*

# **Pinterest Tools to Use in Your Marketing Arsenal**

[Pinclout.com](http://Pinclout.com)

[Pinwidget.com](http://Pinwidget.com)

[PicmarkrPro.com](http://PicmarkrPro.com)

[Pinerly.com](http://Pinerly.com)

[Pinstamatic.com](http://Pinstamatic.com)

[PinMarketer.com](http://PinMarketer.com)

## **Conclusion**

This is the perfect time to stake your claim to this monster that Pinterest is creating. Who knows, by this time next year, you may be the expert teaching others how to market from this site.

Get a game plan now and start using the strategies described in this guide. I'm sure you will easily find out that traffic moves fast on Pinterest like you would not believe.

So that about wraps it up for this guide. I sincerely hope that it has been a help to you in whatever direction you choose to market on Pinterest.

Here's to your pinning success! CHEERS!