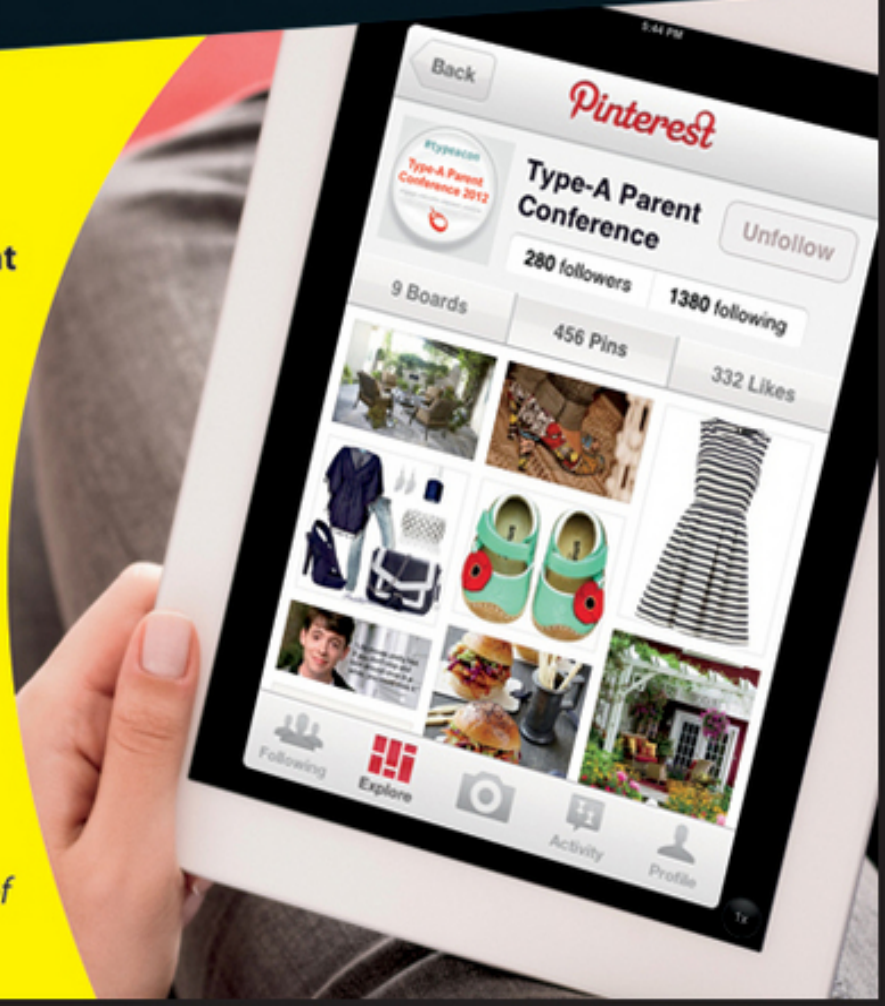
Making Everything Easier!™

Pinterest™ Marketing FOR DUMMIES®

Learn to:

- Seek an invitation and set up your account
- Name and organize your boards, pin, comment, and like
- Run contests, launch or test products, and humanize your brand
- Showcase your personality through pins and build a community



Kelby Carr
Founder and CEO of Type-A Parent and author of Pinterest For Dummies

Pinterest™ Marketing for Dummies®

Visit www.dummies.com/cheatsheet/pinterestmarketing to view this books' cheat sheet.

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Cheat Sheet

Pinterest™ Marketing Dummies®

by Kelby Carr

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About the Author

Kelby Carr is the founder and CEO of Type-A Parent (www.typeaparent.com), a social network and online magazine-style blog founded in 2007 for parent bloggers, and Type-A Parent Conference (www.typeaconference.com), an annual blogging and social media conference founded in 2009 that attracts major corporations and hundreds of parents who blog. She is a social media and blogger outreach consultant. She is a frequent speaker on new media topics.

She's been coding since 1982, social networking online since 1984, web publishing since 1992, blogging since 2002, and tweeting since 2007. She was an early adopter of Pinterest, and is active there daily with thousands of followers and hundreds of pins.

You can follow her on Twitter at @typeamom (http://twitter.com/typeamom), find her on Facebook at http://facebook.com/kelby, and, of course, follow her personal Pinterest account at http://pinterest.com/kelby and her business account at http://pinterest.com/typeacon.

Dedication

This book is dedicated to my husband and three children. They are my world, and I would even give up the Internet for them. Fortunately, they haven’t asked me to. Yet.

Author’s Acknowledgments

Thank you to Ellen Gerstein for being a great friend and for making this happen, to Amy Fandrei for sealing the deal, to Linda Morris for the great editing, and to Melanie Nelson for having one of the hottest brains I know (and for killer technical editing). I also want to acknowledge the many smart and talented business people, entrepreneurs, public relations people, and marketing gurus I call friends who are a constant source of knowledge and information about this fascinating world of social media.

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Introduction

Pinterest is an overnight online marketing sensation. The social bookmarking site has quickly risen from obscurity to become the third most popular social network. The site, which is an image-driven virtual pinboard, is now attracting visits and members in the millions. Beyond that, it is driving traffic to websites in droves.

The site's meteoric rise has captured the attention of many businesses, agencies, and brands as they discover the intense impact of going viral on Pinterest. In fact, for some companies, simply a steady, consistent presence on Pinterest has translated into massive amounts of new visitors to their own sites.

Pinterest is still quite new. It launched in 2010 and remains in invitation-only beta status as of this writing. Regardless, the site became a top 10 social media site in December of 2011. By March of 2012, web metrics companies like Experian Hitwise (www.experian.com/blogs/hitwise/) and comScore (www.comscore.com) declared it to be the third most popular social network behind only Facebook and Twitter.

About This Book

This book serves as an instruction manual on joining Pinterest, as well as a course in etiquette for a business seeking to use Pinterest for marketing. It provides tips on building and nurturing a following and encouraging participation and engagement.

It discusses Pinterest campaigns and contests, as well as some important considerations before you launch into marketing campaigns headfirst without considering the implications (some members of Pinterest, for example, find the new rash of “pin it to win it” contests to be highly irritating).

You may even think you can look at how others are using Pinterest to get ideas for your own marketing. The majority of companies on Pinterest, however, are doing it poorly. This book gives you solid advice on how to not only exist on Pinterest but to co-exist, and to not just talk about yourself, but to listen.

I also use a few conventions you should be aware of. Text you should type is in **boldface**. New terms appear in *italic*. Web addresses look like this: www.pinterest.com. Placeholder text in a web address is in a special font and italic, like this: www.*yourdomain*.com. When you see a web address italicized in this way, you should replace the italic text with information pertinent to your website.

How This Book Is Organized

Chapters 1-4 teach the basic hows and whys of Pinterest for marketing. Find out why you need a Pinterest presence, why so many companies are jumping on Pinterest, and what the ROI (return on investment) is. You also learn how to discover your Pinterest personality to best showcase your business. These chapters also cover the important topics of copyright and other legal issues.

Learn some key considerations as you set up your account and all the basic instructions to get registered and get a profile up and running. Understand Pinterest etiquette and lingo, and find people to follow on Pinterest. In these chapters, you also create your first boards and pins. Boards are collections of pins under a subject or topic set by you, and pins are images you pin to a board.

There is so much more to Pinterest marketing than just joining and throwing up some boards. In Chapters 5-7, you'll learn about getting active on Pinterest, including finding time to use the social network during a busy day. Get tips on finding great images to pin and repin and interacting with likes and comments. You will also find tips on growing a following among your customers and clients using both online and offline tools.

In these chapters, learn not only how to use Pinterest but also how to encourage other members to engage with you: to repin, to like, and comment. Also get tips on reporting bad behavior and being a polite and well-liked member of the Pinterest community.

If you're reading this book, you want more than a presence on Pinterest. You want some spectacular results. Chapters 8-10 cover creating your own content that is pin-worthy as well as easy for others to share on Pinterest. Find out how to optimize images on your own site or blog to be pinnable and how to build Pinterest traffic with content on your own site. You will also learn some tricks to find out which of your content, products, and web pages other members have shared on Pinterest.

Discover how to go viral on Pinterest and the keys to successful marketing campaigns on Pinterest.

Chapter 11 delves into ways to measure the results of your Pinterest efforts, including tracking metrics and examining your site's analytics to determine traffic, sales, or other goals you set for your Pinterest marketing. You also learn how Pinterest impacts your own site's search engine optimization (SEO) and how to identify your best brand enthusiasts through your site's statistics.

In Chapter 12, discover ten pins that went viral.

Foolish Assumptions

If you're reading this book, I am assuming you have some basic understanding of social media. Although it isn't necessary, it is helpful if you are already using Facebook and Twitter to promote your business or organization. An understanding of basic marketing concepts isn't necessary either, but it certainly will be helpful.

You will, however, need to have a basic understanding of using the Internet. The instructions in this book are step by step for getting set up and using Pinterest, but I can't cover here basic instruction on how to use your computer, the Internet, or your mobile device (if you will use Pinterest on mobile).

For certain instructions in Chapters 9-10, I assume you either are highly comfortable poking around the backend of your site or blog or you have a webmaster you can send tasks to who is familiar with basic web development and HTML. For Chapter 11, I assume you have basic

analytics set up for your site or blog and a basic familiarity with reading the results and statistics there.

What I do not assume is precisely why you want to read this book. You may be a small business or blog that simply wants to see a nice traffic boost from Pinterest (or even find some inspiration there or socialize). You could be the social media manager for a Fortune 500 company seeking to build a comprehensive Pinterest strategy for your company. In either situation, this book has all the core and crucial information you need to use Pinterest for marketing.

Icons Used in This Book

I use some basic icons throughout this book to help you quickly scan and find useful information and tips.

When you see the Tip icon, you know you're getting a quick tidbit of handy information on using Pinterest.

Some information is important to remember as you use Pinterest, so when you see this Remember icon, be sure to tuck the information away for future reference. Pinterest can be easy to use in mental autopilot mode, so this information is there to help as you navigate the site.

Watch out! As with any social network, you may need to avoid some pitfalls or do a vital task as you participate. Also, because Pinterest is new, I alert you to some need-to-know quirks.

If you love getting a peek at the geek, this icon is for you. Technical Stuff icons alert you when I'm sharing some technical details about Pinterest. If geek just isn't your thing, feel free to skip these — reading them isn't crucial to your understanding and use of Pinterest.

Where to Go from Here

The simplest route is to read this book in order, from beginning to end, but that certainly isn't mandatory. If you're brand new to Pinterest or will be setting up your account as you read this book, I recommend going in order. If you're already on Pinterest and simply want to understand the marketing potential there, feel free to jump around to the chapters and sections that interest you. After you read this book, keep it handy as you navigate Pinterest and use it as a reference as needed.

If you get stuck, have a question, or need any help, feel free to ask me! Like and interact with the Facebook *Pinterest Marketing For Dummies* page at www.facebook.com/PinterestMarketingForDummies, find me on Twitter at http://twitter.com/typeamom, and, of course, please follow me on Pinterest at http://pinterest.com/kelby

for my personal profile and http://pinterest.com/typeacon for my business profile.

I also have a Pinterest board, Pinterest For Dummies, where I pin helpful articles and resources on Pinterest at http://pinterest.com/kelby/pinterest-for-dummies, as well as a Pinterest Marketing For Dummies board, where I pin marketing tip articles and similar content, at http://pinterest.com/kelby/pinterest-marketing-for-dummies.

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Chapter 1

Understanding Why You Need a Pinterest Presence

In This Chapter

- Knowing the business benefits of Pinterest
- Setting goals for your Pinterest marketing
- Discovering your business's Pinterest personality
- Understanding copyright and other legal issues

Pinterest is a virtual pinboard. Although it is functionally a social bookmarking site much like Digg (http://digg.com) and StumbleUpon (www.stumbleupon.com), the experience is much more aesthetic and visual than other sites of this genre. It is, in essence, a virtual version of a pinboard you might hang over your desk.

In this chapter, I cover the benefits that Pinterest can offer your business and urge you to set goals for your Pinterest marketing efforts. I also talk about how you can discover your business's "personality" on Pinterest, and give you some important copyright caveats.

Knowing the Business Benefits of Pinterest

When you share an image on Pinterest, each bookmark is called a *pin.* When you share someone else's pin on Pinterest, it's called a *repin.* You group pins together by topic onto various *boards* or *pinboards* in your profile. Each board mimics a real-life pinboard (see Figure 1-1). You can pin images by directly uploading them, or by pinning images you find online.

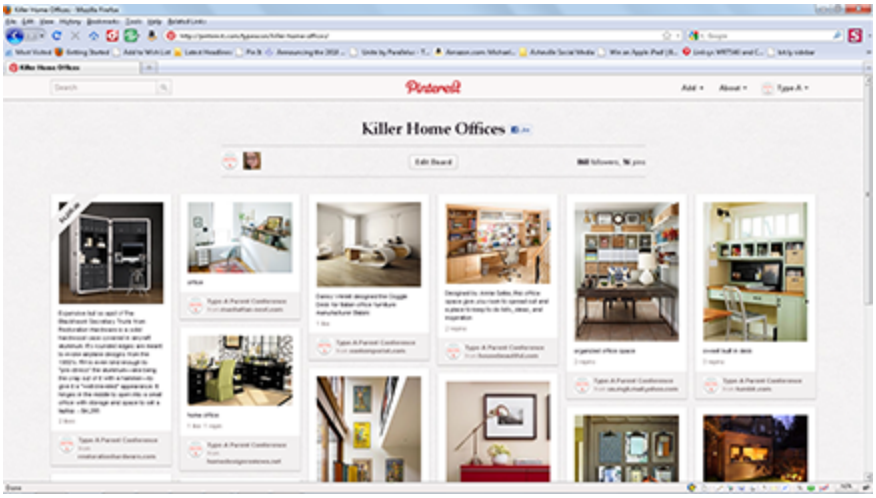

Figure 1-1: A sample pinboard, or board, on Pinterest.

Pinterest is still new enough that it isn't mainstream (yet), so your business doesn't *have* to be on Pinterest like customers might expect to find you on Twitter or Facebook. With Pinterest so quickly catching up with those top two social networking sites, however, those days may be here sooner than you think.

Beyond that, Pinterest is proving wildly effective at building interest and driving referring traffic to business and brand sites. In fact, Pinterest is driving more traffic referrals than Twitter, Google+, LinkedIn, and YouTube, according to statistics in February 2012 from Shareaholic (www.shareaholic.com), an online link sharing tool that handles millions of social referrals monthly.

Here are some of the benefits for businesses using Pinterest:

- **Shares of your own content and images can drive traffic to your site.** When an image is pinned from a website or blog, the image automatically links to the original site where it was pinned.
- **Being active on Pinterest provides businesses a chance to tell their story visually, which can be a very engaging method.**
- **Pinterest is a wonderful platform to showcase your brand's soul and personality.** Yes, you can share your products and content, but Pinterest also provides a great chance to show off other interests, to show your fans and potential customers what interests you share, and to allow your brand's personal side to shine.
- **It provides search engine optimization (SEO) benefits**. Although Pinterest has recently reduced some of the benefits by including no- follow coding on many links in pins, which means Google ignores the link, boards and pins do perform well in search results.
- **Pinterest is a site for discovery, which means you can be discovered.** Although people often use sites like search engines to look for something very specific, the fun of Pinterest is in finding what you never even knew you were looking for. That may sound nonsensical, but it means that your business, service, or product can be discovered, even by those who weren't planning to look for or buy it before they visited Pinterest. There is much