

Jennifer Evans Cario

Pinterest™ Marketing

AN HOUR A DAY



 SYBEX

SERIOUS SKILLS.

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Advance Praise for *Pinterest Marketing: An Hour A Day*

With a concise yet engaging style, Jennifer Cario has created the ultimate guide to Pinterest for B2C, B2B and non-profit organizations of all sizes. Logically organized and easy to digest, Pinterest Marketing: An Hour A Day answers the who, what, where, when, why and - most importantly - the how of using today's fastest growing social media site to drive traffic, connect with fans and measure your success.

—Jennifer Carroll, content marketing and social media strategist, Pole Position Marketing

This book delivered a firehose of creative solutions for a social channel that I clearly have underappreciated to date. Thanks for the splash of cold water in the face. How did I previously miss the immense data analysis opportunities and innovative solutions to create your brand personality and drive more traffic? I'm inspired to start using Pinterest more creatively . . . right now!

—Kayden Kelly, Founder of Blast Analytics & Marketing

This is the ultimate "how-to" Pinterest guide for brands, content creators, and marketers alike. With effective pinning strategies broken down into easily digestible daily and weekly action steps, this book makes it super easy to jump in and leverage the massive opportunities for traffic, visibility and brand awareness that Pinterest has to offer.

—Amber Watson-Tardiff, COO at Legal Marketing Maven

Jennifer has created a resource beautifully designed to make effective Pinterest marketing achievable for anyone. This is one of those rare guides I will be getting all of my staff to read.

—Ross Dunn, Owner, StepForth Web Marketing
Jennifer Cario is the Queen of Social Marketing. In this book she provides easy actionable steps on how to use Pinterest to grow and expand your business. This is a must read for the professional looking to grow their brand!

—Shawna Seigel, CEO at 1 Choice 4 Your Store
This is one of the first, detailed, foundational publications by a known Internet marketing guru that level—sets all expectations for Pinterest. Jennifer takes time to systematically educate, energize and empower readers with comprehensive information and techniques to get the most out of Pinterest.

—Chris Caputo, President, Falls Digital
Been hearing about Pinterest and want to know how to REALLY use it for your business? Jennifer nails it! Read and learn all about using Pinterest to market your business in this definitive resource on using Pinterest for marketing.

—Anita Campbell, Editor in Chief, Small Business Trends
Everything I read in this book seems like common sense. The thing is, it's not actually common knowledge—it's just that Cario writes in such an accessible, clear, and open way that it seems like she's telling you something you already know. Other writing I've read on leveraging hot new social media trends usually feels already outdated, kind of hokey, or too slick and "salesy." This book does not fall into any of those traps. It is instead a totally refreshing take that resonates with my own experience as a Pinterest-user and gets me excited about expanding the way I think about the site's possibilities!

—Kate Van Wagner, social activist & owner operator of BathsNotBombs.etsy.com
A practical guide to the fast-changing world of Pinterest. If you want to get in early and be successful, you couldn't ask for a better resource.

—Jamie Grove, VP Evil Schemes and Nefarious Plans (aka Marketing) at ThinkGeek

What I love about Jennifer's style is that she always takes seemingly complex and daunting social media and marketing tools, and makes them accessible to everyone. With Pinterest, she makes the task of understanding this tool much easier and breaks it down into a step-by-step process that makes it far more manageable so all business owners can learn how to use Pinterest as an effective tool to connect with and engage their customers!

—Mack Collier, Social Media Strategist and author of *Think Like a Rockstar*

This book is a must for those learning how to market on Pinterest or trying to navigate the confusing world of Social Media Marketing and time management. Staying on task in social media, especially Pinterest, is something many marketers struggle with every day. Having a game plan that outlines each day's task is an invaluable marketing asset. Jennifer does a great job helping every level of marketer from novice to pro. This text is a must have on the small business or agency bookshelf.

—Carrie Hill, Director of Online Marketing at KeyRelevance

For brands the thought of managing another social platform with limited resources is daunting. What Pinterest Marketing: An Hour A Day does is show you the enormous potential of the platform, how it can impact your business, and a simple practical plan to use Pinterest as a tool to build and proliferate your brand's personality. The book is an excellent starting point for marketers interested in understanding the power of Pinterest.

—Patrick Shaber, Vice President of Global Marketing at Communications Systems, Inc.

One of the biggest mistakes companies make when a hot new social media channel dominates the headlines is to

jump in, feet first, with no plan of action . . . resulting in no real returns for their brands. Pinterest Marketing: An Hour A Day solves this problem by arming today's marketers with the guidance, best practices, and roadmap they need to create successful, sustainable Pinterest strategies.

—Christina “CK” Kerley, marketing specialist

You don't get Pinterest? That's okay. Your online audience already does. Half of our brain is devoted to processing visual information. Read this book immediately to harness the explosive growth of this highly-visual social sharing phenomenon for your business!

—Tim Ash CEO of SiteTuners, chair of Conversion Conference, and bestselling author of *Landing Page Optimization*

With the explosive growth of Pinterest, every marketer worth their salt is scrambling to figure out how to effectively use the social pinboard giant as a marketing channel. That is why I found this book a must-have resource. Within, Jennifer provides innovative strategies for companies of all sizes looking to effectively promote their brand and/or products on Pinterest. In fact, whether you are an individual simply using Pinterest to “pin” your favorite things or a marketer looking to tap into its tremendous potential, this resourceful book is sure to amaze and inspire.

—David Wallace, CEO, SearchRank

This book not only provides valuable tips on how to attract Pinterest traffic but also does a great job in explaining how to effectively monitor campaigns and the appropriate metrics to focus on. Know which campaigns are paying off and your Pinterest campaigns will soar to new heights! This book is a must to compete effectively and take your Pinterest campaigns to the next level.

—Mona Ellesseily, Vice President of Online Marketing, Page
Zero Media

There are three or four key reasons why you should read Pinterest Marketing: An Hour A Day by Jennifer Evans Cario. First, Pinterest is one of the top four social media websites along with Facebook, YouTube, and Twitter, according to Experian Hitwise US. Second, Jennifer explains Pinterest's unique appeal and fundamentals, then shows you how to develop a strategic marketing plan, set up an account, curate winning content, find followers, and track and monitor your Pinterest traffic. Third, her book is written in the popular An Hour A Day format, which uses a detailed how-to approach with case studies, tips, and interviews. And fourth, none of the illustrations in her book show Ohio State beating Michigan 26 to 21 this year in "The Game." Since I'm a Wolverine and she's a Buckeye, I'm very grateful that Jennifer didn't "pin" any images, videos and other objects about our football rivalry to her pinboard.

—Greg Jarboe, President of SEO-PR and author of *YouTube and Video Marketing: An Hour A Day*.

The book is full of tips and helpful suggestions. As a daily Pinterest user I even picked up some great ideas for clients and a non-profit as well. This book is educational, but is a quick and easy read. As with all marketing options one must really study and understand the intricacies of the different platforms. This book will help businesses use Pinterest effectively and help them avoid costly mistakes. A must read!

—Melissa Fach, Owner, SEO Aware

What makes Pinterest unique? It allows people to visualize and easily capture their dreams, plans, recipes and more. The old adage 'a picture is worth a thousand words' could not be more true—especially in today's fast-paced,

content-driven world. And there is no better guide to help people and organizations understand and utilize Pinterest than Jennifer Cario. Jennifer's content marketing, social media and search engine expertise shines through in Pinterest Marketing: An Hour A Day. Read it and you'll have a sound Pinterest strategy in no time. Happy pinning!

—Beth Harte, marketer, blogger and Pinterest fan
As a consultant and educator in the online marketing space, I am consistently advising companies on the best ways to use social media channels to create buzz around their products and services. While most can now get their heads around the value of Facebook and Twitter, the first reaction I get from clients when I suggest they use Pinterest for business is almost always 'But isn't Pinterest just for scrapbookers?' Now, instead of exasperated sighs and my usual lecture about what a fabulous and underestimated marketing tool Pinterest is, I'll just be able to hand them a copy of Jennifer's book!

—Kalena Jordan, Founder, Search Engine College
Jennifer Cario is an expert in online community building and this book illustrates that perfectly. With over 15 years of online marketing experience, I've read many expert books. Jennifer's knowledge of Pinterest and its practical applications allow this book to stand out among the best in the industry. Pinterest is a powerhouse website and Jennifer packs this book with nuggets of great information for companies of all sizes.

—John Ellis, CEO, Crescent Interactive
Jennifer is and always has been a foremost leader in the social media realm. Her new book, Pinterest Marketing: An Hour A Day shows that social media leadership to a T. If you have a visual product you should read this book. If you don't think you have a visual product you should

definitely *read this book*. Jennifer will help you understand how to use Pinterest in ways you had never thought of before.

—Sage Lewis, President, SageRock Web Marketing Agency
Pinterest arrived on the scene with little fanfare, and serious marketers initially ignored the “visual scrapbooking” site, viewing it as a novelty with limited appeal. Jennifer was one of the first to see its potential to drive high volumes of quality traffic, and started writing Pinterest Marketing even before the site caught fire and became a valuable resource for tens of millions of users. The marketing world is still warming up to Pinterest, so early readers of this book can get a huge head-start on their competition. Online marketers: read it now or fall behind!

—David Szetela, speaker, consultant and author of *PPC SEM: An Hour A Day*.

As the new kid on the social media block, Pinterest is very different from the old standbys like Twitter and Facebook. At first glance it’s not self-evident how to use it effectively either personally or as a marketing channel for businesses. Jennifer does a great job of explaining all there is to know about Pinterest, while providing numerous creative ways that companies have used it to enhance their brands. As an online marketer who didn’t think Pinterest would be of much use for my type of business, I came away with many ideas that I’ll be trying out ASAP!

—Jill Whalen, Founder & CEO, High Rankings
The hockey stick growth of Pinterest has both brands and consumers salivating. In her new book, Jennifer shows how Pinterest has changed the game of visual search, and how marketers can leverage the behavior to lead customers astray and directly into a conversion funnel!

From board optimization and finding followers, to contests and mind mapping, this is a Must Read for anyone looking to make Pinterest brand integration work!

—Lisa Barone, Vice President of Strategy at Overit Media

If you're a small business owner who wants to understand how Pinterest could help your business - this is the book for you. Jennifer has a wonderful grasp of what it takes to be successful on Pinterest and walks you through the process in her clear, easy to understand style.

—Marty Diamond, Diamond Website Conversion

I have had the pleasure of speaking with Jennifer multiple times at various top search marketing conferences around the country and simply put, she "gets" marketing. I am always impressed with the takeaways, actionable information and knowledge that Jennifer shares with the audience. This book is reflective of that, too. If you are interested in learning how to market your business with Pinterest this is the book I'd recommend.

—Matt Siltala, President, AvalaunchMedia.com

Jen's research illustrates how Pinterest is a surprisingly powerful marketing tool. When added to a social marketing strategy, the sort of data gathered focuses on user choices made naturally by browsing and pinning items they like or want to save for later. Jennifer's passion and friendly writing style will inspire you to try out Pinterest yourself.

—Kim Krause Berg, Owner Cre8pc forums

This book will give any size brand the guidance and tools to easily gain more online visibility using Pinterest and be part of the visual marketing movement.

—Lisa Buyer, President and CEO of The Buyer Group

What is Pinterest? How does it work? Why is it important to your business? And, most importantly, how can you

make money from Pinterest? All of these questions are expertly answered in Pinterest Marketing: An Hour A Day, with the later answered in a series of easy to follow, detailed steps.

—Andy Beal, coauthor *Radically Transparent: Monitoring & Managing Reputations Online*

If you thought that Facebook helps level the playing field for small business, wait till you read Jennifer's Cario's advice on Understanding Pinterest for your ecommerce business. Not only can you leverage crowd sourcing but you can create an army of raving fans to drive very relevant traffic to your website. Pinterest today is what Google Adwords was in 2004 with the best price tag "FREE".

—Shirley Tan, EcommerceSystems.com

Jennifer possesses the unique ability to identify actionable trends in online marketing. This same ability allowed her to create a social media book in a timely fashion for a platform that is still ripe with opportunity. If you want to know how to market using Pinterest —this is your guide.

—Todd Malicoat, Online Marketing Consultant at Stuntdubl.com

In the years that I have known her, Jennifer has always been on the forefront of understanding new technology and how it can positively (or negatively) affect online marketing, and this book proves it again. Jennifer makes a strong case for the value of this new community and photograph-based technology, when she defends her prediction that Pinterest "has all the makings of a long-term social media player." This book acts as an early barometer showing what companies are using and succeeding with Pinterest, and provides outstanding guidance for small, medium, and large organization to

consider when developing their integrated digital marketing plans.

—Chris Boggs, Director at Rosetta and Chairman of SEMPO
Because of its visual nature and core user base, Pinterest offers online marketers a new unmet challenge. Jennifer Cairo resolves the myths and shows us all how we can drive traffic and results through this major social network.

—Geoff Livingston, author and marketing strategist
More parents are turning to Pinterest to help organize their busy lives, so it's no surprise the site is becoming an increasingly important source of traffic for us. Through a wide range of examples, Jennifer Evans Cario's Pinterest Marketing: An Hour A Day reinforced some of our current strategies and offered up a number of new ideas to test and measure. I wouldn't be surprised to see this book on the desks of editorial, social, marketing and product folks alike.

—Matt Law, Parenting.com Senior Producer
Jennifer is a highly respected and well known member of the Internet marketing community. Witty, precise, practical and most importantly easily understood, Jennifer has successfully tried and tested everything she writes about. In an environment where making missteps is common, Jennifer's experiences can save you time and make you money.

—Jim Hedger, Creative Partner, Digital Always Media, Inc.
Jennifer Cario has been my editor at the Search Engine Guide blog for years, so I am very familiar with her ability to explain new and challenging concepts in marketing so that normal people can change what they are doing. If your company needs to take advantage of Pinterest, this is the book for you.

—Mike Moran, Chief Strategist at Converseon

Let's face it, most small business owners and social media managers are so busy it's hard to imagine taking on another social network. Jennifer does an excellent job of providing practical bite-sized steps that won't overwhelm and will have your business pinning its way to success in no time!

—Kathy Gray, Web Content Manager at Stark County
Convention & Visitors Bureau

In first establishing the value of Pinterest as a marketing channel by using real-world examples, and then laying out an actionable week-by-week plan for implementing your Pinterest marketing, Jennifer writes with the credibility of a social media veteran that can only be earned through years of work and experience. She gets Business, and she gets Social Media, and no author or trainer excels more at bringing the two together. You won't find vapid theories or empty conjecture here, this is social media marketing for real businesses presented in a manner that every business needs: there is now no excuse for not running a successful Pinterest campaign!

—Ryan Freeman, Strider Search Marketing
Pinterest is a powerful tool for the visual. Jennifer takes her knowledge of this network and makes it easy to use, understand, and execute. A must read for those serious in using Pinterest.

—Tamar Weinberg, Techipedia and author of *The New Community Rules*, Social Media Strategist
Jennifer's book is essential to anyone looking to learn about Pinterest and use it as a marketing medium. She covers all aspects from the grass to the clouds in an easy-to-understand manner that'll have you building your presences in no time. Highly recommended reading if you're targeting Pinterest!

—Duane Forrester, author of *How to Make Money with Your Blog and Turn Click into Customers*, and Sr. Product Marketing Manager, Microsoft

Jennifer Cario uses her own unique techniques to allow brands an opportunity to visualize and execute a plan to engage an audience using Pinterest. She provides more than just a how-to, she also expertly answers the question of “Why?”.

—Craig Sutton, Owner at Ikon Marketing Group

Thinking about taking the Pinterest plunge? Jennifer Cario’s engaging writing style makes it easy to set up, manage and measure your Pinterest campaigns. You’ll have people clicking your “Pin It” buttons in no time—and driving new (and profitable) traffic to your site. Don’t wait—buy this fantastic go-to guide today!

—Heather Lloyd-Martin, President and CEO, SuccessWorks Search Marketing

For over a decade, Jennifer has been paving the road for marketers as they navigate new marketing channels. This book is another great example of her amazing ability to demystify disruptive mediums and educate marketers on how to take advantage of them. Jenn breaks down what Pinterest is and gives the reader clear next steps on how to use Pinterest to increase sales, improve engagement, and build communities. It’s an absolute must-read for today’s marketer.

—Joanna Lord, VP of Growth Marketing, SEOMoz

This book is proof that there’s no need to fly blind when it comes to learning how to successfully incorporate Pinterest into your marketing strategy. Jennifer Cario has brilliantly captured the opportunity Pinterest is creating for businesses and professionals alike. The icing on the cake? By the end of the book you’ll feel prepared and inspired to

rev up your own Pinterest strategy —get ready to read, learn, pin and repeat!

—Tori Tait, Senior Community Manager at
DailyGrommet.com

Jennifer paints a jargon-free practical guide for executives, marketers and managers who are ready to rapidly take their social marketing to a new level. Each chapter has surprising insights even for the most seasoned social marketers. Jennifer captures all the key aspects of the Pinterest phenomena. With multiple illustrated references, current trending examples and the biggest take-away is that you will know how to rock Pinterest in one week! This goes beyond basic understanding of Pinterest and unleashes power to engage. It incorporates advance strategy and tools, and it saves months of ineffective work. You will see your results within days.

—Rebecca Ryan, Senior VP of Social Media at Click Media Agency, LLC.

Pinterest[™] Marketing: An Hour A Day

Jennifer Evans Cario



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Sybex was founded in 1976. More than 30 years later, we're still committed to producing consistently exceptional books. With each of our titles, we're working hard to set a new standard for the industry. From the paper we print on, to the authors we work with, our goal is to bring you the best books available.

I hope you see all that reflected in these pages. I'd be very interested to hear your comments and get your feedback on how we're doing. Feel free to let me know what you think about this or any other Sybex book by sending me an email at nedde@wiley.com. If you think you've found a technical error in this book, please visit <http://sybex.custhelp.com>. Customer feedback is critical to our efforts at Sybex.

Best regards,

A handwritten signature in black ink, appearing to read 'Neil Edde', written in a cursive style.

Neil Edde
Vice President and Publisher
Sybex, an Imprint of Wiley

*To Mr. Williams, who first made me believe I could write, and
to
Mrs. Leet, who loves books and learning as much as I do.*



Acknowledgments

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To Delores . . . you helped me find my path and for that I will be forever grateful.

To my “West Coast Family” Michael and Karen: Sometimes God makes deep connections we would never expect and you two fall into this category. Thank you for being an inspiration to me as a couple, as parents, and as business owners. You will never know just how much you have helped me in life. I love you both!

Elnora, Emmitt, and Eli: Without you this book never would have happened. Even before you were born, I knew more than anything that I would want to be home with you, loving you, playing with you, teaching you, and absorbing every minute of your childhood I could. Without you, I never would have followed the path I have and I never would have been in a position to write this book. You are all my favorites and I can’t imagine life without you.

To my parents: It has not always been an easy road, but you have always believed in me. Thank you for supporting me when I’ve had to make the hard choices in life. I love you both and appreciate you so very much.

Rachel, for 18 years you have been my rock. Few people in life are blessed enough to have a friendship like ours, and I thank God daily for allowing me to have you in my life. You’ve been an integral part of every major moment of my life, and it’s been a better life because of it. Thank you for loving me, supporting me, and for always helping me to be a better version of myself.

Finally, and most importantly, to my husband Matt. No words in a book could ever tell you what you actually mean to me. Your love, support, and encouragement have meant the world to me. Your willingness to take on extra tasks around the house and with the kids to give me the time I needed to write was a Godsend. And you never once complained about it. This book never could have happened if it hadn’t been for your willingness to have my back at

every turn. You've shown me what it is to be loved, cherished, and cared for. I couldn't ask for a better business partner or for a better partner in life. Your willingness to put our family first and your knowledge of what truly matters in life make you a man so worthy of respect that I am proud to call you my husband. I love you, baby!

About the Author

Jennifer Evans Cario has made a career out of finding unique and creative ways to connect with consumers without spending a fortune in marketing dollars, making Pinterest a natural fit in her social media arsenal.

Recognized as an industry leader in content-driven social media strategies, Jennifer is known for using real language and a commonsense approach that delivers solid results while still allowing her clients to fully understand and participate in the process.

An industry veteran of more than 15 years, Jennifer founded SugarSpun Marketing in 2010 to serve the strategic social media development needs of small to mid-sized businesses. Her husband Matt joined the business in 2012 as Director of Operations to oversee project management, web analytics, and new business development.

Jennifer spent six years as Editor-in-Chief of Search Engine Guide, a popular industry site focused on educating small businesses about the various aspects of online marketing. She now serves as Social Media faculty chair for Market Motive, a premier online training facility, and as Adjunct Faculty for Rutgers University's MiniMBA Program. She also spends a decent amount of time on the road speaking at a wide range of conferences, including Search Engine Strategies, Search Marketing Expo (SMX), PubCon, and a variety of regional and specialized events.

Jennifer first caught the Pinterest bug as a consumer in the late summer of 2011. Within a few weeks of joining, she began experimenting with test sites to better understand the marketing potential of the platform. Her complete and total Pinterest addiction meant nearly every screen shot