

MORE
*Traffic
& Sales*
WITH
Pinterest
TEXTBOOK



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More Traffic and Sales with Pinterest



Pinterest is one of those social networks that you either use a lot or ignore. If you fall into that second group and haven't paid it much attention the past couple of years, you may want to rethink that decision. Pinterest has made itself into a business-friendly, fun social media platform that has earned itself a respected place in the media arena.

There has been a remarkable increase in Pinterest users with the latest stats in 2019 showing its monthly active users has grown to over 300 million. It has maintained a steady growth trend right along with Facebook over the years. In 2019 Pinterest reported for the second quarter a global revenue of \$261 million. When you combine those statistics with the fact that social media is responsible for driving over 34% of overall traffic to websites, that makes Pinterest a valuable source for targeted traffic.

Marketing Goals

What do you want Pinterest to do for you? How about your audience? What types of goals can you use Pinterest to help you achieve? If you don't have a clear vision of the direction you want to take it's possible to miss valuable opportunities. The secret to attracting and growing the right audience is to set a specific single goal. Never define your goal as "driving traffic to my website with Pinterest". You should be more specific about how you want that to happen.

When you attract the right kind of viewer, you can measure your growth rate to see that you are maximizing your Pinterest account. Attracting the right visitor results in:

- Sign-ups
- Click-throughs and shares
- Interactive Engagement
- A new follower

Pinterest provides a variety of ways to attract and connect by pinner, topic, pinboard or category. Figure out the primary method you want to focus on.

Branding Your Pinterest Presence

If your goal is to become known for a certain specialty or you are not as well-known as you would like, using Pinterest can increase your brand recognition and be the perfect tool to attract the right traffic. When people instantly think of you when they see certain colors, fonts or graphics, you have achieved brand recognition.

Always keep your branding consistent. You want to create your own unique branding elements by using the following:

- Colors/ complete color palettes
- Logos
- Fonts
- Cartoon characters
- Handwriting

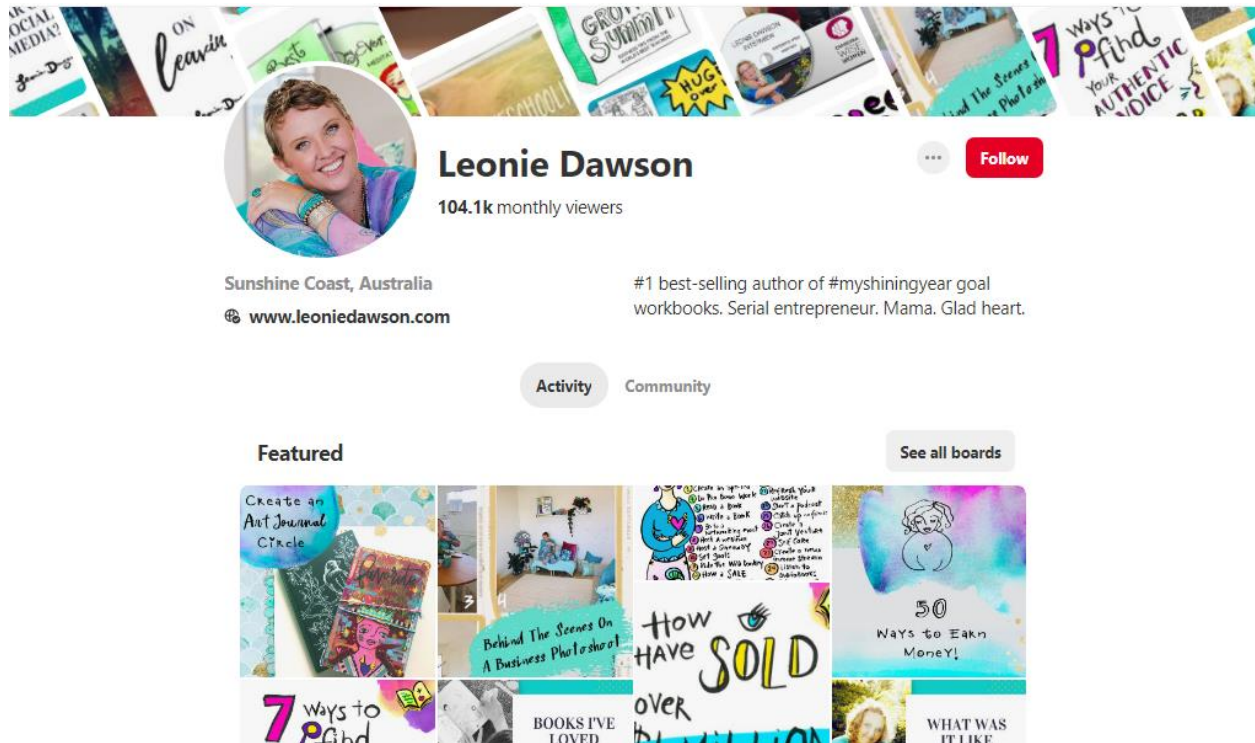


For example, if you have decided to use a specific shade of teal and purple you should log the RGB and hex codes assigned for each color on a Master Style Sheet so that the exact colors are used. These should be your main two colors that are consistent. You can have other colors included as well but be sure that these two colors are always used and should be the only ones deliberately repeated. Colorzilla color-picker is a great tool where you can confirm or choose your unique colors using specific RGB or HEX color codes.

Leonie Dawson provides a good example of color branding using a specific color palette. She is repetitively using her iconic colors. Even when posting personal photographs, you will find that she is wearing clothing or accessories that contain her signature colors. She may use an object or piece of furniture that pulls that specific color into her post as well.

MORE VISIBILITY, MORE PROFITS

Below shows her Pinterest Page where you will find those repetitive color elements in her graphics and pinboards.



It's easy to see her use of:

- Shades of turquoise and magenta
- Hand-drawn graphics
- Child-like elements

Her graphics and photos are child-like and lively and create a happy, positive emotion. More importantly, people enjoy them and enjoy sharing them. Her pins and pinboards may look happy and random but they are a result of a logically consistent system she uses to make sure her pins and pinboards have a balanced mix of the following:

- Blogs
- Podcasts
- Events
- Training
- Books Read
- Behind the Scenes

It's important to find the right balance between what you want to showcase (services, products, events) and what your target user will find interesting and fun. Pinterest is hands down the best place to display your signature products.

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Once you have implemented your Pinterest branding strategy and begin to achieve brand recognition, you may be tempted to sit back and wait for the traffic to start pouring in. Huge mistake! That is the number one mistake that people who brand with Pinterest make. Branding recognition is only half of the story. Once people recognize your colors, style, and unique elements of your business personality, you have to get them to ACT on it. Now that you have their attention, DO something with it!

Let's look at our example of Leonie Dawson again and see what *she did*...



She created a pinboard and pins for her 2017 planners and then publicized her 7-day pre-order sale. This is a perfect example of pre-planning marketing strategies such as pre-selling courses, products and events. Start a buzz around your upcoming launches! When you have something to offer (7-day exclusive pre-sale) you can do the following:

- Entice sharing before your product or event even goes live
- Direct people to your website

(Not only to your site but to a dedicated landing page that you include in your Pinterest profile description)

You want your target audience to come to a landing page that has **ONE SINGLE FOCUS** of getting them to order your product. Create an “Order Now” button that will display various combinations of product packages. This will not only create highly valuable traffic by introducing your products, but it offers an immediate chance to sample and buy.

Branding shouldn't only be about creating a “look”. It should be about familiarizing people with what you care about, what product you have to offer, and whether the visitor connects with your processes. That is how you create a highly responsive list.

Pre-familiarizing and helping people get to know you visually is what makes a brand memorable.

Showcase Your Top Influencers

Sharing pins from your own top influencers is a powerful tool to grab the attention of the right person's interest on Pinterest. This strategy accomplishes 3 valuable things such as:

- You may catch the attention and respect of the influencer that you are showcasing
- People will see you paired with a top influencer and will subconsciously put you on the same level as that influencer
- Will appeal to your ideal audience

You can create a "Gallery" Pinterest Board that is designed specifically to showcase your influencers that includes:

- Photos with influencers
- Event photos with influencers
- Photos of their products
- Interviews with influencers

Some other influencer strategies you can use to showcase your favorite experts are:

- Share an infographic that your favorite influencer created
- Create image quotes of something inspiring that they said
- Share an infographic based on their teachings
- Create a specific pinboard for their books or products

Remember that an influencer doesn't have to be a celebrity or top expert. Showcase your clients as well.

Using Rich Pins

Pinterest itself defines rich pins as "Pins that include extra information right on the Pin itself". Many people simply don't know what they are, so they are underused. Others are hesitant to use them fearing the learning curve associated with interactive media. These pins ARE interactive and entertaining which makes the odds for engagement to be high.

There are four different types of "rich pins"

- Product
- App
- Article
- Recipe

Let's take a look at each and how they work:

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Product- Allows you to include real-time, pricing information that is clickable

App- Allows you to include an install button within the pin

Article- Allows you to include author, headline and story descriptions

Recipe- Act like recipe cards, includes recipe photo ingredients, serving info and cook time

Pinterest occasionally changes the types of rich pins offered along with how you set them up. In order to get the most current information refer to Pinterest directly using the following link <https://help.pinterest.com/en/business/article/rich-pins>

So, get busy and start creating rich pins and share your video, slide, audio and podcast pins!

Infographics with Power

Pinterest viewers are predominantly females who are in their 30's (although that age group is expanding rapidly in both directions) that are visual learners. This means that they are people attracted and influenced by infographics and are also the people who re-pin infographics

Whether you are the one who actually creates the infographics or one that shares infographics from others on a specific topic, you will be able to instantly grab the attention of your audience. People can grasp facts and useful information in just a glimpse.



Selecting infographics for your own pinboard helps you be able to judge what people are attracted to and look for in infographics. It won't take long for you to get a feel for what information and what types of infographics captures their attention and what design elements you should include or avoid.

There are some common elements of a good infographic that you will likely find in the ones you most like to share. Let's take a look at those characteristics. They all have:

- Visual eye-catching elements
- Plenty of "white space"
- Simplicity
- Only minimal text
- One specific topic or message

The ideal infographics are easily read at just a glance. You don't want to pack your infographics with a lot of clutter. Too many elements along with heavy text make it unreadable.

When you want to grab the reader's attention try using headings, bullets, subtitles, and bolding. Also, use colors and 'white space'-the blank space around the essential text-to get their attention. You will increase the shareability of your image quotes and infographics by turning them into rich media.

Before sharing an infographic or any content on Pinterest ask yourself if the pin supports your primary Pinterest goal and how the pin will further that goal.

There are some great user-friendly tools available to create your infographics with such as Piktochart, Infogram, and Canva.

Be sure to make a plan for your image quotes and infographics. Creating a strategy and schedule for your pins will help you be consistent with their success.



Optimizing with SEO

Pinterest is the social network that responds the most to very simple SEO techniques such as:

- Using hashtags
- Using Keywords to name images and pins
- Using seasonal pins
- Using plugins for metatags (rich pins)
- Including rich pin URLs along with article backlinks

Over 80% of all pins are re-pins according to SocialMarketingWriting.com, which means search engine optimization is very effective. Another fact they note is that "pins that are related to trending topics see a 94% increase in click-throughs".

The following is a checklist of elements you will want to optimize:

Your Username:

Pinterest gives an unlimited length for your company's name, but your username is only allowed 15 characters. You may need to create a username that is memorable and associated with you. (It's better to do that than have your name cut off half- way through it if it's a long one.)

Ask them to follow:

You want to actively ask them for a Pinterest follow instead of just adding a share button. Be sure to provide more than one way to click through and do this.

Hashtags:

Not only do you want to use them in your pins but also use your own unique hashtags as pinboard names.

“About Section”:

This is where you want to use your best keywords in your description. You want your most important message to be clearly stated using the 200 characters allowed.

Image ALT text:

Be sure to fill out the ALT text describing your pin. Optimize as carefully as your “About” section.

Be Seasonal

Don’t miss out on a great opportunity to enhance your business. These powerful pinboards automatically have a greater chance of trending just because the topic itself is trending.

Don’t just think in terms of the holidays. Seasonal events like the Superbowl, are also a great fit here. You do have to make sure that seasonal pins coincide with your brand. Luckily holidays and seasonal events are universal enough that you can find your own unique spin to put on it, making it relevant to your own subscribers or followers.

Take it a step further by blogging about your Seasonal pinboard and ask your readers to visit it.

Your Pinterest Tool Belt

Make sure you take advantage of the top Pinterest tools available to help grow your business.

Here’s a checklist of some top tool picks:

- **Install Pinterest “Save” buttons on your site.** Go to the Pinterest Help Center for assistance. <https://developers.pinterest.com/docs/widgets/save/>
- **Create a Pinterest Business Page.** Convert your personal Pinterest account into a business one. The big advantage here is all about Analytics! Your business page contains many analytics such as:
 - Engagement
 - Clicks
 - Impressions



- Popular Searches
- Trending Pins
- Recent Pins
- Add a pin
- Promote Button

To convert your personal account to a business one, just click in the upper right corner on drop-down menu and select the business account option. It will easily take you through the steps.

This is a great place to find not only the latest trends and analytics but also provides you with great examples of other company's Pinterest strategies and how they use them.

It's time for you to start implementing this powerful business-building tool, called Pinterest. Grow your business while entertaining and informing your followers. Have fun...and share!

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