

Pin. for the *win.*

**How To Market Your
Brand On *Pinterest***





Why Pinterest?

If you've been ignoring Pinterest, you're late. But there is still time to catch up—and you should. Pinterest statistics are showing no signs of stopping their upward trend, and smart online publishers will take steps to grab a piece of the Pinterest pie for themselves.

— Beth Hayden, Copyblogger

When it comes to marketing your brand on Pinterest, it shouldn't be a question of *why*—it should be a question of *why not*. Over **1,500** brands in the travel, fashion, home improvement, CPG (Consumer Packaged Goods), and tech industries have already flocked to Pinterest in droves, and many have amassed large follower bases. But other brands have hesitated to build a real presence on Pinterest. Maybe these brands can't justify investment in yet another social media site. Maybe they see Pinterest as the sole purview of retail brands. Or maybe they don't see a clear link between Pinterest and revenue.

So *why should* you invest in Pinterest? The reason is simple: With **over 70 million users**, Pinterest is all about discovery. Your audience checks into Twitter and Facebook to socialize, read

news stories, and see what their friends are up to. But your audience is on Pinterest to discover something new—a recipe, an outfit, an amazing infographic, or a clever idea. Doesn't your brand have content you'd like to be discovered?

On Pinterest, you're able to control the message that you send to your audience, and you're able to invite new consumers to engage with your product. Your audience will follow your Pinterest page and pin your images to their boards—and you can do the same for them.

This ebook discusses how to build a strong follower base, engage those followers, and ultimately tie your Pinterest investment to revenue.

Not Convinced?



Here are some statistics to prove just how much of a player Pinterest is in the social media space:

- According to Shareaholic, **3.68%** of all traffic referrals in Q4 of 2013 came from Pinterest—that's more than StumbleUpon (**0.56%**) and Reddit (**0.26%**) combined.
- A Bizreport.com survey found that **1 in 4 consumers** spent less time on other social media sites in favor of Pinterest.
- The same report found that **15%** of Pinterest users said they had never before used social media.
- According to Wishpond, **43%** of Pinterest users like to associate with brands, whereas only **24%** of Facebook users do.
- A BizRate study found that **66%** of Pinterest users regularly follow and re-pin retailers. This same report found that only **17%** of Facebook users said they rely on Facebook for purchasing inspiration.
- BizRate also reported that **69%** of online consumers who visit Pinterest have found an item they have purchased, or will purchase, compared to only **40%** of online consumers who visit Facebook.
- In a statement released by ComScore, Pinterest users buy more items more frequently than users on *any* of the other **top five** social networks.
- Shopify has reported that the average spend on Pinterest referrals is **double** that on Facebook.

As you can see, consumers not only **connect** more with brands on Pinterest than other social media sites, but they also purchase more items at a more frequent rate.

Pinterest 101 Vocab



"To Pin"

To add an image to your Pinterest wall



"Re-Pin"

To add a pin from *another* pinner's wall to your own wall



"Pinterest Page"

Where all of your brand's Pinterest boards reside



"Pinterest Board"

A collection of images curated by your brand



"Page Followers"

Pinner's who follow your Pinterest page, and therefore see all of your boards



"Board Followers"

Pinner's who follow an individual board on a brand's Pinterest page



Building Your Pinterest Audience

Pinterest is *all* about your audience. Now that you have created a Pinterest page for your brand, or are committed to building a presence in the space, how do you make sure that your brand can successfully attract, retain, and engage with pinners?

"One of the biggest mistakes marketers make on Pinterest is to pitch their own business instead of listening to what customers want to see. Provide value, offer compelling content, and educate/entertain 80% of the time—showcase your product closer to 20%."

— Ekaterina Walter,
Co-Founder and CMO, Branderati

Building Your Initial Follower Base



Before you can truly start engaging, you need followers to engage with. Here's how to build your base.



Add a "Pin It" Button to Your Website and Blog.

The beauty of Pinterest is that your message can reach users who don't follow you, as long as someone they follow has pinned your message. Adding a "Pin It" button to images on your website and blog makes your images pinnable in a single click. While the goal of your Pinterest page should be to drive traffic to your website, a "Pin It" button can also do the reverse—drive website visitors to your Pinterest page, resulting in engagement across channels.

"Use images in every single blog post you write, so your post can be shared on Pinterest. When you find yourself getting lazy about this, remember—not using an image in your post means no one will pin it... the prettier the picture is, the more it will get pinned. The images that appeal to Pinterest members are powerful and emotive, so keep that in mind when choosing your pictures. That combination tends to work well for your blog readers, too."

— Beth Hayden, Copyblogger

Building Your Initial Follower Base

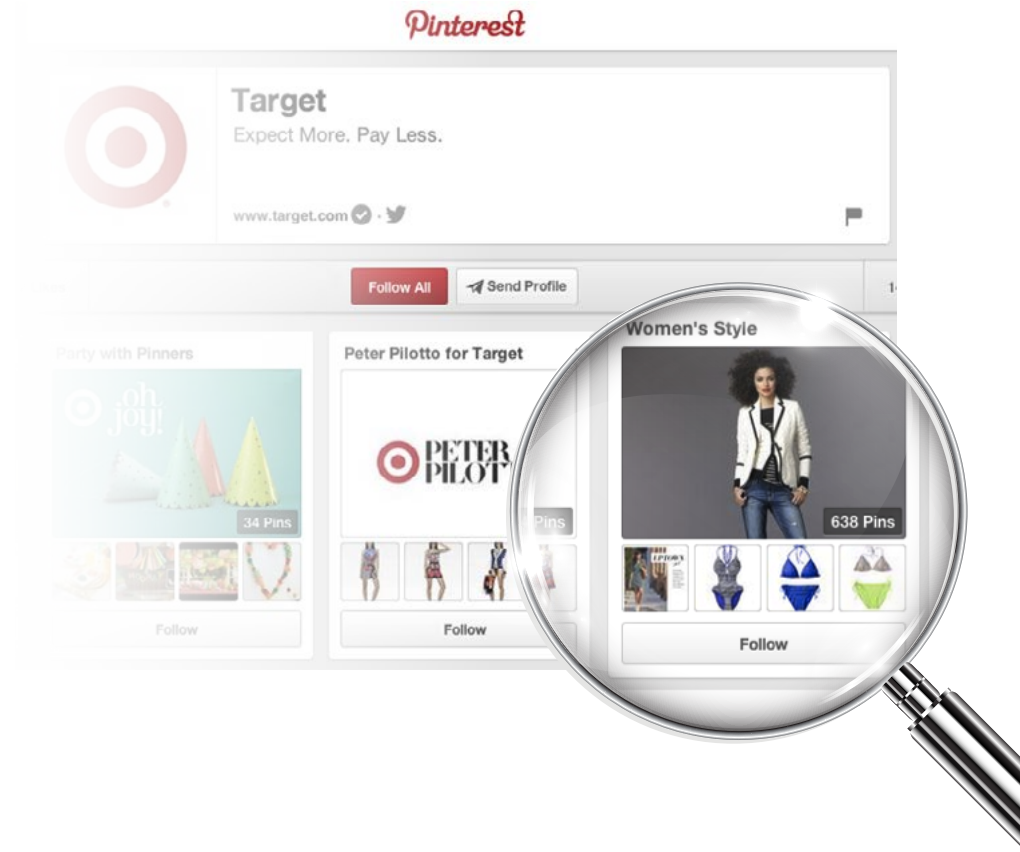


Follow back, and re-pin

If you can identify followers who have a large follower base, you can establish a reciprocal relationship. Follow these pinners back, and make a habit of re-pinning these influential pinners. You'll reward them for following you, and encourage them to advocate more actively for your brand.

Find similar followers

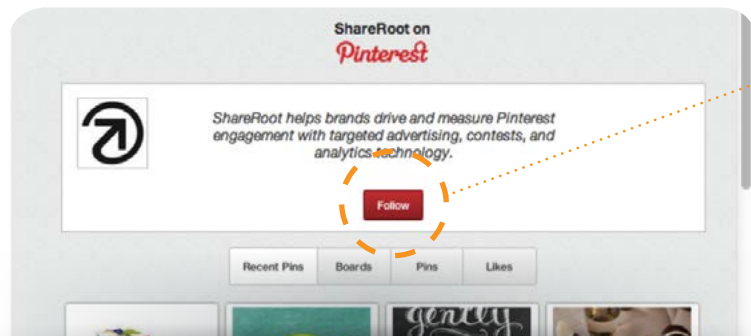
Find followers who might be following brands that are similar to yours, who have pinned images/created boards that are similar to your brand's, or have a similar message to the one your brand conveys. You can find these pinners by researching your competitors' Pinterest pages, or by searching for brand-related topics through Pinterest's search function.



Leveraging Multi-Channel Investment



Your brand has probably invested time and money into your website, Facebook page, and Twitter profile. Why not leverage that presence to increase your follower base on Pinterest?

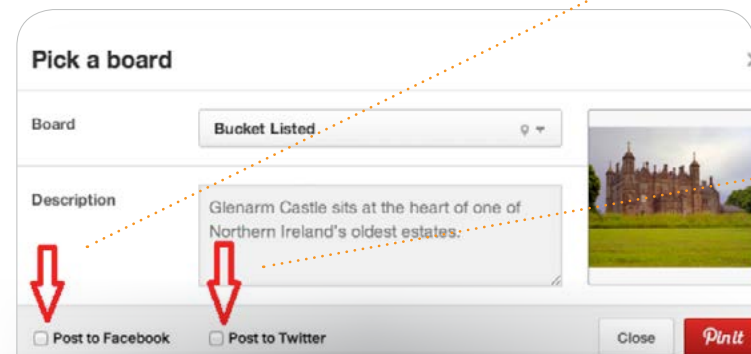


Install a Pinterest tab on your Facebook page

Once you've added this tab, your Facebook fans will be able to view and engage with your Pinterest page without having to leave Facebook.

Post your pins to Facebook

Convert your Facebook fans into Pinterest followers by clicking on the "Post to Facebook" button when you pin a new image. This will post your pins to Facebook, giving your Facebook fans an entry point into your Pinterest page.



Tweet your pins.

One way to loop in your Twitter followers is to tweet your pins. This is as easy as hitting the "Post to Twitter" button when you pin a new image.



Creating Content on Pinterest

Now that you have started to cultivate followers and engage pinners on your brand's Pinterest page, the key is to keep them interested in your brand.

To keep your audience re-pinning, you need to offer them content that is engaging, relevant, and on-message. Check out some Pinterest-specific ways to connect with your audience in the following pages.

"First you educate (with how-to boards, ebook boards, and informative articles) and entertain (with images, quotes, and videos relevant to your space), and then you show your audience how others are using your products in an interesting way. Never pitch directly. For example, GE and Home Depot showcase their tools and their expertise, but always in the context of helping you understand science or improve your home."

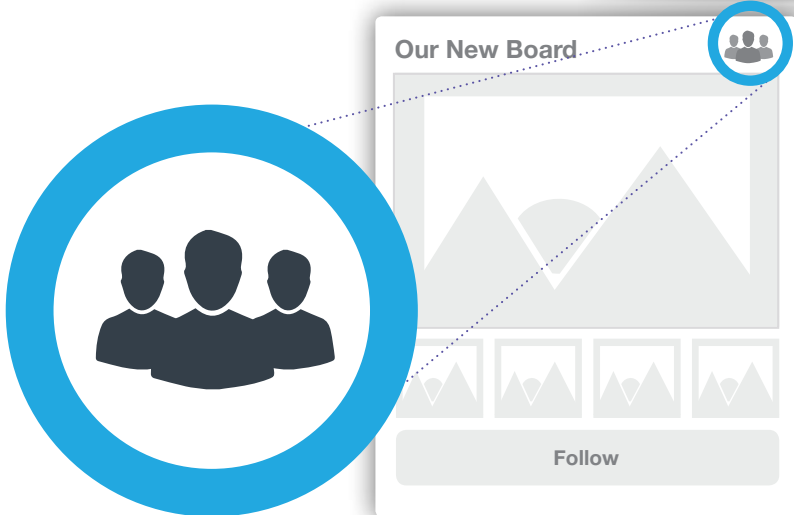
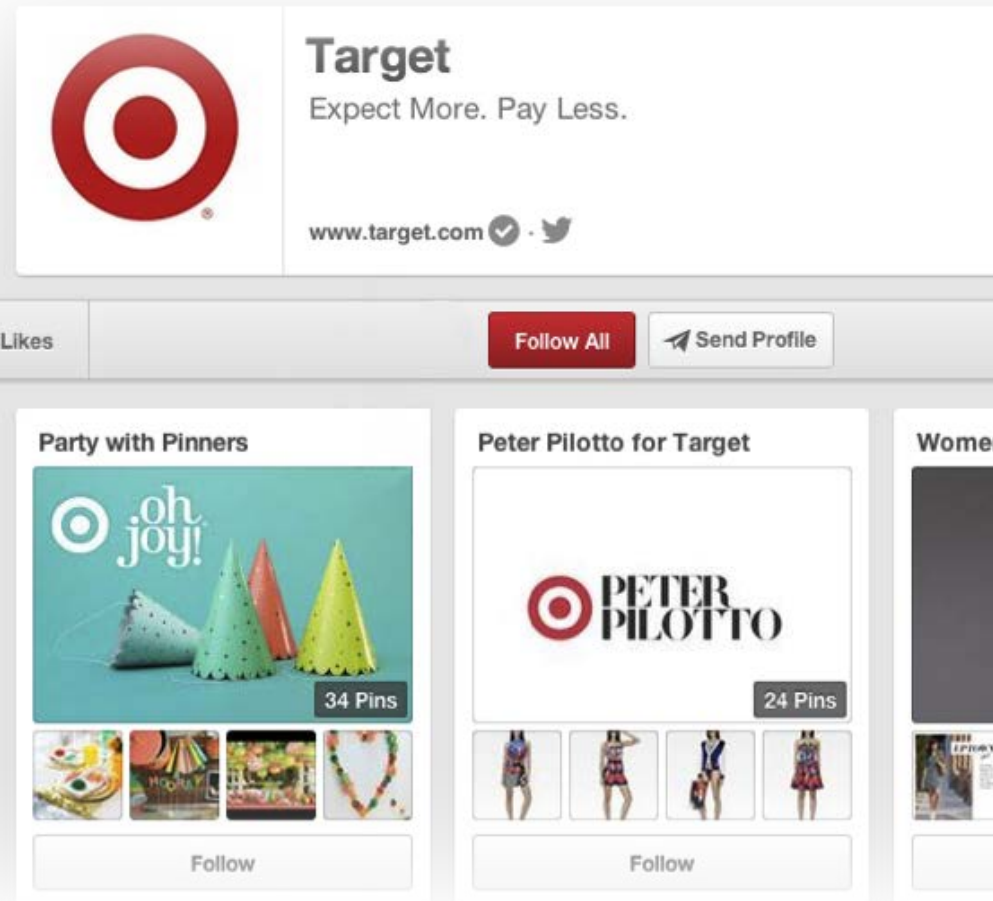
— Ekaterina Walter,
Co-Founder and CMO, Branderati

Group Boards



Group boards live on your brand's Pinterest page and allow multiple users to collaboratively pin on a single board.

Invite active pinners to collaborate on a group board with your brand. You can spot a group board by the "group" icon in the upper right corner of the board's cover (see the Party with Planners board on Target's Pinterest page below).



Pin to Win Contests



It's a win-win situation.

We discussed Pin to Win contests as a way to gather new followers, but these contests are also a way to keep your Pinterest page full of dynamic content.

Here's a Pin to Win contest from ModCloth, which invites followers to create and submit Pinterest boards to inspire ModCloth's upcoming wedding campaign. This generated tons of beautiful, relevant content for the ModCloth page.

Pin Other Images

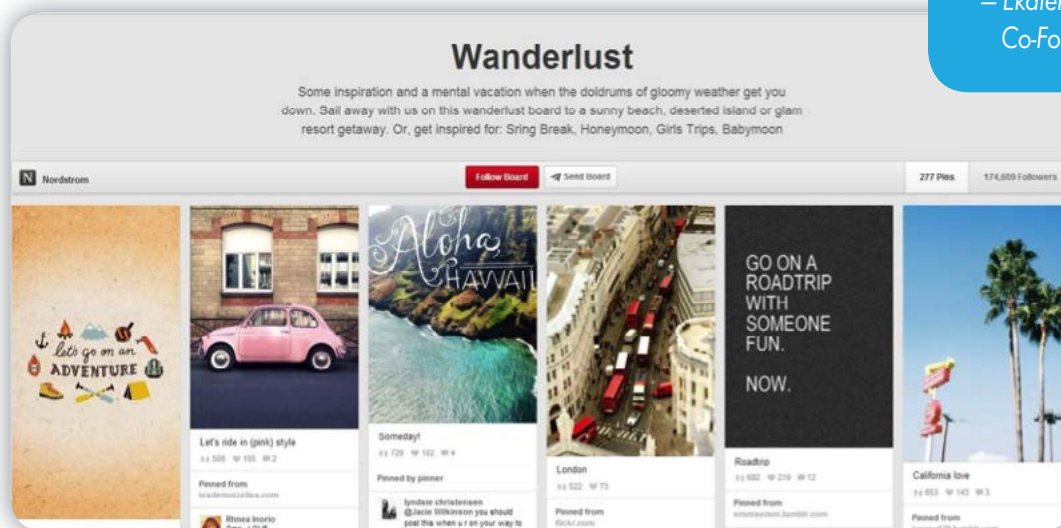


Your Pinterest page should portray your brand's image, outside of its product or service.

If your brand can present itself as part of a lifestyle, and an amazing product, your brand will only benefit. One of retailer Nordstrom's most popular boards, called "Wanderlust", is full of images of exotic locales. These images tap into their customers' vacation fantasies, evoking a way of life Nordstrom hopes to sell along with their retail goods.

"Even if you aren't a visual brand, or you don't feel like you have the glamour Pinterest craves, remember that Pinterest is as much, if not more, about curating and sharing other people's images as it's about pinning your own. Strategic partnerships can help you do that."

— Ekaterina Walter,
Co-Founder and CMO, Branderati



Rich Pins



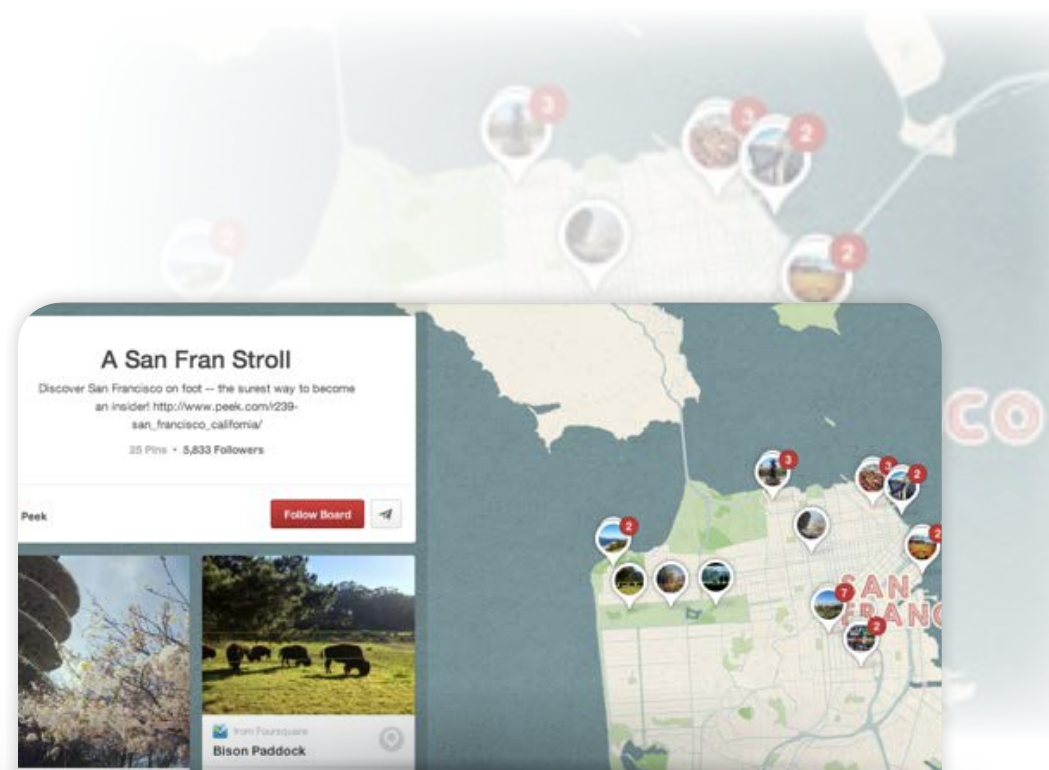
Rich Pins appear on Pinterest boards just like regular pins, but they allow you to include a lot more information about the image you are pinning.

There are five *types* of rich pins, and each type allows you to include a particular set of information—we'll get more into these types below. To use rich pins, you need to use specific code in your website's HTML, which then needs to be validated and approved by Pinterest. It sounds complicated, but the code (and a more detailed explanation) is available on Pinterest's developer page (find it [here!](#)).

There are currently five different types of Rich Pins: **Place**, **Article**, **Product**, **Recipe**, and **Movie**:

Place Pins

With Place Pins, brands can create boards which correspond to a geographic map. Hosting an event? Create a board of Place Pins pointing out nearby restaurants, hotels, or tourist attractions. Want to show off your wide-reaching clientele? Why not pin images of your favorite customers to their cities on a map?



Rich Pins

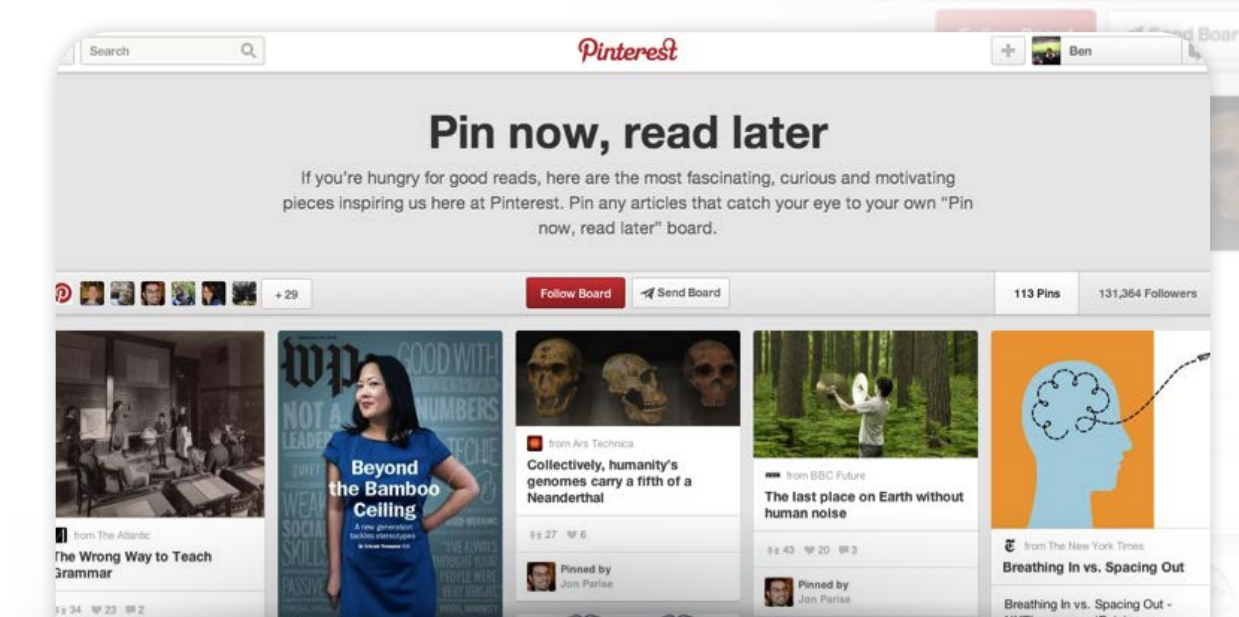


Article Pins

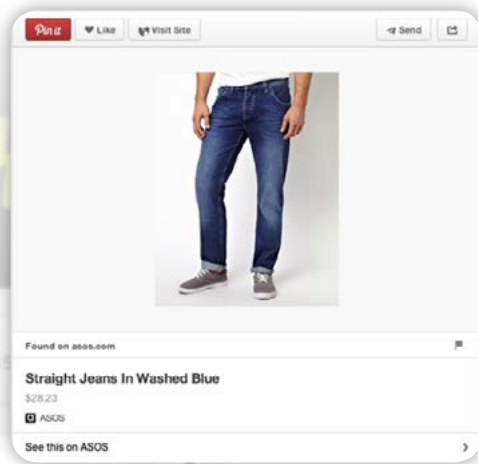
Article Pins link your pins directly to news articles, and include the article's title, headline, author name, and meta description of the story. These pins are a great way to share positive press about your brand, or articles that *aren't* related to your brand which your audience might find interesting or useful.

Pin now, read later

If you're hungry for good reads, here are the most fascinating, curious and motivating pieces inspiring us here at Pinterest. Pin any articles that catch your eye to your own "Pin now, read later" board.

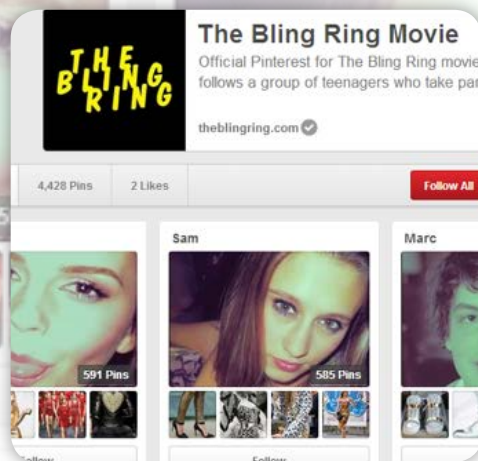


Rich Pins



Product Pins

Product pins show your audience pricing, availability, and places to buy your product. Pinterest users can also receive notifications when Product Pins that they have pinned drop in price, incentivizing pinners to directly purchase your product. Product Pins also help brands stay informed about an item's potential popularity—if an item is being frequently pinned, you'll want to be sure it stays in stock.



Movie Pins

Movie Pins, which show ratings, cast members, and reviews are most useful for brands associated with the film industry or brands who simply want to capitalize on a hot new release. For example, prior to the release of The Bling Ring, the movie's advertisers created a board for each character, pinning images relevant to each one's style and interests. But creative marketers in any industry can take advantage—an apparel retailer could create a board of clothing that a movie character might wear; a grocery store chain could create a board of movie-themed snacks.

Rich Pins



Recipe Pins

Include ingredients, cooking times and instructions, and serving information on pins of your delicious final product. Recipe search filters help pinners find the perfect recipe. These are particularly useful for lifestyle brands, and those in the Consumer Packaged Goods (CPG) industry.



from Creme De La Crumb
Chicken Enchilada Dip

Cheesy chicken enchilada dip - an easy and tasty family favorite appetizer or side dish!

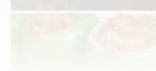
3344 281 55

Creme de la Crumb
"Awesome Things"

Alexander Madison
Love

nancy o.p. Smith

Cool food hacks



Found on delish.com

Margherita Pizza with Tomato, Mozzarella and Basil

Vegetarian • Gluten free • 1 hr to make

Delish

Produce

10

Basil, leaves fresh

Condiments

1/2 cup

Perfect pizza sauce

Oils & Vinegars

1

Olive oil, Extra-virgin

Dairy

1/4 lb

Mozzarella cheese, fresh

1

Parmigiano-reggiano cheese

<http://www.itsalovestartups.com/>,
enjoy discounts up to 10%

Ava Noah
Food

Tying Pinterest to Revenue



Think of Pinterest as a virtual mall.

People may visit Pinterest in order to socialize with friends and family, check out the latest trends, or research a product in an entirely different category—they still might end up in your store. Window shopping leads to real shopping—according to Quick Sprout, Pinterest shoppers spend between \$140 and \$180 per order.

As for tying revenue to Pinterest directly, it's easy to see when your pin has led to a purchase. When a Pinterest user clicks on a rich product pin, they're shown a direct link to that product on your company website. That means that you can track anyone who arrives on that product page from Pinterest, which will tell you whether your efforts have been effective.

Pinterest has also introduced their Web Analytics tool, which gives companies insight into how users are interacting with their pins. You can see how many people have pinned from your site (using the "Pin It" buttons on your images), how many people have seen these pins, and how many people have visited your site from

Pinterest. Pinterest will also show you a selection of your most re-pinned, most clicked, and most recent pins, giving you a clearer understanding of which pins work best for your audience.

Of course, Pinterest also generates revenue in less direct ways, fostering relationships that eventually lead to sales. As you increase Pinterest follower growth, and build loyalty among Pinterest users, your brand will be kept top-of-mind when pinners are making purchases.

"If you help customers today, they will come back and buy. And they will bring their friends. Create a great experience for them, share and curate interesting content and you are guaranteed to spark advocacy."

— Ekaterina Walter,
Co-Founder and CMO, Branderati



Conclusion

Pinterest is a fantastic resource for people looking for inspiration, clothing, recipes, trends, or just something new. And in a very a short period of time, Pinterest has grown to become the go-to resource for millions of pinners.

So whether you're marketing in the consumer space or in B2B, and whether your brand is established on social media or is just learning the ropes, Pinterest is the perfect place to grow your brand.



ShareRoot is a complete Pinterest marketing solution, and sits at the intersection of social media marketing and ad tech. Currently focused on helping brands succeed on Pinterest, ShareRoot is already filling the void by providing an all-in-one solution for some of the world's largest brands, including Sony Pictures, and General Mills, and MGM.

For more information, visit www.shareroot.co.



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