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Best Practices Guide | Social Media Marketing

# **Pinterest** grew exponentially in 2012, but it's still getting a lot of attention because:



Did we say money? Yes, yes we did. Now that we have your attention . . .

When people visit Facebook, they have a "let's see what my friends are up to" mindset. When people visit Pinterest, they're going with a "shopping" mentality. This is because Pinterest is like an online version of a print catalog that includes easy ways to share and save your favorite items. People create "boards" by pinning images from websites to various collections that they curate on their account. Boards are usually organized around topics or themes: wedding cakes, the latest fashions, hobbies, gardens, food, baby items, interior decoration, infographics, how-to tips—the list is endless. When someone pins an image, their followers will see the pin, and then can like or comment on the images, and even "repin" or save them to their own boards. Then the cycle starts all over again because their followers will now see the image. We know Pinterest works because we use it ourselves. If we can do it, you can too!

Tweet

## In this guide, we'll give you all the information you need to get started on Pinterest:





Pinterest (pronounced using one syllable—Pin•trest) is an online content sharing service that allows members to "pin" images, videos and other objects to their virtual pinboards.

## Pinterest drives people to your door through social visibility:



*You're a bakery* and you pin a picture of a fresh batch of cupcakes.

CUPCAKES!	

*My friend*, who's already a customer and follows your "Cupcakes" board, sees the picture...LOVES IT! and repins it to her "Cupcake Madness" board.



*I*, a lover of cupcakes, but not currently your customer, see the picture... LOVE IT!, repin it to my "Things to Eat" board and click on the picture that's linked to your website...









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### 8 REASONS WHY Dinterest MAKES GOOD BUSINESS SENSE FOR SMALL BUSINESSES

Although it may seem like a fad, Pinterest is driving real results for small businesses and brands— and it's still an "infant" compared to Facebook and Twitter. From its demographics (trends towards women and people in more affluent communities) to its ability to drive web traffic that converts, Pinterest makes smart business sense.



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#### HOW SMALL BUSINESSES ARE USING **Pinterest**

Although Pinterest's heaviest users are consumer-based companies, business-to-business and nonprofits can use Pinterest, too, as seen in the following examples.

Follow me on Pinterest

### Patrick Henry Family Services, Lynchburg, VA (Nonprofit)

Uses Pinterest to connect to the community with inspirational thoughts and information about its services.

#### WHAT PHFS BOARDS LOOK LIKE:

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Engagement Marketing Tip: Think about how you can incorporate related topics into your boards, just like PHFS does.





### Streuter, San Clemente, CA (Consumer Retail)

Uses Pinterest to show how its customers use their products.

#### WHAT STREUTER BOARDS LOOK LIKE:



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## Rachel Cunliffe, Auckland, New Zealand (Business-to-Business)

Uses Pinterest to show her ideas around blog and print design.

#### WHAT RACHEL CUNLIFFE'S BOARDS LOOK LIKE:

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Blog Design					Print Design					Architecture					

Visit Constant Contact's boards for great ideas on how you can use Pinterest in your small B2B business — <u>http://www.pinterest.com/constantcontact</u>. Look for our <u>Pinterest Tips on Pinterest board</u>.

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Follow me on Pinterest



**Pin It** Add this handy "Pin It" button to your browser bar. When you click it, the button automatically "grabs" an image and its associated URL and then pins it to the board of your choosing. You can find it at: <u>http://pinterest.com/about/goodies/#pinmarklet</u>

### Getting started on Pinterest is easy. All it takes is three steps:



Don't worry about doing it wrong. If you don't like an image you've posted — or even an entire board — you can easily delete it.



Once you've gotten started on Pinterest, use these six tips to build brand presence and engagement.



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Pinterest business account owners have free access to the platform's analytics feature. Pinterest analytics emphasize how many people you're reaching on Pinterest and how much referral traffic Pinterest generates for your website rather than how many likes and repins each pin received.

## There are lots of different metrics to watch, but the critical few are:



These metrics let you know how much your content is spreading on Pinterest, and in turn, what that visibility is doing for your website traffic. In addition, make sure you look at the social referral traffic reports in your web analytics platform. That way you can see if the web traffic Pinterest generates for you is converting into sales, downloads, registrants, or any other business lever you track.

Give Pinterest 15 minutes a day for three weeks and see how it goes. If you have questions, <u>follow Constant Contact on</u> <u>Pinterest</u> — we share lots of Pinterest tips!

You can also find great tips every day at <u>blogs.constantcontact.com</u>.

Pin this guide!

Tag @ConstantContact in your first pin and you could be featured on our <u>Small Business Board</u>.

If you're already on Pinterest, and need ideas for content, <u>check out our boards</u>.

Follow Constant Contact on Pinterest: http://pinterest.com/constantcontact

