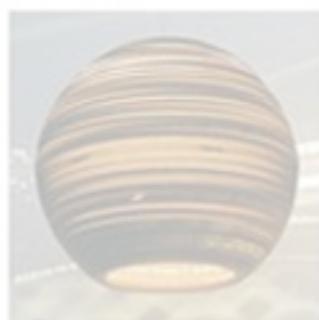


Tags

Repped by Jen Walters  
VanDort on Pinterest



Wood Lights

# PROMOTE YOUR WEBSITE WITH

# Pinterest



Snow White cake

Repped by Laurel C  
on Pinterest



pagnie-rino

Repped by Erica Macleod  
on Pinterest

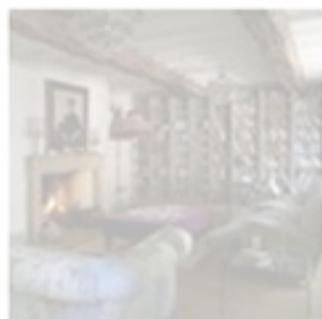


Repped by Louise Ireland  
on Pinterest



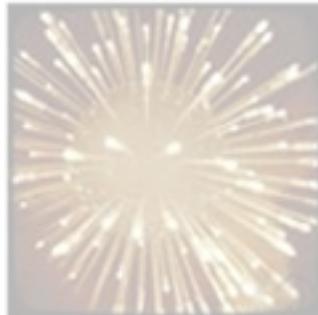
Free watercolor illustration by Sunny Gu

Repped by JoAnn Liebman  
on Pinterest



Living room

Repped by Claire V on  
Pinterest



Starburst chandelier

Repped by Evelyn  
Stembaum on Pinterest



Bright colors and lanterns

Repped by Jenne Memon  
on Pinterest



## Table of Contents

<b>Introduction .....</b>	<b>2</b>
<b>Chapter One - Getting Started.....</b>	<b>4</b>
How to Set Up Your Pinterest Account.....	4
About Pinterest.....	6
Demographic Information .....	7
Categories.....	7
<b>Chapter Two - How It Works.....</b>	<b>10</b>
<b>Pinterest 101 .....</b>	<b>10</b>
Pins, Boards, Likes, Repinning, and Comments Explained .....	10
Pins.....	11
Boards.....	11
Likes.....	13
Repinning.....	14
Comments.....	14
Some Final Comments.....	15
<b>Chapter Three - Using Pinterest Fully .....</b>	<b>17</b>
The Importance of Inviting Your Friends.....	17
You Already Have a Market If You Have Facebook or Twitter .....	17
Following Relevant Pinners In Your Niche .....	18
How to Pin Original Content.....	18
How to Track Success Of Pins.....	19
<b>Chapter Four - Proof .....</b>	<b>21</b>
Epicurious.Com.....	21
<b>Works Cited .....</b>	<b>23</b>

## Introduction

Millions of consumers know about the popularity of scrapbooking. Through the use of specialty papers, unique scissors and cutting tools, stickers and other paper goods, a "scrapper" can enhance his or her own photos and images in a compelling and unique manner. This makes it a wonderful way to present visually almost any sort of interest, activity, event, idea, memory or product.

Many people are also aware of the way to use a bulletin board to display information in various ways. These can be boards inside a home or in a public place, and it is usually meant to provide a place where a diversity of ideas can be quickly seen and easily understood.

These two things are the fundamental concepts behind the Pinterest website too. Instead of featuring lines of text that seek to explain an idea or thought, the site allows its social networkers to "show" their lifestyle, merchandise, and ideas through individual "boards" that rely mostly on visuals (plus a few terms in the form of captions) referred to as "pins."

Part bulletin board, part scrapbook, and part blog, the Pinterest account is an ideal tool for all of the world's creative thinkers, but is also a fabulous tool for the world's creative marketers, business owners, and different organizations too. Pinterest is also an ideal way to drive a huge amount of traffic to your site or blog.

Need some clarification? Currently, Chobani yogurt, Dyson vacuum cleaners, Etsy.com, and even the famous Nike shoe brand have wildly popular Pinterest pages. What makes their pages or boards so appealing is that they are NOT used as sales pages but are instead visual expressions about the culture or lifestyle that is enjoyed by those choosing the brand or service.

For example, take a look at the Peapod grocery delivery service home page on Pinterest and you will see boards that depict delicious soups, St. Patrick's Day food ideas, and so much more. There is even a board showing the many delivery vehicles, but nowhere is there a blatant promotional item or link that works as a push or call to action.

This guide is going to cover the ways that you too can begin to use Pinterest to promote your website or blog, and how this new visual approach makes for a very powerful and appealing technique.

Before we get into the "how to" portion, however, let's just take a moment to identify a few essential facts about Pinterest.

- It is NOT the same as Facebook or Twitter because it is mostly visual
- It is currently beating such competitors as Google+ and LinkedIn (according to Experian's Hitwise report and other sources, Pinterest ranks in the top five social networks) in terms of visitation and popularity
- It is NOT to be used as a blatant tool for self-promotion
- It IS meant to drive traffic to a website
- It will be most valuable when partnered with true networking activities (For example, it is those who leave comments, "repin" and who follow others who will see the most returns from Pinterest activity)

With these things in mind, let's begin to learn more about Pinterest and to understand the facts above a bit better.

# Chapter One - Getting Started

## How to Set Up Your Pinterest Account

To begin with, there is the proverbial "good news and bad news" where Pinterest accounts are concerned. Here's the bad news: right now Pinterest is by "invitation only." Now, here's the good news: they are not hesitant to extend an invitation to most of the visitors who request one.

If you have a colleague or friend already using Pinterest you can also ask them to extend an invitation to join too. This circumvents and shortens the account creation process, and is a good opportunity if you have access to someone willing to share the invitation.

So, follow these steps to begin setting up your account:

1. Head to Pinterest.com where you will immediately see the bold red "Request an Invite" button. This opens a dialogue that asks for your email address.

NOTE: Before submitting the email, be sure it is the one that you use for any business accounts on sites like Twitter. This is the only way you can share the pins through the service, which is something you WANT TO DO. Currently, there is no way of linking a Facebook business page to the Pinterest account, and you can only connect personal profiles. This is not a wise thing to do and is the reason we emphasize using a business Twitter account instead.

2. You will be asked to activate the account, and this is the time to be certain that your user profile is as accurate and detail-rich as you need it to be. This usually means that you need to be sure to include:
  - a. The company name
  - b. The company logo
  - c. A relevant photo if no logo is used
  - d. A brief description of your business
  - e. Links to your website

- f. To ensure that the "Visibility" button is NOT clicked to the "Off" setting as this hides the profile from all search engines and prevents indexing and any SEO benefits
3. Consider streamlining your usage of Pinterest at the time of registration by installing some of the browser extensions and add-ons available. These include:
  - a. For Chrome Browsers:
    - i. Pinzy enlarges any image posted to Pinterest whenever the user "hovers" their pointer over the thumbnail;
    - ii. Pin Search lets you perform a Google search on any image that appears in Pinterest (you can find all of the sites where this same image appears, learn about the designer or artist, and more)
    - iii. Pinterest Pin It, by Shareholic, allows you to send any image from any website to your relevant pinboard
    - iv. Pin It! allows you to use a keyboard shortcut to pin a site to one of your boards
    - v. Quick Pinterest lets you right click any image, and choose the right board to post
    - vi. EasyPinner for Pinterest creates a Pinterest share button over any image on the web and you can just click it to share it on one of your pinboards
    - vii. Pinterest Recent Activity Expander allows you to see thumbnails of all "repins" you posted and indicates new followers
  - b. For Firefox browsers:
    - i. Pinterest Right Click allows you to create and upload new pins by using the right click function of your mouse
    - ii. Pin It button for the toolbar, directly from the Pinterest "Goodies" section, lets you grab an image from any website and place it on any of your pinboards (Using this tool allows you to automatically retain the source link as well, which gives credit to the creator of the image)

*NOTE: Because Pinterest is only now emerging as a potent marketing tool there is not yet a flood of tools, but this is changing even as this guide goes to print. Make a point of researching if there are any Pinterest tools*

*available for your preferred browser as there are new marketing, tracking, and user tools appearing on a frequent basis.*

4. Begin promoting others - Yes, it does sound like a cliché that you have to "give to receive," but this is how Pinterest works best. For instance, your participation in the entire network is going to appear far more genuine if you begin by putting a spotlight on other Pinterest users, and it may be the only feasible approach. Consider that even many established brands don't have social networking success just because they create a page. Instead, you have to create the page AND begin demonstrating that you are of "like mind" to your target audience. This is best done through Pinterest association or repinning.

For example, let's say you have a fashion blog. Rather than creating boards that are only specific to your taste or style, pin photographs and images of images that have already been shared by other fashion and design Pinners (the technical term for those using Pinterest), comment on images, and generally interact with the same sphere of people interested in YOUR type of fashion.

If you keep in mind that Pinterest is mostly visual and is very friendly to blogs and websites that emphasize a "lifestyle" you will be able to develop successful boards.

This doesn't mean that the site is going to be useful only to those who are focused on some sort of culture or lifestyle, but it does mean that if you want to generate traffic you have to:

- Identify your market (and any niches)
- Pin and re-pin materials from other Pinterest users with similar interests or messages
- Strive to create a relationship with your target audience

It also helps to know all about Pinterest to see how to use it to your best advantage...

## About Pinterest

Pinterest defines itself as a site that:

*"Lets you organize and share all the beautiful things you find on the web. People use pinboards to plan their weddings, decorate their homes, and organize their favorite recipes...Best of all, you can browse pinboards created by other people. Browsing pinboards is a fun way to discover new things and get inspiration from people who share your interests."*

Their formally established mission is to "connect everyone in the world through the 'things' they find interesting." Thus, it is a wonderful marketing venue because it uses the visual to attract interested parties, but it doesn't mean that your audience is as global as you might hope.

To fully understand this, we need to look at the current demographics...

## Demographic Information

The Econsultancy.com site released interesting information about the market data for Pinterest. What they discovered was:

- The site receives around 1.5 million visitors per day, but that around 80 percent of those visitors are females ranging in age from 25 to 34 (roughly 55% of the group was in this bracket) or 35-44 (around 25% of the visitors were in this group).
- The data also shows that only one quarter of the visitors have a Bachelor's degree or higher as well. (Chowney, 2012)

Additionally, Experian Hitwise data from late 2011 documented that the site can be seen as being divided clearly in terms of the "segments" or categories most frequently viewed or utilized...

## Categories

As of early 2012, the statistics attached to Pinterest usage indicates that there are three primary categories or "lifestyle segments" strongly at work. These are groups created by Experian and which are identified within their "mosaic" formula (see the complete list at <http://www.experian.com/assets/marketing-services/brochures/mosaic-brochure.pdf>).

The biggest groups from the Experian Mosaic Lifestyle Segments currently using Pinterest are:

1. Type C14: Boomers and Boomerangs - These are the classic "baby boomer" adults and their teenage children. They account for ten percent of Pinterest visitation and will tend to use "imagery related" materials that match their online habits. Thus, this is a group that uses travel, DIY and home improvement pinboards, among others.
2. Type BO8: Babies and Bliss - These are families with more than five people, parents in their thirties or forties and with both parents working full time. This considered an "upscale" and shopping oriented group that pins "convenience" images and brands.
3. Type F23: Families Matter Most - This is the young and middle class family that remains active and shows interest in the practical. Thus, these visitors are likely to seek "easy recipes, child-friendly activities and healthy living."

(Chowney, 2012)

What you can take from these facts is clear: the dominant interests on Pinterest right now are families and family life, activities and food. Additionally, you also know that the majority of the audience is female. What is so interesting about this is that the three groups listed above will have three very different perspectives on these issues based mostly on income and free time.

This means that you have to know how to use Pinterest to organize and "curate" your pinboards in a way that attracts the attention of the target group, and to find others to associate your pinboards with as well.

You should also know that the pinboard creation process asks users to choose appropriate categories with which to tag their images as well. These include:

- Architecture
- Art
- Cars and Motorcycles
- Design
- DIY and Crafts
- Education
- Film, Music and Books
- Fitness
- Food and Drink
- Gardening

- Geek
- Hair and Beauty
- History
- Holidays
- Home Decor
- Humor
- Kids
- My Life
- Women's Apparel
- Men's Apparel
- Outdoors
- People
- Pets
- Photography
- Print and Posters
- Products
- Science and Nature
- Sports
- Technology
- Travel and Places
- Wedding and Events
- Other

Whenever a visitor reaches the Pinterest home page they can choose from "Everything" meaning all of the categories above, but they can also select "Videos," "Popular" and "Gifts" (which is organized by price). It is important to use these categories when creating pinboards or adding pins because it allows your content to be found by your targeted audience. We cover this in more detail below.

To master all of this we will take a brief look at how Pinterest actually "works," and then we will move on to very specific tasks in a subsequent chapter...

## Chapter Two - How It Works

### Pinterest 101

Once you have created your account you can then start using pins and boards to depict your message. You can then "like" pins that others have posted, you can "repin" material to one of your boards, and you can also add comments to those you follow.

You will also be able to use things such as the "Follow" button for Pinterest on your blog or website. You can also incorporate the "Pin It" button to your site or blog as well. These will partner nicely with the Facebook, Twitter, RSS and other buttons that are essential to a successful site. This makes it easier than ever for visitors to begin spreading the word about your merchandise, services or information.

You should also use existing social networks to recommend your pins. For instance, make a Tweet about a new pin or pinboard, etc. Most experts also indicate that the creation of "hashtags" that appear on Twitter or Google+, and which are then used to tag or describe pins, can make for some remarkably dynamic and integrated marketing. The trick is to track how this is succeeding or failing.

Eventually, this means you also need to rely on the analytics and tracking tools so readily available. Most marketing experts suggest that you include links back to your website, blog or landing pages in the pins. This is usually the key to getting traffic to your site and not just your pinboards. You can then begin tracking your "referrals" and leads created from Pinterest actions and activities.

Let's keep all of this in mind as we learn the basics of Pinterest...

### Pins, Boards, Likes, Repinning, and Comments Explained

Let's start with the most basic item - the pin. Pinterest takes its name from the "pins" that you use to show your "interest" in something...thus "Pinterest." Catchy right? It only gets better because a pin is an image, photo or video from any website or from your own computer.

## Pins

Pinterest prefers that their users rely on their "drag and drop" bookmarklet tool, but there are many other free tools that allow you to pin items as well. Either way, all pins appear with embedded links back to their original sites. Thus, no sales ever occur at the Pinterest site, but the links for the images can take someone to the website or blog where an item, service, or idea is available.

Pinterest does have some "best practices" suggestions that all users should follow. They include recommendations to always pin from the original source or from permalinks and to give credit in the description. They also suggest being "thoughtful" when writing the pin description.

Though there are many "easy pinning" tools becoming available as browser extensions, the Pinterest site provides the bookmarklet that you just drag and drop to your toolbar. With this, you can simply see an image you want and click the button on the browser. This opens a page that shows all of the "pinnable" imagery on that page. You can then select the image desired, identify which of your pinboards it has to be attached to, type the description, add tags, and even choose if you want to share this new pin on your Facebook or Twitter accounts.

At this point, we should also add that your followers are going to be able to opt to do two different things when they choose to follow you. They can elect to receive updates of new pins on individual boards OR they can receive word when any new pins are added to your entire account. This means that you do have to be thoughtful and organized in terms of pinboard creation if you want the appropriate viewer to receive word of new items.

This takes us to the concept of pinboard creation and organization.

## Boards

A board is actually a "set of pins" that are chosen around a theme or topic. For example, you have a blog about baking. You can make pinboards about cupcakes, pies, cakes, breads, meals, etc. There is no limit to the number of pins you tack on each board.

To create a board is simple. You open your account and choose the Add - Add a Board path on the menu. You can then create a title, choose the appropriate category, and

select "Create." (You can also create the new pinboard "on the fly" by scrolling down to the bottom of the list and selecting the "Add a Board" command at the time you create a pin online)

Remember that you want to keep the names of the pinboards clear and concise and choose the most appropriate categories to direct interested visitors to your boards easily. This is especially true if you add new pins often.

For instance, let's say you are making your Pinterest pages about baking. You choose the title of "Cupcakes" for a specific board. You would then write the appropriate description, choose who can pin to that board (most people say "Just Me") and then choose the category.

For this pinboard, you would want to be sure that the relevant category is chosen - you can opt for Food and Drink, but if the cupcakes are all wedding related you would want that category instead. Perhaps they are kid-oriented cupcakes? Choose the Kids category instead. When visitors choose that category on the home page, your pin may be one of the first to appear.

Before heading on to the next issue, let's also discuss the option for allowing others to contribute to one of your pinboards. This is actually a good way to create a contest or a user-generated board. For instance, writer Pamela Vaughan points to the popular ModCloth website for its user-generated pinboard and also says:

*"[This] opens up a great opportunity to involve fans and customers in your marketing. Pick out a few of your top fans or customers, and create a board dedicated to their pins. Ask the customer to pin images that showcase the lifestyle they enjoy because of your brand. Does your software save them time? Ask them to pin images of things that represent the time they save or the things they can do with that saved time. This is a great way to leverage customer testimonials in a unique and visual way."*  
(Vaughan, 2012)

And this is a great way to get ideas about your audiences' interests while also making for a dynamic page. Just consider that all of the submitted materials can also be viewed as the wishes, desires and suggestions offered up by your audience! Be sure to monitor such pages to ensure that the quality of the pins matches your message.

Many marketing experts advocate the use of a "contest" that asks Pinterest users to create a pinboard of their own and send a link, but be sure that your contest works within the site's guidelines.

While providing a venue for people to pin interesting and relevant items is a good tactic, you **MUST** participate in the pinboards of others. This can be done in a few ways which we cover next...

## Likes

One of the primary areas of confusion for those new to Pinterest is the "Like" and the "Repin" option. Many cannot understand the difference. In short, here is an explanation: when you visit someone's pinboard and see a pin or an entire board that you really like or appreciate, you can hit the "Like" button. This automatically adds that image or board to your profile's "Likes" section, but the images do **NOT** appear on your boards.

When you opt to "Repin" an image, it provides you with the means of choosing a category and adding it to one or your own pinboards. You can create a new description, add hashtags and links, but the source link of the image is automatically transferred from the original site. This is why it is essential that you follow the "Pin Etiquette" posted on the site because it explains the significance of giving appropriate credit and using the original source.

Is "Liking" the same as "Following"? No. When you follow another Pinterest user, you are asking to be notified in one of two ways: you are either "Following All" of their pins and get a message whenever new pins appear on any of their boards **OR** you are following a single board and get word when a new pin is added to that one. The Pinterest users you follow appear on your profile, and the users that are following you appear on your pages too.

When you follow someone, you can also alert them to pins that might be of interest. You simply use the drop down list of those you are following from your profile. You can type the @ symbol followed by their name and this opens up a messaging window that lets you give them details of the pin.

## Repinning

We have just learned that a repin is when you add an image you find while perusing the pinboards on Pinterest. You should know that the Pinterest user from whom you are taking the repin also gets credit for this on your page.

Repinning is actually one of the first activities that you should be doing on Pinterest because it is a strong illustration of the participation that is so essential to your success.

For instance, let's return to the example of the Pinterest user who places an emphasis on baking because they have a website or blog that sells supplies or food. They would be well advised to begin their Pinterest efforts by perusing all of the various baking pages they find and choosing to "repin" images that are relevant or similar to their aesthetic, goal, message, etc.

Why? In the next section we explore the reason to follow relevant pinners in your niche, but for now you should understand that your "following," "liking" and "repinning" gives you "return interest."

The people who enjoy a set of pinboards at one location are going to see that you have an interest in the same materials and will pay a visit to you as well. Don't forget that all repinned items have their source links and credit. Thus, if you get a few of the Pinterest users with similar or related pinboards to repin your images, it is going to lead to more and more traffic.

Of course, you can also use the classic blogging and forum technique of "commenting" to begin developing an audience.

## Comments

Pinterest allows its users to comment on all pins. You can either hover over a thumbnail to view it and engage the "Comment" button or you can view the image in full size and comment in the area below the image.

Comments are great for involving fellow Pinterest users in a dialogue, but are also good tools for creating a following. Be sure to never use any comment as a blatant form of self-promotion but simply as a way of demonstrating your mutual interest and appreciation for the information, imagery, or photo pinned.

## Some Final Comments

Before we close out this chapter and move on to some specific approaches, we'd like to also add some notes about the lesser known activities that can boost results and traffic from Pinterest. These include:

- Video content - Pinterest users can always pin videos as well as images. The thing is to make them relevant, interesting and dynamic. Be sure to use the appropriate descriptions and tags that ensure the material is easily found and generates the sort of results desired. For example, if you are making a "how to" for cupcake decoration, be sure that there is a call to action at the end that directs viewers to the blog or site.
- Use Tools - We already looked at some of the browser tools, but also consider:
  - Pinterest Pin It button for your WordPress powered blogs, or the Pin It On Pinterest button that can be placed on individual posts for complete control of WordPress content.
  - There is also the Wisestamp Pinterest Email app that puts a Pinterest Follow Me button on your email signature.
  - There is an official iPhone app for Pinterest users, and many more on the horizon.
- Hashtags - We did already mention them but they do need to be reinforced as a great "cross venue" marketing tool. When pinning a video or image simply use the hashtag for your Twitter campaign in the description and monitor the results.
- Use Links - It is completely acceptable to use links back to a website or blog within the pin descriptions. You can even insert links to landing pages for sales or tracking if you want. This is probably the number one method for direct traffic to the site and for creating leads.
- Consider Collecting and Curating - If you really want to become a Pinterest resource for your audience, remember that it is all about the lifestyle and not the product. That means finding subjects for which you can be the expert. Then create the pinboards that are a constant resource for your audience. For instance, the baker with a blog or website could create pinboards that

demonstrate unique methods for making bread, unusual flours, etc. The goal here is to become an expert and to create a pinboard that is considered a "go to" destination.

- Use data, charts and "infographics" - If there is one place on the Internet where the development and use of infographics will pay off it is going to be Pinterest. The data shows that this is a very popular method for conveying information in general, but it is also one of the most commonly repinned varieties of material on Pinterest as well. This means that you can begin gathering a nice assortment of infographics or tables of data that relates directly to your business or industry and then use them to create a pinboard that is a very "hot topic" for your industry or area of expertise.

You now have all of the details that you need to begin using Pinterest. We suggest you make some plans that are in line with any pre-existing marketing efforts through Twitter, Facebook, YouTube or other social networks. By integrating pins with other tactics, you are giving yourself a serious edge and really beginning to understand your audience and market. For example, when you pin an item and alert your Twitter and Facebook viewers, you are also going to enjoy the benefits that come from repinning these materials too!

Let's take some time now to explore some specific issues relating to your Pinterest activities and how you can use existing networks and knowledge to strengthen your results.

## Chapter Three - Using Pinterest Fully

### The Importance of Inviting Your Friends

Now that you know what Pinterest is, how it works, and the ways you might use it for marketing and traffic creation, we need to take a step back and explain some of the proverbial "pros and cons" for its use.

For example, we are about to look at the use of Pinterest in conjunction with your Facebook and Twitter accounts. Though you will often read that you just need to use these venues to announce Pinterest activities, you do need to consider a few things in advance...

### You Already Have a Market If You Have Facebook or Twitter

Yes, you really do have a market if you use Facebook and Twitter, but the issue is whether the market is valid. For instance, Facebook is often a way for people to communicate with friends, family and colleagues, but not necessarily the best venue for driving traffic to a website.

Because the Pinterest site does not currently have a means of linking your account to a Facebook business page, it means that all of your notices and efforts will go only to the Timeline or profile Wall. Do you want this? Will this help the blog or website? If not, limit the use of something like Facebook to posts about new pins or to posts about new blogs that then give a link to the Pinterest pinboard relating to the subject.

Remember that Facebook is going to allow all of your friends to "Like" or "Share" the materials you post, and that means it is worth the effort to determine the best way to use it to your benefit.

Twitter is a bit different because it doesn't have any sort of designation between business and general usage. It is up to you to choose the appropriate email account when registering (remember that we indicated the need to choose the email you use for any business related activities you do on Twitter) and to then allow posts to appear. This is done by clicking the "On" button next to the "Link to Twitter" area on the registration page.

Again, Twitter followers can “Retweet” your posts and spread the word about your pins and pinboards.

The next way to be sure that "word of mouth" is working in your favor is through the following of relevant pinners...

## Following Relevant Pinners In Your Niche

Before you begin pinning and trying to use the site in your favor, you have to do some tactical browsing. Your goal is to begin finding the other Pinterest users who are pinning materials relevant to your cause.

You must then begin following them and doing all of the activities that will benefit your account. For instance, that baker we have been referring to throughout this guide might follow oven manufacturers, makers of baking supplies, fellow bakers, cookbook authors, food companies, and more. Any of these pinners may find some of the baker's pins relevant and comment, like, or repin them. This enhances and enlarges the audience and increases the chances for more traffic to the website or blog.

Always keep in mind that the goal of the activities on Pinterest is not to sell anything but to generate interest by demonstrating that a certain lifestyle is going to be nurtured and fostered through your pins and pinboards.

Remember that the mission of the site is to connect people through shared tastes and interests. Thus, if you have identified your audience or market, and begin to understand them more through the visuals presented in the many pinboards, you can really begin to follow the most beneficial groups, businesses, and individuals.

You can also use the knowledge that you have gleaned from your Pinterest activities to begin creating original material to pin.

## How to Pin Original Content

Here's the thing about blogs...even when they are beautifully written they don't garner as much attention as they do when they are well illustrated with graphics, videos and photographs. So, that means that you will want to use the same gorgeous images that you use in your blogs or website to enhance your related pinboards.

When you tag the images correctly, put them into the appropriate categories and post them with strong links, you are going to find that they are well received and popular.

Here's the simplest way to pin your original materials:

1. Create and format the materials according to the highest standards possible. Whether you are making a video, designing an infographic, or shooting a photograph you have to be certain that the quality is impeccable.
2. Post this image to your website or blog.
3. Use the Pin It bookmarklet tool to add the images directly from your site. In this way, there are never any doubts about the original source being cited and the links taking everyone back to your original pages. Be sure to tag and describe the images or items in the most beneficial ways as well.

Because original materials will be coming from a website or blog, your analytics may be a bit confusing. Be sure to keep an organized log of which images you are using and which of your marketing campaigns they are applied to.

For example, you have an image of some ornately decorated cupcakes. You put them on a blog in order to market your newest eBook about small cake decorating. If you are using the same image on Facebook, Twitter, and other sites, you might become a bit confused about the success rate of that image on a site like Pinterest. It is up to you to keep track of the images, names, tags, etc, and then use analytics to track success.

## How to Track Success Of Pins

There are so many ways to obtain analytics that we cannot suggest a single approach. What we can tell you is that you absolutely must track the results.

Google Analytics will allow anyone to track the clicks from the "Pin It" button that Pinterest provides, but you should be also aiming to gather the following data through your analytics programs:

- Which links back to the website/landing page/blog were most effective?
- Which links created referrals and leads from Pinterest?
- The impact of repinning? Following? Commenting? Liking?

You can also turn to the "Pinclout" site that lets users create free accounts and which then analyzes their influence in the Pinterest environment. It gives a general score that is determined by everything from pins and repins to comments and more. It is a simple and fast way to discover which materials are the most effective.

There is also "Pinpuff" which tells you "How much your account is worth...your reach, activity and virility scores." (Vaughan, 2012).

Marketing experts will also appreciate access to the "Pintics" site that allows them to learn about their traffic and the sales that a Pinterest account might be generating. (At the time this guide went to press, the Pintics site was still in beta testing)

Okay! That about does it in terms of the information that you need to have in front of you in order to succeed with Pinterest. Before we bring this guide to a close, however, we'll take a quick look at one website that is getting tons of traffic thanks to their Pinterest activities...

## Chapter Four - Proof

### Epicurious.Com

Throughout this guide, we have mentioned ways that you can use Pinterest as a cross-venue tactic. In other words, it can be part of a multi-site marketing approach that integrates a few social networks with website and blog options as well. This is usually referred to under a modern term - content marketing.

Fundamentally, anyone using Pinterest is going to need a content marketing strategy to ensure that they are using all resources in the most appropriate manner. For instance, are they using social media to the fullest degree? Will their blog, website, and landing pages all be "in sync" with the stuff appearing in social networks such as Facebook and Pinterest?

Are there multiple "delivery channels" for the content? For instance, if we head back to our example of the baker with the blog or website...do they also make their information available in a way that works with mobile devices, e-Readers, etc?

To give a good example of a site that uses a strong content marketing strategy that includes Pinterest as a key component, let's look at Epicurious.com.

If you head to the Epicurious.com website, you can see that they already have this sort of optimal content marketing strategy in place. What do I mean? Well consider the following:

1. You need a recipe for a chocolate cake and visit the site to find one.
2. You get an organized list of results with consumer feedback and ratings.
3. You choose a "four fork rated" recipe and find that you could save the recipe to an online recipe box, share it, like it in Pinterest and other networks and send the shopping list to a mobile phone.

How does this demonstrate the value of Pinterest? Think of the circle of communication going on here.

- The person who clicks the "Pin It" link on the site is going to automatically be able to share this interest with their social networks as well because Pinterest allows that option.

- This means that the link will appear on their Timeline or as a Tweet. People will then be able to click through to the Pinterest board to explore what is posted there.
- If the pinner has developed pinboards that are relevant to their viewer's interest it is likely that they will follow the embedded links to the landing page, website or blog for further information. They might also add their content to any of the social networks.
- This single pin might allow the individual to get a batch of new leads, new followers, or new "likes" that continually attract the attention of anyone with similar tastes and interests.

Pinterest is just a new facet of the developing "wheel" that is modern marketing and online sales. If you want to learn more about your audience and to begin dramatically expanding your reach, Pinterest boards are a "must."

We wish you the best of luck and are sure you are going to have a great time building your pinboards and using them to drive all kinds of relevant and valuable traffic to your website! Good luck and happy pinning!

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