

## *Pinning and Boarding: Creative Marketing Strategies with Pinterest*

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*Pinterest*, a visual social networking tool, offers an assortment of additional opportunities to market your company or brand to a fresh audience and potential customers.

Viewers find *Pinterest* images **addictive**, keeping them on 'board' for a long time; your image portfolio can take advantage of this rapture long enough to *lead to referrals for your business*.

The objective is to have a brand recognition in the international market, drive traffic to your website and become successful at converting the quality leads into sales. Let's get your creative juices flowing with this precious new tool as part of your social media marketing mix.

Social media platforms such as *Facebook*, *Twitter* and *LinkedIn* have been in the spotlight for quite sometime now. Unlike them, *Pinterest* wants you to be *creative* with what you want and use it resourcefully for your benefit through striking visual effects.



### ***Distinctive reasons for marketers to use Pinterest***

- **It connects you with the visual part of your clientele**

*Pinterest* is visual; it grabs the attention of an audience that considers images over text-only content. It is essential to address these viewers, because this is how you can open the gateways to new sectors of customers who may be more engaged in your brand or product through the images ('pins') you post.

- **You can gather insight about your customers/patrons**

You can use *Pinterest* as a tool for recognizing the needs and interests of your targeted customers. Inspect 'pinboards' to help you understand who your customers are and what do they want. If you are equipped with a marketing software that helps in following the people who got to your website via *Pinterest* and follow them through the buying process, you can identify the swings in their behavior and figure out ways to take care of such leads.

For example *Hubspot* carefully connects referrals to lead data and confirms what offer or strategy converted those leads into sales. Then, you can target your new leads to entice them down the sales road with a convincing custom message.

- **Become an industry thought leader**

Become the must go-to *Pinterest* account for 'pins' about particular subjects or specific topics related to the field of your industry.

For example, if you are an event management company, you can create a themed 'pinboard' that features amazing event decoration ideas from the web or the images of the projects that you have implemented for your customers.

- **Present your business persona**

*Pinterest* has profound lifestyle focus, therefore, you should let people have a peek into your brand personality and let them in behind the scenes. For instance, you can 'pin' images to display the working environment of your office or the manufacturing process of your brand, including some interesting activities that your company takes part in, such as award distribution ceremony, formal dinners or annual events. This will make your brand significant, appealing and cultivate your relations with your prospective customers.

- **Drastic change in consumer behavior from search to discovery**

People are trained to go to Google or Amazon to search for what they want. *Pinterest* begins before that respective search, even before people are considering purchasing a certain product.

For example, if you want to have a laptop, you might jump on board on *Pinterest*, look through a category committed to laptops and then land right on the product/purchase page of the vendor's website. During the discovery period, you might never end up at Google or Amazon due to the fact that *Pinterest* drives traffic back to the seller's website.

- **Less burdensome communications for brands**

A genuine concern for any company or brand thinking to jump into a new social media stage with a *Pinterest* marketing plan is the question about resources. The best aspect of *Pinterest* is that there are almost no overheads. Other than 'pinning', tagging images or pictures and categorizing them effectively, you need not to worry about things like managing comments or creating extensive text content. You may advance with the image content at your own rate.

- **Hits the niches**

You can start niche marketing by creating 'boards' which should reflect specific segments. In this way, you will step in to the world of niche marketing with a helpful *Pinterest* marketing plan, giving high exposure to your brand and increasing the chance of having more leads.

- **Builds your proficiency**

As an additional advantage, you can use *Pinterest* to enhance your skills in a specific industry, field or relationships and share your experience with others to aid you to see things at a broader spectrum.

Considering *Pinterest* as your ideal marketing ground requires you to have a *Pinterest* marketing plan which covers everything from identifying the key aspects of *Pinterest*, to the sound understanding of how to use *Pinterest* marketing strategies and their importance to your business or brand.

### **Primary Pinterest Marketing Strategies:**

With Pinterest 'followers', 'likes', 'repins', and comments, you can forge a bond with your potential customers and others.

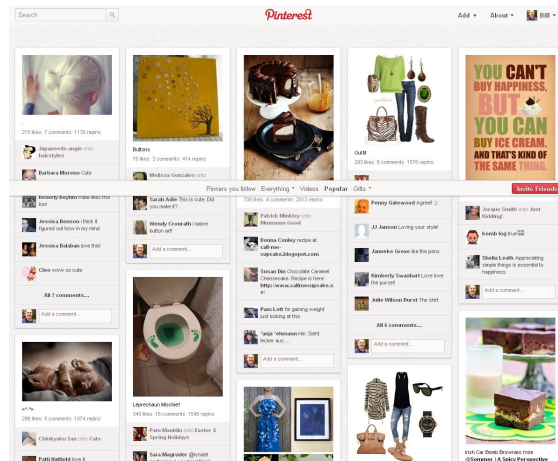
- **Repin**

'Repinning' on *Pinterest* will provide you with chances to build a community and drive relevant traffic. The linking to your website boosts exposure that lends itself to generating leads. When you will 'repin' another's 'pinned' image, they will receive a notification via an email. No doubt they will follow the link to your account and identify where you have pinned their image; this will compel them to have a look through your boards. However, to make your account visitors follow the link to your website, you have to create boards that would interest and develop curiosity of your visitors, consequently making them your leads.



- **Make Comments**

Comments are golden constituents of the *Pinterest* marketing plan that can drive in a lot of traffic. When you will keep your cursor on a pinned image, you will see the tab named 'comment', another tab as 'repin' and then the 'like' tab. When you make a comment about the image, it stays with it. Therefore, you have to think what you say, since whatever you will state will be noticed and get you follow ups. You can consider some 'call to action', if it is suitable and appropriate. *Pinterest* will send a notification to the person who 'pinned' the image that a comment has been posted and provide a link to reply to your statement.



- **Follow boards or pinners who relate to your prime market**

On the whole, you have to look for people who have the same interests as you, and they *may* be interested in your business.

For instance, if you are a chef, then you will follow the respective boards that are tagged as “food” or “recipes”. This will enable you to create a network.

- **Add the *pin it* button to your website**

Adding the ‘pin it’ button to your website, just like others social media sharing buttons, will enable your website visitors to share your visual content on *Pinterest* right away. This will aid in showcasing your brand or company to new people.



- **Add links/ back links in the details of your pins**

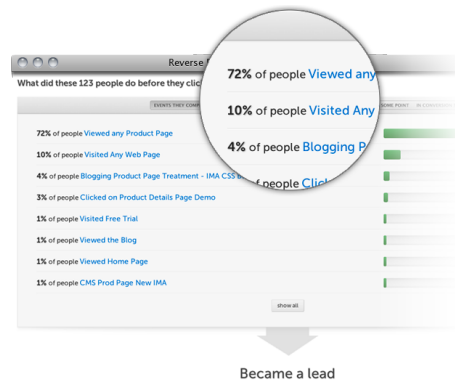
Links are the key point to your *Pinterest* marketing plan. You must add backlinks to your landing page and your site in the descriptions of ‘pins’ to maximize the traffic to your website.

In order to measure the impact of this, you can keep record of referral traffic and leads coming from *Pinterest*. Keeping an eye on the tracking will enable you to determine how useful the social media platform is as compared to other marketing efforts you make.

The image below is a perfect example of the traffic Hubspot has generated via *Pinterest* in only few weeks. To increase the probability of having more traffic to your website, you can include backlinks to the page on your site where that image is. If you decide to upload a picture rather than ‘pinning’ something live on your site, choose a link that makes some sense and add that in the details of your pin.

The impact of these two things together will give very valuable information to you. For example, a company tracked that a single ‘pin’ only sent a couple of visitors to the site, But

when all the 'pins' were combined together, they sent out a great number of leads in the same time frame. Organizing your boards properly helps your marketing and data collection. *Pinterest* doesn't like blatant commercialism. An indirect approach is required.



- **Create an online video gallery (an impressive catalogue)**

This is a common example for companies that have a physical product to promote and sell. A denim jeans company might create boards for jeans, jackets and skirts. Each picture should send the viewer back to the description page of the product on your official website to enable a purchase.



- **Host contests and draws**

Many brands have already begun to launch contests and draws on *Pinterest*.

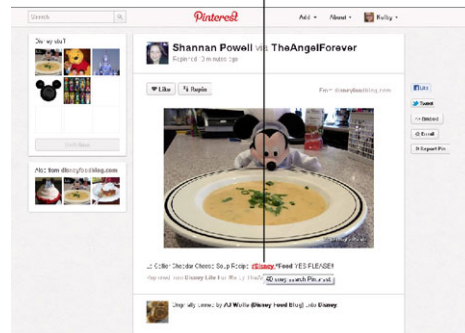
For example, hold a contest that requires the viewer to make 'pinboards' on their accounts to convey what they love about your product or services. Ask them to send the link to their 'pinboard' so you can assess the contestant, and the best board will win a prize.

You may like to adopt another approach of your *Pinterest* marketing plan by 'repining' the boards to your page and asking the followers to vote for the excellent one. For example, a company named "Lands End" managed a vacation contest known as "Pin it to win it" that linked to other social media platforms to create interest in the contest and eventually in the company.

- **Hashtags**

Like Google+ and Twitter, *Pinterest* promotes the use of 'hashtags'. It is essential to your *Pinterest* marketing plan. Users can use these 'hashtags' in order to tag their 'pins' and eventually make the content more search-friendly. You can also create a 'pinboard' around it and tag it with the same 'hashtags' you use on Google+ and Twitter to have a cross-linked operation.

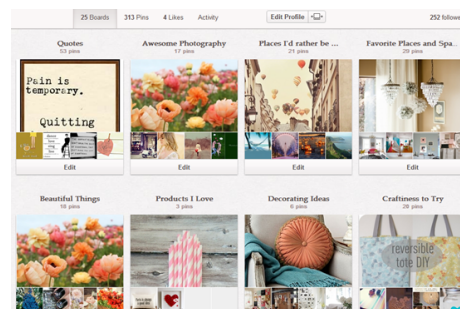
A hashtag in a pin's description



- **Make user-generated boards (testimonial boards)**

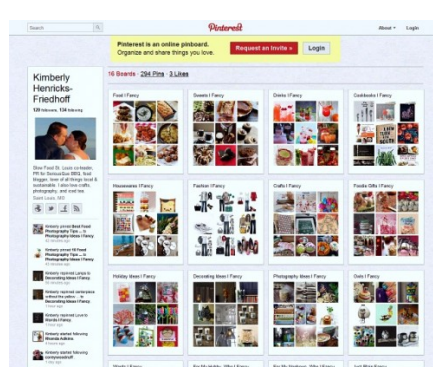
As you have the advantage to open up your 'pinboards' to the 'pinners', create a 'board' specifically for your followers. Ask them to 'pin' images or illustrations in those 'boards' on an exacting theme.

For example, *Book Zone* can create a 'pinboard' for the users to 'pin' books they have read and appreciate. You can choose to make a 'board' dedicated to different ways in which your service or brand has helped your clients. This will improve your company's general reputation.



- **Pin about the events and new product launches**

If your company or brand is hosting or attending an event, then, make a 'pinboard' and add in the visual content related to that occasion. You can have suggestions and insights from other 'pinners' about your new product and improve or alter it as per the wishes of your likely customers.

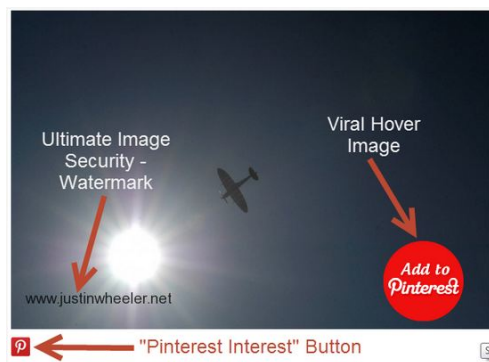


- **Pinterest as a research marketing tool**

Just like other marketing plans, *Pinterest* marketing plan is incomplete if you overlook the need of useful research. You can sneak into the minds of your clients through *Pinterest*, looking at what they are 'pinning' about. Remember that 'pinners' post the content that matters to them. Plenty of things link up to major events in their lives such as their wishes or inspirations.

- **Add watermarks to the images**

It is very easy for the pictures to get copied and the main source to be lost or hidden on the web. If so, then some of your content might stop driving traffic back to your website. To avoid this, you must add a watermark to every image you post on *Pinterest* or on your site. Your web address or your brand name can be used as watermarks to protect the images.



A *Pinterest* marketing plan can enhance the impression and exposure of your brand, enabling your company to generate revenue. A *Pinterest* marketing plan includes ways that assists you in having more *Pinterest* followers once you become a 'pinner'!

- ✓ *Produce a 'pin' that goes viral*
- ✓ *Push people to share your content on Pinterest*
- ✓ *Cheer them to follow you*
- ✓ *Tag popular 'pinners'*
- ✓ *Use as much 'hashtags' as possible.*