PINTEREST MARKETING

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Presentation Outline

Introduction

To Pinterest

Pinterest is a social media service where one can share information in the form of image, gifs, and videos. It is a visual search engine that connects like minded people through their interests.

Founders of Pinterest

Ben Silberman
Co-founder and CEO of Pinterest

Ben Silberman is the co-founder and CEO of Pinterest. Before Pinterest, Ben worked at Google on AdSense and studied at Yale

Evan Sharp
Co-founder of Pinterest

Evan leads the Pinterest's creative team. Before Pinterest, he was a product designer at Facebook, and studied history at the University of Chicago and architecture at Columbia.
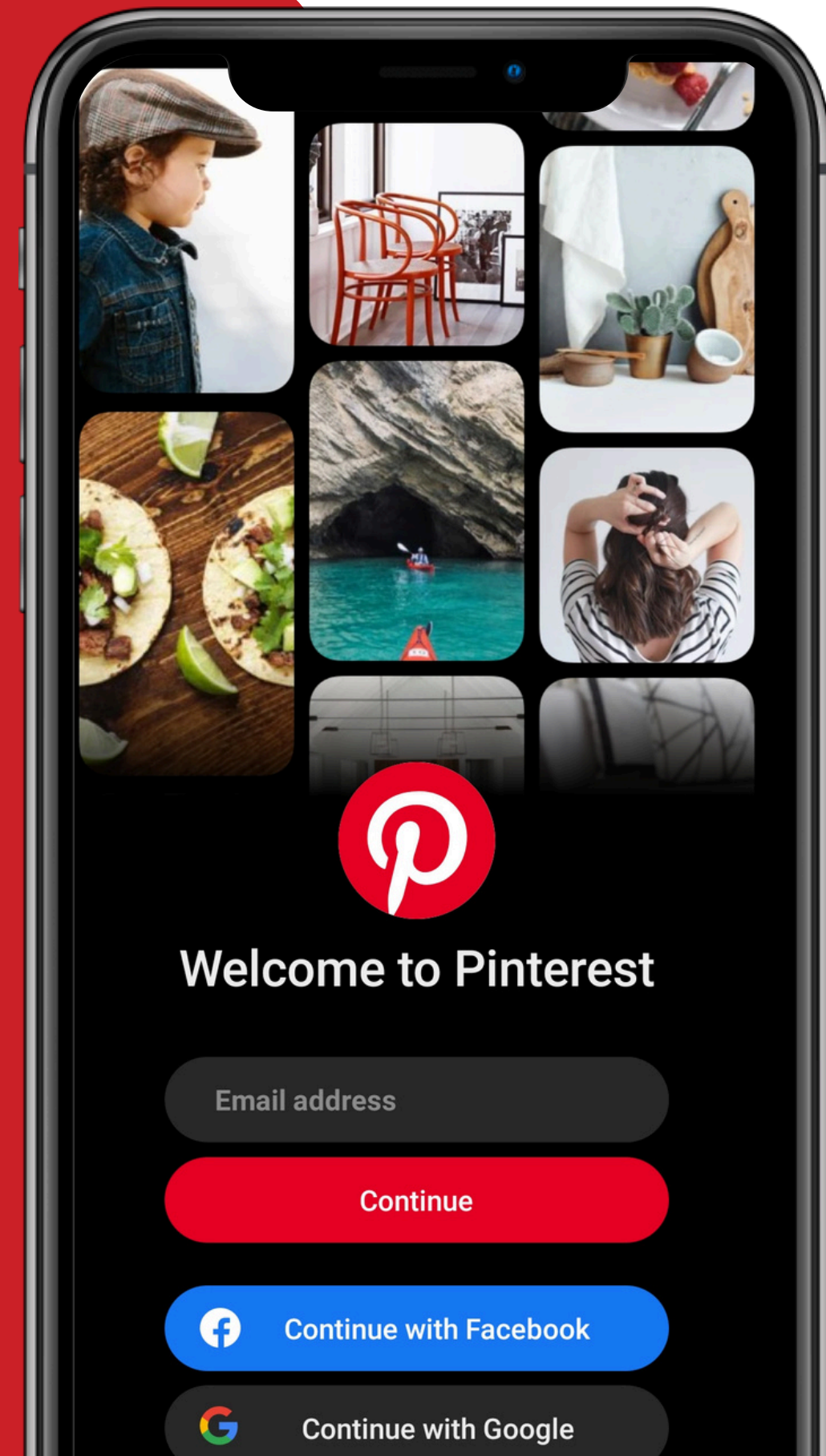
Paul Sciarra
Co-Founder of Pinterest

Paul left Pinterest in 2012 and, today, he's working on new projects in technology. He studied Philosophy at Yale
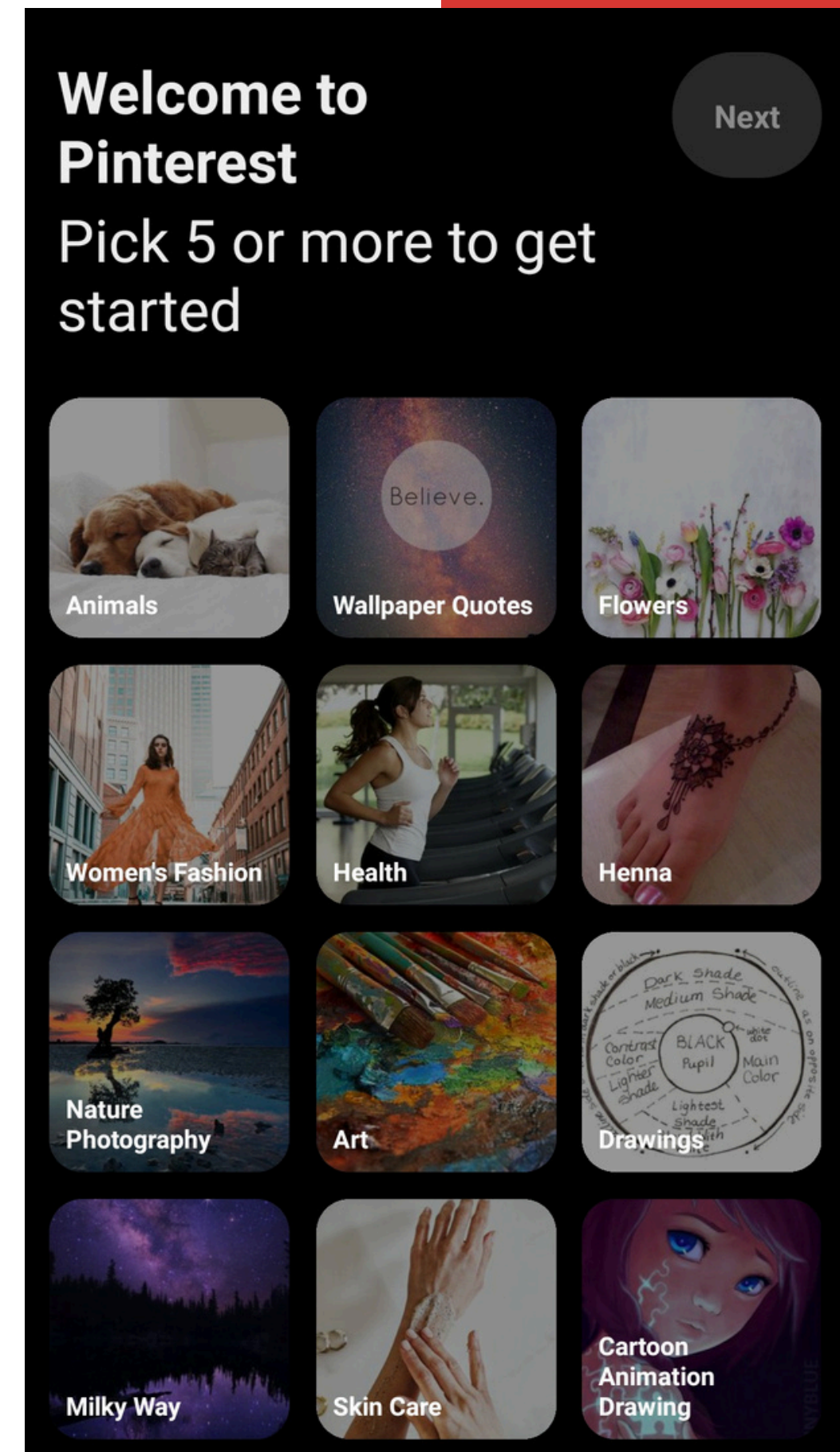
Setting up an account

One cannot surf on Pinterest without signing in. Simply sign up with the email address or you can log in using your social log ins.

Once you've added in all the details, Pinterest asks the new user to select the top 5 from the list provided, and accordingly using it's recommendation system creates a personalised Home page for the User

TYPES OF ACCOUNTS

Personal Account

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Anyone who wants to surf or upload ideas on pinterest has to create a personal account.

The personal account gives an individual the access to upload pictures, videos or gifs, create multiple boards with multiple pins, follow other users across pinterest, like, comment and share any pin they want, download images or videos as well.

Business Account

A business account is available for bloggers, artists, brand owners etc, to market their product or service on pinterest. Pinterest offers a variety of features to business account users.

To create a business account, one can simply log out of their personal account, then go to Pinterest for business and join as a business. Another option is convert the personal account into the business account.

All the features for personal account are provided in the business account as well.

Features in Pinterest

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Pins

Reacting to Pins

Boards

Pinterest Lens

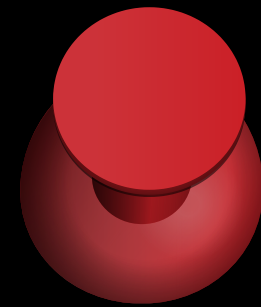Pin Codes

Pinterest Widget

Rich Pins

Pinterest Analytics

Pinterest Trends
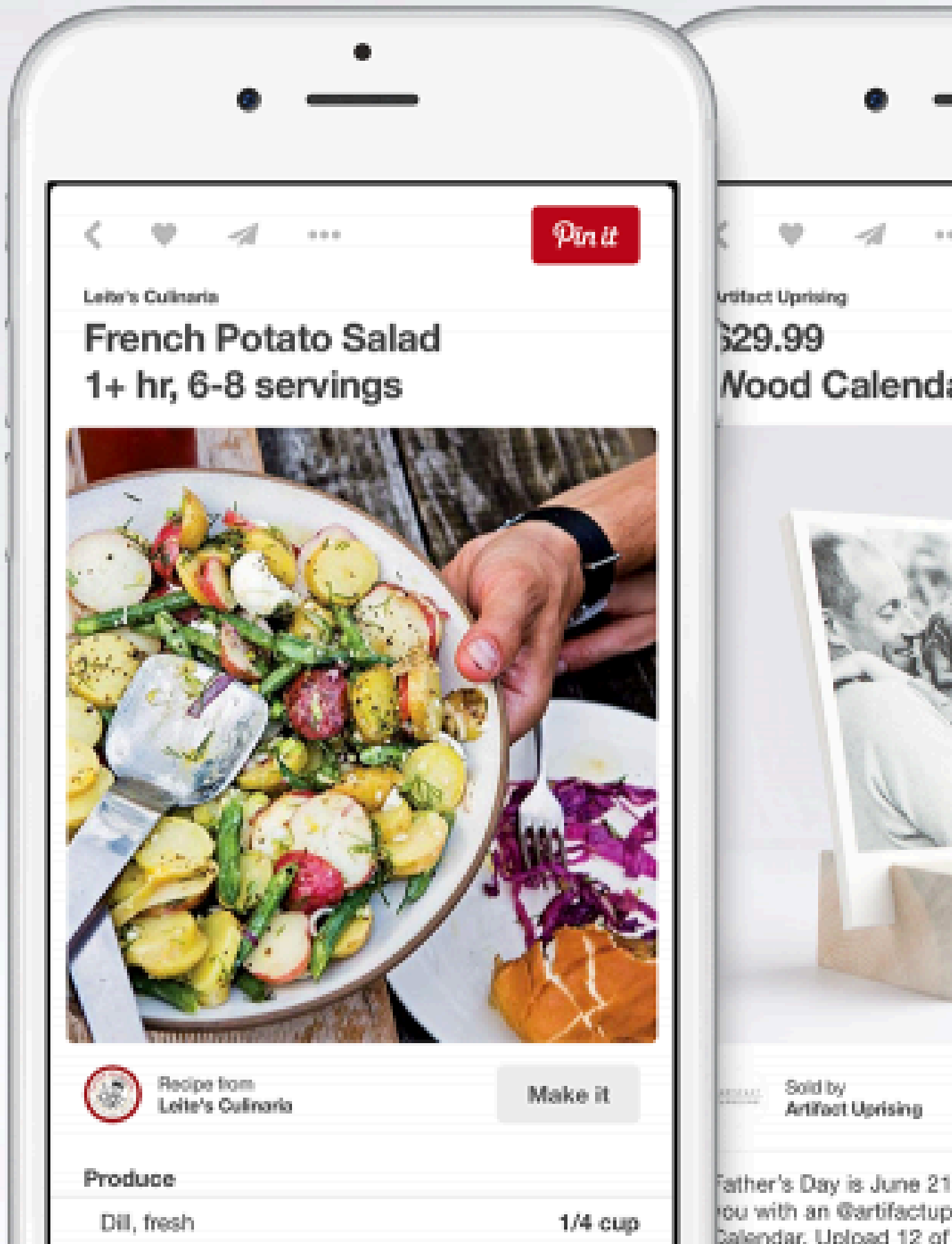
Audience Insights

Home Page

PINS

Pins are like bookmarks that are used by people to save their ideas on Pinterest. One can save the pins by pressing the red button next to it to add it to their board.

You can also click on a pin and visit the website to learn about that particular interest. If you try a pin, for e.g. any DIY home décor, then you can add your picture to pin to show other people how it went or add tips for others to try it.

Pins can also be shared to family and friends not only on Pinterest, but also on other platforms such as WhatsApp, Facebook, Instagram etc.

Leite's Culinaria

French Potato Salad
1+ hr, 6-8 servings

Recipe from
Leite's Culinaria

Make it

Produce

Dill, fresh   1/4 cup

Artifact Uprising

$29.99

Wood Calendar

Sold by
Artifact Uprising

Visit

Father's Day is June 21st Say thank you with an @artifactuprsng Wood Calendar. Upload 12 of your favorite

2h ago

Article from
Condé Nast Traveler

Read it

Since regulations prohibiting travel to Cuba were relaxed in January, U.S. travelers have been clamoring

REACTING TO A PIN

When a user has uploaded a pin, the viewer of the pin has an option to follow the pinner to view more of his/her content, they can like or comment on that pin and even add their own photo to a pin.
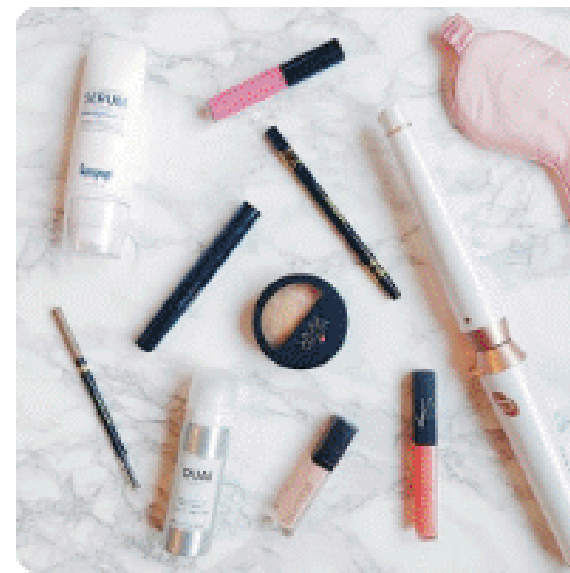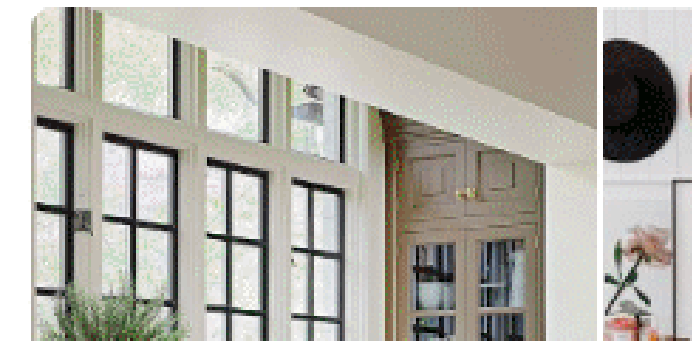
You can also download the image in the pin or get the embedded code of the pin.
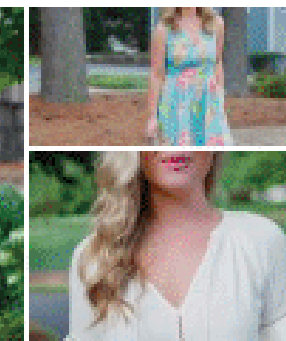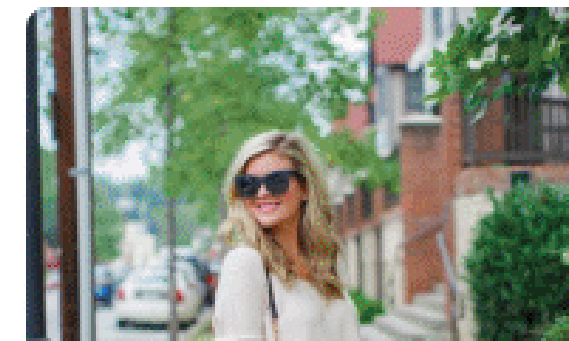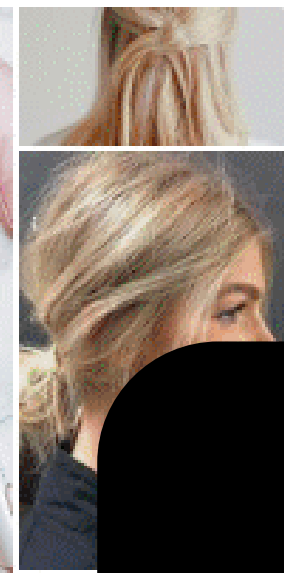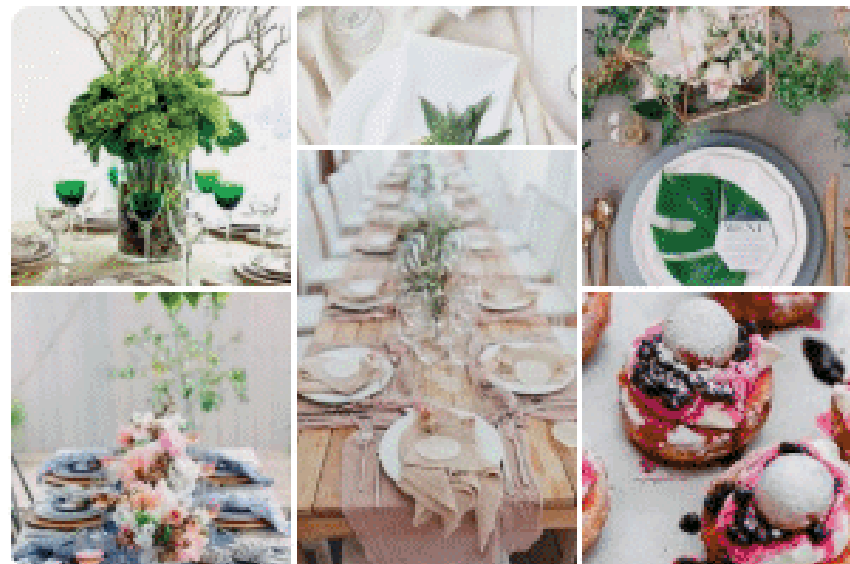
thesouthernstyleguide...
1,290 Pins

Follow

beauty
674 Pins

entertaining
734 Pins

Follow

closets
239 Pins

BOARDS

One can save pins on the boards, name them and also arrange them on the profile. Boards help to keep the pins organised.

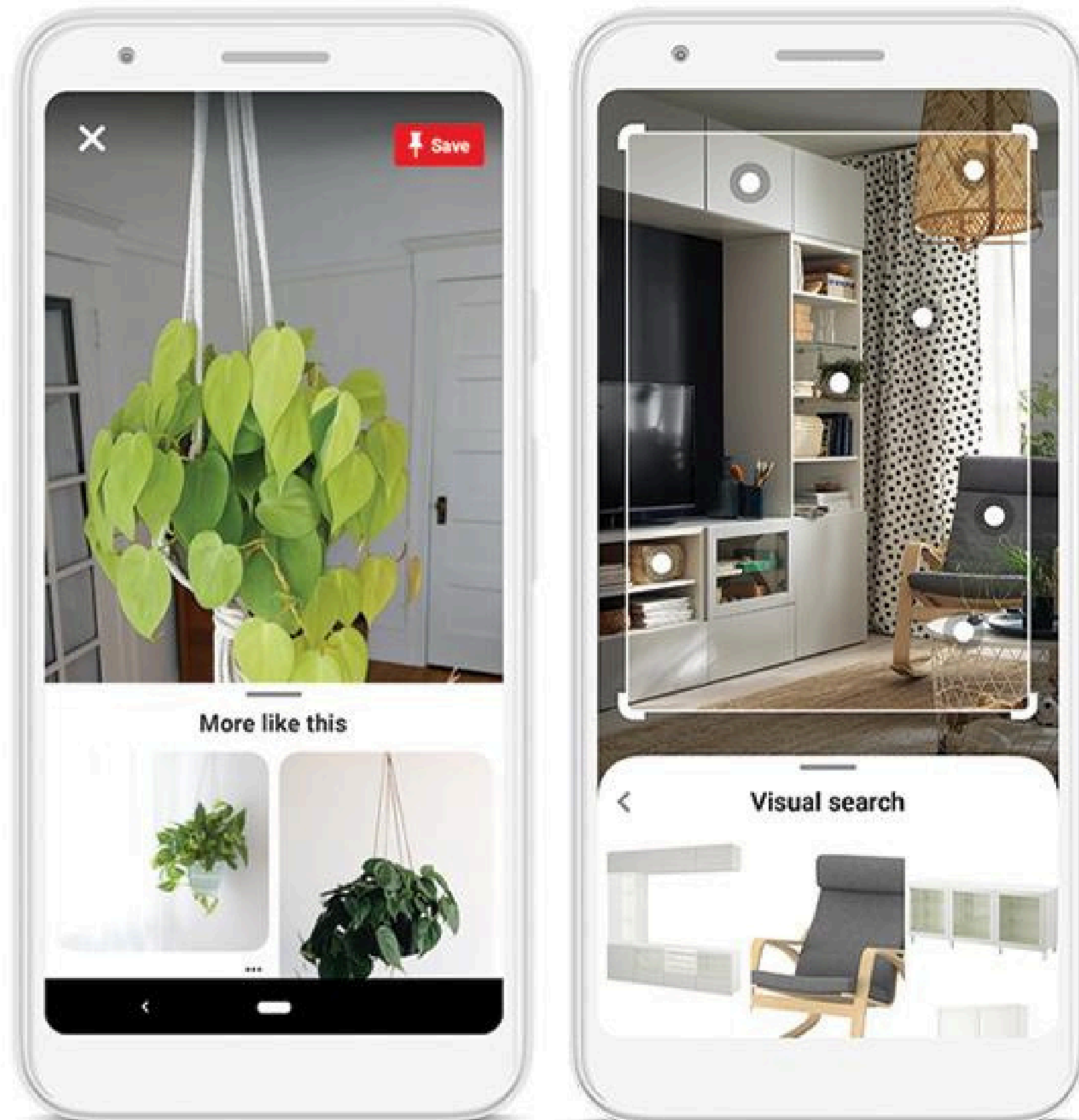These boards can also be kept a secret and public according to the user's preference.

People can also create a group board where they can invite their friends and put pins together.

One can even sort these group boards according to the most important idea for
them and their collaborators on the group board.

PINTEREST LENS

Pinterest's visual search called Pinterest lens, is one of the most useful tools on Pinterest.

It allows users to search for items that they have captured in a picture using their phone's camera or they can also upload existing pictures.
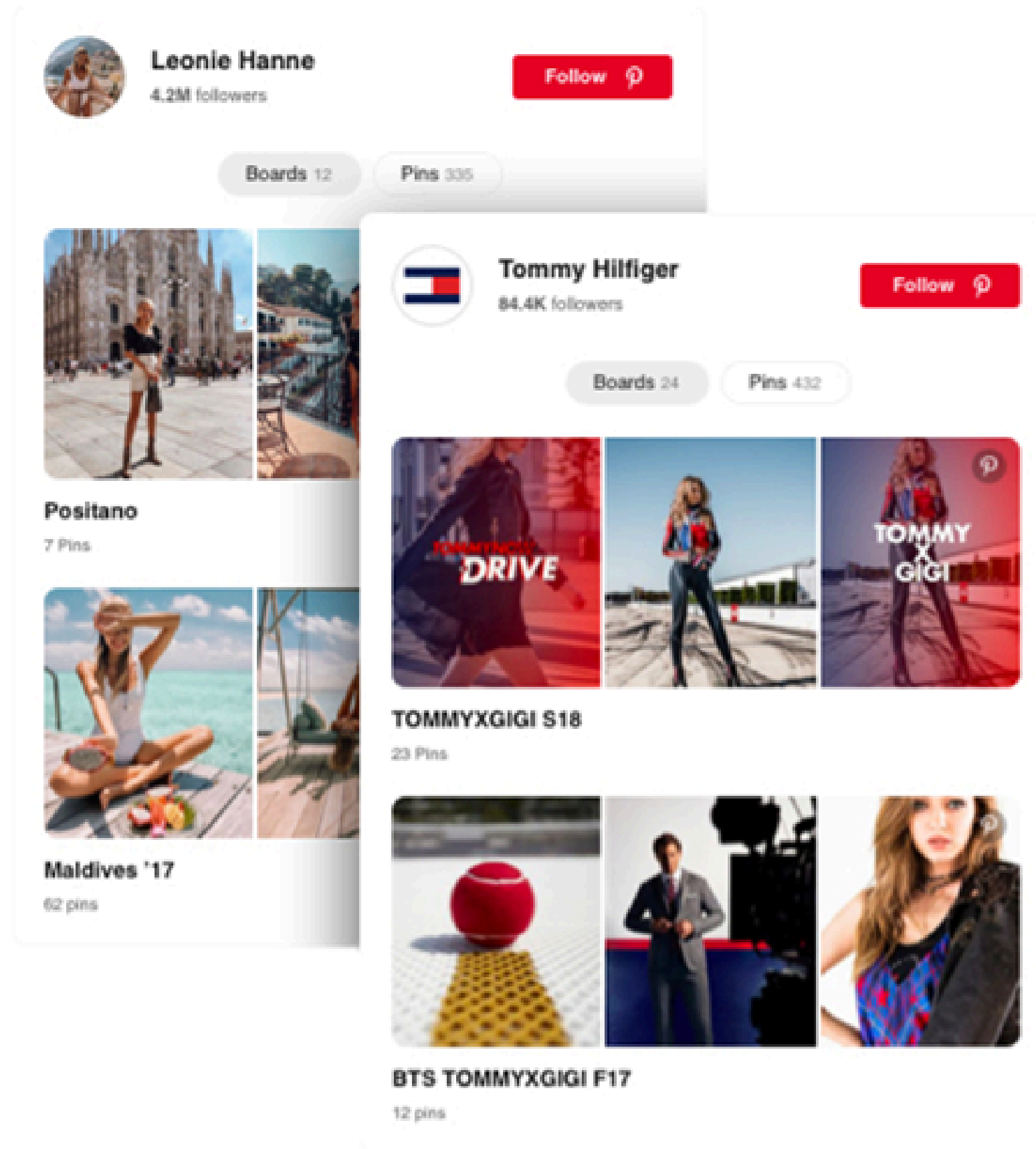
PINCODES

Pincodes are the special codes that one can create in order to share their profiles on Pinterest.

When someone sees your pincode, they can scan it using Pinterest lens.

Pincodes are used to help people discover you and your ideas.

PINTEREST WIDGET

The Pinterest widget allows the website visitors to interact with the pinterest page via the
website giving them the ability to view the Pinterest profile or go to the specific pin or board

Leonie Hanne
4.2M followers

Follow

Boards 12 | Pins 335

Positano
7 Pins

Maldives '17
62 pins

Tommy Hilfiger
84.4K followers

Follow

Boards 24 | Pins 432

TOMMYXGIGI S18
23 Pins

BTS TOMMYXGIGI F17
12 pins

RICH PINS

Rich Pins are a type of organic Pin that automatically sync information from your website to your Pins.You can identify Rich Pins by the extra information above and below the image on closeup and the bold title in your feed. Rich Pins are a free product available for anyone on Pinterest.

TYPES OF RICH PINS

Product Rich Pins

It includes the most up-to-date pricing, availability, and product information right on your Pin.

Recipe Rich Pins

It adds a title, serving size, cook time, ratings, diet preference and a list of ingredients to recipes that you Pin from your site.

Article Rich Pins

It adds the headline or title, the description, and the author of the article or blog post from your site.

PINTEREST ANALYTICS

This feature is helps to track the metrics such as impressions and saves. It is for business account users only.

This data helps the business account users to understand
their target audience in better way.

PINTEREST TRENDS

Pinterest Trends shows what people are searching for right now. It is useful to create timely and relevant content.

It is most beneficial to creators, as they are always looking to create fresh trending content.

AUDIENCE INSIGHTS

Audience insights show what your current and potential followers are engaging with.

It helps to plan the content based on the followers

HOME PAGE

Home page is where the user lands on, when opening Pinterest. The home page has the following tabs like the home feed, today, following, notifications, messages and profile.

A search bar is also available in home to help the users to search for specific pins.

- Home feed
- Profile
- Notifications
- Following
- Today
- Messages

Profile

Each user on Pinterest creates their own profile by uploading, sharing pins and organising them into boards. This profile is open to anyone on Pinterest to view. However, the pins and the boards that are saved on the profile can be hidden by selecting the 'Keep it a secret' option.

Home Feed

Home feed is where one can find pins, people, and brands on Pinterest. It is a personalised recommendation feed created uniquely for each Pinterest user according to their activity on Pinterest.

Notifications

All the information about the followers and following pinners, any reaction to the latest pins, etc are provided to the pinner in this tab. The notification tab on the Mobile app is combined under messages as 'Updates'.

Following

Under this tab, the pinners can view the latest pins that were posted by the people they follow. It is exclusively filled with the posts from the Pinterest profile that the pinners already love.

Messages

Pinterest users can share ideas with other pinners they follow, to connect with them. They can also send pins to them, their created pins or share pins created by others.

Today

Pinterest offers its users fresh content posted in the today section. This section consists of the pins that are picked by Pinterest for the users, all of which are posted today.

Some features introduced by Pinterest during Covid

Story Pins

This feature is created specially for the creators. Like all Pins, Story Pins can be saved to boards for later, and will be discoverable over time.

They will also be distributed across home feed, search results and places like the Today tab, and benefit from the visual discovery engine that matches new ideas to people with relevant interests and tastes.

Pinterest Widget for iOS

Pinterest has recently launched a Pinterest Widget for iPhone users where pinners can feature a board of their own or one that they follow and see daily inspiration right from their iPhone home screen.

New Ways to Shop on Pinterest

Since a majority of people on Pinterest look for content for making a purchase, Pinterest is trying to make the shopping process easier on Pinterest. With the new feature, pinners can now shop right from Pins, on boards, from search, and through new browsable recommendations for home decor.

Merchant Storefront Profile and Discovery

An updated profile enables merchants to transform their shop tab into a storefront with featured in-stock products organized by category, featured product groups and dynamically created recommendations.

Why Pinterest Marketing is important?

Pinterest is a powerful marketing tool with the ability to help you organically increase brand awareness, boost conversions, increase sales, and create long-lasting relationships with your target audience and buyer personas.

Pinterest is growing each year with millions of users creating pins for their inspirations.
According to Pinterest 60% of pinners use Pinterest to purchase plans and 40% have of them have a household income of $100k.

One of the most important features for business accounts is that they can link their website with their pins so any user viewing their pin can directly visit the website. It makes it very easy for pinners to check out more about the product that has grabbed their attention and then potentially make a purchase.

Organic Strategies for Pinterest

Searchable captions for the Pins

Group Boards

Pinterest Widget

Creating a themed page

Engaging with Followers

Scheduling Pinterest posts

Adding hashtags to content

Creating attractive Posts for Instagram

Sharing content on other social media

CREATING ATTRACTIVE POSTS

Just like any other social media platform, having a high-quality image is very important in order to grow on Pinterest.

The images that are to be uploaded should be sharp, clear to read and of high quality to properly showcase the products or services.

Since 80% of the users use Pinterest app through their phone, it is recommended that the photos should be in the portrait mode i.e. in the ratio 2:3.

A short and a simple text on the pin can help attract users to your pin and also to the website. Long texts however should be avoided.
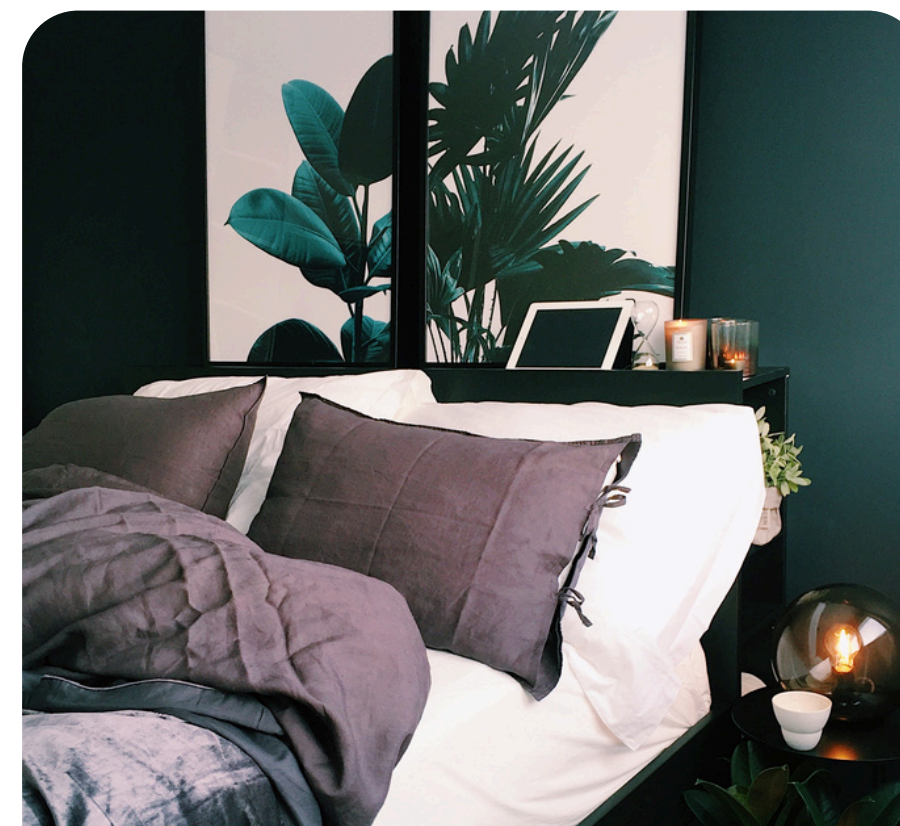
SCHEDULING PINTEREST POSTS

It is recommended to keep pinning on a regular basis to have fresh new content for the pinners to pin to their boards.

Having a consistent posting schedule is important to keep the page active in order to attract new pinners.

Posting at a regular time is equally essential. Through business analytics, one can find out the best time to post on Pinterest.

CREATING A THEMED PAGE

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Having a themed aesthetic page is a great way to show the brand's personality and keep everything very uniform and organised and in sync with the business' website and logo.

Having a consistent theme, font, colour palette and similar design of posts makes it easier to reach out to the target audience.

One can also create a board cover design by creating an image using photoshop or canva, etc to bring about the uniformity in the page.
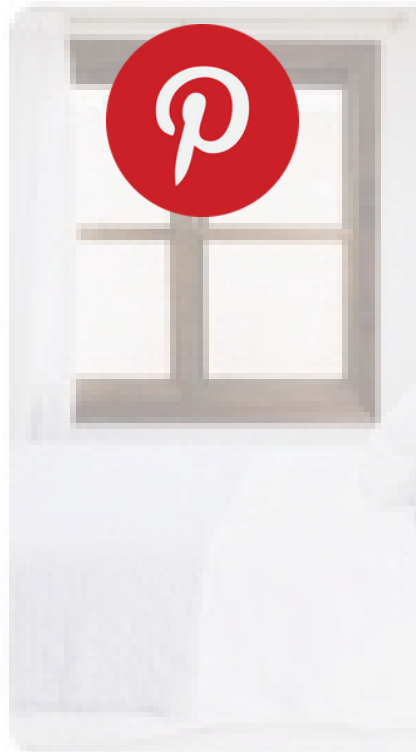
GROUP BOARDS

A good social media account grows organically through a community of engaging and interested followers. On Pinterest, it is important to share ideas, interests and build conversations around the topic of your interested followers.
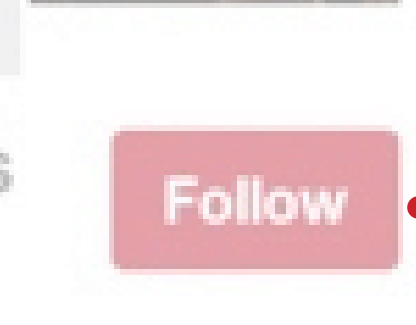
Creating a group board can help you In reaching your audience. Simply by inviting your followers to pin posts to your board can build a community and grow your audience.
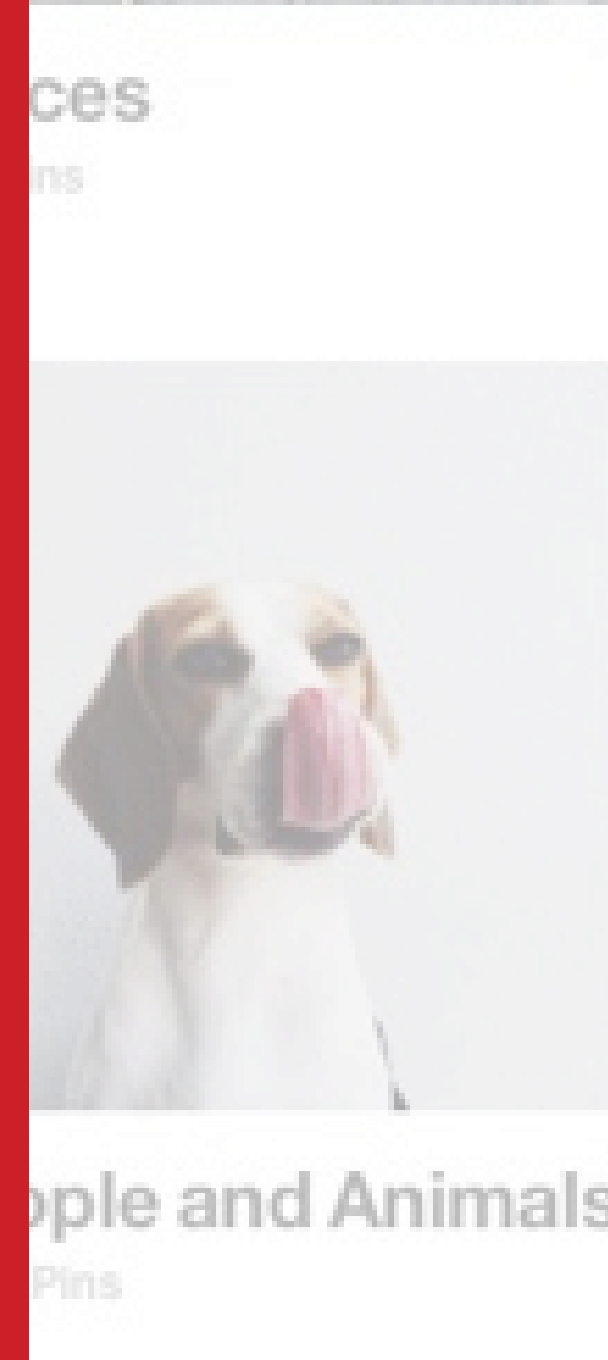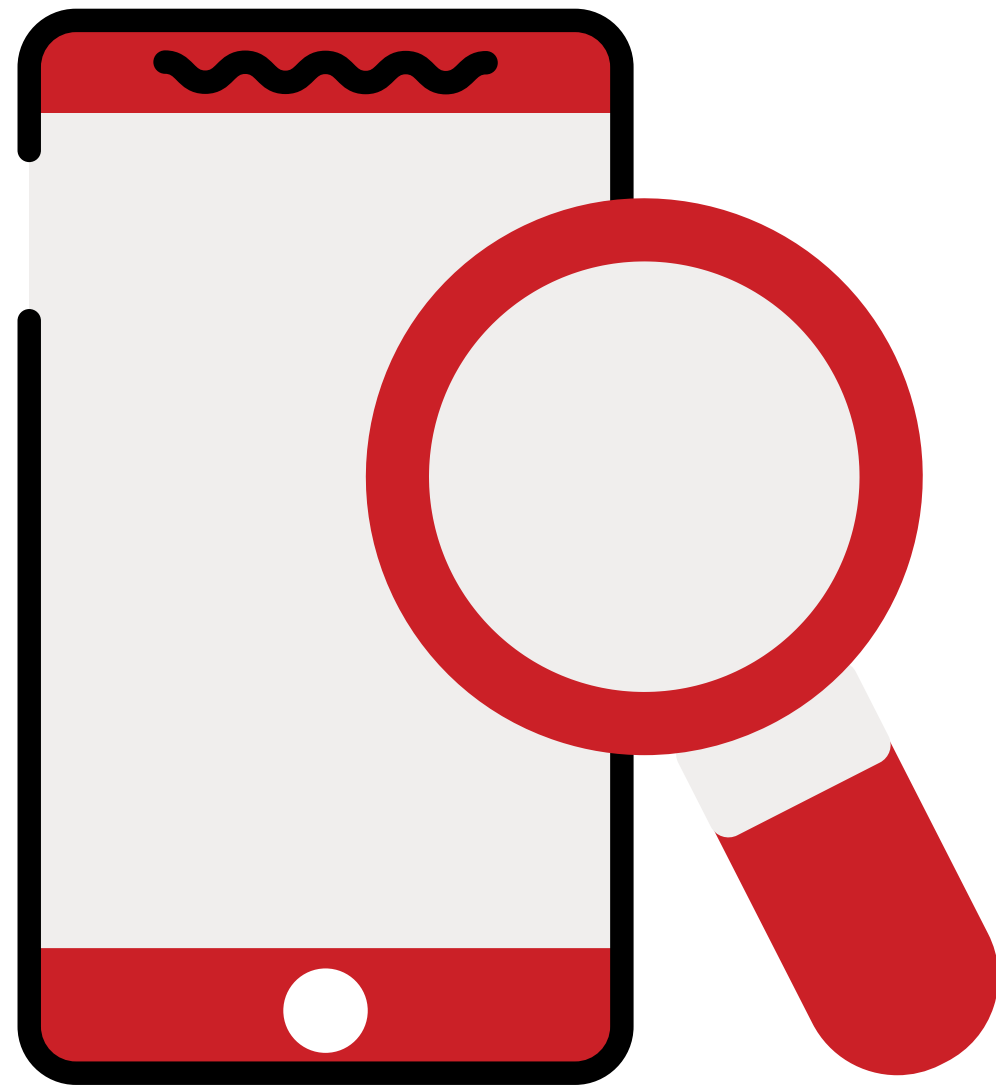
SEARCHABLE CAPTIONS FOR POSTS

Since Pinterest is like a search engine for pictures, adding a searchable caption will get you on top of the search results.
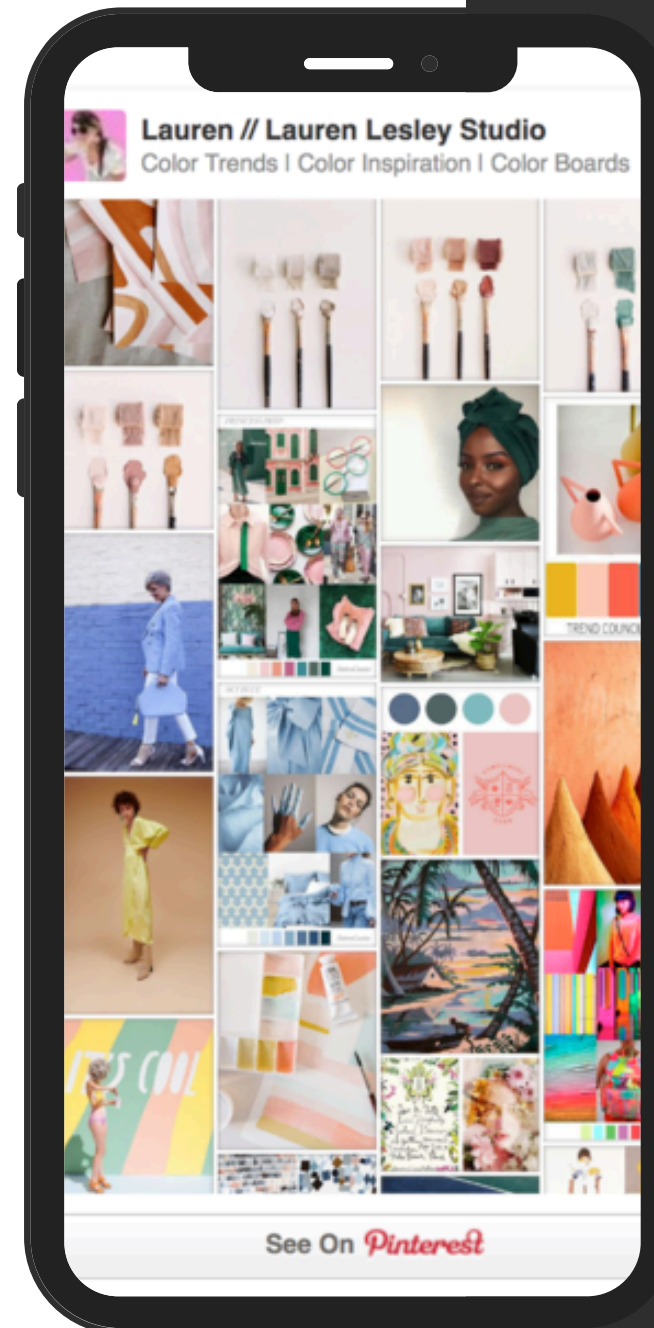
It is very important to put a well thought out caption including a lot of keywords to show up in your audience's search results.

One should analyse the niche keywords or terms for their business or their products to rank higher in the search results.

PINTEREST WIDGET

Lauren // Lauren Lesley Studio
Color Trends | Color Inspiration | Color Boards

See On Pinterest

The Pinterest widget allows the website visitors to interact with the pinterest page via the website giving them the ability to view the Pinterest profile or go to the specific pin or board, thereby increasing traffic on the pinterest account.

Pinterest provides their business account users with the widget builder to easily create, customize and add the feature to the website

ENGAGING WITH FOLLOWERS

In order to receive engagement on your posts, you need to do the same with your followers' posts.

Reaching out to your followers, by liking and commenting on their pins makes them feel valued.

Encouraging your followers by responding to their comments, increases the customer service satisfaction.

ADDING HASHTAGS TO THE CONTENT

Hashtags are another great way for you to organically market to and reach your target audience.

Hashtags on Pinterest work the same way they do on most other social media sites (like Instagram, for example) and when leveraged, make your content more search-friendly.

SHARING CONTENT ON OTHER SOCIAL MEDIA

To promote your Pinterest account and content, you should share your Pins, images, and videos in other areas to improve your chances of being seen and followed.

You can also link your Pinterest profile to your Facebook and Google accounts so you can easily add and find friends, share content across networks, speed up your login on all accounts, and backup your profile in case you lose or forget your password details.
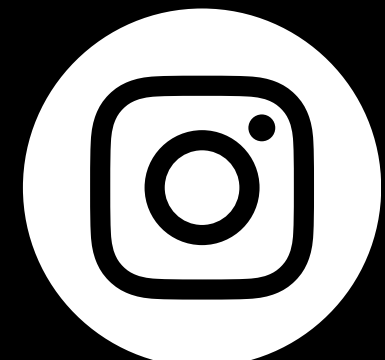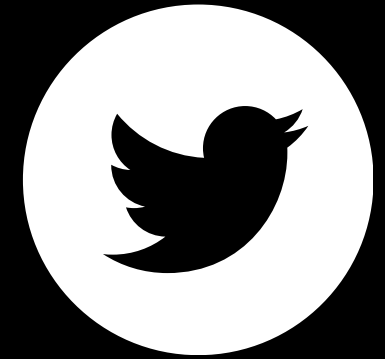
Tools for Pinterest Marketing

These third party apps/websites help in growing your brand on Pinterest.

Social Media Mangement Tools

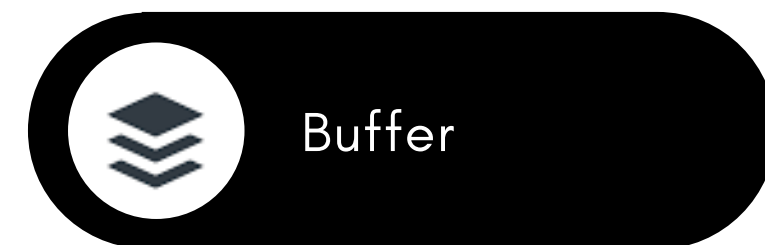Follower Count and Community Growth tools

Image design and Content Tools

Social Media Management Tools

Social media management tools help you schedule posts and organize your content on any social network, including Pinterest, prior to actually posting it.

This way, you can ensure everything is shared and pushed out as planned.

Social media management tools often have analytics capabilities as well, which you can use in tandem with Pinterest Analytics.

Hootsuite

Buffer

Tailwind
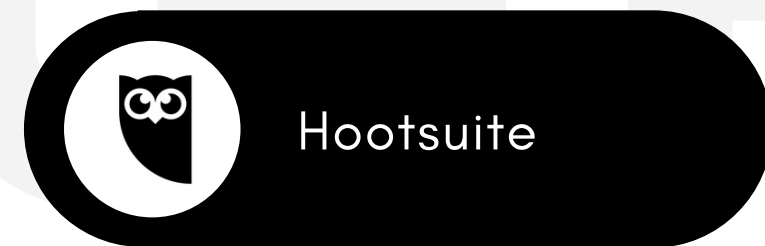
Follower Count and Community Growth Tools

Follower count and community growth tools on Pinterest are available to help you promote your profile and content as well as increase your number of followers an engagements.

The following three tools were created to help you accomplish this specifically on Pinterest

PinGroupie

PinFollow
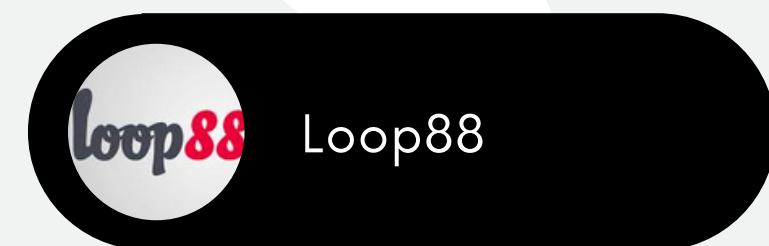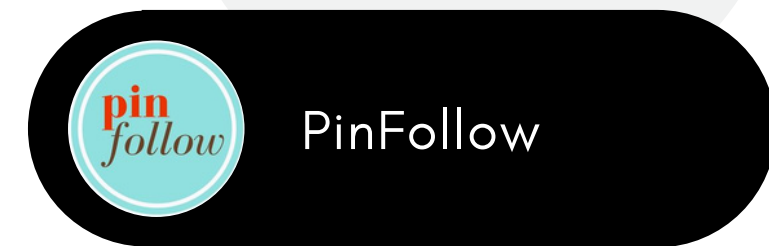
Loop88

Image design and Content Tools

Considering Pinterest is a visual social network, it's important your content looks perfect so you can attract more followers and engagement on your profile.

The following tools are useful to anyone who wants to create beautiful images
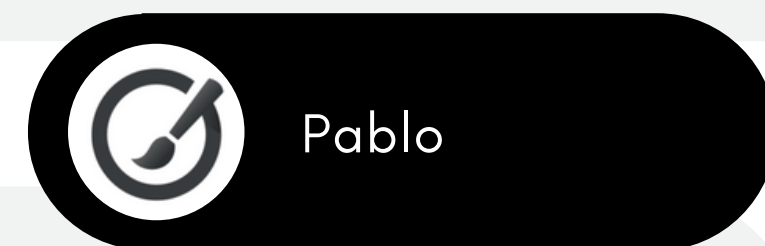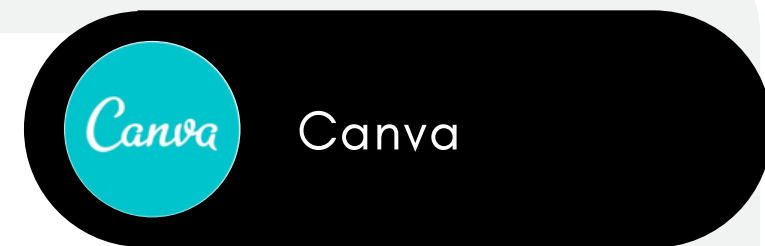
Canva

PicMonkey

Pablo

How to Create Ads on Pinterest

Pinterest ads are great for getting your products and content in front of more people as they search, browse and discover on Pinterest.In the Pinterest Ads Manager, you can create, edit and manage your Pinterest campaigns.

1. Create a new ad

Firstly, make sure that you are using ads.pinterest.com. There, click on ads and then select, 'create ad'

2. Choose a campaign goal

Choose a goal that reflects what you want people to do after they see your ad. Pick your goal based on what's most important to your business for this specific campaign.

3. Enter ad group details

Name the ad group, which works as a container for your Promoted Pins. It gives you more control over your campaign budgets, running dates and targeting.

4. Choose your targetting

Targeting helps you reach the people on Pinterest who are most likely to show an active interest in your ads.

How to Create Ads on Pinterest

Pinterest ads are great for getting your products and content in front of more people as they search, browse and discover on Pinterest.In the Pinterest Ads Manager, you can create, edit and manage your Pinterest campaigns.

5. Budget and Schedule

Select the date you want to start and end your ad. Add your budget and then set the maximum bid for your ad.

6. Pick a pin to promote

Promote Pins that are already doing well to reach even more people. Visit Analytics to see what's performing well.
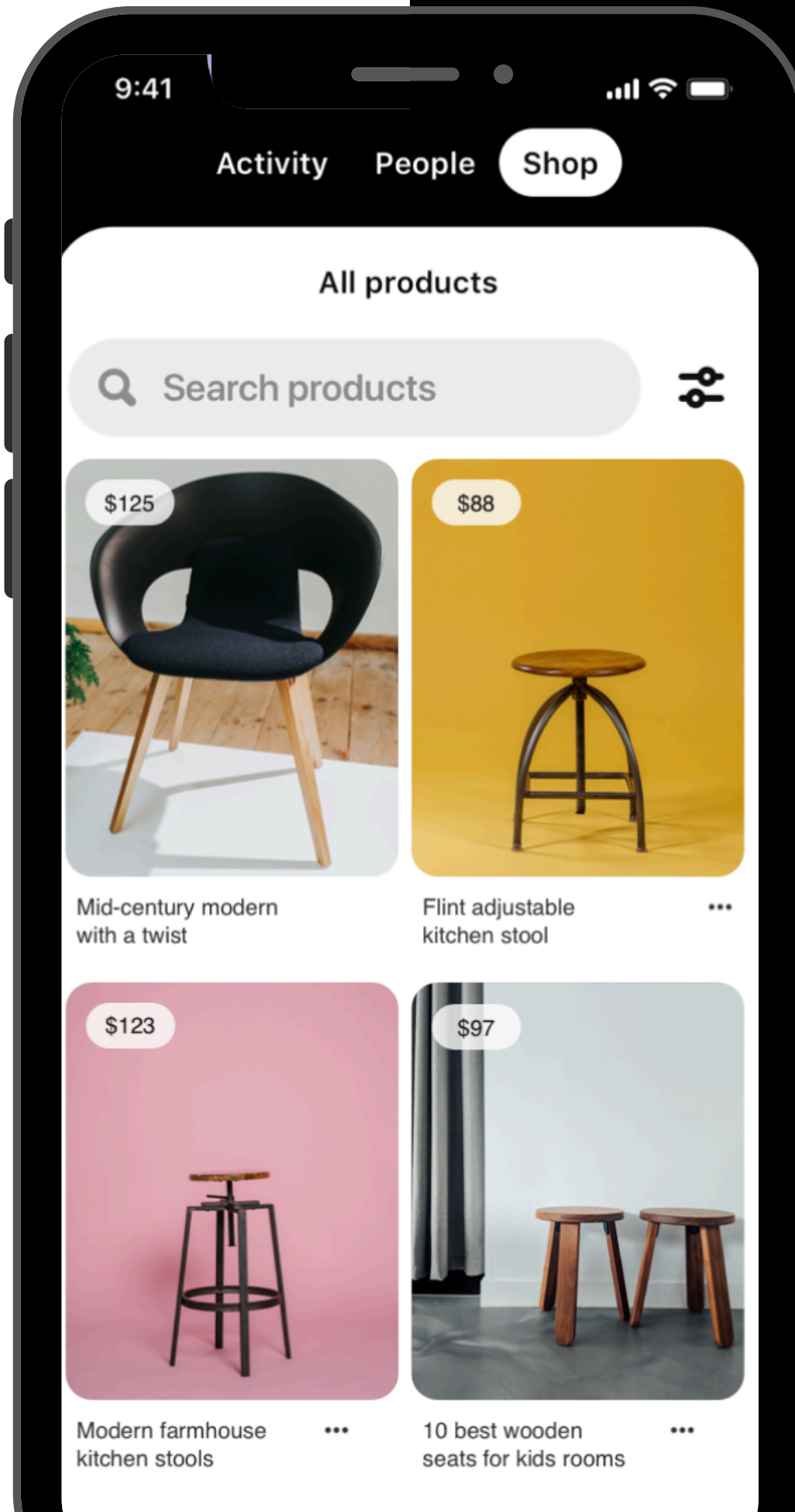
7. Review and Promote

Take another peek to make sure your ads look ready to go. Review all ad details, and click "Launch" when you're ready to go live.

8. Set up your billing info

If it's your first time creating a Promoted Pin, you'll be asked to set up your billing info.
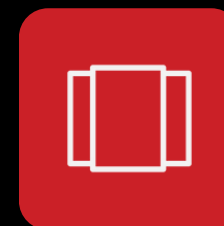
Ad Formats

Standard

Video

Shopping

Carousel

Collection

Targeting your ads

Interests

Reach people based on the types of boards they've created, the Pins they've engaged with and other things they care about.

Audiences

Combine what you already know about your customers with behavioral insights from Pinterest. You can reach people who have bought from your site, who recently engaged with your content on Pinterest, etc.

Demographics

You can choose to focus on a specific location, language, device or gender

Expanded

Reach people based on the types of boards they've created, the Pins they've engaged with and other things they care about.

Keywords

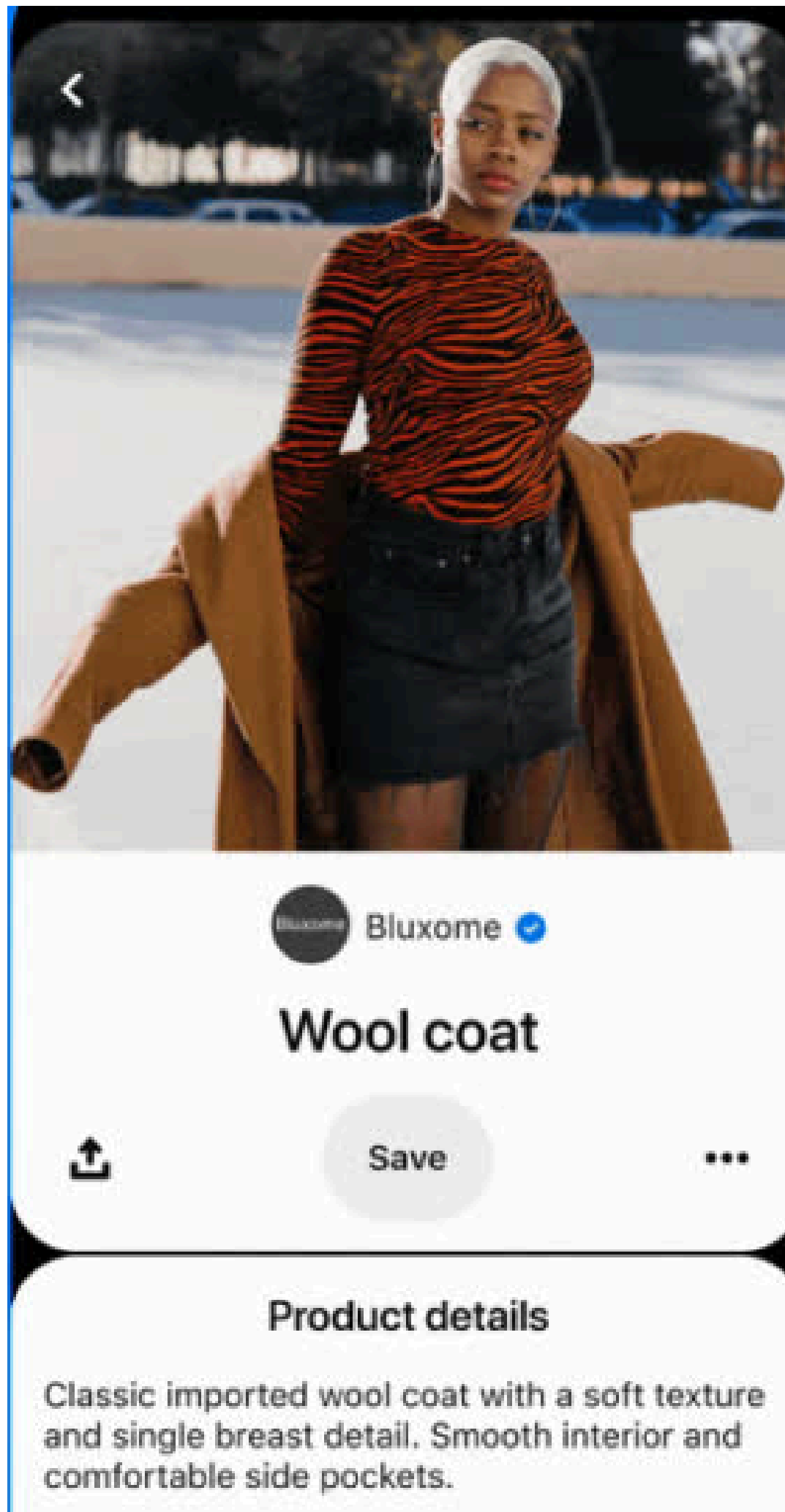Show ads to people searching for specific topics. A home retailer might want to target people searching for "tabletop lamps" or "decorative rugs."

Placement

Choose whether you want your ads to show in people's search results, as they browse, or both.

Pinterest Provides the following resources to its users

✓ Pinterest Help centre for general as well as for business

✓ Pinterest Newsroom

✓ Pinterest Academy

✓ Pinterest Business Community

✓ Pinterest Business For brands and creators

References

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https://business.pinterest.com/en/using-ads-manager

THANK YOU