



Successful Marketing on Pinterest

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Pinterest-Savvy.net

For a small investment of time and learning, you can achieve big returns in traffic and sales!

I. Marketing 101: Know Yourself & Your Customers

Who are you?
Website?
Mission?
Inspiration?
Products / services?

Consistency in all social media and websites is essential.

*Apple's Marketing Philosophy
<http://www.entrepreneur.com/blog/220603#ixzz2RDhNr0c8>

Who are your customers?
Male / female?
Age range?
Business categories?
Hobbies?
Lifestyle?

Where do they hangout? Are your customers on Pinterest?
(If yes, keep reading. If no, Pinterest isn't for you.)

How are you serving your customers?
How are you offering value?
How are you making connections?

II. Understanding Pinterest

- ❖ Visual: BE BEAUTIFUL
- ❖ Storytelling: BE AUTHENTIC, SHARE YOUR STORY
- ❖ Inspiring: BE ENCOURAGING
- ❖ More on Pinterest-Savvy.net

III. Serving Customers, Offering Value, Making Connections on Pinterest

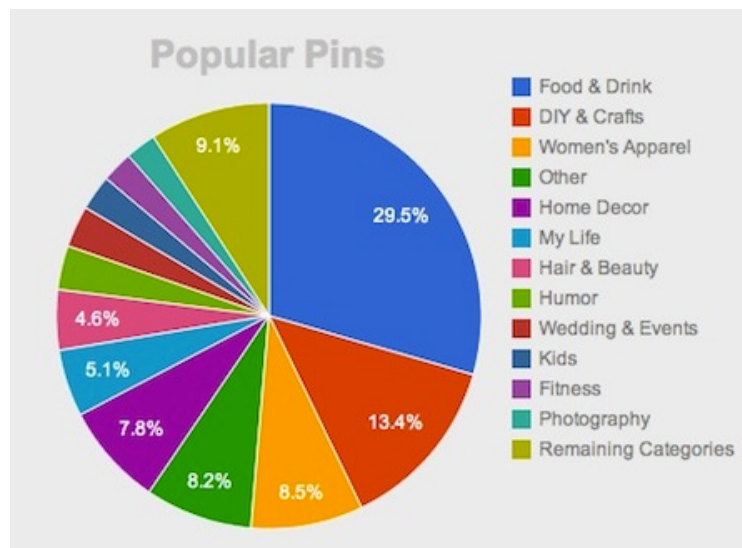
- give them inspiration
- give them free content marketing (yours or other peoples)
- offer social proof – # repins

Popular Pin Categories on Pinterest

Food and Drink

DIY & Crafts

Women's Apparel



source: com.score

IV. Put Your Best Foot Forward

- Website is Pinterest friendly: images, social media, sharing
- Pinterest profile is filled out and contains beautiful pins
- Pin in short bursts, in different categories
- Pins are vertical and well-edited (lighting, etc.) PicMonkey.com, upcoming webinar “Eye-Catching Pins”
- You share a variety of content – not just your own
- Keep learning: Join the Pinterest Savvy Rockstars