

KEEPING THINGS PINTERESTING



PRESENTED BY

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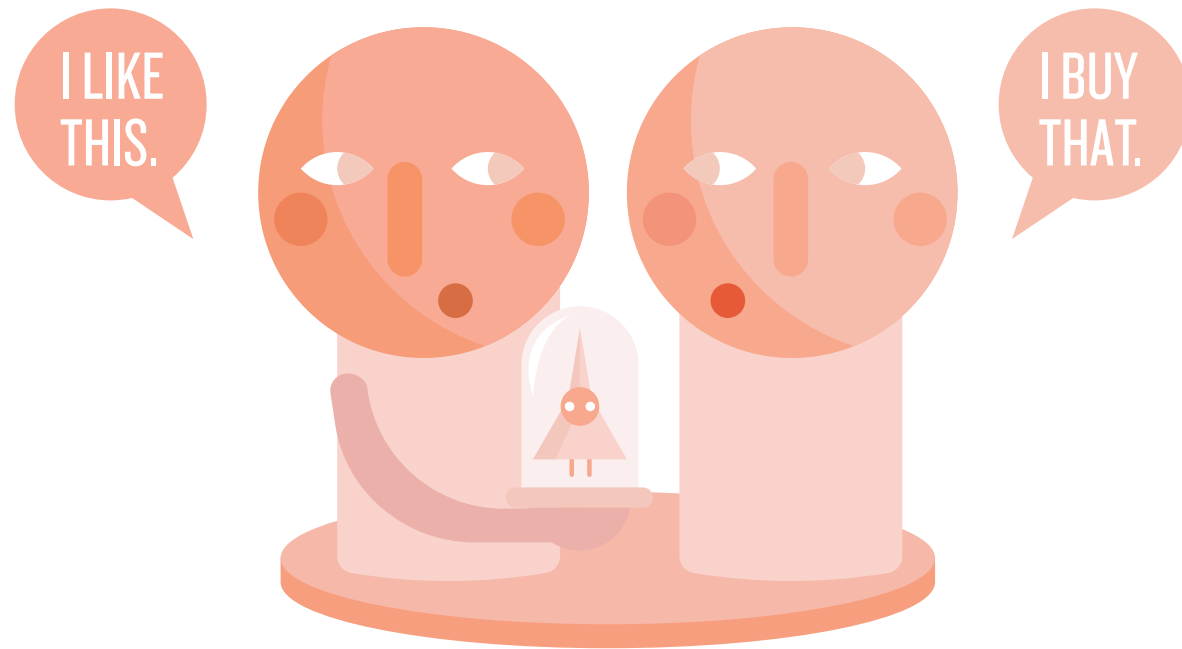
— *Inspired by Alt Summit 2014* —





Some of the most successful marketing is word of mouth.
Social media has become a system of word-of-mouth that

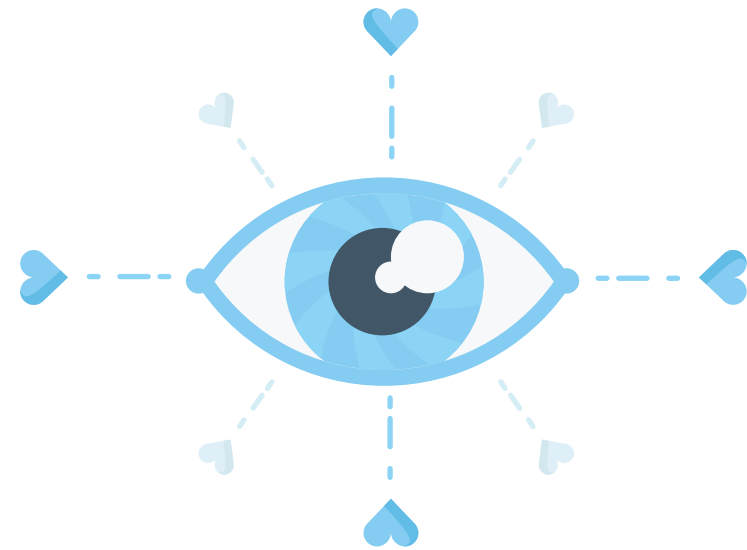
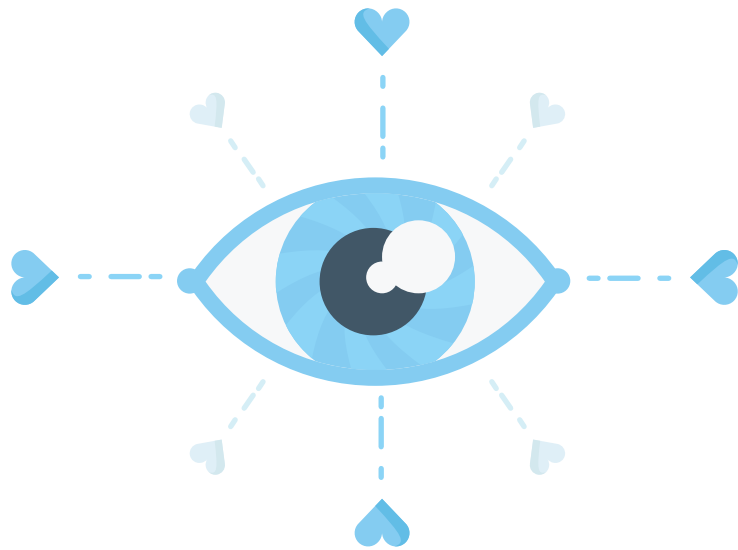
TRANSCENDS GEOGRAPHY



Studies show that individuals are

98 PERCENT

more likely to make a purchase
or have an experience at the
recommendation of a friend.



PEOPLE ARE IMAGE - HUNGRY.

Now that we're able to follow people and companies online whom we may have never met in person, we're able to take recommendations of complete strangers and still feel we're receiving a personal recommendation.

With the proliferation of high-quality in-phone cameras and attainable photography, visual platforms are taking over the social media realm. Think: Snapchat, Instagram, Pinterest, OKDOTHIS, Vine, etc.

BUT
WE'RE HERE TO TALK
ABOUT PINTEREST.



— THERE ARE CURRENTLY —

70 MILLION PEOPLE ON PINTEREST.

That's more than twice the entire population of Canada.

Of these 70 million,

80% ARE WOMEN

THE AVERAGE WOMAN ON PINTEREST

has 67 followers and Pinterest users spend about 15 minutes each day on the platform.



Facebook users are spending on average
5 MINUTES TOTAL A DAY
on that platform.

94% of Pinterest activity is generated by women.

The largest active section of women is

AGES 34 - 54

& the second largest is

AGES 25 - 33

This age demographic can be attributed to the fact that women ages 34-54 are further along in their careers and have a larger disposable income than younger women.

THE AVERAGE USER SPENDS \$179 WHEN THEY MAKE A PURCHASE THROUGH PINTEREST.



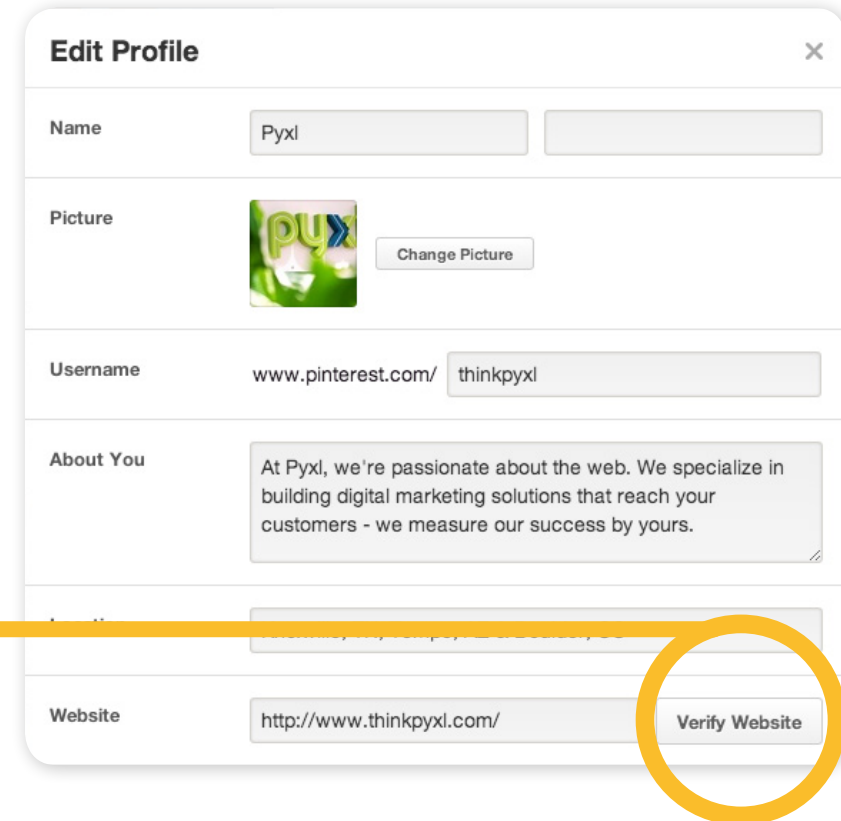
IN JUST 4 YEARS OF EXISTENCE,

Pinterest has become the third largest social media network – after Facebook and Twitter.

SO WHAT DOES THIS MEAN TO MARKETERS?


PINTEREST IS MEASURABLE

By simply verifying your website, you will be able to track clicks and purchases that are driven by your Pinterest page.



Edit Profile ✕

Name

Picture 

Username

About You

Website

PINTEREST IS A PULSE ON YOUR AUDIENCE

Following people in your spheres is valuable (and free) market research. You are able to have a direct insight into what they find beautiful, valuable and motivating. By amassing that information and applying it to your brand or product, you will be able to better reach your target audience.

PINTEREST IS A SEARCH TOOL

Bing actually integrates pins and descriptions of pins into its search algorithm. Google doesn't do this yet, but it's still very valuable that your items can be search-able on a platform where users might not yet know your company exists.

HERE ARE A FEW TIPS ON HOW TO BE A PINTEREST SUCCESS:

TIME IT

The best time to pin is Friday between 3 – 7 p.m. EST. This is likely when people are looking forward to the weekend, are tired of being at work, are thinking about what they're going to cook, what activities they want to do or even what to wear. If your pins are tied to a blog post, schedule your blog posts to post before Friday between 3-7 p.m. Then, if the content is something that someone living for the weekend would want to browse, pin them at this time, too.

PLAN & DREAM

People use their pinboards to visually represent themselves and they browse Pinterest to look at beautiful things. This is why it's paramount that you create content that is native to the platform. You should share the lifestyle and vision of your brand in the same way that users are sharing their lifestyles and dreams. Even if you're pinning for a brand, share what your brand dreams about.

“People pin to plan and to dream.”

- Alexandra Evjan, Fashion Stylist & Art Director for A.V.E. Styles with 1 million Pinterest followers

CONNECT WITH YOUR PEOPLE

Rachel Faucett of Handmade Charlotte with half a million Pinterest followers said: Imagine that Pinterest is a giant party and you want to fill Madison Square Garden. You're not going to just invite the 10 hottest celebrities. You're going to invite everyone. Pinterest is the same way: If you want to have 10 million followers, you need to follow everyone that makes sense for you to follow. If you're in the outdoor industry, follow all of them. You want to have the largest community so people follow you back and so that you have a pulse on what that market is enjoying and looking for. You can build your content off of that research.

It is also very important to interact with your followers and fellow pinners. Comment, like, repin, etc. The more you interact, the faster your page will build.

***PRO TIP: IT DOES NOT MATTER IF THE NUMBER OF PEOPLE YOU FOLLOW IS LARGER THAN THE NUMBER OF PEOPLE WHO FOLLOW YOU. NO ONE CARES.**

BE A GOOD VISUAL DJ

Choose to use one board to share only your content or make sure that you're not pinning the same image across multiple boards. If something relates to your DIY board and your cooking board, just pick one. It will look spammy if you put the same image on every single board. If you want to link to the same post, but use separate images, that's totally fine. Just like a DJ doesn't play the same song at one party, you shouldn't duplicate images.

SHARE OFTEN

Because the average user is on Pinterest for 15 minutes each day, you should be on for at least that long.

BE LEGIT

Make sure your image is tied to a source. Use a reverse image search to find it.
If you can't find the source, don't use the image.

USE YOUR WORDS

Write a meaningful, keyword-smart description of your pin. Think about what people will be searching for to find the pin and the post behind it. Hashtags work on Pinterest, but don't use more than #three. Remember, Pinterest is a search tool. Descriptions like, "Nom" aren't going to be very helpful to the search function.

USE GOOD IMAGES

MAKE SURE YOUR IMAGE HAS THESE THINGS:

- Good lighting
- Relevance (to the season or that it's new, noteworthy or engaging)
- Colorful – images with pink and orange statistically perform better
- Attainable – if this is a step-by-step project, someone should be able to get or make what is in your image, but don't give the entire project away
- Lifestyle images – plain product images are boring - show the product in use
- No faces – don't look at the camera. Less than 20% of images on Pinterest have a face. Pinner's like to imagine themselves in the outfits and that's hard to do if someone is staring at them.
- Vertical – vertical ones pin better and take up more space on the page

The beauty of up-and-coming platforms is there is still much to be learned. See if these tips work for you and your brand. If not, try something else. There are no hard and fast rules of what you must pin. In fact, the more your content can stand out from the herd, the more successful you will be.