PINTEREST

CHAPTER 10

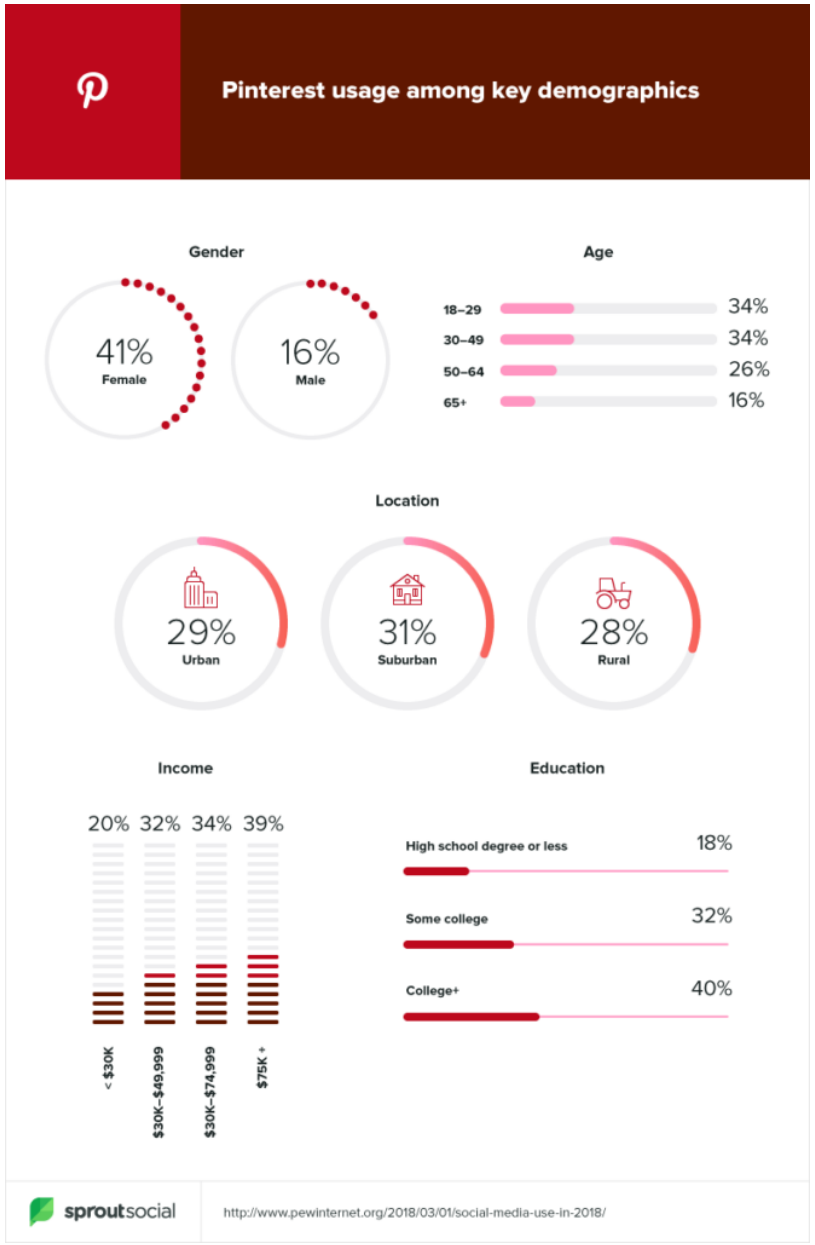
LEARNING OBJECTIVES

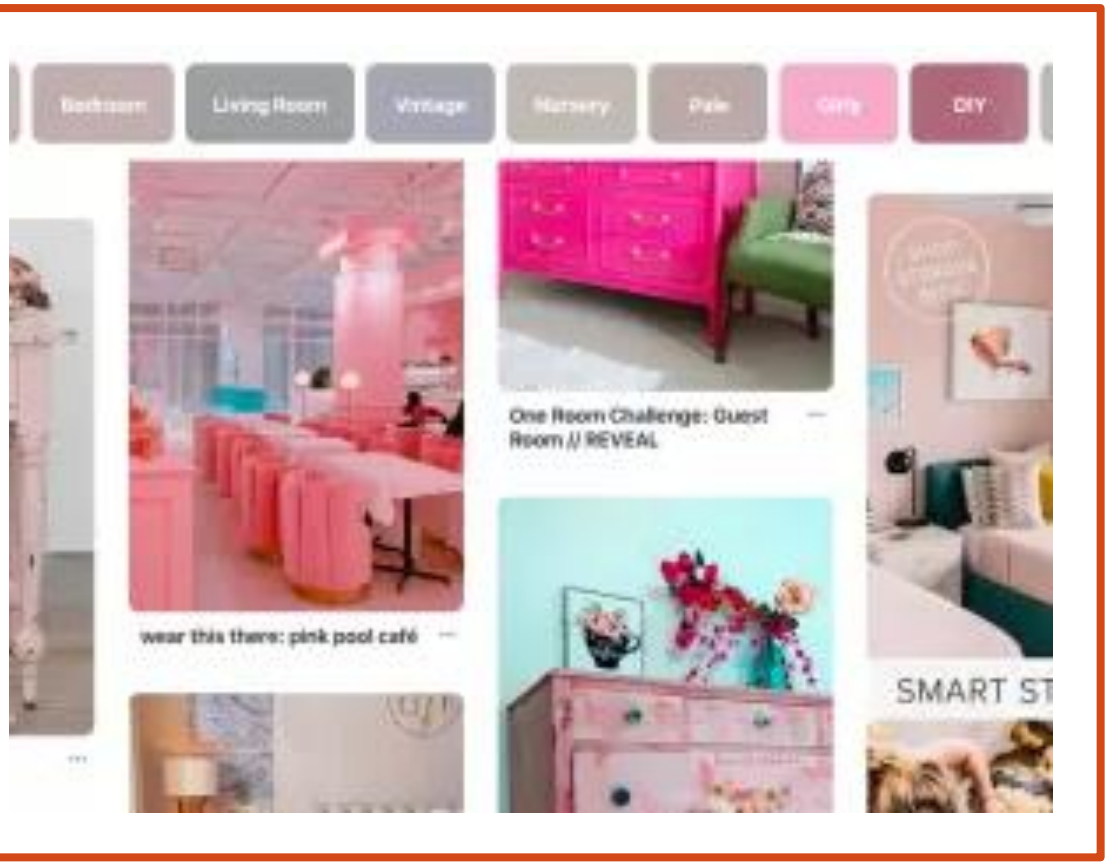
- After reading this chapter, you should be able to
- Understand the business value using Pinterest for marketing
- Know how to create and optimize a Pinterest account
- Understand the components of Pins
- Implement a Pinterest content strategy

INTRODUCTION TO PINTEREST

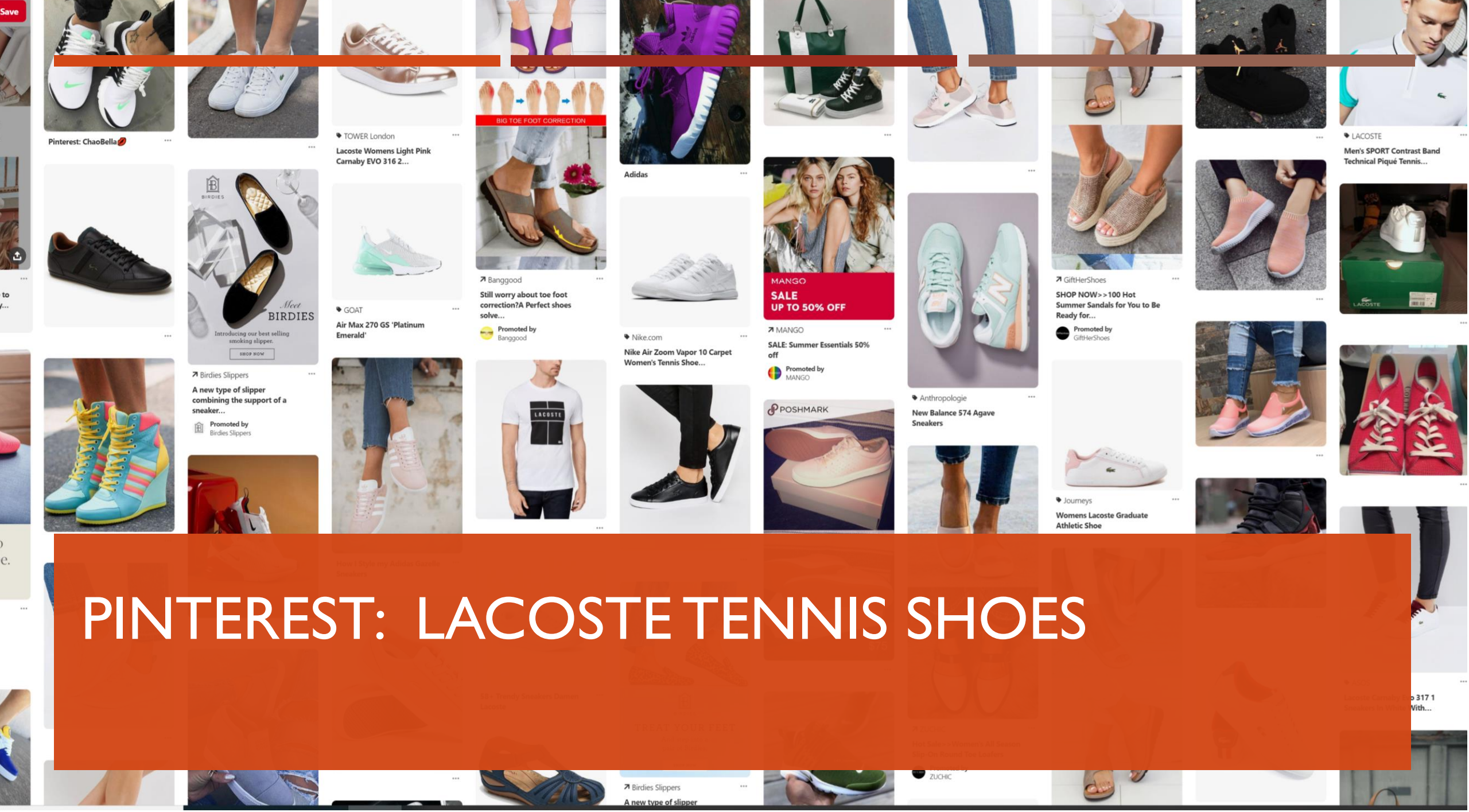
- Pinterest is a **visual pinboard-style social sharing network** where people discover and save ideas.
- Every idea is represented by a "Pin" that includes an image, a description and a link back to the image's source online. Pinterest allows users to save and categorize images into different boards.
  - Once a Pin is added, others will see that Pin on the Pinterest home feed and can save the Pin to their boards.
- Pinterest was founded in November of 2009 by two college friends, **Paul Sciarra and Evan Sharp**, who wanted a social networking site where people could **show collections of the things** they were interested in. After coding and testing dozens of website options, the two launched Pinterest in March of 2010.
- Pinterest's growth was slow, with only a few thousand users within months of being launched; however, by 2011 the platform grew to one of the top 10 largest social networking sites.
- Today, Pinterest boasts more than **250 million monthly users**, with over 175 billion Pins

PINTEREST BY THE NUMBERS





- Today, more than 250 million monthly users come to Pinterest looking for ideas
- 34% of 18-29 year olds and 30-49 year olds use Pinterest (West).
- 41% of online women and 16% of online men use Pinterest.
- **60% of Pinterest households have children under the age of 5**
- More than 50% of Pinterest users live outside of the US
- Pinterest users **are doers:**
- **93% of Pinners (those who use the social media site) use Pinterest to plan purchases.**
- **67% of Pinners have discovered a new brand or product from Pinterest**.
- **87% of Pinners purchased something because of Pinterest.**
- **Pinners spend 45% more on gifts, 30% more on fashion, 27% more on home decor, and 5% more on groceries than people not on Pinterest.**



PINTEREST: LACOSTE TENNIS SHOES

We're growing fast

200 million+

people globally use Pinterest every month[1]

~40%

increase over last year[2]

50%+

come from outside the US[3]

70%

Women[4]

30%

Men[4]

Reach the right people

60%
of Pinterest households have children 5 or under[5]

1 out of 2 Millennials use Pinterest every month[6]

50%+
increase in men using Pinterest[7]

66%
of women 25-54[8]

40%
have household income of $100k+[9]

People on Pinterest are ready to act

61%

say they've discovered new brands or products from Promoted Pins[10]

72%

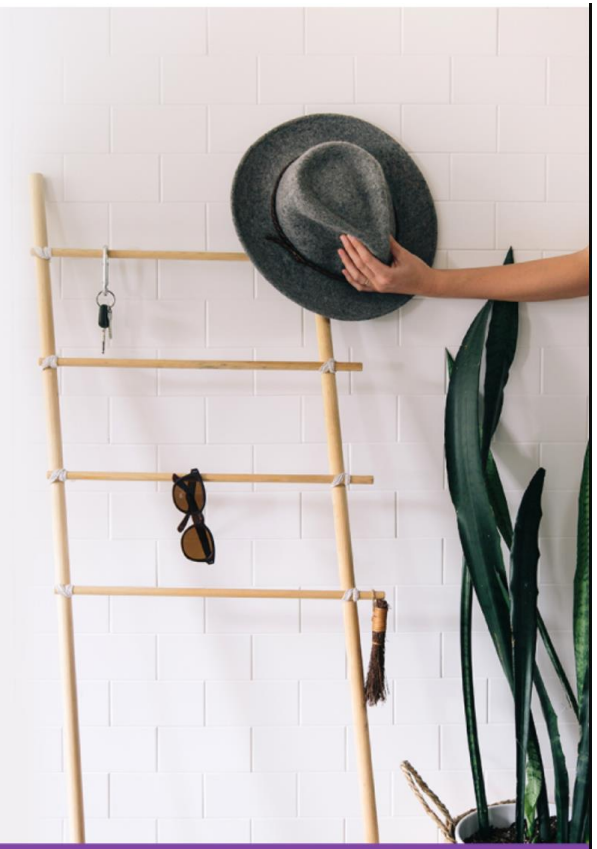
say Pinterest helps them find ideas for everyday life[11]

1 out of 2

have made a purchase after seeing a Promoted Pin[12]

Pinterest for any interest

People find ideas across categories



Retail

39%
more likely to be active retail shoppers[13]

+29%
more spent on retail than people who don't use

Auto

18%
more likely to buy a new vehicle than people not on Pinterest[15]

Food

33.5%
of people who bought groceries in the last 30 days[16]

+5%
more spent by Pinterest households on groceries than the national average[17]

Pin and grin

2x

more likely to say time is well spent on Pinterest versus on other platforms[22]

61%

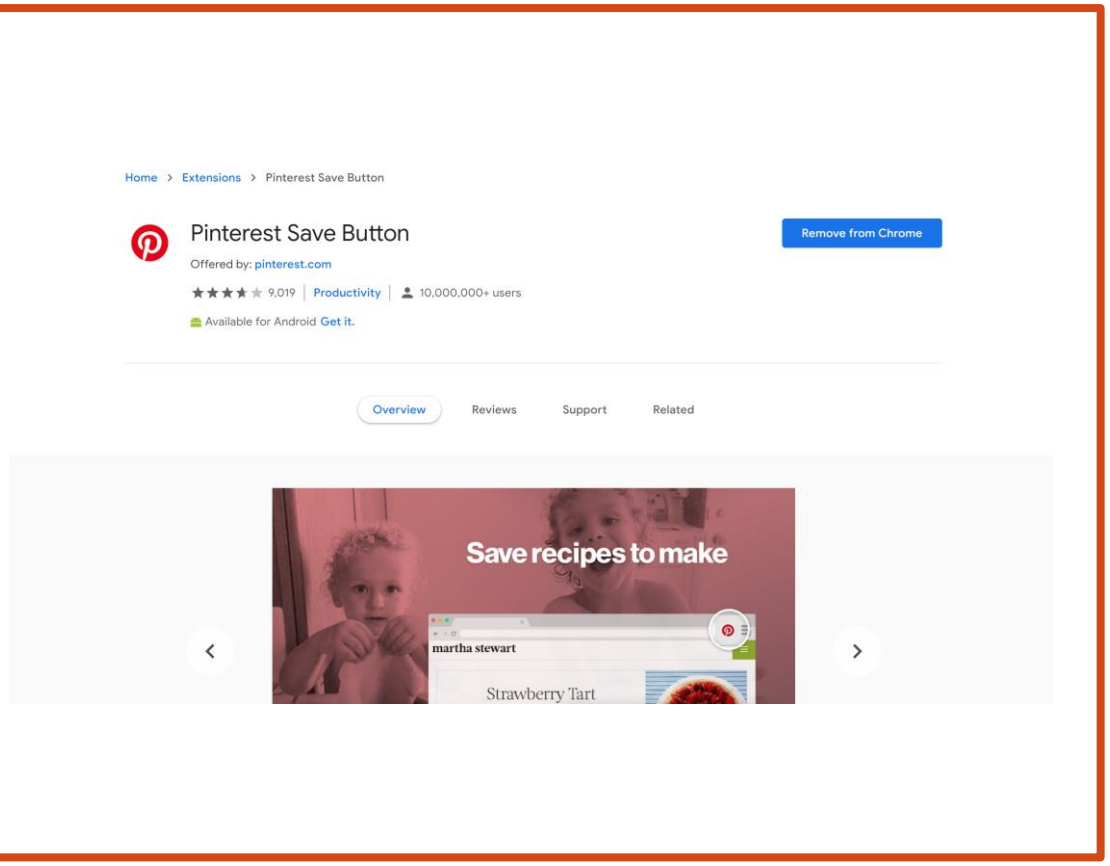
say they find ideas that help them be their best selves (higher than all other platforms)[23]

MARKETING WITH PINTEREST

- Today, brands can capitalize on the popularity of Pinterest as users discover their brands through the sharing of inspiring Pins.
- Brands can also leverage Pinterest to increase web traffic, as every day **Pinterest drives millions of visits** to other sites through referral traffic (Pinterest).
- Watch the video below to learn the value of why brands are using Pinterest to inspire and influence their target audiences.

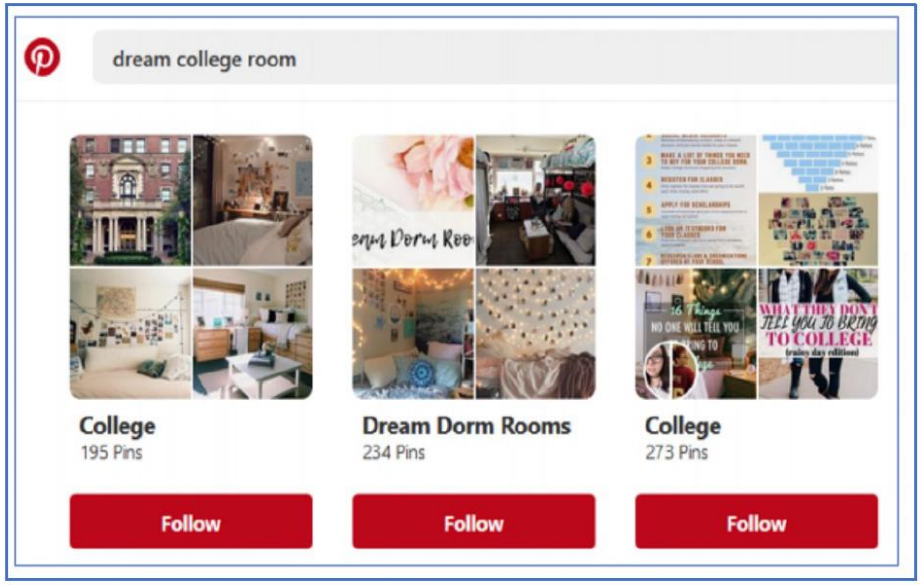
https://www.youtube.com/watch?time_continue=6&v=e60MWi6m9jI

MARKETING OPPORTUNITIES ON PINTEREST



- Pinterest is a visual discovery engine for **finding ideas** like recipes, home and style inspiration, and more.
- Idea board is the best way to understand Pinterest.
  - A virtual corkboard in the Internet cloud to which you (and others) could "pin" sticky notes, photos, videos, and other content around a theme
- Example: Mary is planning her ideal dorm room for freshman year at college
  - She signs up for Pinterest and creates a profile
  - Downloads and installs Pinterest button or Chrome Pinterest - https://chrome.google.com/webstore/detail/pinterest-save-button/gpdjojdkbbmdfjfahjcgigfpmkopogic?hl=en
  - Once installed Mary can now surf the web or use the Pinterest app and "pin" interesting items to "boards" she sets up

MARY SETS UP A BOARD CALLED "MY DREAM COLLEGE ROOM"

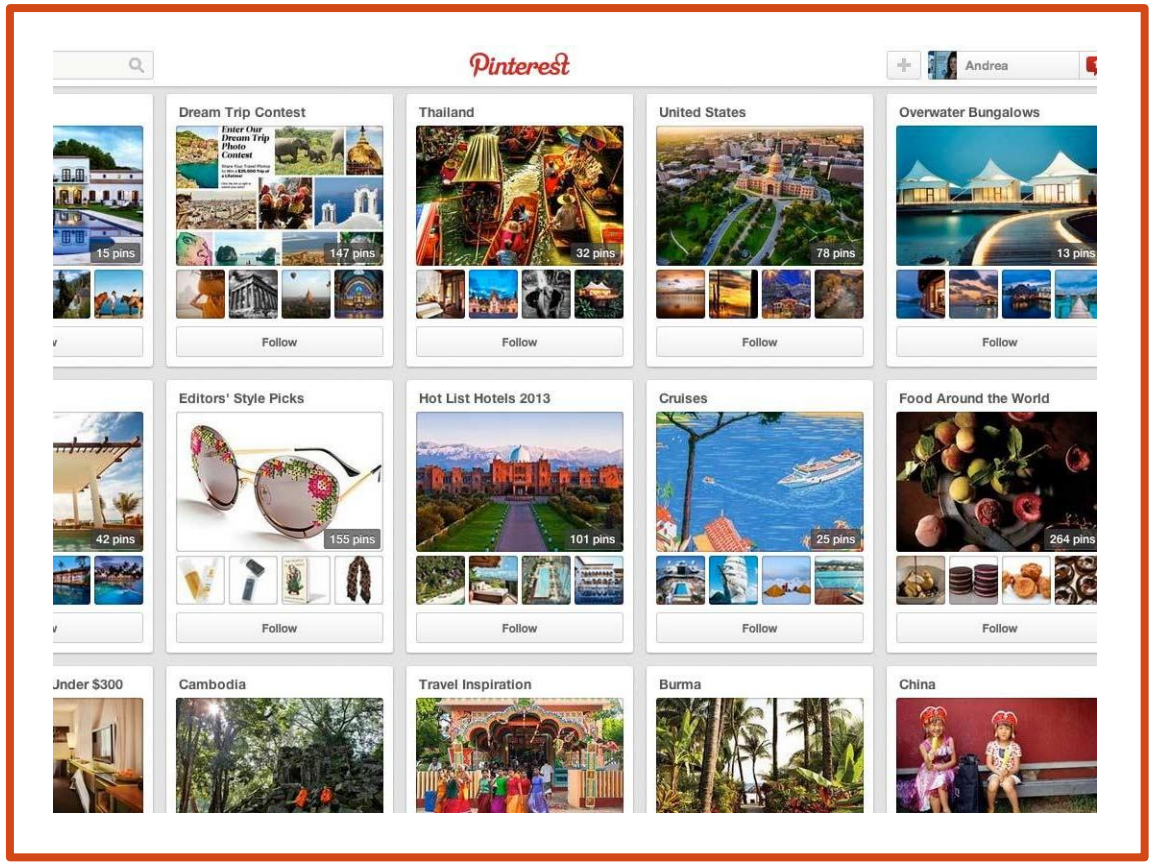


- Or Mary can get specific with boards:
  - My dream desk
  - My dream bathroom supplies
  - Great wall picture decorations
    - Mary can go to Amazon, see a fabulous desk lamp and "pin" this desk lamp to her "dream desk" board
  - People who follow her on Pinterest (on this board) will see the desk lamp in their news feed and can comment on it

STRUCTURE OF PINTREST

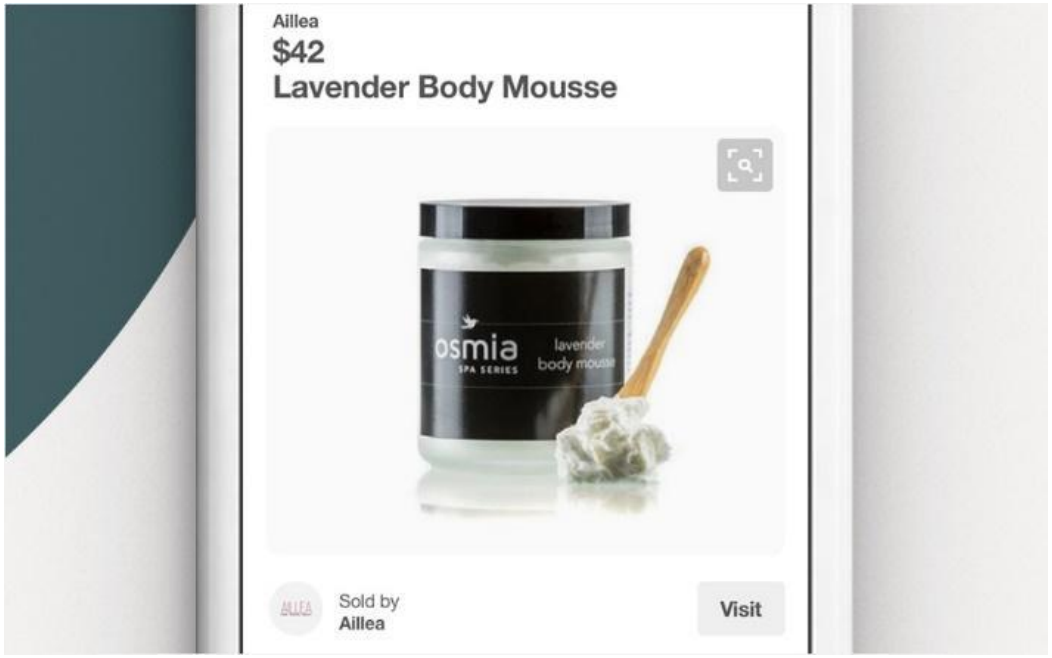
- **Individual profile**: You, or me as a person, or Wells Fargo as a brand
- **A board**: collections of items from the Web on topics like "designer tennis shoes", "dog toys to buy", "recipes for summer parties."
- **Pins:** I can "pin" things I find on the Web such as blog posts, videos, images or products to buy to my "boards" as a collection of ideas, things to buy.
- **Search**: I can browse Pinterest, search Pinterest, or search the Web for interesting things to "pin" to my boards
- **Collaboration**: I can invite others to comment on my board or pins, and to pin items to my boards directly.
- **Social**: I have a news feed, wherein Pinterest shows me the pins of people, brands, and boards I follow as well as suggestions based on my interests.

BOARDS



- Every Pin lives on a board that is created by users clustering related ideas.
- Pinners can sort boards by product category, interest or topic.

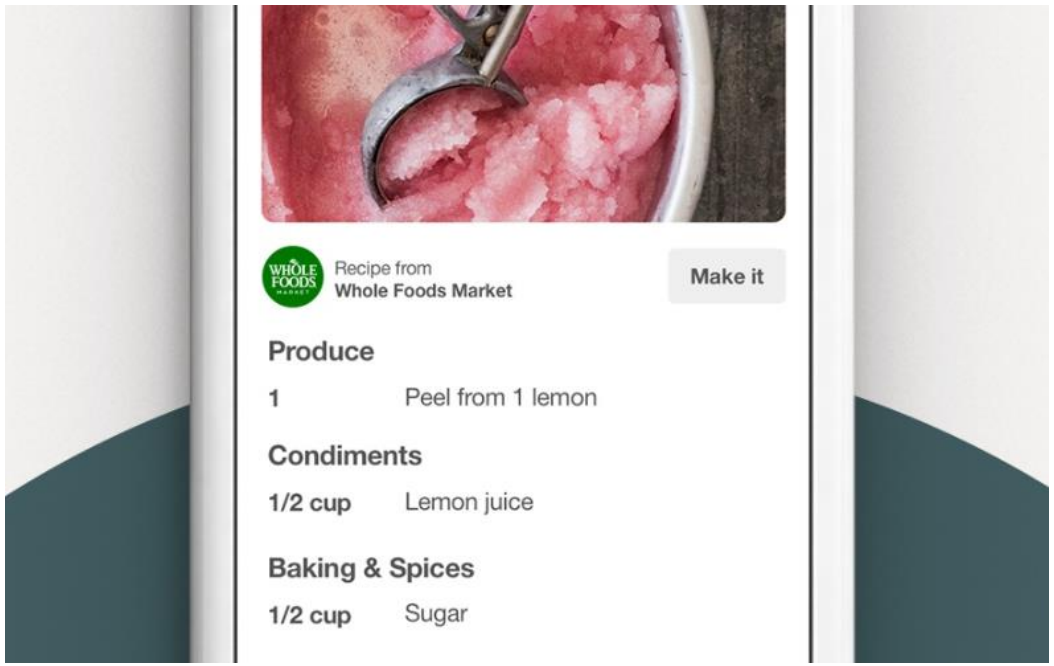
PRODUCT PINS



Unlike regular Pins, **Rich Pins** allow brands to include extra information directly on a Pin. There are a few different types of "Rich Pins" that brands with a business account can leverage:

Product Pins

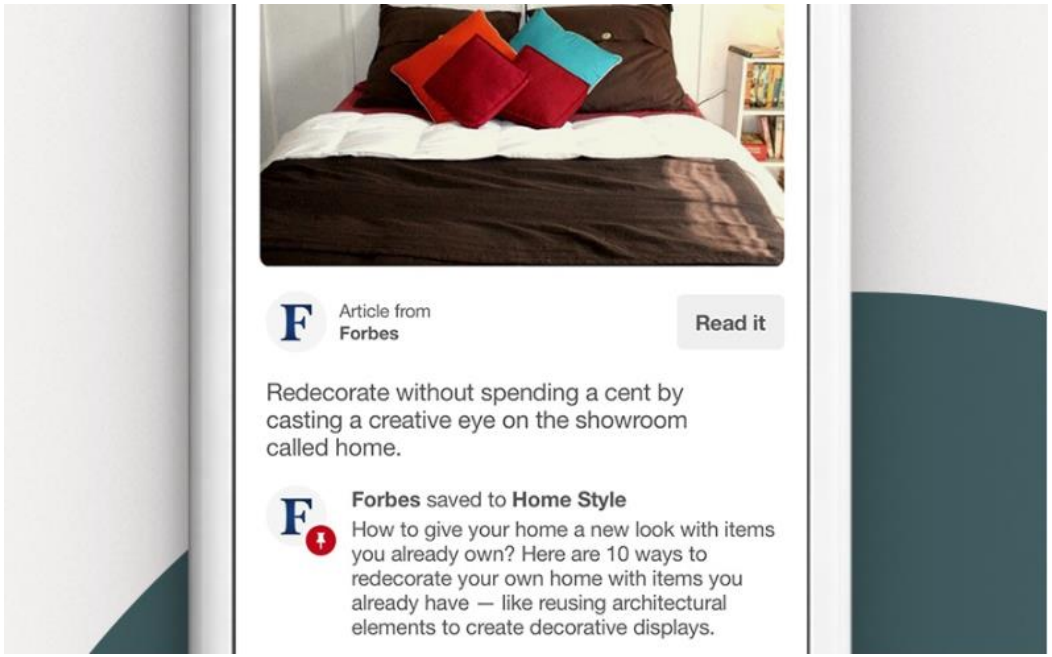
- Product Pins allow inclusion of pricing information for products.



Recipe Pins

- These allow for ingredients, cooking times and serving sizes to be included in the Pin.

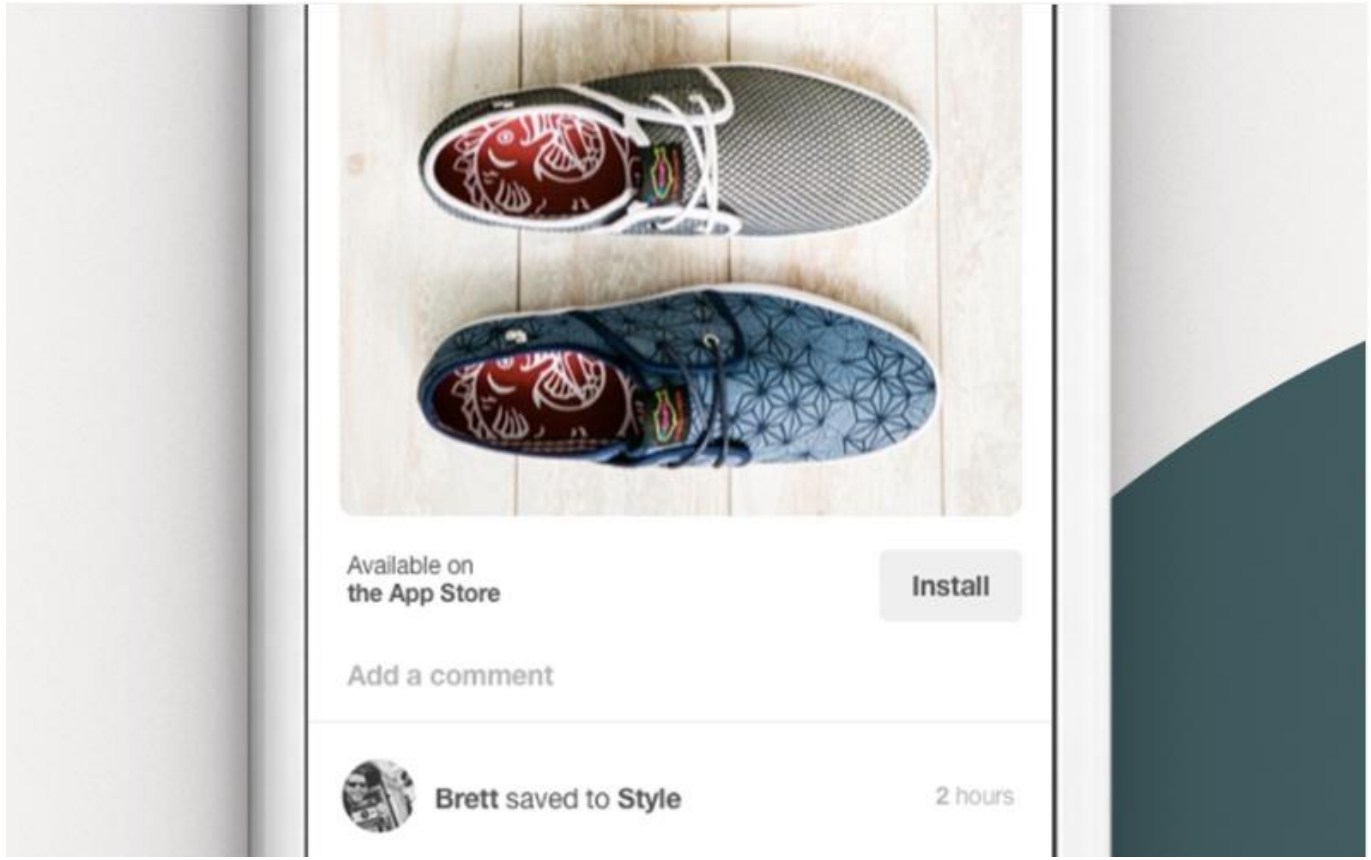
ARTICLE PINS



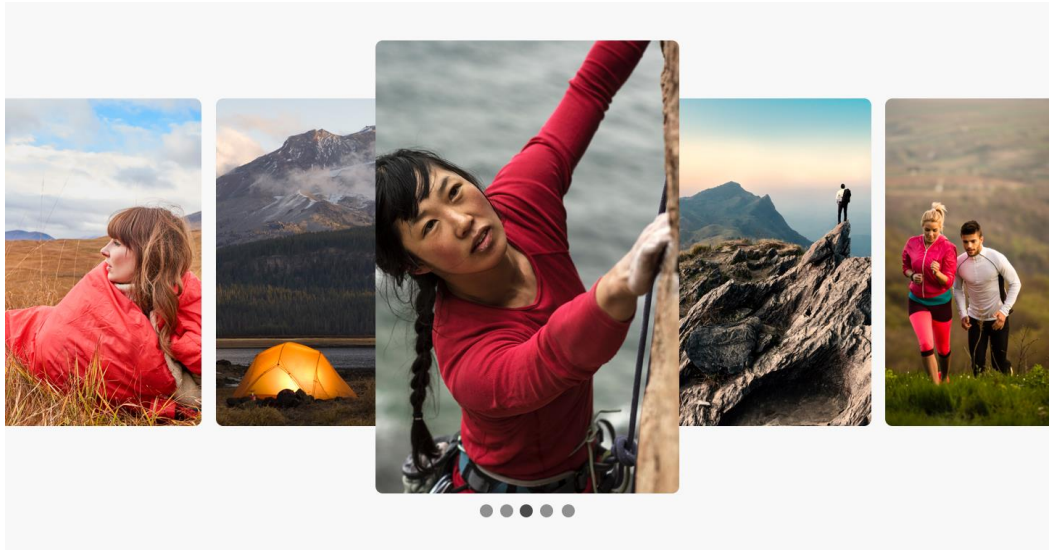
- Article Pins include a headline, author and story description, allowing Pinners to share and save stories.

APP PINS

- These Pins show an install button so Pinners can download an app without leaving Pinterest.



CAROUSEL PINS



- **A Carousel Pin is a Pin** with multiple images which allows Pinners to showcase different features of a product, advertise multiple products at once, or tell a brand story in chapters.

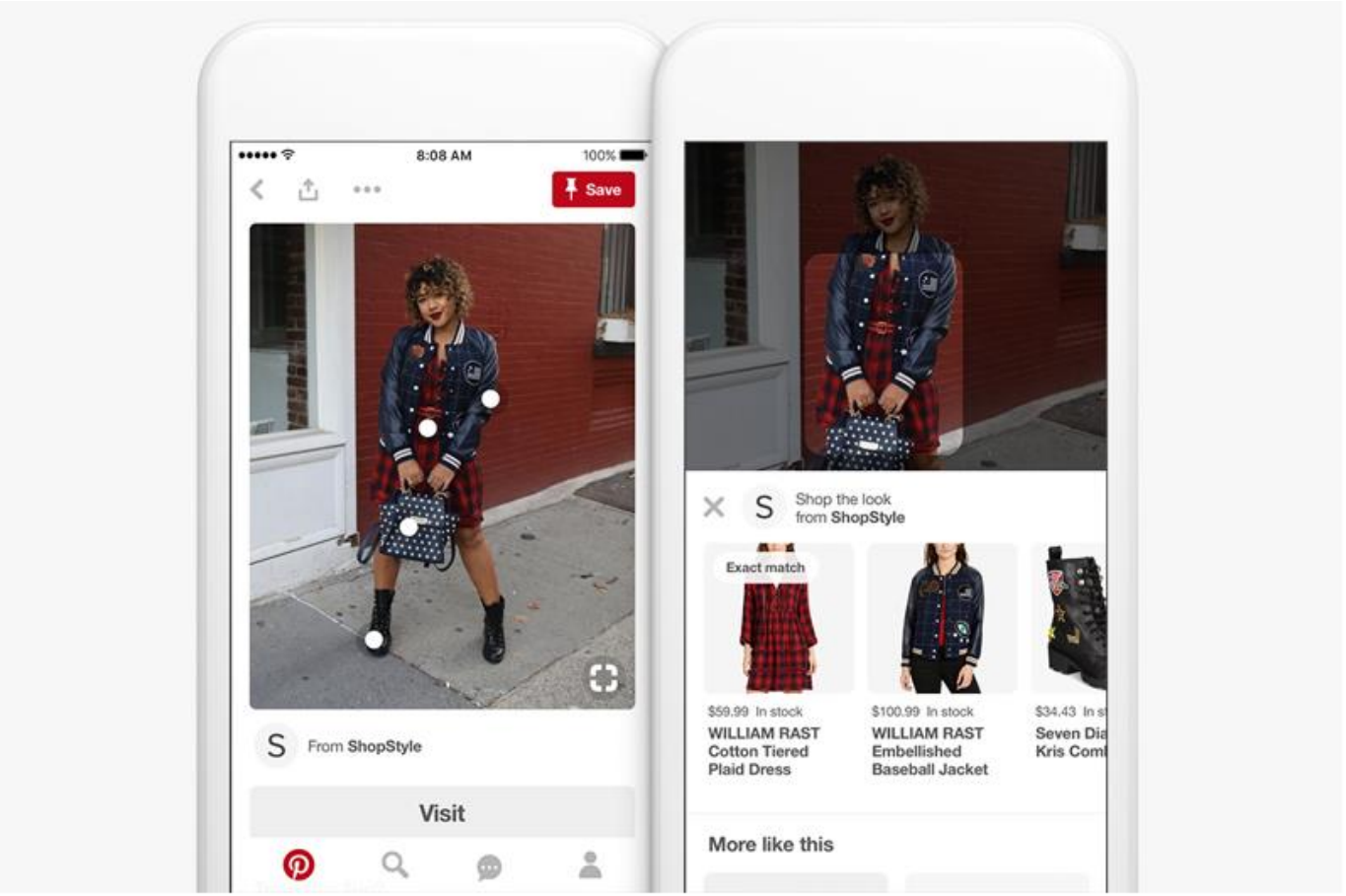
BUYABLE

- **Buyable Pins** allow for Pinners to purchase products without leaving the Pinterest app or website (see the below video).

https://www.youtube.com/watch?time_continue=2&v=_g0oGlx9BcQ

SHOP THE LOOK PINS

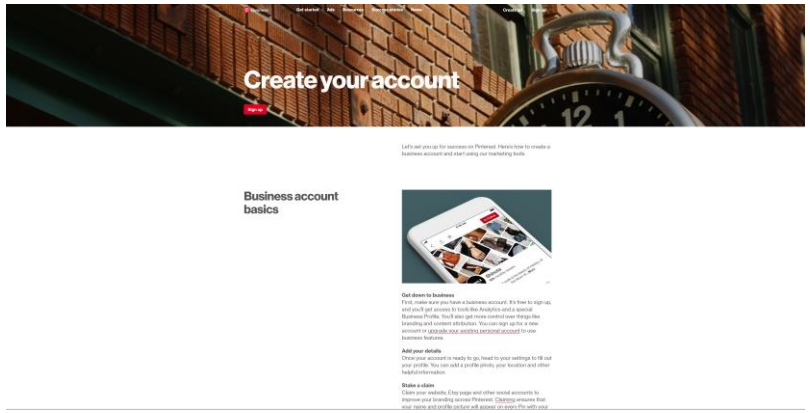
- This allow Pinners to find and buy products inside fashion and home décor Pins.

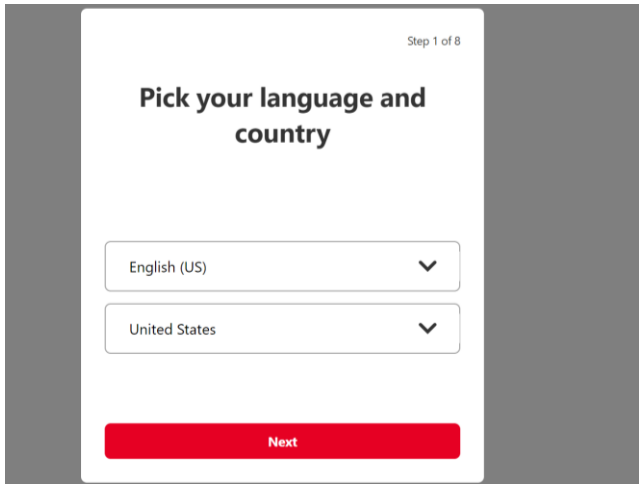


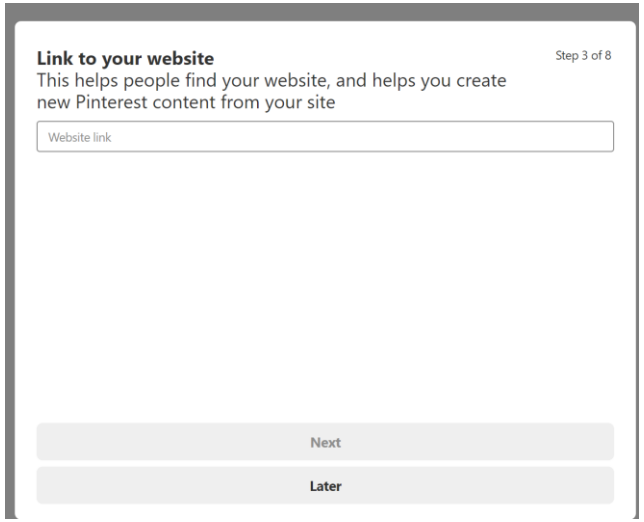
MARKETING WITH PINTEREST

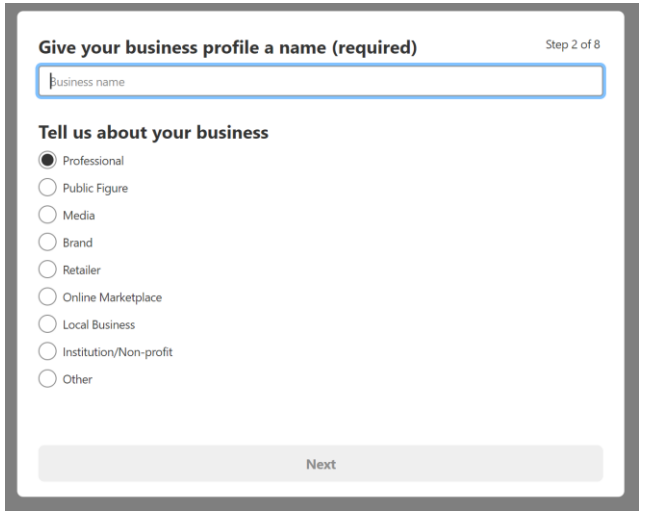
https://business.pinterest.com/en/creating-your-account

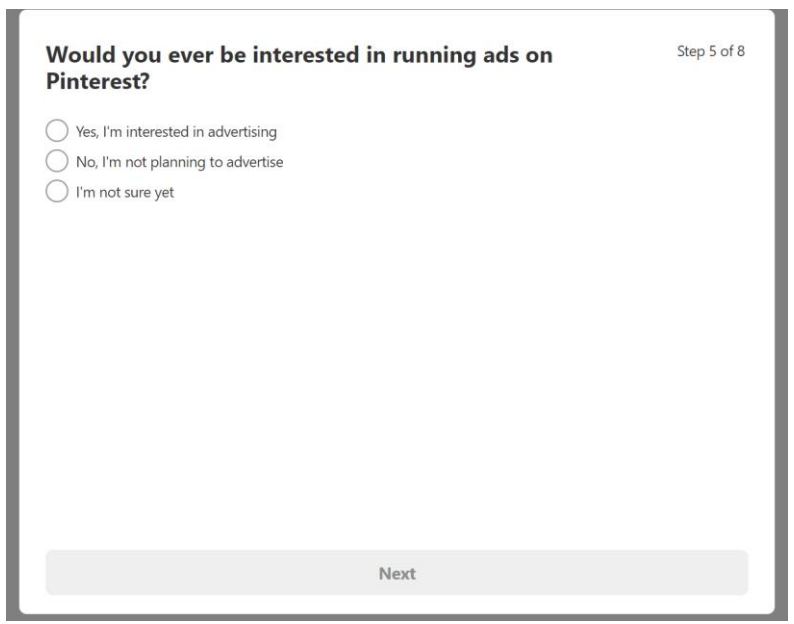
- In setting up a business account, a brand will need to provide an email address, password, business name, website and business category.
- A complete business profile includes the addition of a brand's profile picture—following the same guidelines and strategy from the brand's other social media accounts—as well as a finished "about" section and the inclusion of a business location.

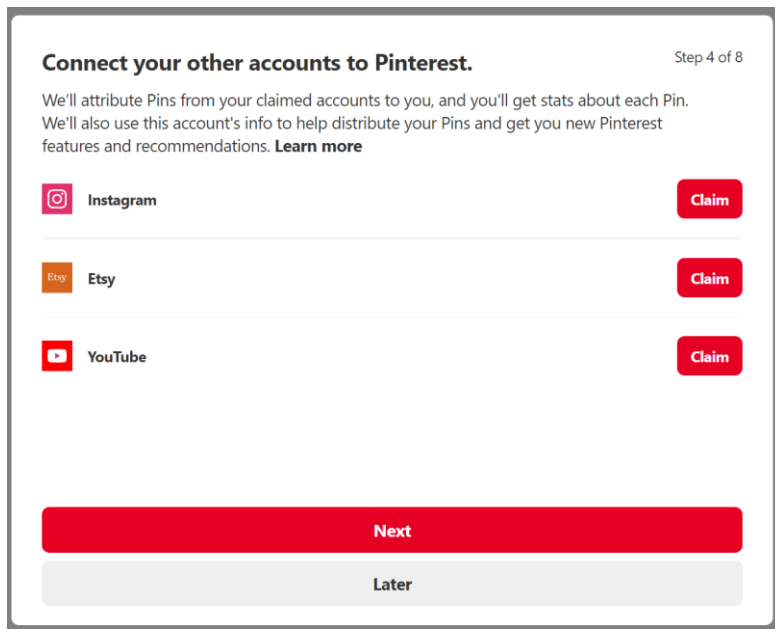


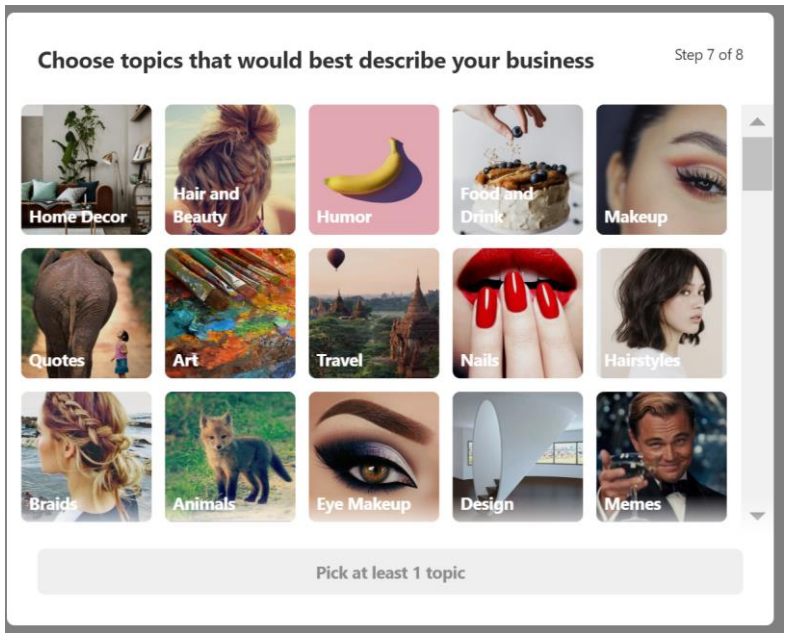

Step 1 of 8
Pick your language and country
English (US)
United States
Next

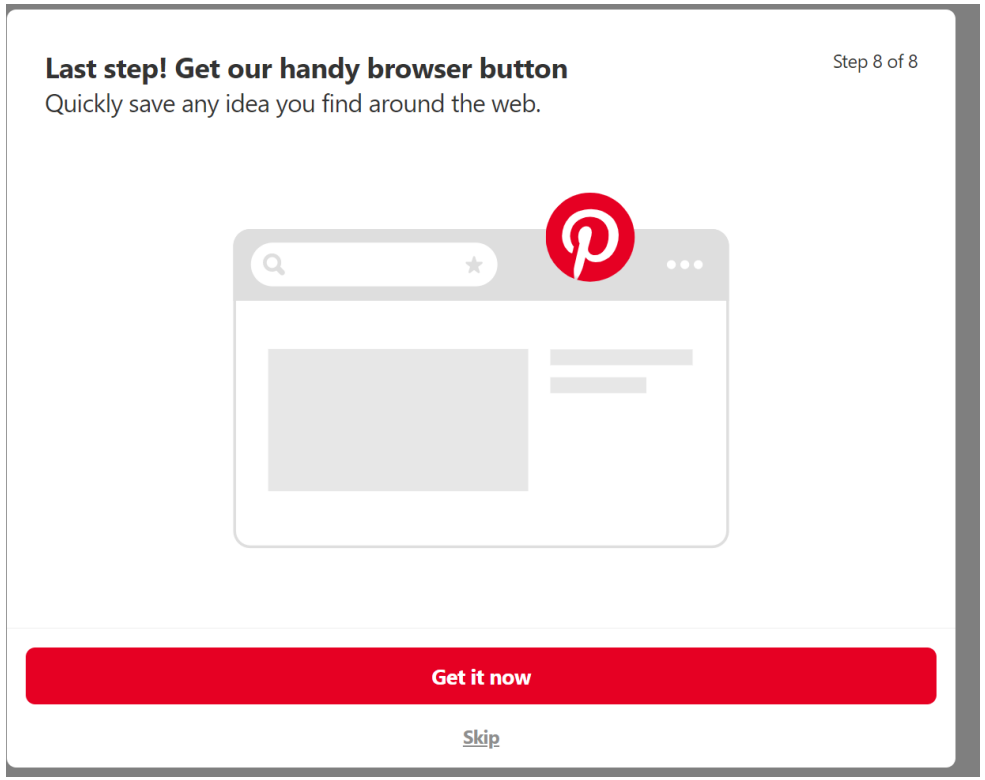

Link to your website
Step 3 of 8
This helps people find your website, and helps you create new Pinterest content from your site
Website link
Next
Later

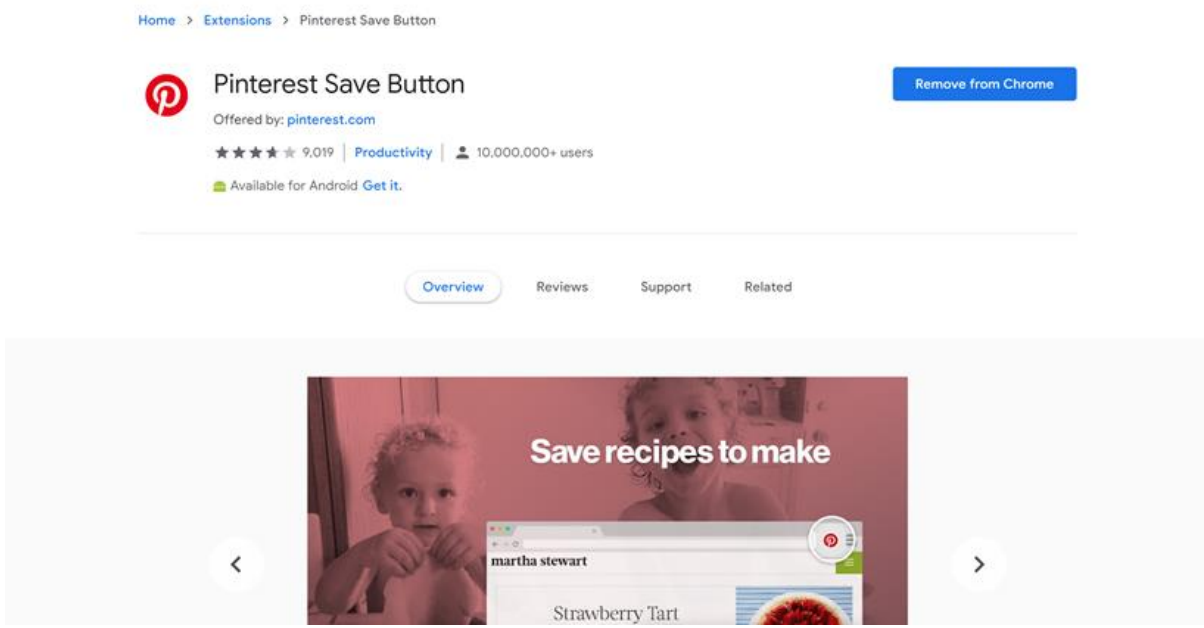

Give your business profile a name (required)
Step 2 of 8
Business name
Tell us about your business
Professional
Public Figure
Media
Brand
Retailer
Online Marketplace
Local Business
Institution/Non-profit
Other
Next


Would you ever be interested in running ads on Pinterest?
Step 5 of 8
Yes, I'm interested in advertising
No, I'm not planning to advertise
I'm not sure yet
Next

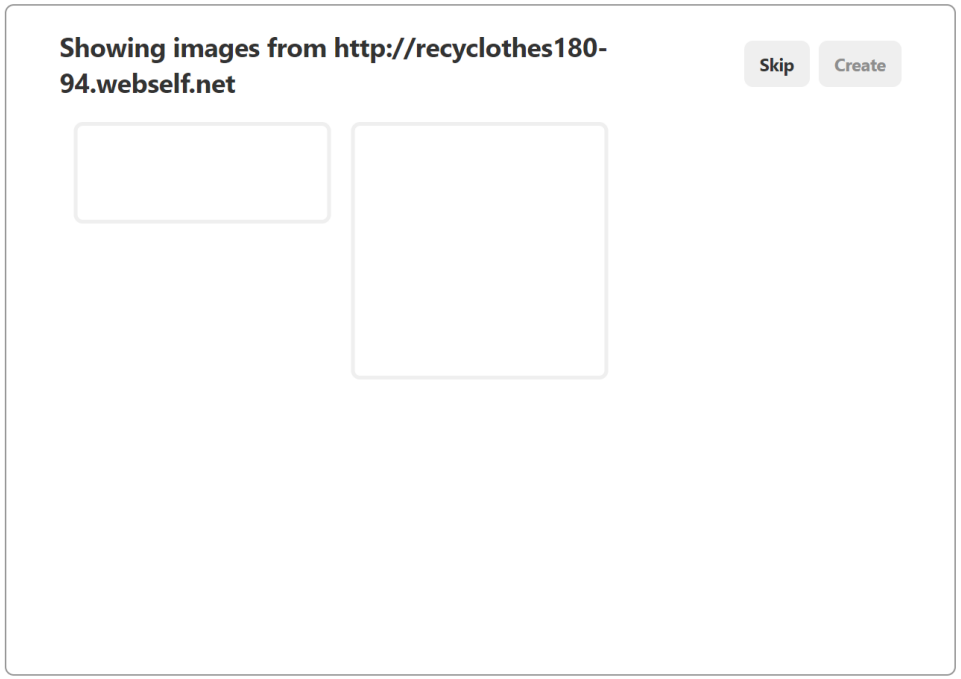

Connect your other accounts to Pinterest.
Step 4 of 8
We'll attribute Pins from your claimed accounts to you, and you'll get stats about each Pin. We'll also use this account's info to help distribute your Pins and get you new Pinterest features and recommendations. Learn more
Instagram
Claim
Etsy
Claim
YouTube
Claim
Next
Later


Choose topics that would best describe your business
Step 7 of 8
Home Decor
Hair and Beauty
Humor
Food and Drink
Makeup
Quotes
Art
Travel
Nails
Hairstyles
Braids
Animals
Eye Makeup
Design
Memes
Pick at least 1 topic

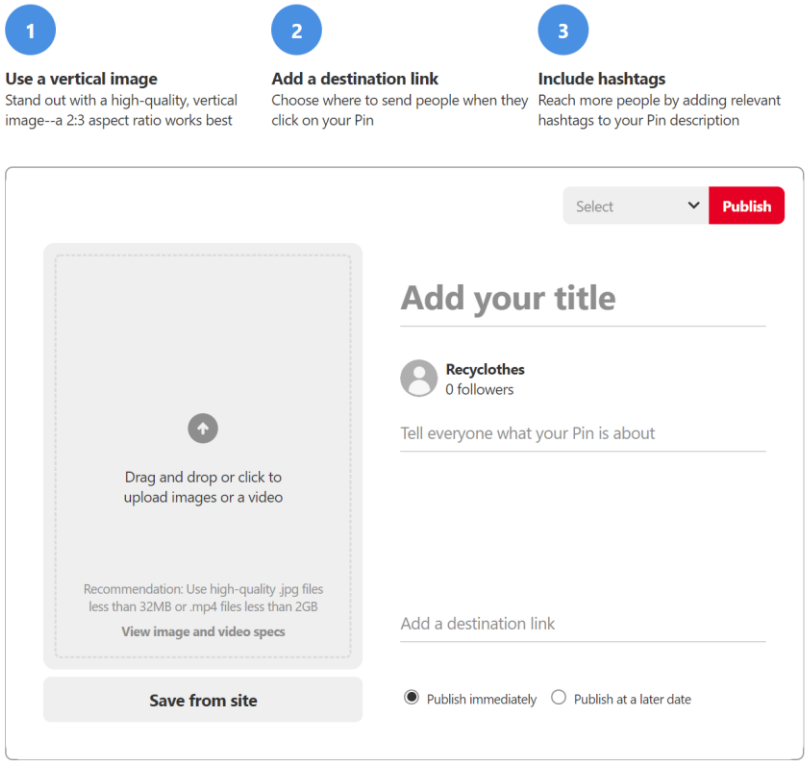

Last step! Get our handy browser button
Quickly save any idea you find around the web.
Step 8 of 8
Get it now
Skip


Home > Extensions > Pinterest Save Button
Pinterest Save Button
Offered by: pinterest.com
9,019 | Productivity | 10,000,000+ users
Available for Android Get it.
Remove from Chrome
Overview
Reviews
Support
Related
Save recipes to make
martha stewart
Strawberry Tart

Create Pins using images from your site



Build a great Pin with these quick tips



Build a great Pin with these quick tips

1

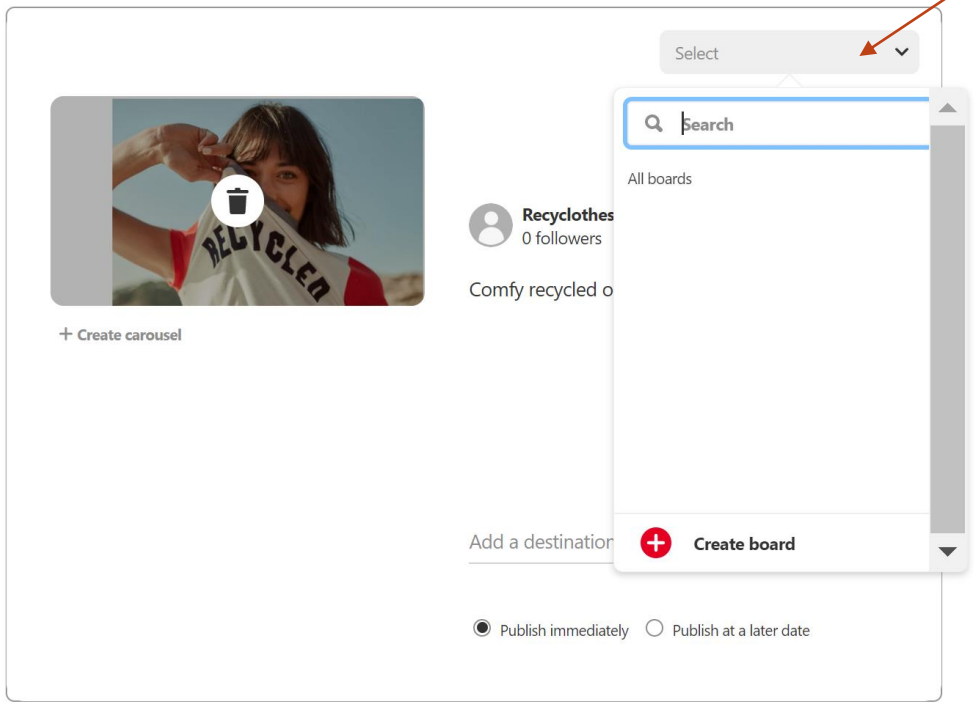
Use a vertical image
Stand out with a high-quality, vertical image--a 2:3 aspect ratio works best

2

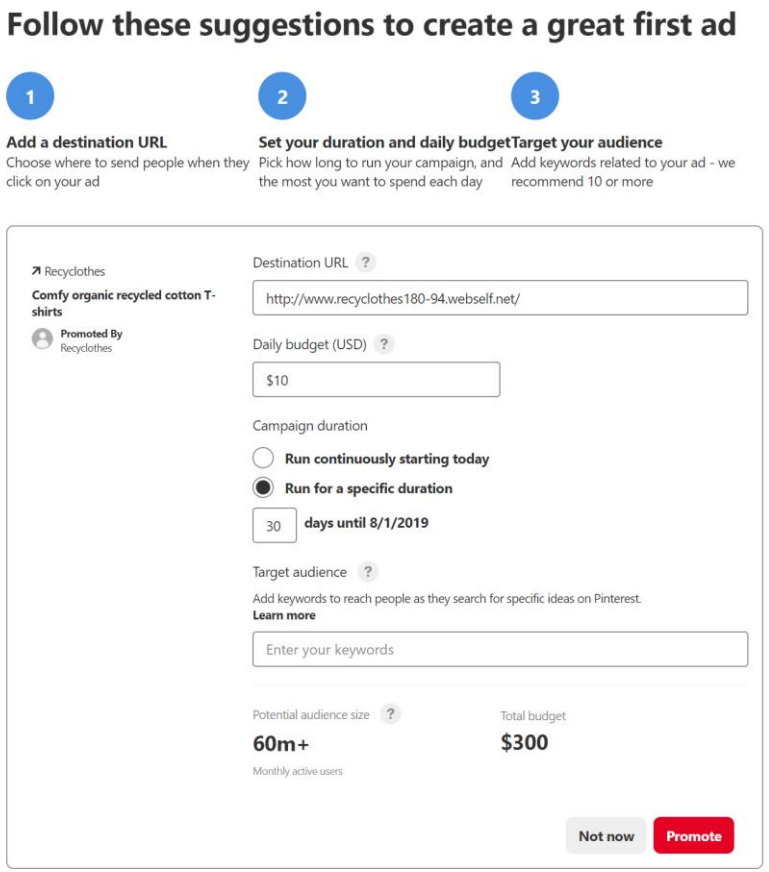
Add a destination link
Choose where to send people when they click on your Pin

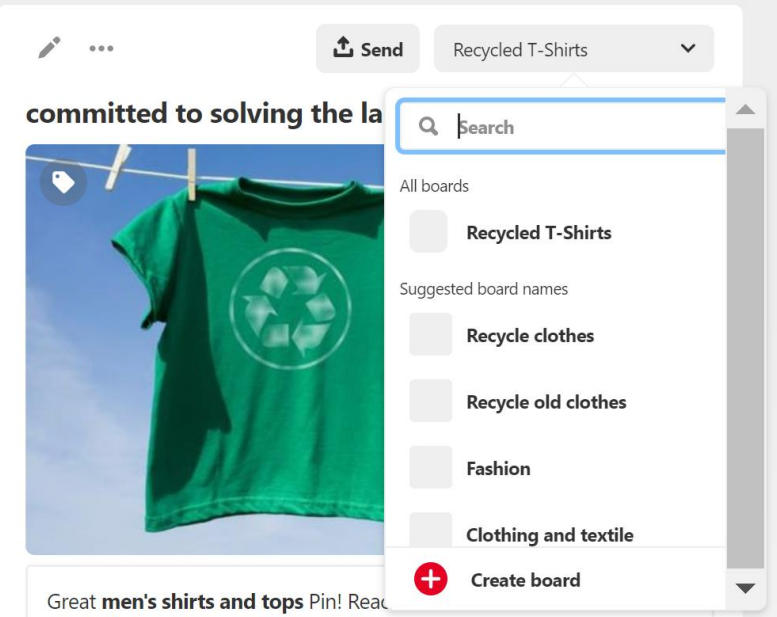
3

Include hashtags
Reach more people by adding relevant hashtags to your Pin description



BECAUSE PINTEREST WANTS YOU TO SPEND MONEY…



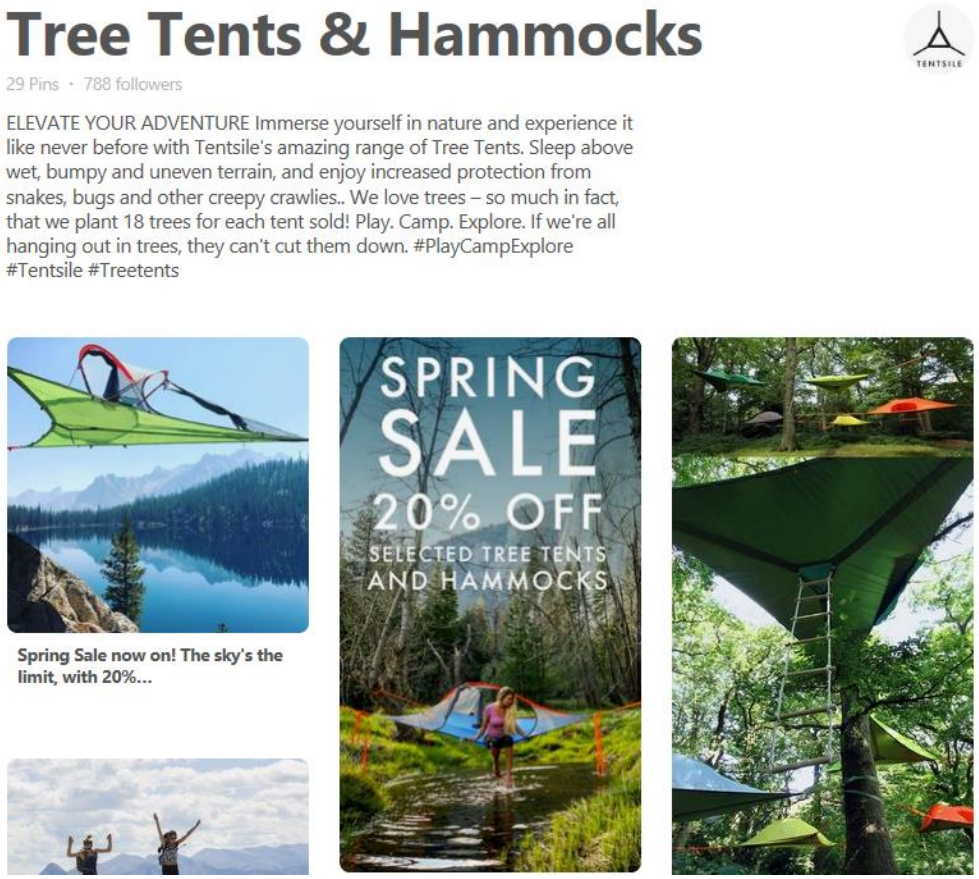


GETTING STARTED WITH A PINTEREST BUSINESS ACCOUNT

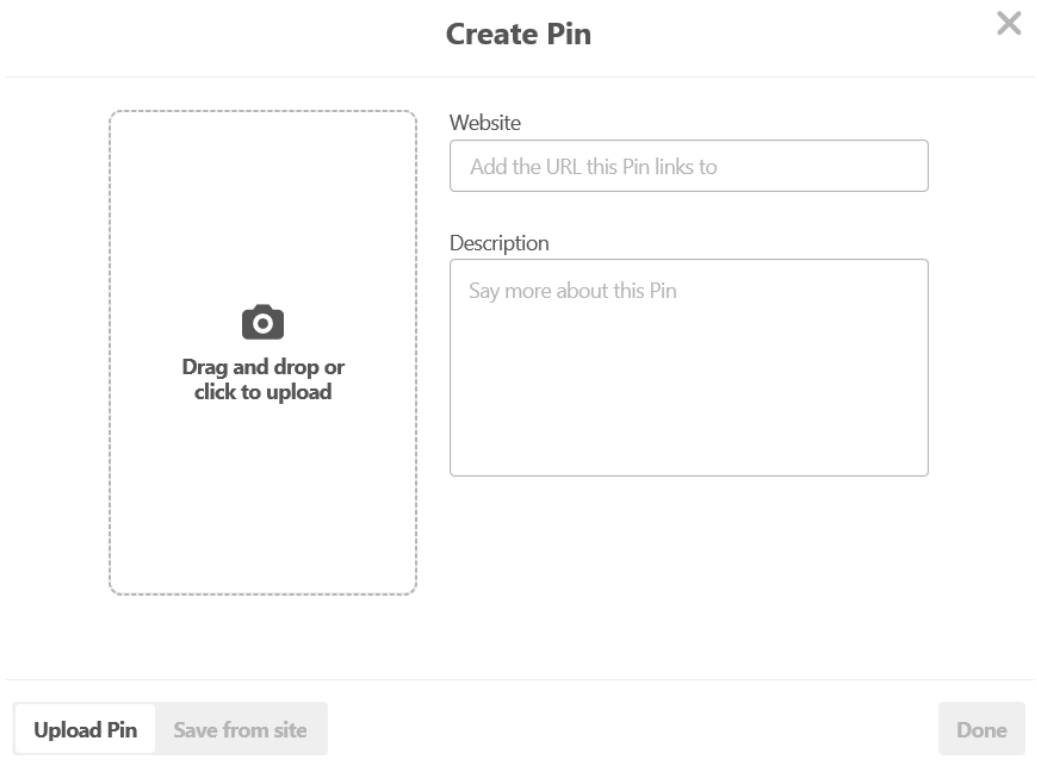
When a brand creates a Pinterest board(s) they should make sense for the **target audience and not just for the business**. Those setting up business account boards should think about what a target audience will be searching for and organize boards according to such searches.

Tips for success: include **keywords** in the titles of each board; don't be afraid to let the brand's personality shine by coming up with creative and interesting board names; and enter a description for each board, using clear language to convey what the brand will pin to that board.

Business accounts are great for brands and marketers since they come with extra features like Rich Pins, analytics and the ability to create ads.



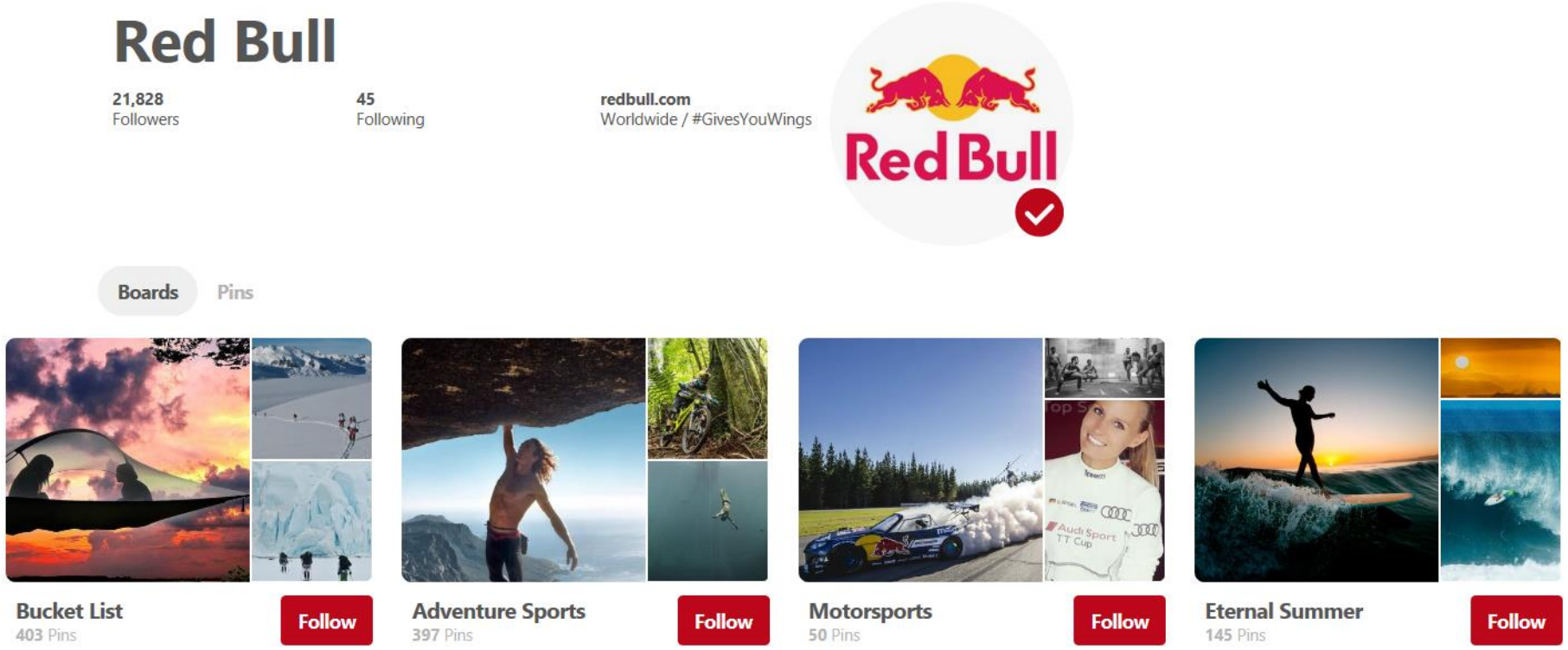
- Once boards have been created, add relevant Pins to each category.
- The easiest way to save Pins is to install the Pinterest browser button, which will allow users to pin directly from a company website.
- New Pins can be added by uploading photos from a desktop or mobile device.
- Each Pin should contain a call to action URL (or website) along with a detailed description.



Once several Pins have been added to each board, choose the most visually appealing Pin to serve as the board's cover Pin.

https://www.pinterest.com/swankypet/

RED BULL



Red Bull has done a great job of organizing Pinterest boards to specifically target **extreme sports enthusiasts**. The company has created categories for adventure sports, motorsports, motivation, art, inspiration and more.

Motivation
57 Pins

Follow

People
131 Pins

Follow

Art
119 Pins

Follow

Inspiration
54 Pins

Follow

IDENTIFY COMPANIES WHO DO PINTEREST MARKETING WELL, AND REVERSE ENGINEER

Target at **https://www.pinterest.com/target/**.

Martha Stewart Living at **https://www.pinterest.com/marthastewart/**

Chobani at **https://www.pinterest.com/chobani/**.

Birchbox at **https://www.pinterest.com/birchbox/**.

Everyday Health at **https://www.pinterest.com/everydayhealth/**.

Free People at **https://www.pinterest.com/freepeople/**.

Intel at **https://www.pinterest.com/intel/**.

Amazon at **https://www.pinterest.com/amazon/**

A WORD ABOUT BOARDS

- It is important to brainstorm your boards!
- Ask yourself these questions:
  - **What is this board about?** What ideas does it collect, how does it function as a useful "idea generator" on a particular topic?
  - **Who will be interested in this board?** What value are you providing as the board-creator and board curator by having this board. Your value is in curating "in" the cool stuff, and curating "out" the dumb stuff
  - **What will you pin to this board, and where does that content live?** Is it stuff from your eCommerce store? Stuff on Amazon? Blog posts, and how to articles? Items from your own blog? YouTube video?

BOARD WORKSHEET

BOARD CONCEPTS. Idea boards should be used as collections for customers who share a common interest. REI, for example, has boards on 'comfy camping,' 'backpacking,' and 'gifts under $50.' Boards should have keyword-heavy TITLES, DESCRIPTIONS, and CATEGORIES. If you want to invite collaborators, indicate that as well.

Board Concept: _____
Board Name: _____
Board Description: _____
_____
Category: _____
Collaborators by email: _____

Board Concept: _____
Board Name: _____
Board Description: _____
_____
Category: _____
Collaborators by email: _____

Board Concept: _____
Board Name: _____
Board Description: _____
_____

PINTEREST ALGORITHM

The Pinterest algorithm is based on the quality of Pins, the quality of the source behind a Pin (website, blog site, video link etc.) and a rating assigned by Pinterest to each Pin.

Pin Quality

- Higher quality Pins will be ranked higher in the Pinterest home feed. High-quality Pins are based on the amount of interactions or number of repins.

Source Quality

- The source quality is determined by how often people pin content from the website or blog, so it's important that brands add the "Pin it" button to company websites. Each Pin should link to a reputable website, so the source should match the content.

Pinterest Rating

- Lastly, the Pinterest rating is based on a number of criteria from Pinterest's smart feed content generator. The content generator decides the quantity, composition and arrangement of Pins to place on the home feed. The best content will be served first, not chronologically from the time it is pinned. The best Pins are those with high-quality images and great descriptions.

First Five Pins

- In 2018 Pinterest announced that the first five pins of the day (after midnight) are now prioritized for distribution, giving those give pins the best chance to be seen in the home feed. For brands, this means that they should prioritize pinning their top five pieces of content first each day.

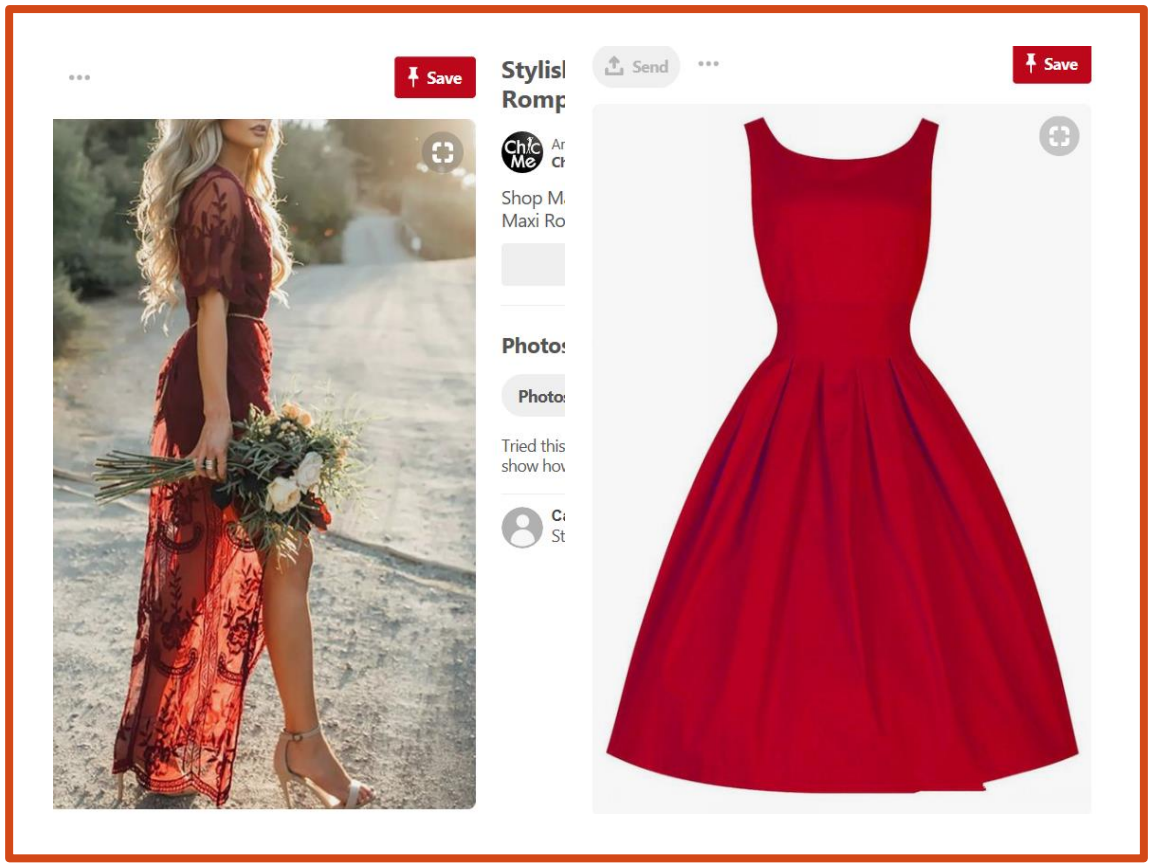
PINTEREST CONTENT STRATEGY

Pin Consistently and at Optimal Times

- It is recommended for brands to pin anywhere between five and 30 times per day; however, brands should be only pinning as much quality content as they have time for.
- If the quality of content starts to suffer, brands should pull back on the quantity of Pins and focus on quality. Brands can also go back and resurface older, high-performing Pins by repinning them.

- Generally, weekends are the best for pinning content, with Saturday being the best day of the week. **Between 2-4 p.m. and 8 p.m.-1 a.m. are generally the best times to pin.**
- **Consistency** is also important, so brands should spread Pins out and not pin all at once.

- Certain topics perform better on specific days of the week, as shown the below infographic:

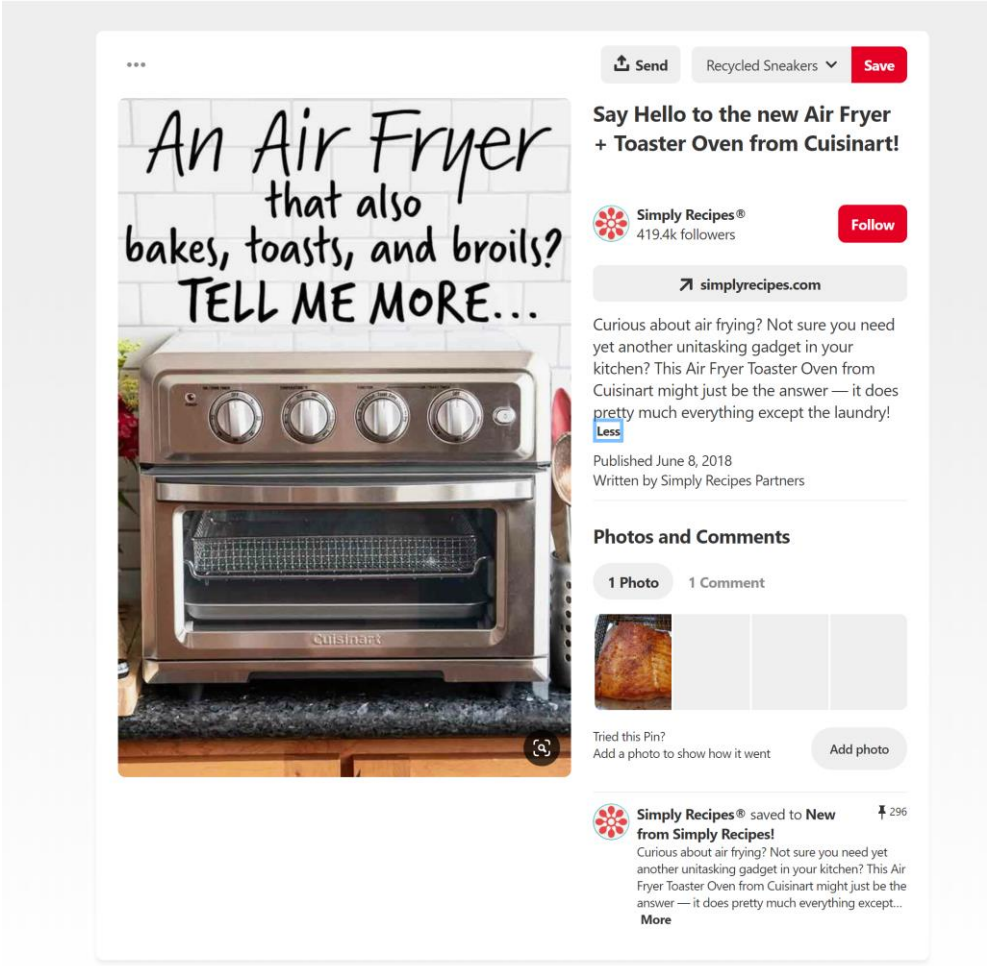


Use High-quality Visuals

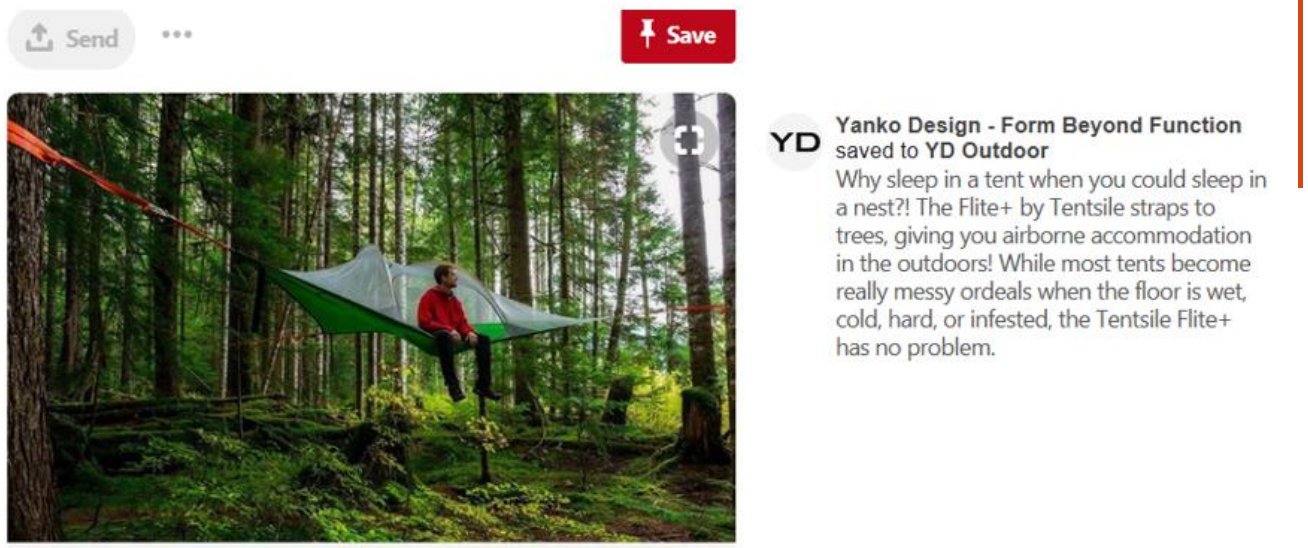
- Pinterest is a visual platform, so brands should only pin high-quality images. Brands should showcase products and services in creative visual ways. Lifestyle images typically outperform product images on Pinterest, so rather than pinning a picture of a product on its own, brands should pin product images in the context of how they are used.
- For instance, take a look at the two pins of red dresses. Which would you be more likely to Pin? To purchase?
  - It's also important to note that the majority of Pinterest users access the social networking site via a mobile device, so photos should be optimized for mobile, which means vertical images should be used as they take up more real estate on a mobile device.

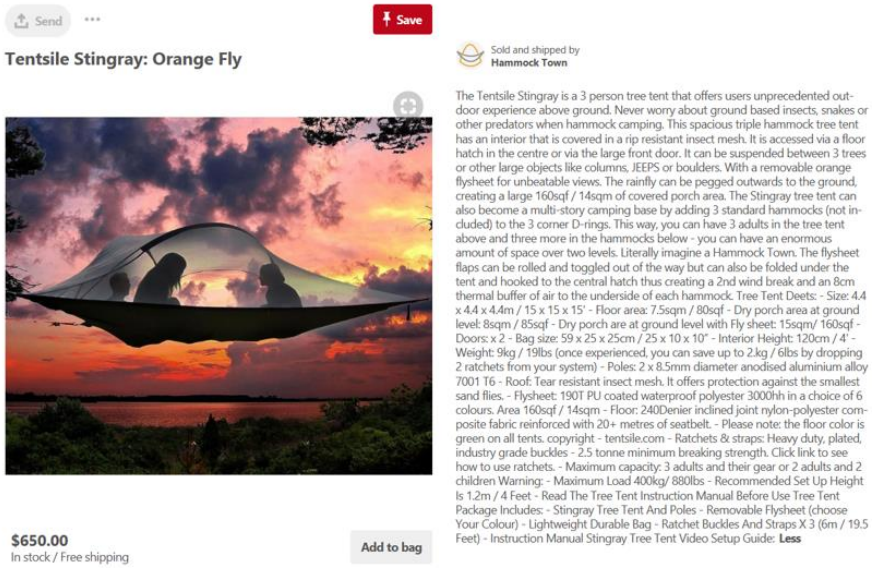
FOCUS ON DESCRIPTIONS

- **Descriptions** allow for users to immediately determine what a Pin is about.
- Descriptions will stay with an image as it gets repinned by others throughout Pinterest. Here are tips on using descriptions:
- Make sure to convey the **benefits** and value of the product without overdoing it with too much text.
- Use keywords within descriptions so that Pinners can find Pins when searching in the social media platform.
- Add **prices** within the description of the Pins when relevant.
- **Add a call to action to encourage** pinners to save the pin or click through to a website.
- When sharing others' Pins, Pinners have the ability to edit and add their own descriptions. If descriptions are not optimized for a brand's target audience, make sure to change the descriptions before repinning.

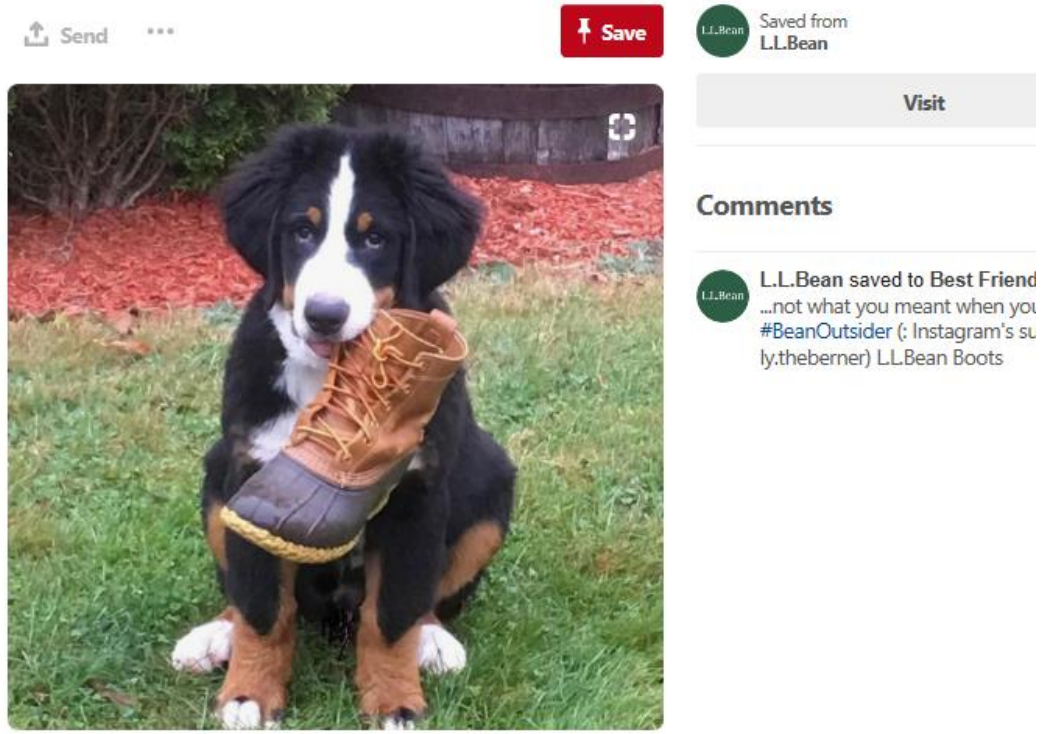


- Take a look at the two pins. In the first Pin, Yanko Design does a great job of conveying the benefits of the tree tent in a fun, yet informative manner, while the second Pin, from Hammock Town, provides too much context.
- The purpose of a description is to entice users to click to a website to learn more, not to provide the entire contents of the website in a single Pin.



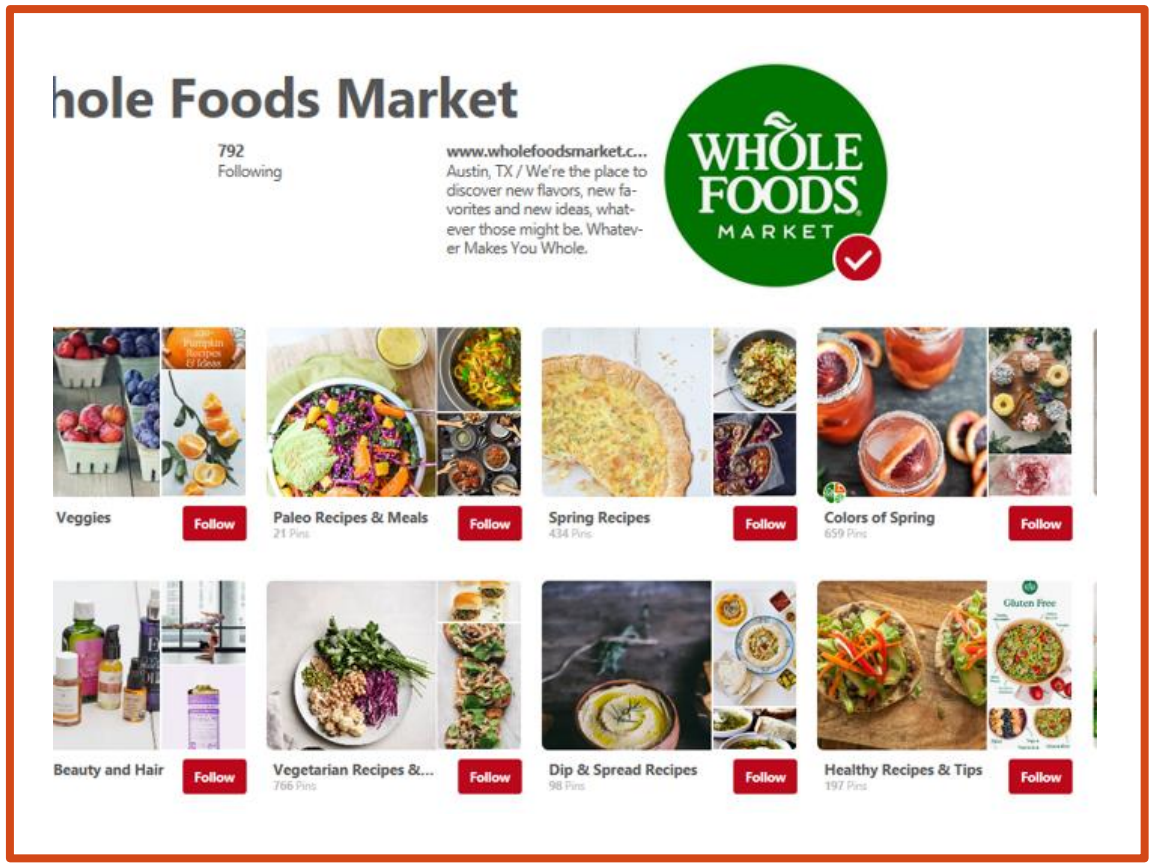


USE HASHTAGS



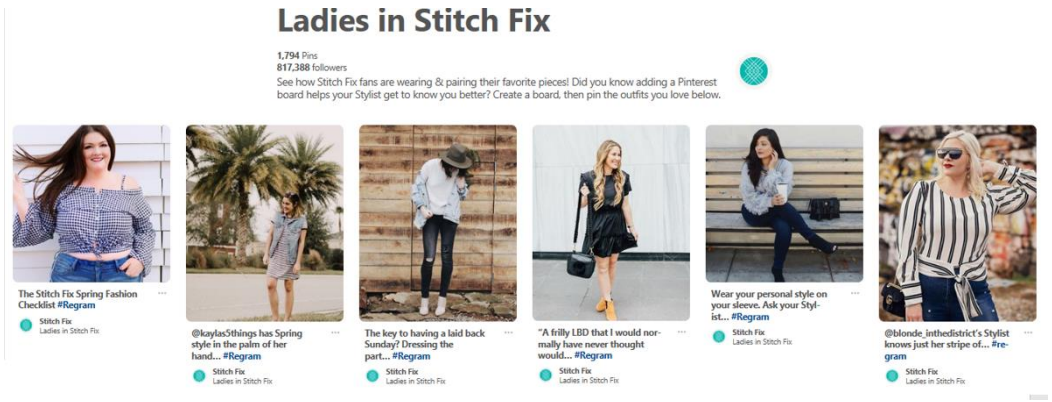
- Hashtags can be added to descriptions to make Pins more discoverable. Clicking on a hashtag will show all Pins with that hashtag, as well as Pins with the same word or phrase in the description.
- Brands should use industry and branded hashtags in the descriptions of every Pin for greater reach. For example, L.L.Bean uses the branded hashtag #BeanOutsider in many Pins.
- The company even cross promotes user-generated content from other platforms like Facebook and Instagram to feature on Pinterest.

REPIN OTHERS' CONTENT



- Pinterest is about connecting and engaging with audiences by sharing content those audiences want to see, not about only pushing a brand's products and services. The majority of a brand's content on Pinterest should be repins from others. A good rule of thumb is for every one brand-related Pin, share at least five Pins from content that belongs to others.
- Whole Foods does a great job of re-pinning recipes to share with followers.
- The company's Pinterest account features nearly 50 different recipe boards, from holiday-themed recipes, to gluten-free, vegan and paleo recipes.

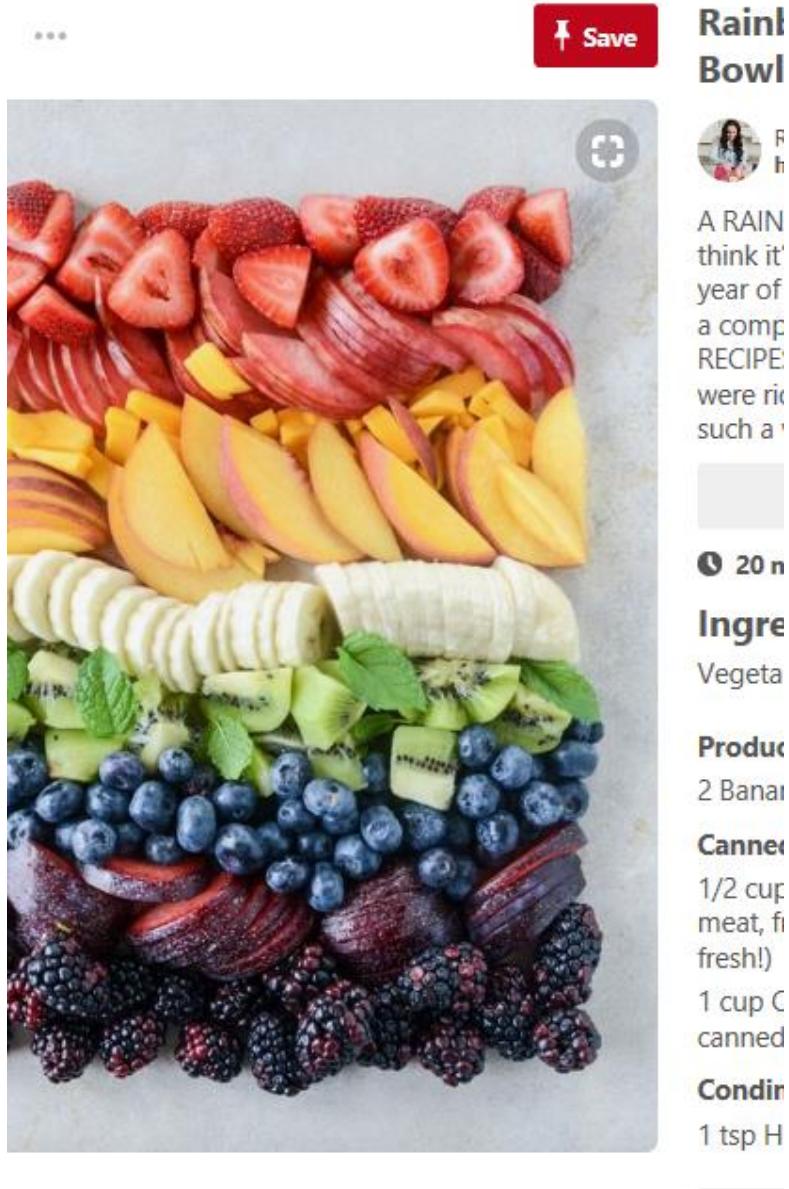
SHOWCASE USER-GENERATED CONTENT



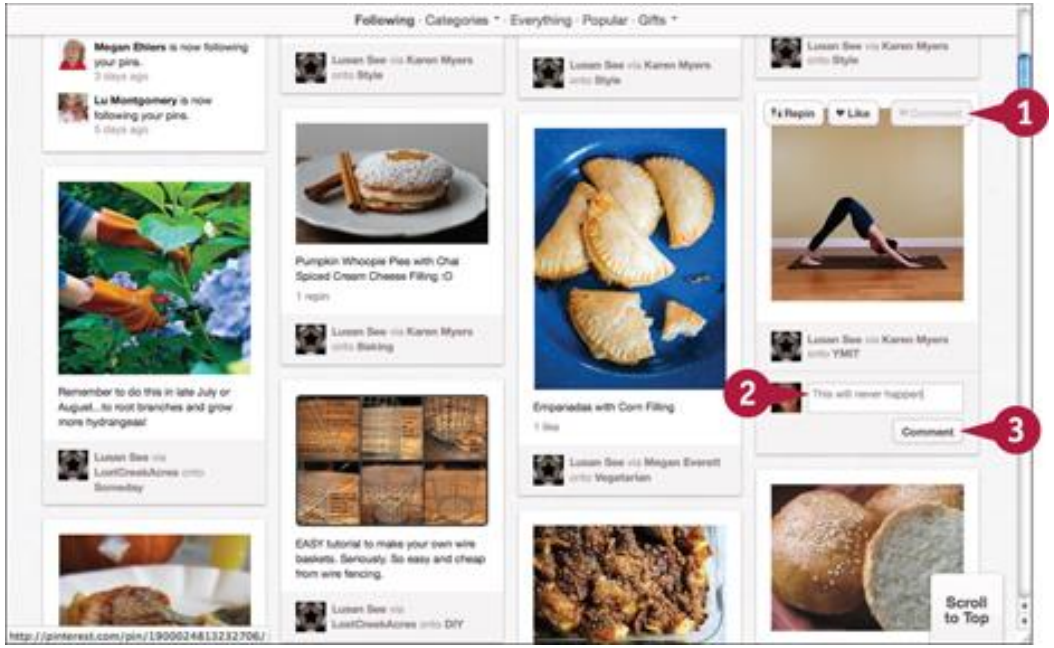
- Brands can utilize user-generated content on Pinterest by sharing customer photos to boards through pins.
  - Brands can also create a **group board,** invitiving Pinterest users to contribute their own pins to the board.
- This is a great way for brands to interact with customers directly, by asking them to pin images featuring the brand.
- However, brands must continuously monitor group boards to ensure that proper Pinterest etiquette is being followed by all board contributors.
- Personal styling service company Stitch Fix created a board to showcase how Stitch Fix fans are wearing and pairing their favorite outfits.
- The company shares pictures of real customers wearing Stitch Fix clothing to not only showcase company products, but to also encourage followers to request the same looks from their personal Stitch Fix stylists!

TAKE ADVANTAGE OF RICH PINS

- Rich Pins for recipes, products and apps, for example, allow for brands to provide extra information to regular Pins. For example, the below Pin from How Sweet Eats shows that Pinners are allowed—without ever having to leave Pinterest—to see all of the ingredients needed to make a smoothie.



ENGAGE WITH OTHERS

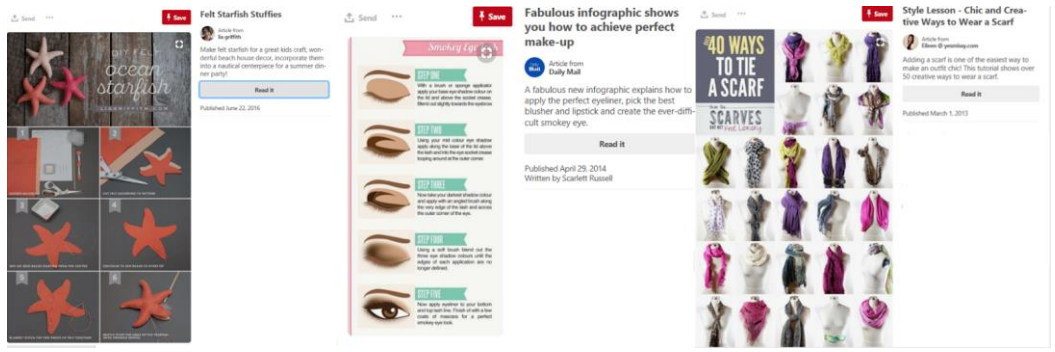


- Although Pinterest may not have the same look and feel as other social platforms, it is just as important to build relationships by engaging with followers on Pinterest as it is on other platforms.
- Best practices include tagging Pinterest users in Pins by using the **@username** feature in Pin descriptions, replying to all comments on Pins, and also commenting, liking, and sharing others' pins.
- These actions will help brands grow a community of loyal followers. Brands can also communicate directly with followers through private messaging.

RUN CONTESTS

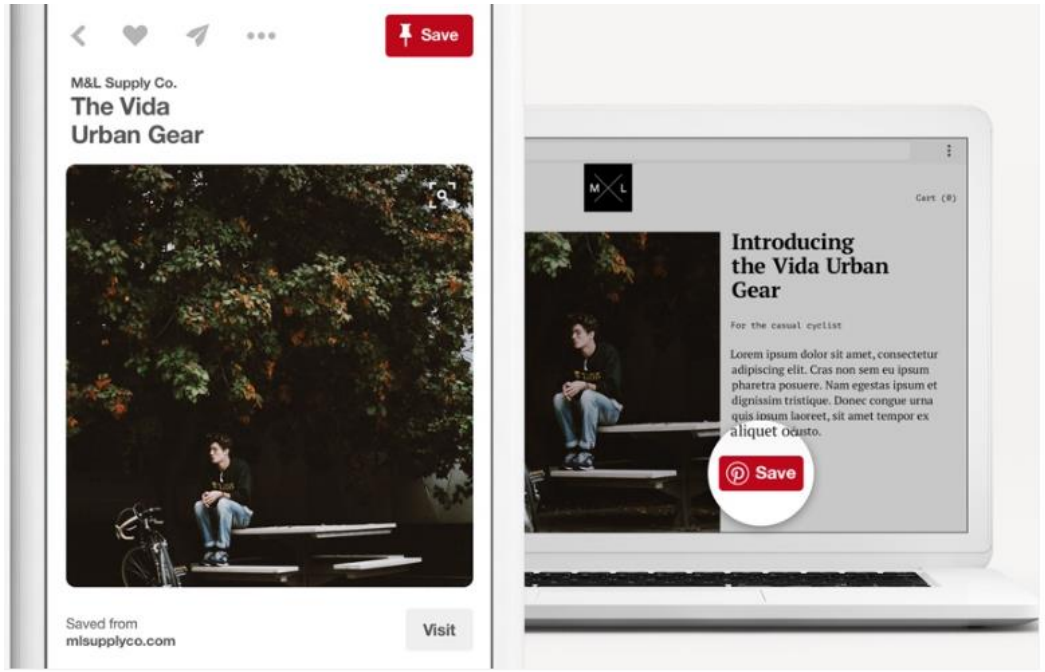
- Contests are a great way to grow followers and increase brand awareness and engagement on Pinterest. Brands can hold contests in which users are asked to create their own boards demonstrating what they love about the brand. Pinterest users can even upload their own pictures to their boards featuring a brand's product.
- For example, Walmart created a "Pin to Win" contest asking Pinners to showcase what inspires them to be green via a board of at least 10 images from Walmart.com. Contestants had to use a branded hashtag with each Pin and email a link to their respective boards for a chance to win a $500 Walmart gift card.

PROVIDE TUTORIALS



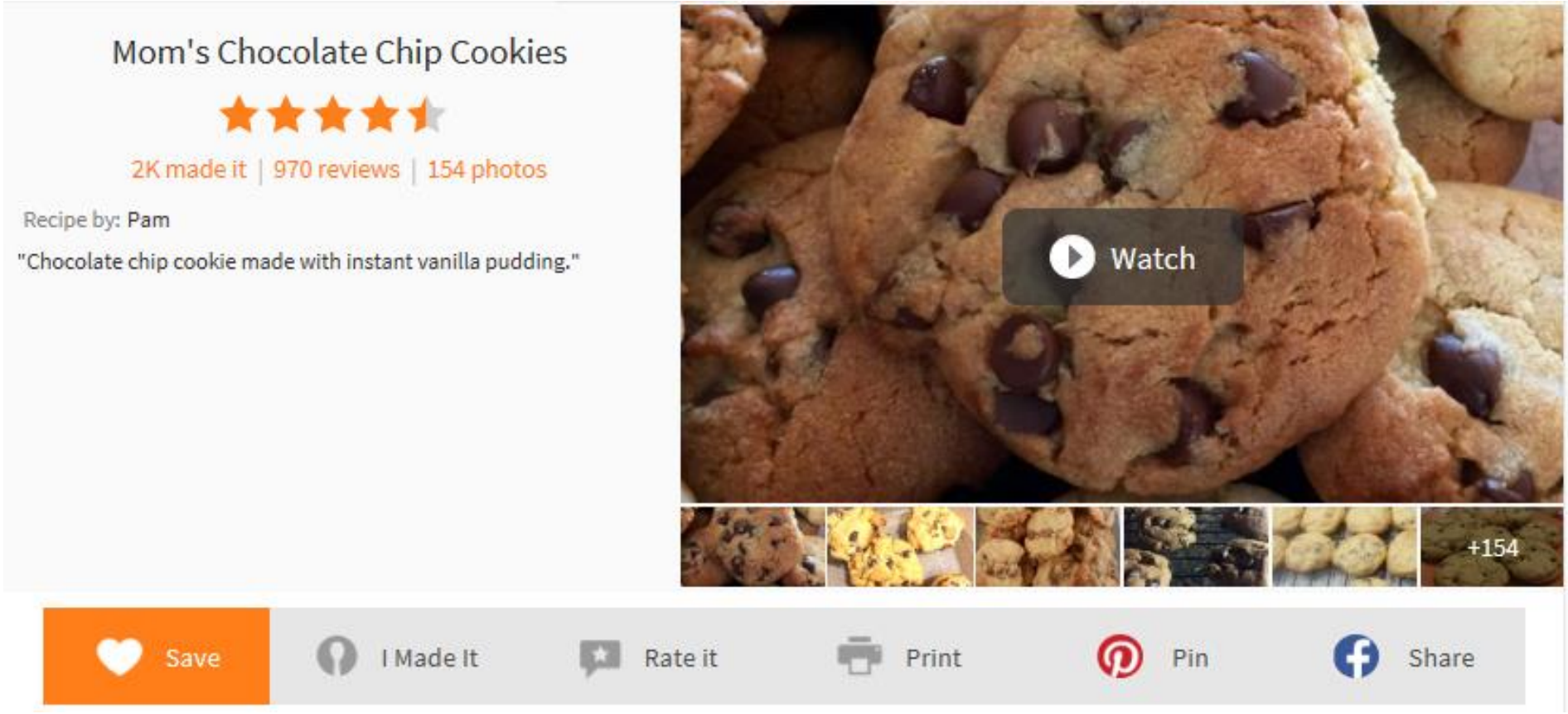
- Many people come to Pinterest to find tutorials (which are very popular in the beauty, fashion and crafting industries.)
- Brands can create tutorials to provide customers with information on how to use their products or services. Videos, images and infographics with step-by-step instructions are great for presenting tutorials on Pinterest.

ADD THE "SAVE" BUTTON TO YOUR WEBSITE

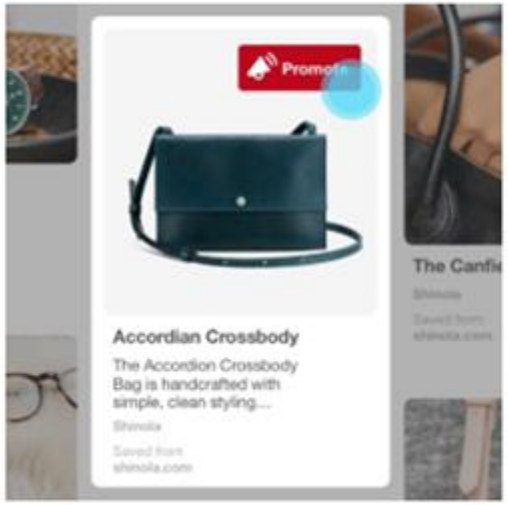


- Brands should add the "**Save**" button to their websites so that visitors can easily share content to Pinterest. Note that once the button is installed, a clickable Pinterest logo will appear next to images on a brand's website. Visitors can then easily can click the logo to save content to any Pinterest board.

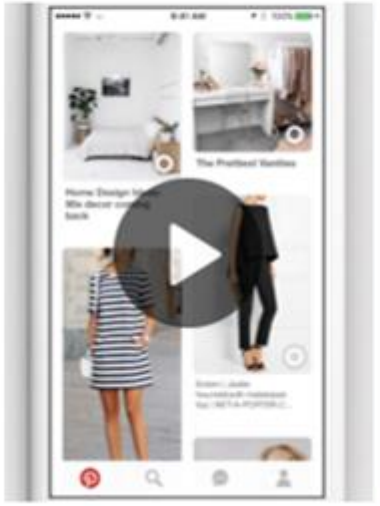
PINTEREST ADS



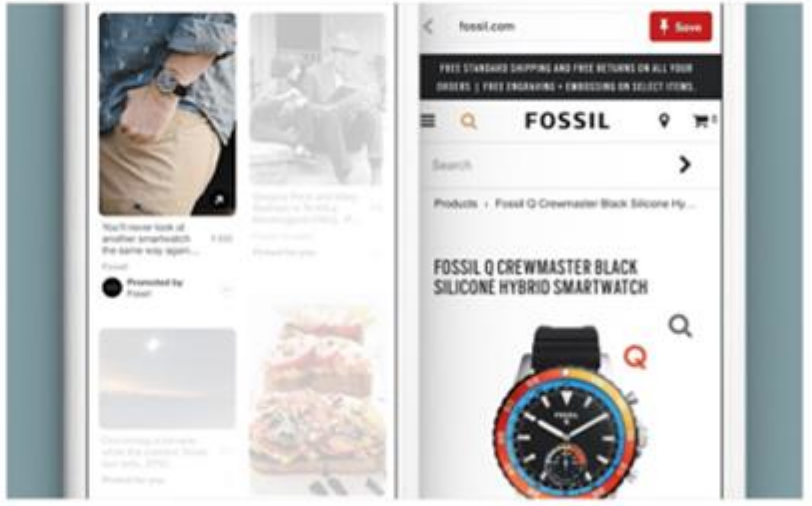
Promoted Pins:



Promoted Video Pins



One-Tap Pins



Promoted App Pins

- Advertising is a great way for brands to reach more people, drive website traffic and even increase sales.
- Pinterest offers a variety of ad formats, including Promoted Pins, Promoted Video Pins, One-tap Pins and Promoted App Pins.
- More on advertising with Pinterest will be covered later in this textbook.

USING ADS MANAGER

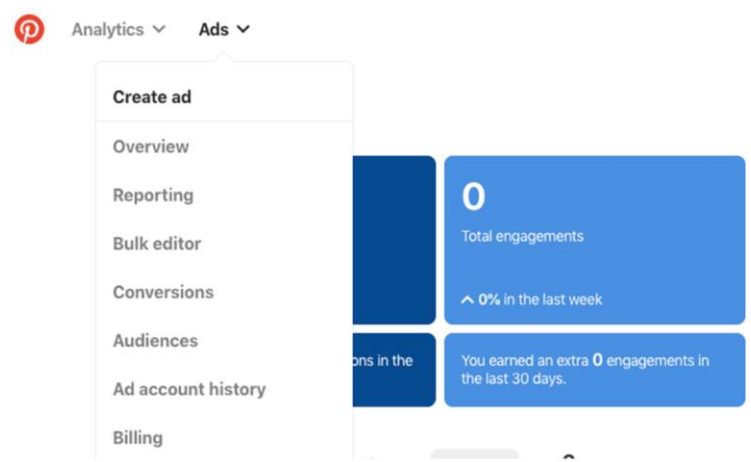
- https://business.pinterest.com/en/using-ads-manager

- Done

Business Get started Ads Resources Success stories News Create ad Sign up

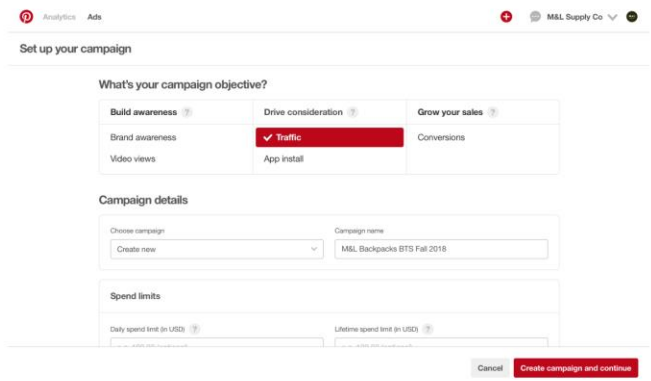
1

Create a new ad



First, make sure you're on ads.pinterest.com. Click "Ads" and then select "Create ad"

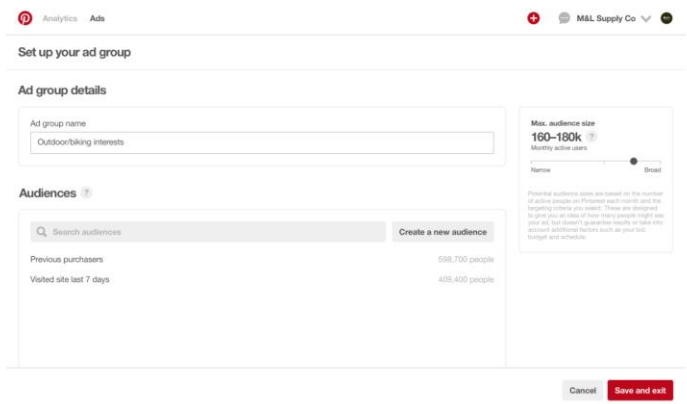
2 Choose a campaign goal



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.

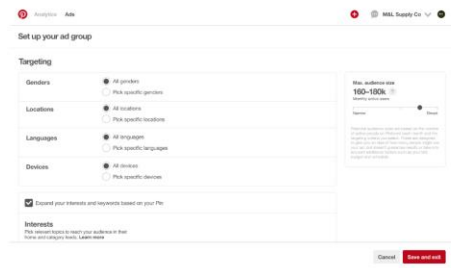
Select pause campaign if you don't want to launch your campaign immediately. This effectively creates a draft of your campaign so you can review all the details before your ads go live.

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 targeting

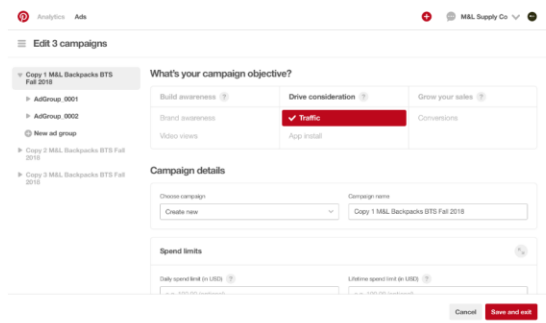


Targeting helps you reach the people on Pinterest who are most likely to show an active interest in your ads.

You can use any of these targeting options on their own, or combine multiple targeting approaches together.

- **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.
- **Keywords:** Show ads to people searching for specific topics. A home retailer might want to target people searching for "tabletop lamps" or "decorative rugs."
- **Interests:** Reach people based on the types of boards they've created, the Pins they've engaged with and other things they care about. For example, a tour company could target people who seem interested in trips to Canada.
- **Expanded:** Once you start entering keywords and interests, we'll automatically suggest additional interests and keywords based on the content of your ad, and who you're trying to reach.
- **Demographics:** You can choose to focus on a specific location, language, device or gender.
- **Placements:** Choose whether you want your ads to show in people's search results, as they browse, or both.

5 Budget and Schedule

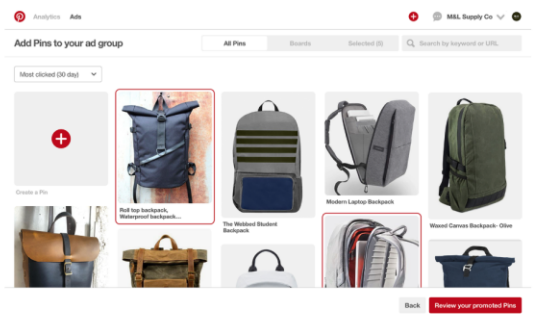


Select the date you want to start your campaign. You can choose an end date, but we recommend running most campaigns continuously, since people are always looking for new ideas on Pinterest. End dates are primarily recommended for seasonal campaigns.

Add your budget. Select **lifetime** if you want us to use your budget evenly over the dates you've selected, and automatically adjust budgets based on how much there is left to deliver. Select **daily** if you have a specific amount you want to spend each day.

Set a maximum bid. Your bid determines the most you'd like to pay for an action (like a click or engagement) on Pinterest. Our recommended bids will vary depending on your target audience and how others are bidding.

6 Pick a Pin to promote

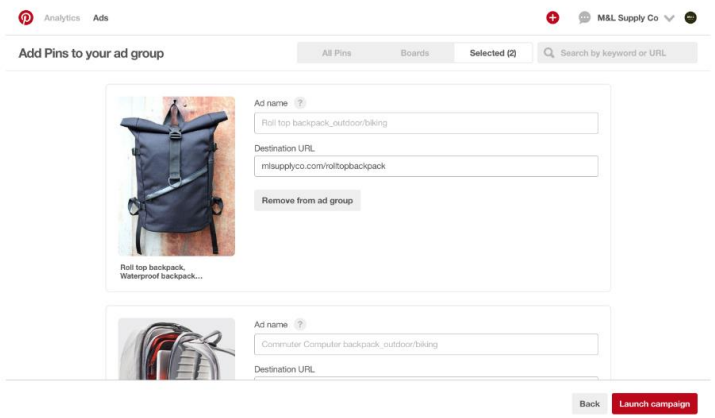


Promote Pins that are already doing well to reach even more people. Visit Analytics to see what's performing well. Only promote content you own, and make sure every Pin links to a website. **Follow our creative best practices** to make sure your Pins are designed to do well on Pinterest.

Edit your Pin name to make it easier to find and edit in the future.

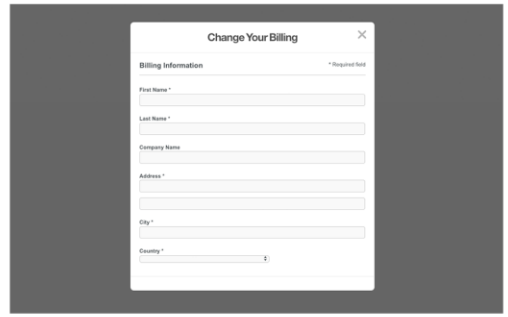
Check the destination URL for your Pin. This is where you want your ad will link once people click. You can utilize UTM tracking parameters or your own tracking parameters to help gauge your Pin's impact.

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. We only accept credit cards from specific countries. You can find a full list in our Help Center.

Tip: If you don't set this up, the details of the Pin you started promoting won't be saved.

You can set-up or edit your billing info anytime. Just visit **Billing** by clicking on your profile picture in the top right hand corner of Ads Manager. There you can:

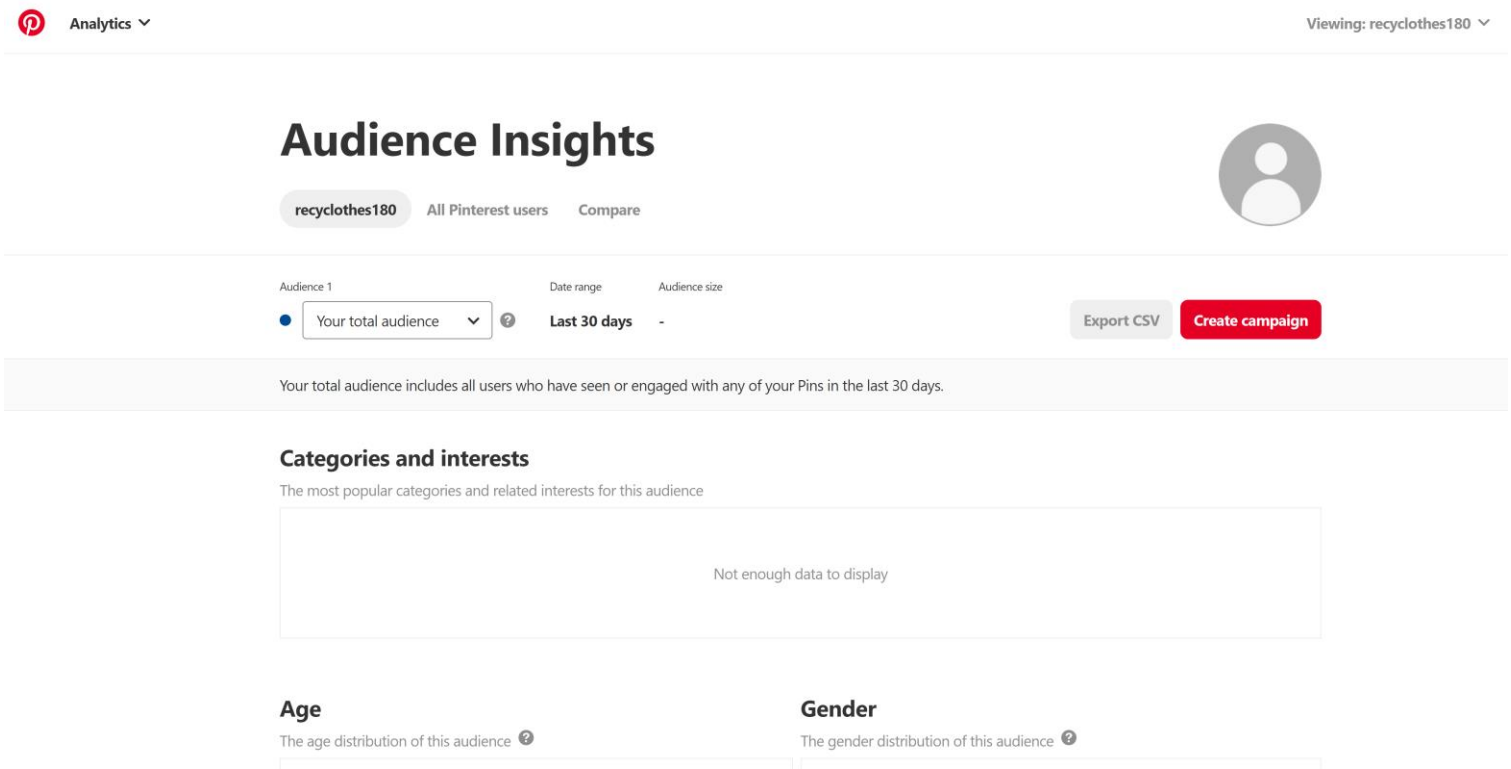
- Make changes to your billing info.
- Review or edit your payment method.
- See when you were charged, what campaigns you were charged for and which payment method was charged.

Having trouble with your billing info? Visit the Help Center.

REVIEW HOW TO SET UP AN AD

- https://ads.pinterest.com/advertiser/549759262649/

WHEN CREATING A CAMPAIGN



PINTEREST ACTION ITEMS

- **Research** whether your customers and competitors are on Pinterest. What are they doing? Why? Be sure to distinguish among individual accounts, business accounts, pins, boards, and hashtags.
- **Set up a business account** on Pinterest as well as one or two boards that represent customer interests
- **Brainstorm a content strategy** for Pinterest at both the board and pin level. Be systematic and diligent about pinning.
- **Promote your pins using #hashtags and SEO**
- **Measure your results on Pinterest at the pin, board and account level**