

# **PINTEREST FOR BRANDS**

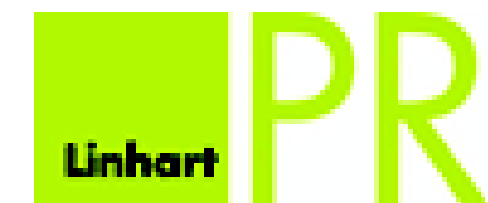
**Krista Flock**

**Linhart Public Relations**



# HOW TO USE: Pinterest

Krista Flock  
Digital Media Manager



# True or False?

Pinterest drives more traffic to your webpage than YouTube, Google+ and LinkedIn combined ([AllTwitter](#))

**Answer: TRUE**

Pinterest receives over 1 million visitors a day ([Mozca](#))

**Answer: TRUE, Pinterest receives 1.3 million visitors a day**

Users spend ~40 minutes on Pinterest each day ([Tipping Point Media](#))

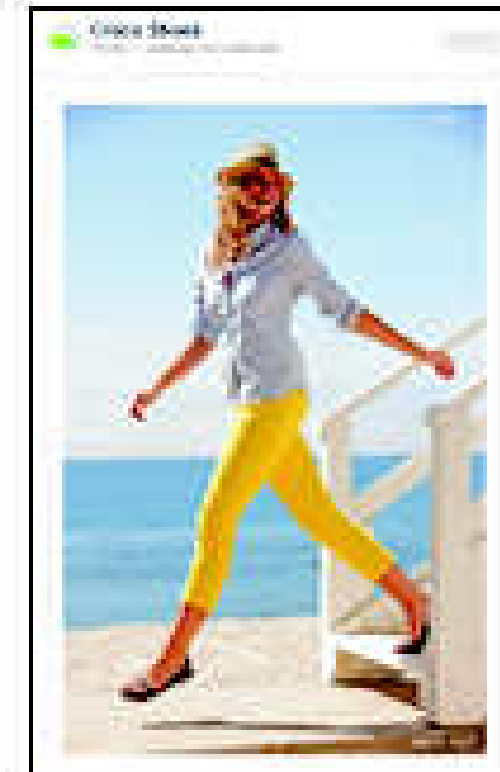
**Answer: FALSE, ~16 minutes a day**



# What is Pinterest?

“beautiful things you find on the web”

- Virtual Pinboard
  - Pin
  - Organize
  - Repin
- Browse
  - Discover
  - Inspiration
  - Connect
- Content
  - Recipes
  - Crafts
  - Style
  - Health/Exercise
  - Home Ideas
  - Live, Laugh, Love



# Top 10 Brands on Pinterest



# Top 10 Brands on Pinterest

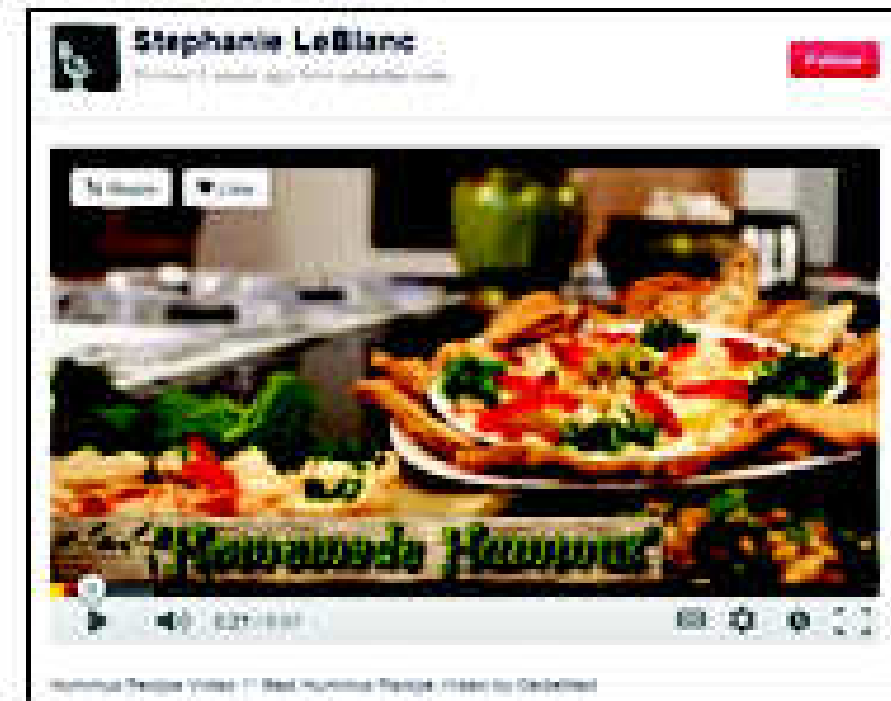
Improving their *life*  
*Educating* themselves  
Finding *inspiration*



# Pinterest = Pictures Only... right?

Wrong!

- You can post videos
- Instructions
- Infographics
- Text/Quotes



We are all a little weird and  
 Life's a little weird,  
 And when we find someone whose  
 Weirdness is compatible with ours,  
 We join up with them and fall in  
 Mutual weirdness and call it Love.  
 --Dr. Seuss

# Goodbye Love Handles

**Exercise 1**  
 This exercise targets the abdominal muscles, specifically the obliques. It is a great way to tone your midsection and improve your core strength. To perform this exercise, lie on your back with your knees bent and feet flat on the floor. Lift your head and shoulders off the ground, and hold for 10 seconds. Repeat 10 times.



**Exercise 2**  
 This exercise targets the abdominal muscles, specifically the rectus abdominis. It is a great way to tone your midsection and improve your core strength. To perform this exercise, lie on your back with your knees bent and feet flat on the floor. Lift your head and shoulders off the ground, and hold for 10 seconds. Repeat 10 times.



**Exercise 3**  
 This exercise targets the abdominal muscles, specifically the obliques. It is a great way to tone your midsection and improve your core strength. To perform this exercise, lie on your back with your knees bent and feet flat on the floor. Lift your head and shoulders off the ground, and hold for 10 seconds. Repeat 10 times.



**Exercise 4**  
 This exercise targets the abdominal muscles, specifically the obliques. It is a great way to tone your midsection and improve your core strength. To perform this exercise, lie on your back with your knees bent and feet flat on the floor. Lift your head and shoulders off the ground, and hold for 10 seconds. Repeat 10 times.



**Exercise 5**  
 This exercise targets the abdominal muscles, specifically the obliques. It is a great way to tone your midsection and improve your core strength. To perform this exercise, lie on your back with your knees bent and feet flat on the floor. Lift your head and shoulders off the ground, and hold for 10 seconds. Repeat 10 times.



**Exercise 6**  
 This exercise targets the abdominal muscles, specifically the obliques. It is a great way to tone your midsection and improve your core strength. To perform this exercise, lie on your back with your knees bent and feet flat on the floor. Lift your head and shoulders off the ground, and hold for 10 seconds. Repeat 10 times.



## INFOGRAPHIC INFOGRAPHIC


**DESIGN**

**CONTENT**

**85%**

**HEALTH POLICY**

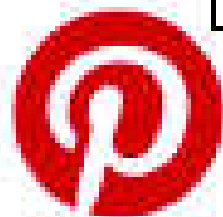
**RICHEST AND POOREST AMERICAN**





# Brand Engagement

Definition: A *repin* is adding an image you find while browsing Pinterest to your own board.



# Pins + Traffic + Sales

**1 PINTEREST USERS SPEND MORE THAN TWICE AS MUCH AS FACEBOOK USERS**

**PINTEREST USERS** SPEND ON AVERAGE **\$180** (+10% VS. SITE AVERAGE)

**FACEBOOK USERS** SPEND ON AVERAGE **\$85** (-44% VS. SITE AVERAGE)

**Pinterest 10% INFLUENCED OF TRANSACTIONS**

\*Pinterest was involved at some point in the customer's journey in 10% of transactions.

**facebook 7% INFLUENCED OF TRANSACTIONS**

**2 PINTEREST DRIVES MORE SALES THAN FACEBOOK**

The infographic features a background of US dollar bills. On the right, there is a stylized illustration of two women in a conversation. The data is presented in red and blue callout boxes.



[Boticca.com](http://Boticca.com)

# Pins + Traffic + Sales

Encourage shopping:

- Add price
  - Type the \$ symbol followed by the price in the description
- Source Code
  - Send follower directly to shopping page



# Pins + Traffic + Sales

The image shows a screenshot of a Pinterest profile for 'Rudi's Gluten-Free'. The profile header includes the brand logo, a bio stating 'We're using our expertise in baking great bread to create a new line of gluten-free breads. This process is led by Clean: means. Whole and Simple', and location 'Boulder, CO'. It also lists 'Recipe from' with links to 'Gluten Freeville', 'Jane Wang', and 'Cleaner Breads'. Navigation tabs for '14 Boards', 'All Pins', 'I Like', 'Activity', and '1,000 Pins' are visible, along with '100 Followers' and '88 Following'.

The main content area displays a grid of pins. The first row includes: 'Gluten Free Brown Tacos', 'Pins with the Kids', 'Gluten-Free Desserts', 'Bismillah Lovers' Gluten-Free', 'Gluten Free AND Vegetar', and a highlighted promotional pin titled 'Email Signup' with the text 'Free Coupons, Samples, Newsletters & More! Get the Best Deals & Tips in order now & enjoy your kitchen!'. The second row includes: 'Gluten Free Breakfast', 'Gluten Free Pops!', 'Gluten Free Snacks', 'Our Favorite Blogger', and 'Tostitos Quesadilla'.

# Pins + Traffic + Sales

Promote blog posts, recipes, health tips, and other website content



# Thank You!



[Twitter.com/KristaFlock](https://twitter.com/KristaFlock)



[Pinterest.com/KristaFlock](https://www.pinterest.com/KristaFlock)



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