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# Pinterest



## **Marketing Masterclass**

*Pinterest - A New Way of Marketing*

a free downloadable ebook

by

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## **Pinterest Masterclass**

### **Pinterest - A New Way of Marketing**

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## ***Introduction***

Pinterest is the fastest-growing site in the history of the internet. It has become a household name from zero in less than two years. But what does this mean to you in terms of internet marketing?



## ***"A Picture is Worth a Thousand Words"***

Pictures are all over the internet and they can bring a vibrancy and interest to your site. Firstly by pinning charming pictures to your pinterest site, you add exposure to your site, which is always good for your bottom line. Secondly you can reach in to an untapped market - what you need to do is work out which pictures best represent your company, goods or services, then use them to attract people. High quality pictures are best, not run-of-the-mill dull ones.

Once you've found a batch of pictures that match your own criteria all you have to do is start pinning them to your own boards and then those who follow you (just like a friend on Facebook) can take your pictures and repin them to their own boards and the viral effect of Pinterest can then move outward. Every time your picture is pinned and repinned you gain another link back to your website, your business which is actually another link to new potential customers.



## ***Free Marketing At Its Best***

In the current economic situation it is wise to make use of any free marketing channels that are available. If you are strapped for cash for capital or marketing, then it is best that you maximise the use of sites like pinterest.

Pinterest is one of the newest social media marketing sites to take the internet by storm. In under two years the site has been around it has been rapidly grabbing the attention span of consumers world-wide (especially women in the twenty to thirty year old range who make a majority of users) as well as raising its profile in the search engines, which of course means plenty of back-links to your site if you do it right.

All the pictures on the site drive traffic back to the image's source, which means if the picture is of your product or your brand it drives traffic, and therefore potential customers back to your site. Like all social networking sites it does take a little work. Rather than selling directly you should be interacting with the network and bringing sites and pictures of interest to your cloud of users and followers. You need to pin and repin others' pictures if you want to see your following build up. It is not time-consuming if you are effective - using just a few minutes a day.

Pinterest really is a free viral method of building traffic to your site, a small investment of time each day can pay off substantially in the long run.

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## ***But could it be worth a Thousand Dollars, Euros or Pounds?***

A single picture could be worth a thousand dollars if used properly. Choosing a good picture that is pinned, then repinned, and pinned some more can be a very astute marketing move? Confused? Many business owners have yet to understand the potential that goes with Pinterest picture sharing.

The simple answer is that it is a social media site and social media is currently one of the fastest growing marketing techniques for any form of business.

Social media marketing takes advantage of one of the most powerful methods of marketing that has been around for all time: word of mouth. Nothing sells a product better than word of mouth advertising. Hearing from a friend or family member that you've got to have this product will outsell some stranger telling you how great it is.

Pinterest capitalises on this. It allows you to have word of mouth marketing using pictures of your products. All you need is a picture that represents your business or products, a few "pinners" following your account and you are off.

You post a picture of your products on one of your boards (it's an online cork board really) and other pinners are able to take that picture pin it to their boards and spread your product across many pinterest sites. Your picture has a short blurb and a link back to your site where they can purchase your product or get more information. And suddenly you have an entirely new form of bringing in customers and traffic!

## ***Pinterest and Facebook***

In many ways, Pinterest is similar to facebook, in that you can post photos, but the photo-sharing aspect of this site turbo-charges it. Just like with facebook, a lot of the power of the site relies on how many followers you have. Images you have pinned can spread out virally and be seen by many users on the web, this goes for video too, which may be helpful if you have great videos on YouTube but they are not reaching their potential audience.



## **Conclusion**

Pinterest is viral marketing at its best and simplest. You can gain exposure for your company, product or service with minimal effort. It used to be difficult to get your products to go viral. Now using Pinterest you can have your products, brand and site to go viral with just a few clicks of your mouse and a selection of beneficial photo.

That's right. You can now take advantage of the viral nature of social marketing sites without having to put in excessive effort and/or time. All you need to do is spend some time seeking out - or getting created for you - pictures that represent your brand in an interesting and eye catching way.

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## **Free Offer From BrightGreen PR**

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All you have to do is [click here](#) to fill in a form and we will get back to you by phone or Skype to talk about your needs and how we can make your green business better, sharper, more effective.

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**If we can't suggest ways to improve your marketing in the consultation, we will donate £20 to the green charity of your choice.**

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