



Visual Online Marketing

Reverse
online **PROFITS**

Pinterest

Visual Online Marketing

Imagine with me that this is you...

You are a stay at home mom with a new baby and a new little Etsy shop selling a few handmade boot socks and legwarmers. You've spent all morning tending to your little one and now its nap time! You carefully close the door, you dash down the hall, grab your camera, a box, and your newest product for your store. You find some good light and push all the baby toys aside clearing some space for your 'studio'. After pulling on the legwarmers you grab a toy box and set your camera to self timer. While the self timer sounds the countdown you place yourself in the light and pose for some shots as the shutter opens and closes.

You then head over to the computer and post your new picture on Facebook. You take the pictures you just took in your shop. You say a quick prayer that your product will get noticed and then you hear a small cry, the tell tale sign that nap time is over and you're back to being Mommy and forget about your shop.

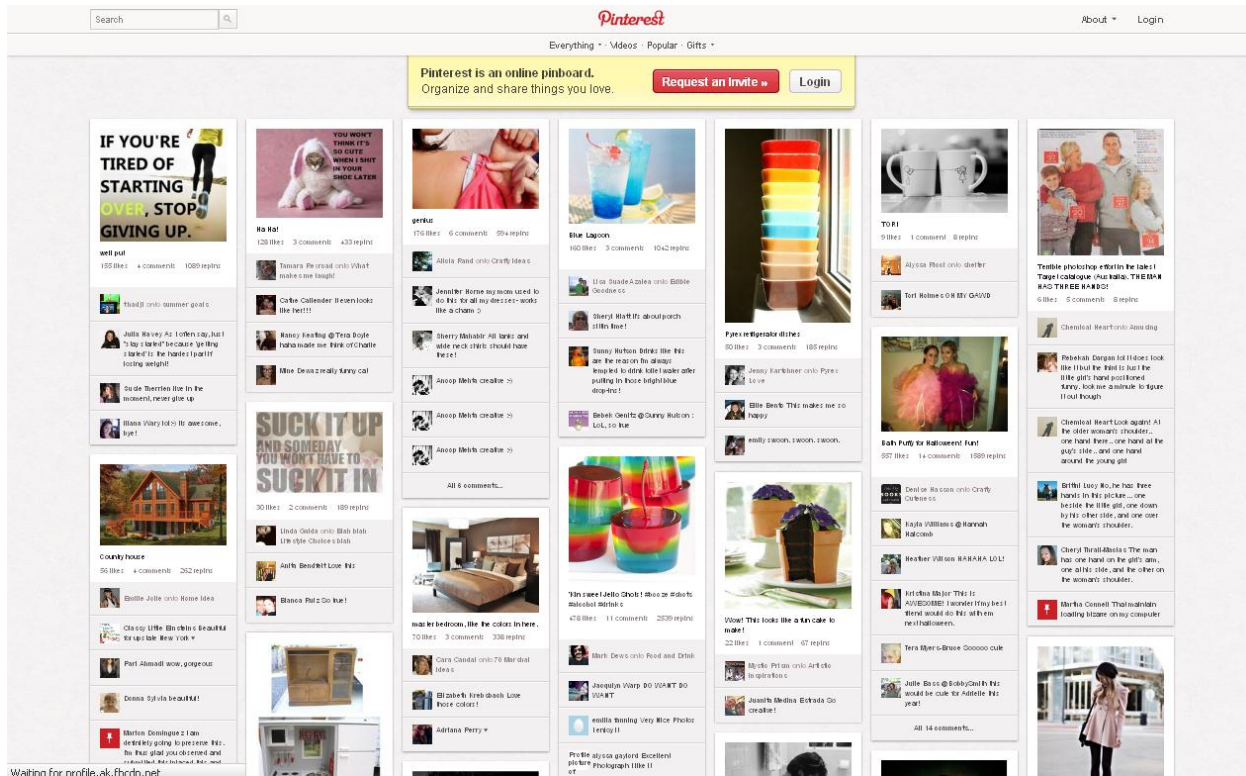
Time passes quickly with your newborn. You come back to your shop a few hours later, during another glorious nap time, and find that not only had your newly posted legwarmer sold out in 15 minutes but you had 400 emails from people wondering if you were going to make more. People begging for a pair! Within 72 hours of posting you have 400 requests for your product!! You quickly check your reports to find where all this buzz for your product is coming from. There is one site listed...[Pinterest](#).

I'm going to let you in on a little secret. This is a TRUE story! This really happened to stay at home Mom and owner of [graceandlaceco.etsy.com](#), Melissa Hinnant. Melissa started her Etsy shop on October 31st of 2011 and to date has sold over 6,000 pairs of her socks and over \$150,000 in sales! All of the buzz for her product and her rapid growth in sales is due to the pinning power of Melissa's sock on Pinterest. This pin has since been Repinned 120,000 times. Yes, that's right one hundred and twenty THOUSAND times! The original pinner had to turn off her notifications because it was being repined so many times!

Today, there is a lot of buzz about Pinterest and rightly so. You just read what happened to Melissa! Pinterest has surpassed Twitter in the amount of traffic it drives to other sites and its user base grows daily with new active 'pinners'. It is listed as the 3rd top social media platform and had over 20 million total visitors in May alone.

Unless you've been living under a log, chances are that before you started reading this report you had heard of Pinterest. Maybe, if you are like many others you've been sucked into the addictive world of pinning. The newest social media platform to hit the internet and the newest free traffic powerhouse!

People love the look and feel of Pinterest. The images are captivating, the flow is clean, and there's literally always something new in your feed to oogle, want, and share!



How does a 'pretty' social media platform dominated by women help your business and what does it have to do with you or even with Melissa's story? Because her story can become YOUR story! What happened to Melissa's business can happen to your business and this report is going to show you how.

This report is going show you how you can leverage Pinterest to route TONS of free traffic to your shop, site, blog, landing page, or whatever! Learn how to get others to do your pinning for you and what makes for a powerful pin! Find out if it is worth the extra time and energy to fit yet another site into your social media strategy.

Like any other social media platform Pinterest isn't for everyone. We all have our preferences when it comes to social media... some are die hard Facebookers and that's it. Others wouldn't be caught dead on Facebook (regardless of the benefits) and will forever be a loyal member of Twitter.

However, I believe that to have a good social media presence one has to at least know what's going on with the newbie on the block. Get the facts, take some training, download a report, or heck sign up for

a free account and play around and then make an educated decision based on what is right for YOUR brand and YOUR business. Melissa didn't even have a Pinterest account when she started and ONE of her products was pinned 120,00 times... just think what could happen with your product if you take a little time to pin your item... ya just think about that... a free site full of images (and visuals are king right now on the internet) with back links to YOUR products and Millions of user's waiting to be inspired to repin yours to their followers...

So that brings us to....

What Is Pinterest?

In a nut shell, Pinterest It's an active community of people who are willing to tell the world about the things they want, identify with, and recommend. They 'pin' things to 'boards that they want to do, buy, make, or save for later easy reference.

I like to call it visual bookmarking.

Instead of all those text links in your bookmark menu that keep multiplying, and face it you eventually don't remember why you bookmarked that 'one thing' 2 months ago, why not pin it? You'll have a visual to the link you want to come back to and you can categorize all your pins on boards!

Okay, so personally that sounds cool but how does this help me increase traffic to my site or build exposure for my brand?

I'll tell you how...

Pinterest has surpassed the 10 million member mark. That's 10 million users who are doing just what I described above! 90% of those users are women between the ages of 25 and 45. This is the market Melissa stumbled into by accident.

Imagine what can happen when you integrate this into your social media strategy....on PURPOSE!

Think about it. Who are the major purchasers not only for themselves, but also for their family? Women. These women are browsing Pinterest for new and inspiring ideas and products. And that's the key word...

Inspired.



Pinterest is all about inspiration. Where Google is search based, Pinterest leverages 'Discovery'. The goal in Pinterest is to inspire your viewers and sell them on what they need to get there.

So, for your business Pinterest is another FREE area for exposure of your product and service. The goal for a business on Pinterest is to build exposure, gain followers, and convert those followers to buy your product from your site... the goal is not to keep them on Pinterest forever. More on that later.

Getting on Pinterest

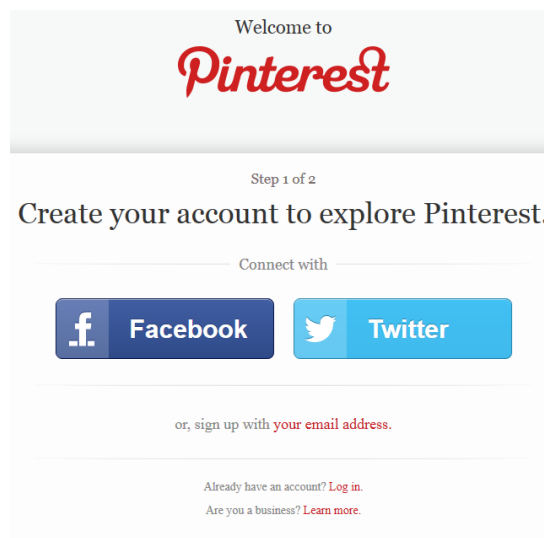
Let's talk about how to get on Pinterest, and then we'll walk through Melissa's site so you can see exactly how she has had over 120,000 repins and how you can cause this in your business.

Pinterest Has greatly improved since there launch. No longer is membership by invite only. There are 2 ways to sign up for Pinterest.

1. Go to Pinterest.com and connect with Facebook or Twitter right away
2. Signup with an email address if you don't have a social account you want to link to or you want to do it later.

Sign Up and Set Up

Pinterest now gives you the option of setting up a business account. I highly recommend doing this if you are setting up a Pinterest account for your business. Doing this gives you some different resources for your website and you can place a little piece of code on your website that 'verifies' you as you.



Two things before you settle on your Pinterest Username...

1. If the account is for your Business then use your business name for the user name if possible. If it's taken for some reason, use something that is exact or similar to your other social media platform usernames.
2. If the account is for you personally (or your brand is very personal) use your name or something that people can easily search you by.

Like twitter you can change your username later if you want/need to. So don't panic over this step!

When you come to choosing your categories of interest also consider whether you are setting up a personal or business account. If it's your personal account then check all the categories that apply to you. If it's a business account only choose the categories that are closes to your specific niche.

After this Pinterest suggests some existing users based on the categories you chose and helps you set up some initial boards for your account. It'll also ask you to connect with your Facebook friends. This is one of Melissa's top tips, connect with and follow as many people as you can! Followers equals exposure!

Hot Pinterest Profile Tips for Optimization

Remember, your goal is to get free traffic w/ Pinterest so...

Always Always Always ALWAYS fill out your profile with quality information and a few keywords! This is so important for getting your account ranked in Google.

Oh, when I say a few keywords I mean a few. More is not better in this case. You still want your about to make sense and give a clear picture of who you are and what you do (this goes for personal accounts and business accounts). Also, include your website address in your about. It won't be clickable (there is a specific field for this that) but it's great for SEO purposes.

Alright, take a few minutes and do just what I described above. Set up your account and get it filled out. We'll be covering pinning next and it's important to have your account set up for the next steps. If you already have an account, make some of the changes that I mentioned above if you haven't already.

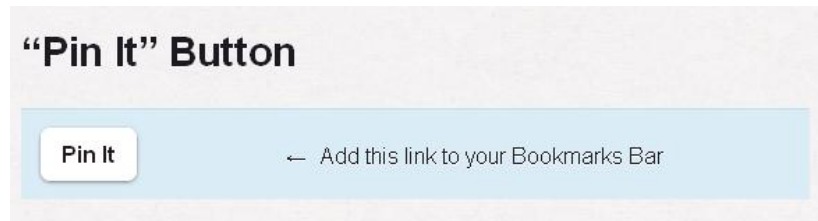
Pins, Repinning and the Basic Actions

Welcome back! It was a fairly painless process right? Okay, let's jump back in to how Melissa took advantage of pins and repinning, and you can too!

Pins are the core of Pinterest and pretty pins are magnets for traffic! Just about anything can be pinned including video (we'll talk about that later).

It is important to install a pin it button on your website, even if you aren't using Pinterest! Why? Because, others are using Pinterest! Which, by the way, is why Melissa's business skyrocketed, someone else using Pinterest pinned her product! Why pass up the opportunity for free exposure and traffic? Pinterest has several resources (<http://pinterest.com/about/goodies/>) to get a pin it button on your website and there are numerous plugins out there for your website if you want more integration.

A great way to pin from outside Pinterest is by using the 'Pin It' button.



This handy little button you drag up to your bookmarks bar and when you're surfing the net and find something you'd like to pin hit the button and it will automatically pull images from the site that you can choose to pin. If you went through the set up process there was a step in there that had you do this. If you ignored that step you can find the pin it button here: <http://pinterest.com/about/goodies/>

Let's take a minute and visit Melissa's etsy site and see look at how this little thing works. Let's go to www.graceandlaceco.etsy.com and try pinning something from there.

Here's Mellissa's site, once you are here, click on an image. Make sure you are logged into Pinterest.

Once you hit the pin it button you'll get something similar to this:



You simply choose the image you want to pin, pick the board you want to pin it to, include a detailed description (I like to copy the product title when pinning from etsy), and hit 'pin it'. As you can see there are also options to post this pin to Facebook and Twitter. These boxes are optional so feel free to check or un-check. If this was your product I would highly recommend posting to Facebook and/or Twitter, remember free exposure. Unless you have a different way of promoting your product these platforms already I'd definitely check these boxes.



That's it! The pin has now been added to your board and been listed in the Pinterest stream for MILLIONS to see! That's what Melissa did...

Pinning new and ORIGINAL content is a great way to up your interaction on Pinterest. It shows you are contributing to the community. Keep in mind though; you want to make sure not everything you are pinning is you selling something. Pinterest is about Inspiration.

We asked Melissa what her number one mistake was with Pinterest and she said pinning too much too fast. She's not afraid to pin her product or ask others to pin it but keep in mind that if someone sees 20+ pins of the same thing ALL the time they are likely not to pin it and also get frustrated with you. Keep the 80-20 rule in mind when you are pinning. 80% of your pins should be repins of others and inspiring content, images, and videos. Leave 20% for selling or promoting your brand or business. Trust me it's plenty.

Since Pinterest is so visual, pretty and/or eye catching pins get the most attention. The more your image stands out the better whether it be the photograph, the size, the length, or what it says. It's not worth pinning if no one is going to notice it. But you don't have to have a professional take your pictures either. Remember Melissa set her camera up and did them during nap time!

On the next page are some examples of powerful pins that'll get you noticed to give you some ideas:

The Before and After.

Repin Like Comment

BEFORE

AFTER

For the little girl

Abby Gonzales via MariaHillar onto Crafts

The High Quality Product Shot

Repin Like Comment

\$11.50

Lace Peep Socks black lacey sock lace socks by GraceandLaceCo, \$11.50

Tiffany Borka onto Products I Love

Your Product Being Used

Repin Like Comment

1 like

Paul Krueger via Nick Goodenough onto Books Worth Reading

The Text Art Quote

The Crazy Ones

2 likes 5 repins

James Carr onto Typography

Info graphics

GOOGLE+ CHEAT SHEET

Google+ is the new social network that everyone is talking about. But how do you actually use it? Nikki Pilkington and Sarah Arrow explain in this handy infographic cheat sheet

Cristol onto Infographics

Pins that Teach

Homemade flour tortillas! YUMMY!

Korie Cox onto Favorite Recipes

Below is an image of a pin in its expanded form, look at all the goodies you can see on a pin!

The image shows a Pinterest pin for 'Legwarmers' by Catarina Santos. The pin features two side-by-side photos of a person's legs wearing white, knee-high socks with black buttons. The pin has 105 repins and 30 likes. Annotations with red arrows point to various elements: 'Who Pinned It' points to the user's profile; 'Repin and Like buttons' points to the interaction icons; 'Beautiful Image' points to the main image; 'Follow this person right from the pin' points to the 'Follow' button; 'Sharing a pin out side of Pinterest' points to the sharing options (Like, Tweet, Embed, Report Pin, Email); 'Include keywords in your description. If its from your site include a call to action and a link.' points to the title 'Legwarmers'; 'Board it is pinned to' points to the 'Style' board; 'Originally pinned by' points to Catarina Santos; 'Where it was pinned from' points to the 'etsy.com' source; and another 'Follow' button is annotated.

Who Pinned It

Repin and Like buttons

Beautiful Image

Follow this person right from the pin

Sharing a pin out side of Pinterest

Include keywords in your description. If its from your site include a call to action and a link.

Board it is pinned to

Originally pinned by

Where it was pinned from

Follow

Follow

Legwarmers

Jamie Obermann
These sorts of socks really are the most adorablee

Cadence Hill
All these socks are really the most adorable

Ahmed Lee
Any of these socks are the cutesttt

Add a comment...

Pinned onto the board

Style

Follow

Originally pinned by

Catarina Santos

Follow

Pinned via pinmarket from etsy.com

105 Repins

| | |
|---|---|
| Lauren Fuller onto My Style | Megan N Dustin Fahle onto Things I want |
| Nick Ross onto ILike | Selah Nguyen onto ILike |
| Harper Sullivan onto ILike | Sophie Shi onto cute knick-knacksss! |
| Tracey Harris onto fashion | Simon Wood onto ILike |
| Gabriela Gabriela onto roupas - clothes | Bethanne Adams onto My Style |

+95 more repins

30 Likes

+6 more likes

Something I haven't mentioned yet, and one of the most powerful aspects of Pinterest, is that everything you pin from your site becomes a HIGH QUALITY BACKLINK and RANKS IN GOOGLE! Numerous bloggers have received up to 80% of their traffic from Pinterest, this of course includes Melissa.

Repinning is super helpful in backlinking as well, because when your pin is repined that's another backlink for you! Then if your pin goes viral, as it did for Melissa's first pin at 120,000 times, that's just that many more backlinks that you didn't have to do yourself or pay someone else to do for you.

However, Fiverr.com is great resource to outsource the pinning of your website. If you have a website that's been around for awhile and has lots of content you can pay someone 5 bucks on fiverr.com and they'll pin a number of things from your site for you.

As high quality as new content is on Pinterest, don't underestimate the power of the repin. Repinning shows interaction with in the Pinterest community. Share and share alike as the saying goes.

Which brings me to my next point, if you've been on Pinterest for awhile or even have just started you might have noticed the other action you can do with a pin... 'like'. If you're like me you might have wondered what the difference is. Well, 'liking a pin' adds the image to your profile's Likes section; the image does not get added to one of your boards. Likes are always good to give and receive!

Whereas, repinning an image allows you to categorize the image onto one of your boards. You can also edit the description of a repin. The source-link of an image is saved automatically, no matter how many times it's repinned.

So just keep those things in mind. You don't have to pin everything you like and you don't have to like everything you pin.

When pinning an item that is for sale you can add Pinterest's price banner on to the image by adding the dollar amount in the description with the \$ sign like you see in the image here. This can be added right away when you pin something from outside Pinterest using the pin it button, Repinning an item from inside Pinterest, or you can edit an existing pin of yours to add the price.

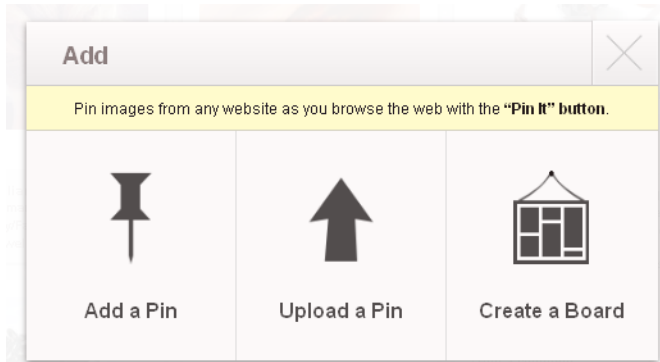
Melissa found that her products sold best when the price was not on the pin as you see to the right. She would list information in the description that read 'Sale' and a call to action there instead. I suggest you split test and see what works best for your product.



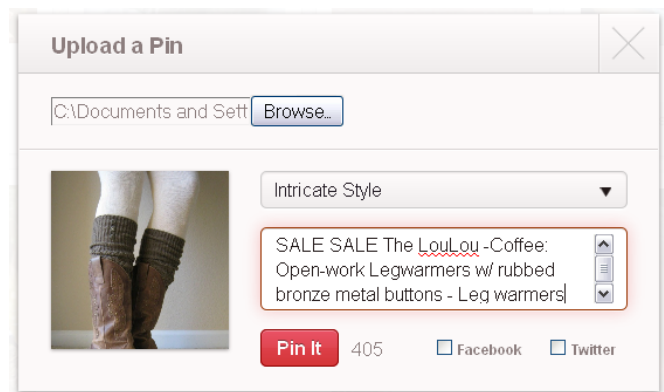
You may find that yours does best with the price listed. Test, test, test everything! Learn what works for YOU and your brand.

Uploading Pins and Editing

Another powerful function of Pinterest is the ability to upload a pin. You do this by clicking the add button on the top navigation bar. You'll then get a list of options like this.



After selecting 'Upload a Pin' you'll be given a browser window. Just select the image you want to upload, choose a board to pin it to, include a detailed description with a call to action), and click 'Pin it'. Again are the options to share on FB and Twitter. However, I suggest never sharing to these when uploading a pin due to the fact that there is no link to direct people to when they click on the pin... read on to see what I mean.



Once your image is pinned you'll be brought to the pin on your pin board with the option to edit! This is a MUST if you are uploading a pin, because your pin doesn't direct people anywhere right now. If they were to click on it, and ultimately that's the goal right to get people off of Pinterest and onto your site, they would not be taken to your product page, or landing page, or information whatever it is you want to direct people. This is also why I said not to share to Facebook and Twitter yet.



In the edit area you can change the description, board, or delete the pin. The other option you are given is Link.

In this field you can enter the url you want people to be directed to when they click on the pin.

Now this is really powerful for when you are promoting a product of yours and you want to send them to a specific page to get that product or even the start of your sales funnel. Pin a product on sale and send the person to a sales page with the discount or include the coupon code in the pin description!

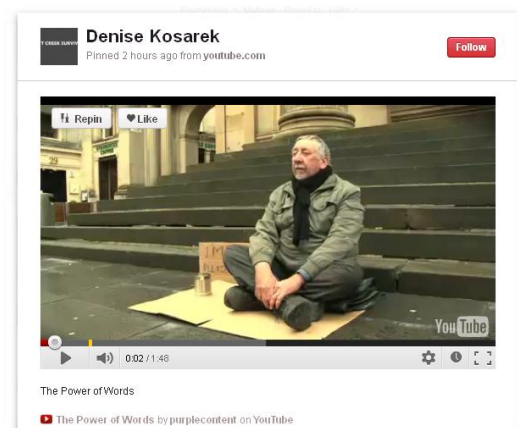
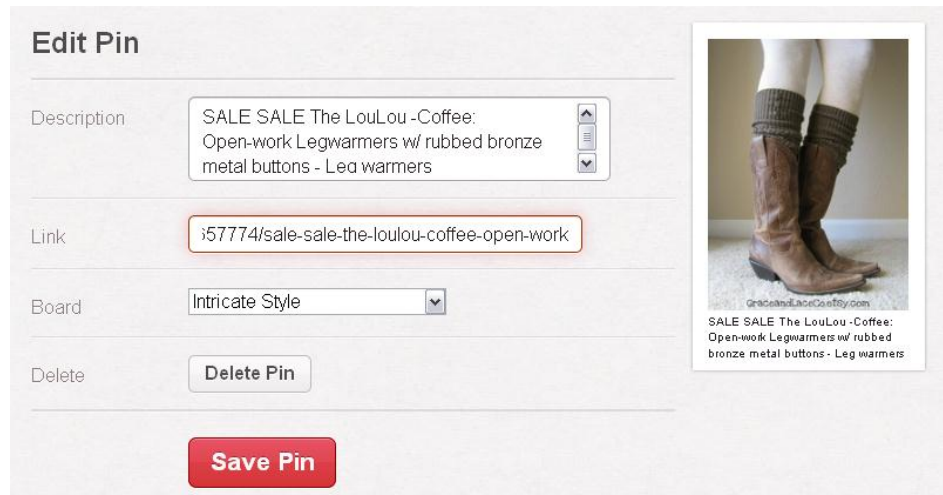
Now just because once you pin an image to your board and you can edit the pin doesn't mean you should change the link. I suggest only changing the link of pins that you upload yourself and that are of your products, services, etc. Don't go finding other peoples images, pin them, and then link them to your pages.

As a side note, any pin you repin with in Pinterest to your boards can be edited. You don't have to upload a pin to be able to edit it. This is great for when a description is not as detailed as you would like or you want to change the location of the pin in your boards.

Now, I know we've just covered A LOT of information about pins and what you can do with them, but there is one type of pin we have not talked about at all.

The Video pin. Yes, Pinterest allows you to pin video! Video is one of the most POWERFUL means of communication on the internet right now and probably for a long time.

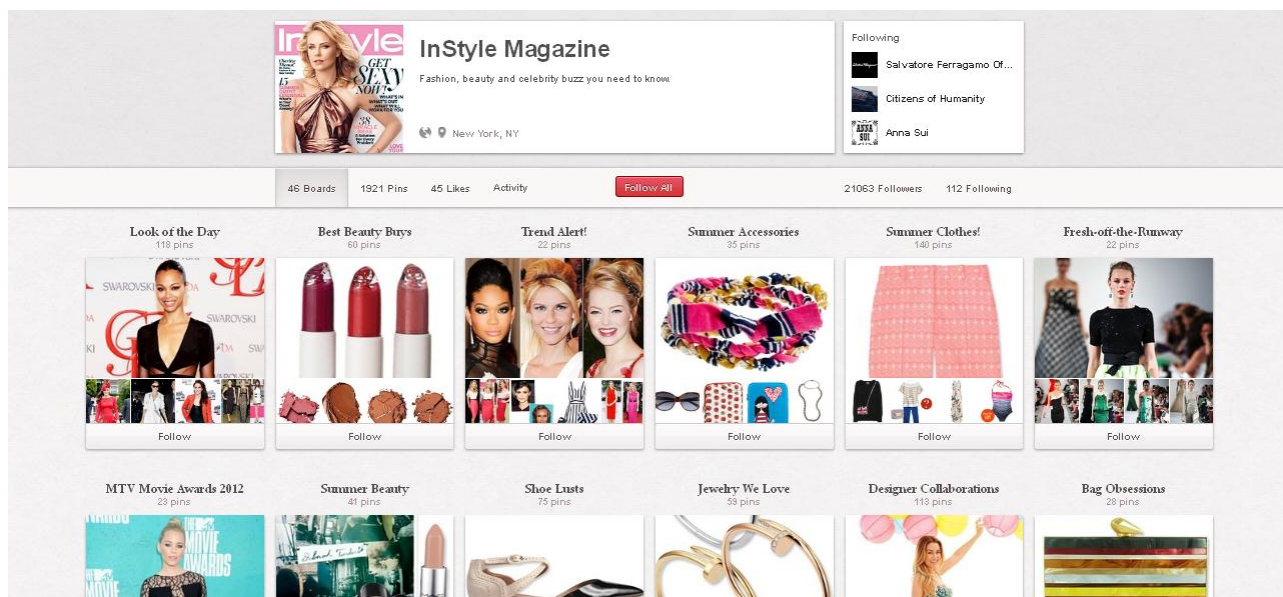
Currently, you can pin YouTube and Vimeo videos into Pinterest and they will play within the platform! Your audience can watch the video right there where they are at on Pinterest. They can repin it, like it, and comment. These videos will link out to your video channel with clicked on and yet again another high quality back link for your video and channel!



Boards: Building and Optimizing

Okay, enough on pins lets moving on to Boards and how to optimize them. Boards are where your pins are saved to and are used to organize all your pins into themes or categories. There's no limit to the amount of boards you can have.

On Pinterest you can follow all of someone's boards or just specific boards you are interested in. This is a great feature if you like someone's recipe board but you could care less about their kid craft board. Below is an example of a profile page and their boards. Notice, there is a large red 'Follow All' button in the middle of the profile page and under each board is also a follow button. So follow all or follow a few it's your choice.

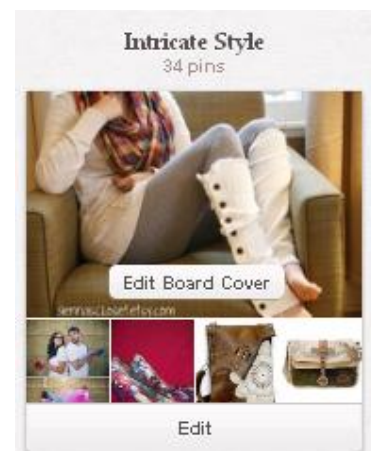


There is definitely some optimizing that you'll want to do to your boards when you first set them up. To edit a board a board head to your main account page similar to what you see above.

Below the board you'll see an 'Edit' button. This is where you go to edit your board's description and category.

Also, as you can see in the image, when you roll over a board you're given the option to 'Edit Board Cover'. This option allows you to set the large image of your board to a specific pin within that board. If you do not set this the most recent pin in that board will be defaulted to this position.

Okay back to editing.



When you click on the edit button you'll be taken to a screen similar to this.

Here you can:

- 1) Change the title
- 2) Add or edit the description
- 3) Select a category your board falls under
- 4) You can also add another pinner to be able to contribute to the board

1-3 are all very important for search optimization both within Pinterest and outside of it in the search engines. These are great places to insert your keywords.

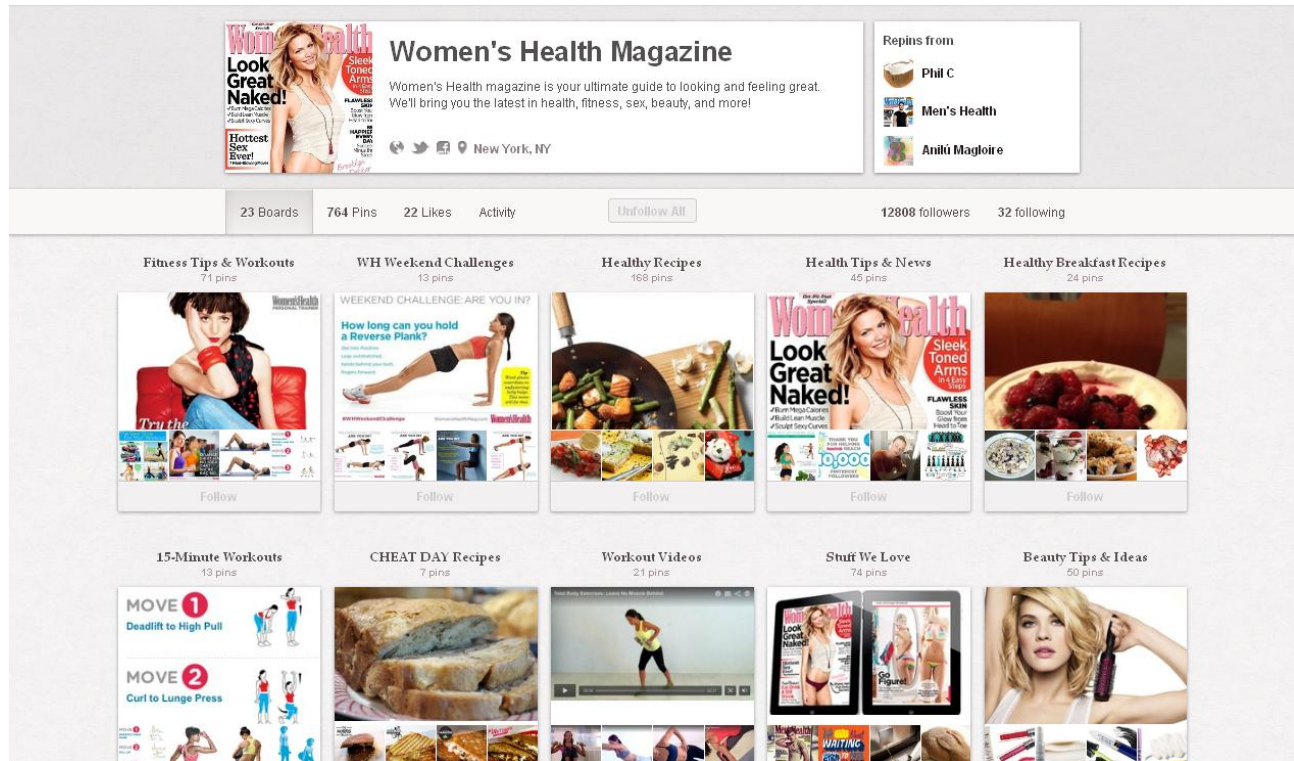
The screenshot shows the 'Edit Board / Top Products' interface. At the top right is a 'Delete Board' button. Below the title is a text input field containing 'Top Products'. Underneath is a larger text area for the 'Description'. Below that is a 'Category' dropdown menu with 'Select a Category' and a downward arrow. The 'Who can pin?' section shows 'ProfitHub.com' as the creator with a 'Photo Hub' icon. Below this is an 'Add another pinner' input field and an 'Add' button. At the bottom center is a prominent red 'Save Settings' button.

The best boards on Pinterest have some or all of these factors:

1. An informative or memorable title: Some of the best boards out there aren't named 'Home Décor' but 'Dazzling Décor'. Think of your brand and your style and name your Boards accordingly. Don't be afraid to be creative, but make sure the title describes what is in the board. Keep it short and sweet, long board names will receive a '...' on the end and your full name won't be visible when people view your profile. Avoid the '...'.
2. A description with keywords: Whether your board has a more creative name or is very specific this is where you want to put in a great description with several keywords.
3. Properly categorized: in the edit options on the boards you can select a category. Try to pick the category closest to the theme of your board and avoid the 'other' category if at all possible. Sometimes it's not but do try.
4. Have Pins that belong in that board: if your board is about social media don't pin anything in there that isn't about social media or doesn't apply to social media.
5. Have a few pins from your site/blog/store/etc: You can create a board just for your products and information but remember the object of Pinterest is to INSPIRE. The best way I've found to do that is build a board around an inspiration that YOUR product will help people get to... for example, if you are in the fitness industry build a board around fitness inspiration and mix in

some pins for your info product, tools, newsletter... things that will help people gain the result they want in their own fitness.

Likewise, if you are using Pinterest for your business all the above factors still apply. Building boards around the sub-niches of your main niche can be a powerful factor too. For example, if your main niche is fitness (they have a good example of sub-niche boards) create boards that are about running, biking, cardio, circuit training, food, equipment and so on. Repin other people's pins in these boards and also mix in that blog post you did about running 3 weeks ago. New original content is king on Pinterest!



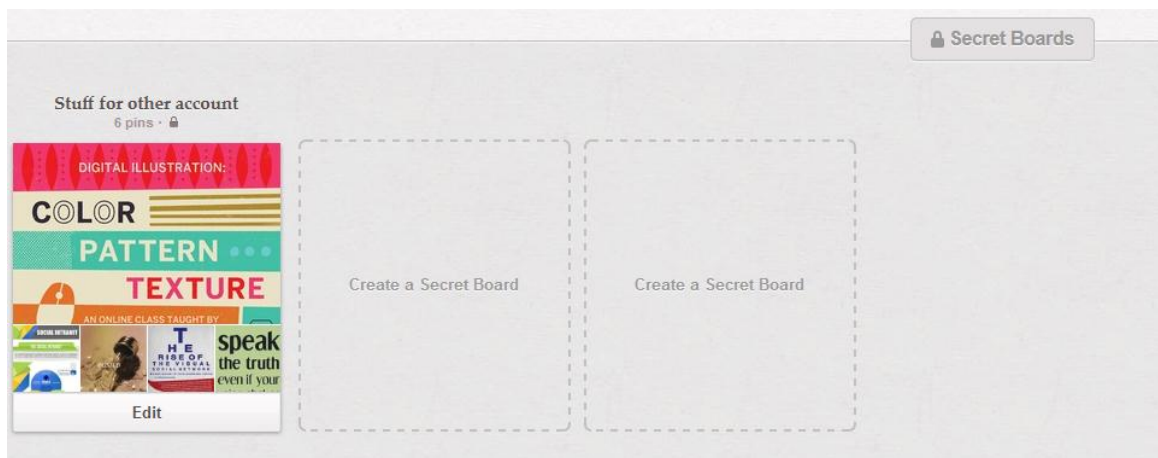
Other great boards to have:

- Our Customers Board: pins from your customers and testimonies. (as a side note you can make any board open for others to pin to. This setting is in the edit option on each board. This can be very powerful if you have a large base of devoted customers and fans.)
- Press Board: been featured on tv or radio or on some blogs pin those here for some social proof and build credibility
- TV Board: if you do a lot of video training create a video board just for your videos.
- Story Board: tell your story on a board. Don't be afraid to show the human side of your brand. People want to connect

Secret Boards and Group Boards:

These are two fairly new features on Pinterest that people are having fun with and using to boost engagement.

Secret boards are just what they sound like. Each account gets 3 secret boards that you can pin to that keep your pins from the main pins stream or from visitors to your Pinterest profile. The only people who can see these boards are you and whoever you invite to the board. Use them to share private ideas and pins or organize a new project without letting the world know. Secret boards can be found at the bottom of your profile page.



Another use I've found for secret boards is passing interesting pins between accounts. If you have more than one Pinterest account and you see a pin while logged in to account 'A' that would be great to pin in account 'B' pin it to a secret board that you share between the two accounts

Group boards can be very beneficial to you and your team. Have a super interactive client base? Invite them to pin and share stuff on a group board on your site. Share images of them with your product or service. This builds credibility and engagement you can't beat.

Following and Being Followed:

Following strategies on Pinterest are very similar to Twitter. Most of the time when you follow someone on Pinterest they'll follow you back.

More on Melissa's Secrets:

Melissa said she started out by following everyone she could! She linked her Facebook friends, her twitter friends, she even asked people to follow her! The best way to get followed by people is to start following others and start pinning!

A way to get noticed when you start following someone is to re-pin some of their pins, comment on their pins, and just like some. It'll show the person you are active in the community and really enjoy their boards.

This is Critical!

If you are on Pinterest and have a website you need a 'Follow Me on Pinterest' button on your site.

Pinterest warrants a button just like any of your other social media platforms that you have buttons for on your site and blog posts. The easier you make it for people to pin the more likely they are too! "Pin this if you like it" is a great call to action for people when they are viewing your site.

Sometimes they just need a reminder.

You can get code for a button here

<http://pinterest.com/about/goodies/> or research any number of plug-ins that includes Pinterest capabilities that will work with your site.

The important thing is to let people know you are on Pinterest. Your Pinterest is SEO friendly and will rank organically in Google so make sure there is something for them to look at!


Your following can be one of the most powerful things for you! In an interview with Melissa I asked her how much time she spends pinning things. Her answer? "I don't have time anymore. My followers end up doing it for me." She says she might pin a new product and then let her customers and friends know by spreading the word on Facebook or email but after that her followers end up doing the work for her!


You see when Melissa first discovered the power of Pinterest she found out a secret. And that secret is that she encouraged every one she knew through emails, texts, whatever to Pin her stuff! She directed current customers to help spread the word by pinning her items or sharing on Facebook. Now she doesn't have to spend the time doing it. Pretty cool huh? You can do the same!


Her other secret with this is utilizing her Facebook page to let people know about new products, sales, and even contests revolving around Pinterest. Melissa sees a huge jump in traffic every time she hosts a "pin it to win it" contest.


"Follow Button" for Websites

Click the button of your choosing below to select the HTML code to embed. Then, copy and paste the code onto your site where you'd like it to appear.

Follow me on  `<img src="http://p`







The follow buttons act similarly to any linked image on your site. They can be used inline with your content, or as part of a sidebar.

With this Melissa features a specific product and asks her audience to pin this product and the person with the most repins of her product gets that item for free! Then Melissa just sits back and watches while her product not only gets pinned to her followers but her followers followers and beyond!

Okay last but certainly not least....

#Hashtags:

If you are on Twitter you are probably either semi familiar with hashtags or use them religiously. In any case, hashtags on Pinterest are utilized the same.

When you use a hashtags in the description of a pin it makes that pin easier to search, either in the search bar or by clicking on the hashtag to reveal other pins with that same tag. So, mixing in a couple hashtags with your keyword description gives your pin a boost when being categorized and searched. However, if you have a good keyword rich description you can forego the hashtags. I find they are most helpful when your description is lacking in keywords.

Hashtags also makes the pin Twitter friendly and ready to share with your twitter followers. A hashtag in Pinterest converts to a hashtag in Twitter when the pin is shared on the network.

So play around with them but I suggest no more than 3 hashtags in a description.

@Mentions:

Another Twitter inspired function is the @mention. You can alert your friend to a pin they might like by typing the '@' symbol and start typing their name. A drop down will appear and you can pick their name from a list (see below). @mentions are a great way to share pins with specific friends or even clients on Pinterest. They make the social network experience more personal and believe it or not social media is turning more personal every day!



Wrapping Up:

The fact is, it doesn't look like Pinterest is leaving the social media scene any time soon. It's 'Hot Newness' is probably the contributing factor to why it is helping to drive sooo much traffic right now!

People love new!

As a marketer or online business owner the possibilities for free exposure to your product or service is powerful on Pinterest! Melissa, who had no experience with Pinterest prior to her product being pinned for her 120,000 times, has sold to date 6,000 pairs of that item. She also had an order from Nordstrom for 50,000 pairs! And to top all that, the largest clothing manufacturer in the south west offered to buy a portion of her company with would have resulted in 7 figures!

Wouldn't you love that? Just think how powerful your pins can be now that you know what is going on! When you know how to utilize the great features of this powerful new social network the sky's the limit!

Don't disregard this platform until you've at least tried it. Once you see the results you'll be eager to add it to your social media strategy!