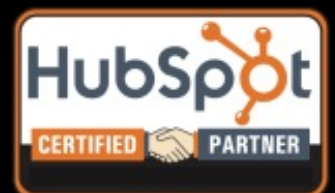




How to Use
PINTEREST
FOR BUSINESS



How to Use **PINTEREST FOR BUSINESS**



Drive Traffic &
Leads to Your
Website with
Pinterest

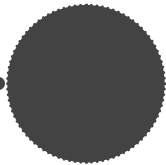
A publication of

HubSpot



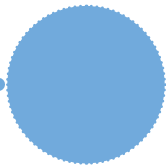
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INTRODUCTORY ◀..... *This ebook!*

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



INTERMEDIATE

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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LEAD
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SOCIAL MEDIA



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LEAD
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HOW TO USE PINTEREST FOR BUSINESS

Edited by Magdalena Georgieva

Maggie Georgieva is an inbound marketing manager at HubSpot responsible for creating new offers, including ebooks and webinars. She has previously helped with HubSpot's email marketing program and the company's landing page creation and optimization. Maggie is a prolific marketing blogger and has also written for publications like BostInnovation.com and *The St. Petersburg Times*.



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CHAPTER 1

WHAT PINTEREST IS & WHY IT MATTERS



“Pinterest is growing in popularity as the hottest new social network.”

Over the past few months, you may have heard some chatter about a brand new social network called Pinterest. According to Compete, unique visitors to Pinterest.com increased by 155% just in one month, from December 2011 to January 2012.



In December 2011, Pinterest made [Hitwise's list](#) of the top ten social networks, sitting at #5 and beating out big names like LinkedIn and Google+. As with any hot new social network that comes onto the scene, marketers are chiming in with, “Can I use it for marketing?” Absolutely, and this ebook will show you how. (Be sure to [follow HubSpot's pins](#) for other marketing tips.)

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WHAT IS *Pinterest* & HOW DOES IT WORK?

[Pinterest](#) is a social network that allows users to visually share, curate, and discover new interests by posting, also known as ‘pinning,’ images or videos to their own or others’ pinboards (i.e. a collection of ‘pins,’ usually with a common theme). Users can either upload images from their computer or pin things they find on the web using the Pinterest bookmarklet, [Pin It button](#), or just a URL.

A PIN

an image added to
Pinterest

a set of theme-based pins

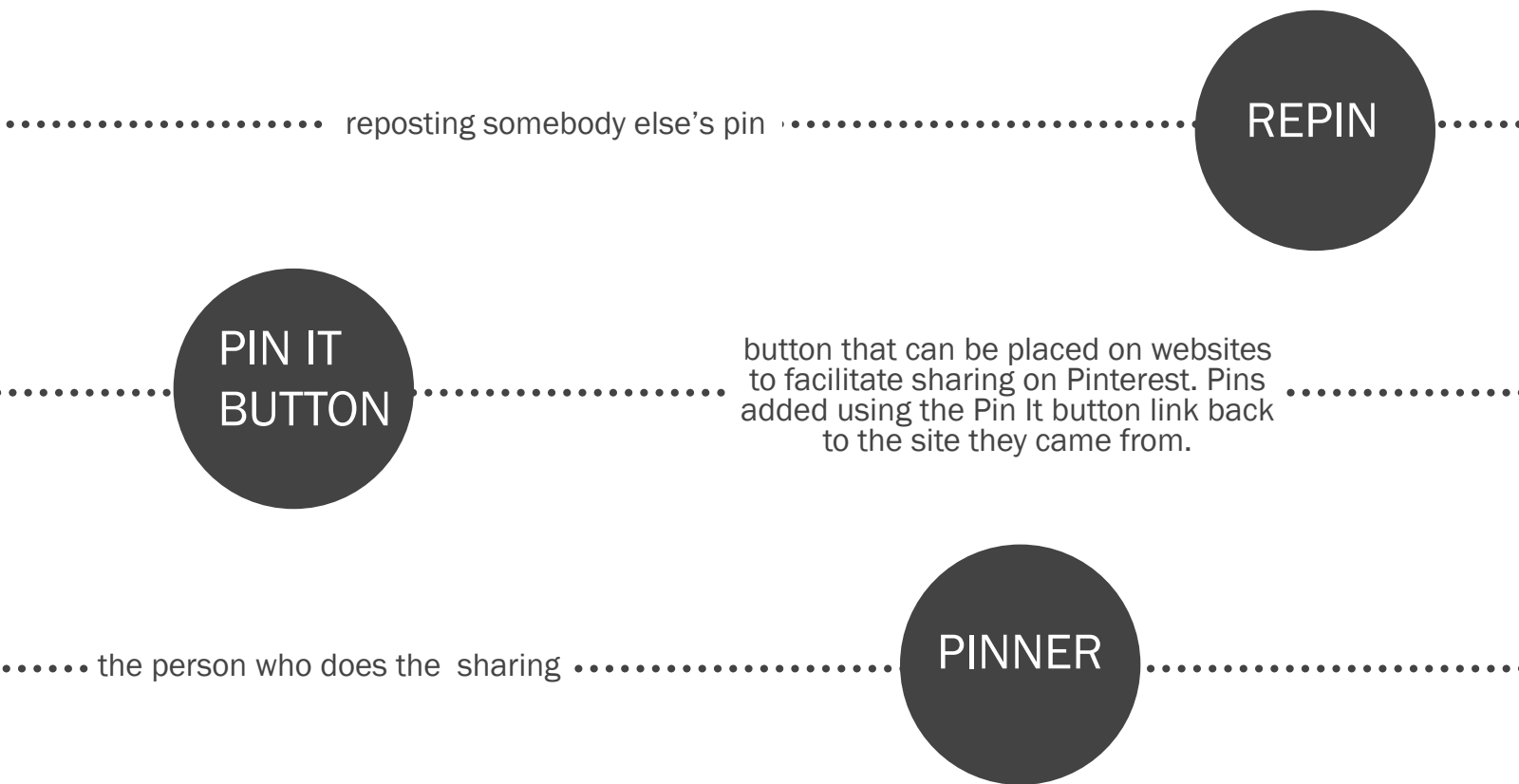
PINBOARD

PINNING

the act of visually
sharing content

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One can browse through the items other users have pinned and ‘like,” “repin” or “comment” on them. As with most other social networks, members are encouraged to interact with the content by reposting it, sharing others’ pins on Facebook and Twitter or via email, and even embedding individual pins on their website or blog.

Using a visual emphasis, the social network is very much focused on the concept of a person’s lifestyle, enabling you to share your interests and preferences with others and discover those of like-minded people. As Pinterest [put it](#), this is a social network meant to “connect everyone in the world through the ‘things’ they find interesting.”

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WHY DOES *Pinterest* MATTER?

1

TRAFFIC

Any business that relies on driving a high-volume of website traffic to increase sales, should consider joining Pinterest. In fact, early research indicates that Pinterest is more effective at driving traffic compared to other social media sites, even Facebook.

.....● In October, the website of Time Inc.'s Real Simple magazine got more traffic from Pinterest than Facebook. ([source](#))

.....● Eye glass retailer Warbly Parker reports that 11% of their social traffic is coming from Pinterest compared to 18% from Twitter. ([source](#))

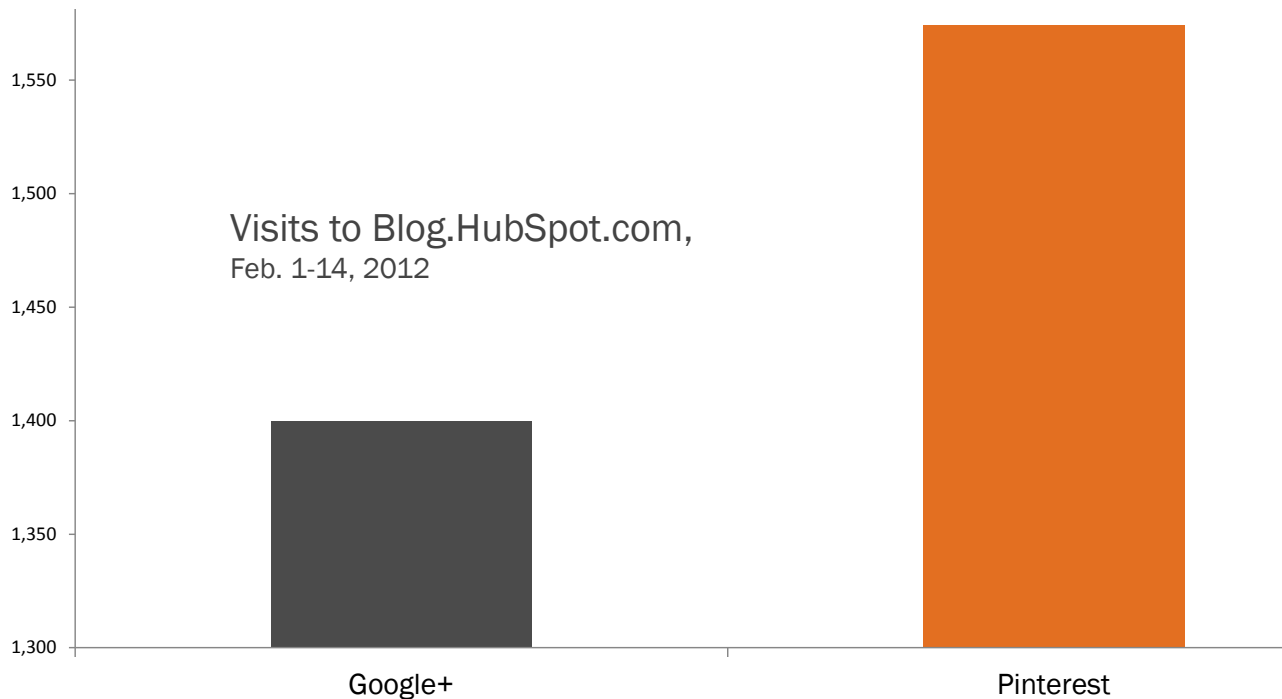
.....● After blogger Kate Bryan started pinning her work, she has had more than 10 million page views and has attracted 16,000 blog subscribers. "My top 10 traffic referring URLs are all Pinterest," says Kate. ([source](#))

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In February 2012 Pinterest has been driving more referrals to [HubSpot's blog](#) than Google+. This insight proves that Pinterest presents a serious challenge to other social media channels and offers a competitive advantage to businesses that have started leveraging its potential.



Using [HubSpot's marketing analytics](#), we are able to compare the two sources and how they impact our business goals.

“Any business that relies on driving a high-volume of website traffic to increase sales, should consider joining Pinterest.”

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2

LINKS

If you are using the “[Pin It](#)” button on your pages, every single one of your pins will include a link back to the source. That is why HubSpot’s blog has accumulated more than 640 links from Pinterest in just two weeks. However, **these are no-follow links** and cannot be used to directly impact your SEO strategy. Yet, they still provide marketing value because they allow pinners to encounter your content and visit your pages in just one click.

Inbound Links		Competitors
DOMAIN	FRESHNESS	TOTAL LINKS ▼
hubspot.com	2 weeks ago	715
pinterest.com	2 weeks ago	646

This is a screenshot of [HubSpot’s Link Grader tool](#), which is part of our all-in-one marketing software. [Learn more about HubSpot’s software.](#)

3

LEADS

Lastly, Pinterest will soon start contributing to lead generation. So far, HubSpot has generated a few leads from the new social network and we’ll keep a close eye on how that number changes.

Totals for Feb 1, 2012 - Feb 15, 2012

REFERRER	VISITS	VISIT TO LEAD	LEADS
pinterest.com	78	6.4%	5

This is a screenshot of [HubSpot’s Sources tool](#), which is part of our all-in-one marketing software. [Learn more about HubSpot’s software.](#)

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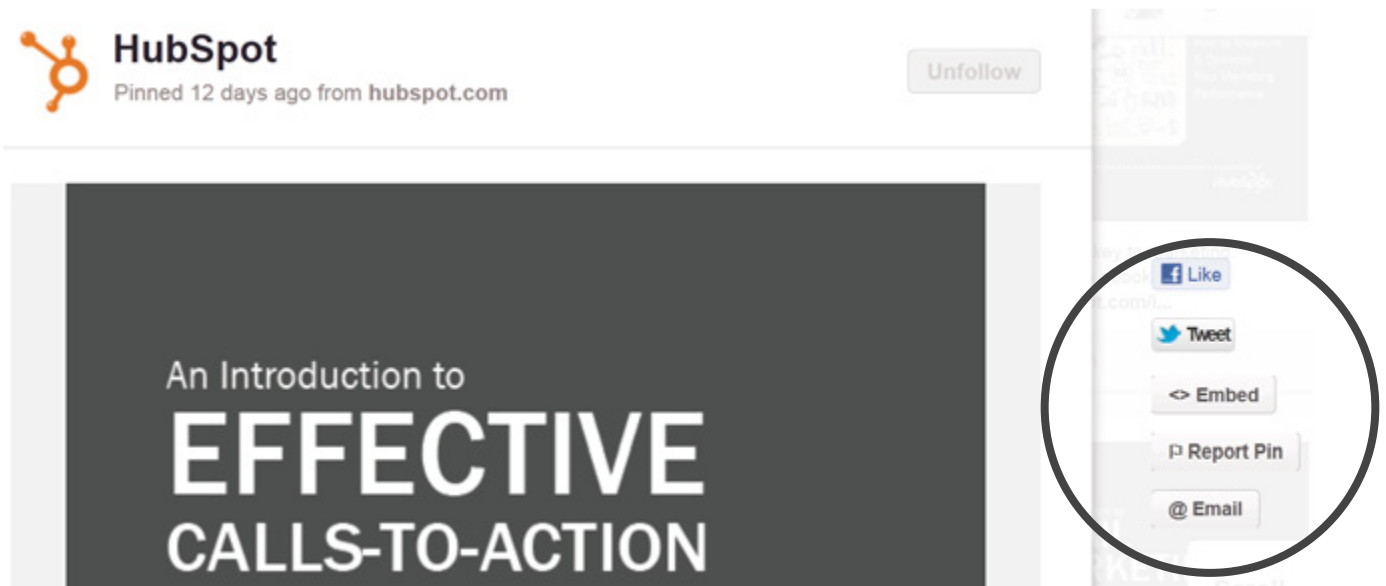
4

SOCIAL SHARING

Pinterest enables users to log in using their Twitter or Facebook profiles, connectivity that is critical for social media success. These sites can't get away with being a silo, and Pinterest has recognized that out of the gate.

The site now connects with Facebook, [according to a recent Open Graph announcement](#), enabling users to automatically post new pins to their Facebook feed for others to see. This means more eyes from other channels get access to your pictures. However, remember that you still cannot connect Pinterest to your Facebook business page.

When members are browsing through pins, they will also have the ability to share posts through Facebook, Twitter or email. This feature is great to boost social sharing and get your evangelists to spread the word about your brand.



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HOW DOES *Pinterest* MAKE MONEY?

What's particularly fascinating about Pinterest is that while in beta, it is already making money. That's especially surprising for a social networking site. What's even more interesting is that the way it's monetizing is not based on advertising or subscriptions.

If your website is using an affiliate program, you should take note, because that is how Pinterest is making its dough: by taking a cut of your sales from pinned traffic. Alexis Madrigal, a senior editor at *The Atlantic*, [explains](#):



They partnered with a firm called [SkimLinks](#), which automatically scans through every link posted on the site to see if it goes to a retail site with an affiliate program. If it finds that kind of link, it secretly adds an affiliate code that ensures Pinterest will make some cash from sales that derive from that link.

This in of itself might not be bad practice, but the fact that Pinterest hasn't disclosed this information outright definitely is. [Many bloggers](#) and marketers out there are complaining about the lack of communication from Pinterest on its business model.

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CHAPTER 2

HOW TO CREATE A PINTEREST ACCOUNT & GET FOLLOWERS

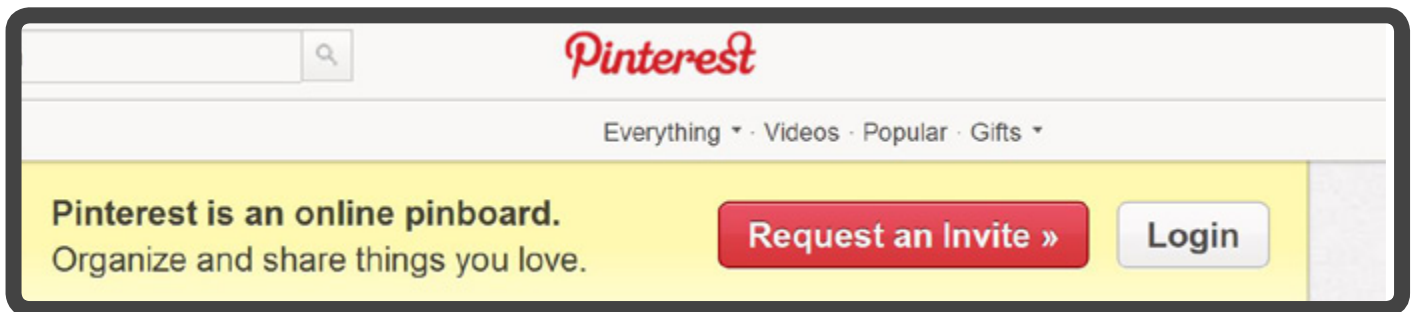
BY PAMELA VAUGHAN



“ Surprisingly enough, user access to Pinterest still operates under an invitation-only basis. ”

.....

Surprisingly enough, user access to Pinterest still operates under an invitation-only basis. That being said, you can request an invitation, and Pinterest doesn't exactly seem to be very stingy about granting requests. Visit www.Pinterest.com, click “Request an Invite,” and enter your email address to be notified when you have access to create your account. Or you can ask a friend who already has a Pinterest account to invite you, a much quicker way to gain access than waiting for Pinterest to grant your request



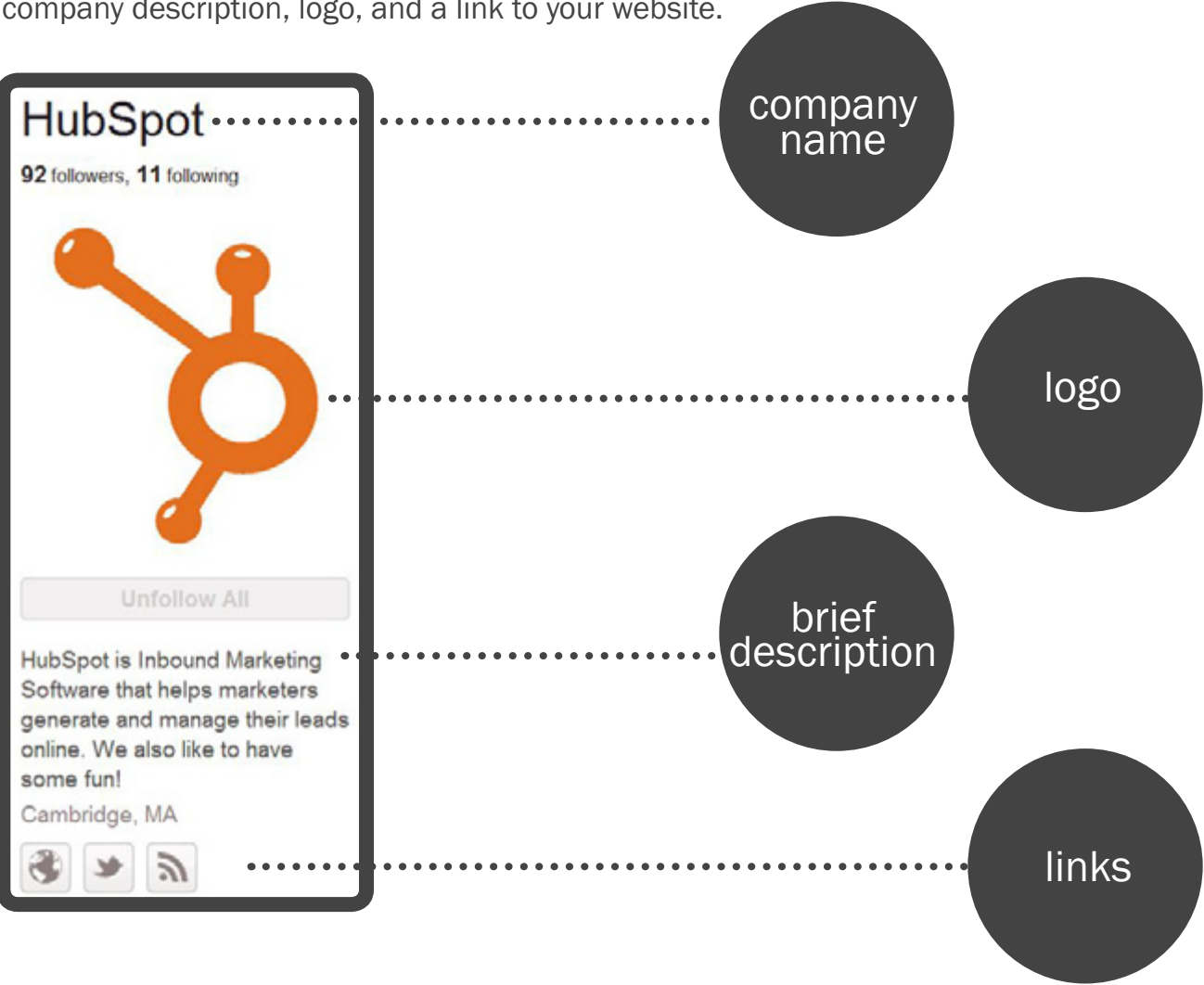
Be sure to register your account with the same email address you use for your business' Twitter account so you can easily share your new pins through your Twitter account, too. Once you receive an invitation to sign up for Pinterest, you'll want to sign up through the Twitter option, not the Facebook option. This will enable you to tie your Pinterest account to your business' Twitter account, not your personal Facebook profile. Currently, Pinterest doesn't offer a connection to Facebook business pages.

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Once your account is activated, optimize your Pinterest profile under the settings tab. Choose your company name as your username and complete your profile information, including a company description, logo, and a link to your website.



Be sure you keep “Hide your Pinterest profile from search engines” checked to **OFF**, so your profile can get indexed in search.





PINTEREST **ETIQUETTE**

As with any site that is built around content curation, ‘pinners’ (Pinterest users) must be especially cognizant of citing the sources of their individual pins. And while Pinterest makes no direct statement that marketers cannot use the social network for promotional purposes, the site [does discourage blatant self-promotion](#):

AVOID SELF PROMOTION

“Pinterest is designed to curate and share things you love. If there is a photo or project you’re proud of, pin away! However, try not to use Pinterest purely as a tool for self-promotion.”



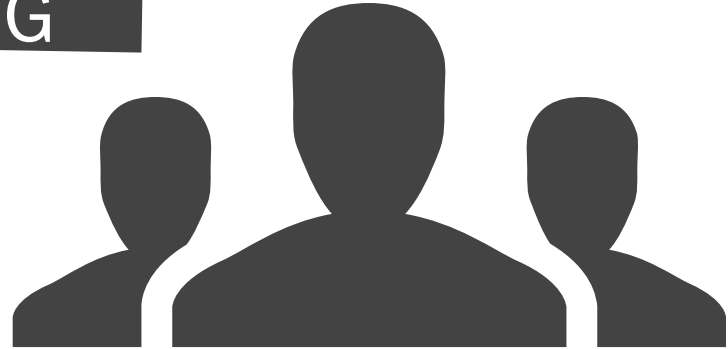
Coupled with Pinterest’s lifestyle vision, this should encourage marketers to find creative ways to promote their brand on the network and truly jive with its vision and user base. In other words, businesses should use the social network to showcase the lifestyle their brand promotes. If you’re a shoe vendor, a pinboard of the shoes you sell won’t cut it. A pinboard of a few of your shoes interspersed with images of places those shoes could take you, however, is the direction you should be thinking. AARP’s Pinterest account features a pinboard called “Quotes to Live By,” which is a great example of a business using Pinterest to promote the lifestyle of its brand.

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HOW TO BUILD YOUR PINTEREST FOLLOWING



Once you get started, you'll want to create a few pinboards before you start trying to build your Pinterest following. Just like any social network, building reach via a follower base is key to long-term sustainability for that network as a traffic and lead source.

This way, new followers will have a reason to follow your pins; it's the same reason why you would populate a brand new blog with a few posts before you start promoting it.

However, Pinterest functions a little differently than the typical "follower world" we know in Twitter, Facebook and LinkedIn. For example, on Pinterest, there are two 'follower options' a user can take when someone likes a piece of content he or she found. A person can follow a specific board by a Pinterest user or a user's account. What's the difference?

When following a board you only will be notified (via your stream) when a user pins a new piece of content to that board. When following a user, you will be notified every time a user pins content to any of his or her boards. Due to these differences a Pinterest user's board might have more followers than the user herself! So how can you create a strategy to increase followers at both the account and board level?

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PROMOTE THROUGH OTHER CHANNELS

The fastest way to jumpstart your Pinterest presence is by promoting it through other platforms. Add the Pinterest follow button to your website. Promote your presence on Pinterest through your other social networks, such as Facebook, LinkedIn, Google+, and Twitter. Consider launching a Pinterest contest and write a blog post to promote it.

MAKE THE BEST BOARDS ON A SPECIFIC TOPIC

By taking this approach, you increase the chances of your board attracting followers who are passionate about a specific topic. Create resourceful boards based on a few core keywords that you already use in your SEO strategy.

Committing to create the best board on a topic means being ready to promote other users' pins to enhance your collection.

ENGAGE WITH OTHER'S PINS

Start following users you think would want to follow you back. Like and comment on other pins. When someone sees you interacting with his or her content, they might check out your account and choose to follow you.

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CHAPTER 3

HOW TO USE PINTEREST FOR MARKETING

BY PAMELA VAUGHAN



“Get your creative juices flowing with this list of ideas for using Pinterest for marketing.”

.....

As with any other social network, Pinterest offers a range of activities you can initiate to market your company to a new audience. The goal here is to gain brand recognition, drive traffic to your website and be successful at [converting the new visits into leads](#). Let's get your creative juices flowing with this list of ideas for using Pinterest as part of your social media marketing mix.



FEATURE VISUAL CONTENT

Pinterest is a visual social network, so you will need to create a pinboard that highlights some of your best visual content.



A lot of big brands are taking notice of the power of online visual content for marketing and the emotions images elicit in readers. [Instagram](#) is one platform that has contributed to this movement and enabled real businesses to leverage photos as a an inbound marketing mechanism.

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The biggest challenge for B2B companies wanting to use Pinterest as a marketing channel is a lack of visual content. By nature, many B2B companies are selling a product or service in an industry that most likely isn't visual. Here are some ideas of visual content you can post:



VISUAL CONTENT YOU ALREADY HAVE

Someone at your last company mixer must have grabbed a few photos, right? If so, make a board to showcase your company's culture and pin them. Have executive headshots? Create an "executive management" board and include a bio for each person.



STRONG VISUALS FROM BLOG ARTICLES

Start using clear, beautiful images in your blog articles with the point of pinning them to your pinboards moving forward. You should be using images in your blog articles anyway! Pin visuals that best highlights your written content.



INFOGRAPHICS & DATA CHARTS

Infographics are all the rage right now, and they are doing very well on Pinterest. If you have any industry data that you can visualize, do so before someone beats you to it.

You can also pin simple data charts that you can build in excel. Make sure to have a clear headline in the image so people know what they are looking at!

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EBOOK AND BOOK COVERS

Has your company released an ebook or a white paper recently? Take a screenshot of it and add it to a board that's a collection of papers. Do the same if someone from your team has authored an industry book. This will help you establish your thought leadership on Pinterest.



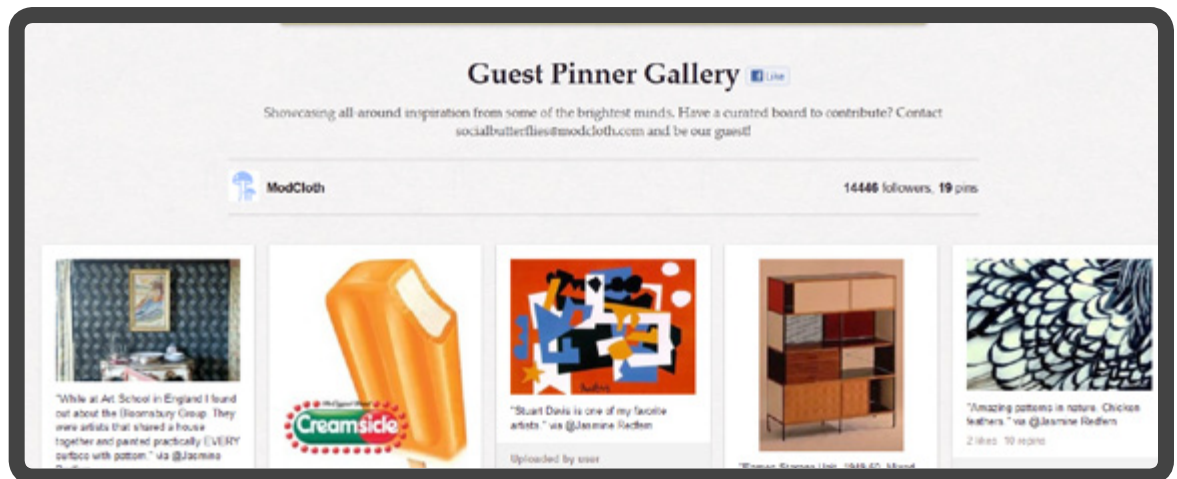
PHOTOS OF YOUR CUSTOMERS

Promoting your happy customers is a great way to create a positive sentiment around your brand. Encourage your customers to send you photos (or take photos of them at your next event.) Create a board of their smiling faces – perhaps using your product or service!



CREATE A USER-GENERATED PINBOARD

By enabling other users to contribute their own pins to your pinboards, you open up a great opportunity to involve fans and customers in your marketing. Pick out a few of your top evangelists or customers, and create a board dedicated to their pins.



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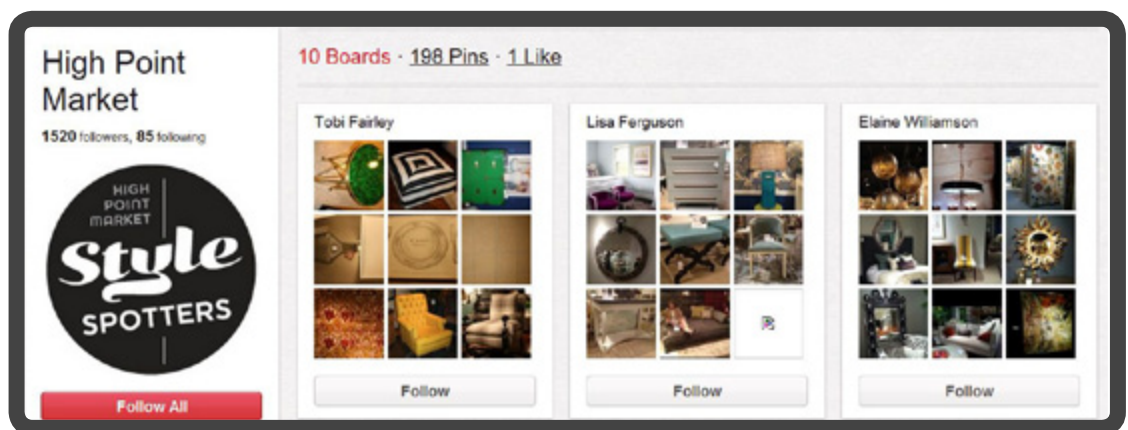


Ask the customer to pin images that showcase the lifestyle they enjoy because of your brand. This is a great way to leverage customer testimonials in a unique and visual way. Clothing retailer ModCloth uses this tactic in its [“Guest Pinner Gallery.”](#)

● HOST A CONTEST

Several brands have already started launching contests using Pinterest. Before you jump in, consult [Pinterest’s terms of use](#) to make sure the contest you’re holding doesn’t infringe upon its guidelines.

Hold a contest that asks users to create a pinboard on their own account to demonstrate what they love about your brand, products, or services. If you’re that shoe vendor we mentioned before, you might ask customers to create a pinboard that shows pins of them doing fun and awesome things while wearing your shoes. Ask them to send you a link to their pinboard so you can evaluate entrants, and the coolest board wins a prize!



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Even better -- you can also re-pin the top boards to your own Pinterest page and ask followers to vote on the boards to select the winner. This is exactly what High Point Market did in its October Pinterest campaign to promote [High Point Market Week](#), during which it recruited fashion home trendsetters to showcase their favorite products and trends.



..... ADD THE PIN-IT BUTTON TO YOUR WEBSITE

Make it super easy for website visitors to share your visual content or images on Pinterest by adding a “[Pin It](#)” button to your site. Just like other social media sharing buttons, this will help to expose your brand to a new audience.



MEASURE IMPACT

At the end of the day, what’s going to matter most is how much traffic, leads, and customers you generate via a specific source. As you start pinning images to Pinterest and add more images over time, how is your traffic changing?

Is there a specific image type or topic that sends more traffic than others? Use your analytics tools to understand what images work and what don’t.



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GATHER INSIGHT INTO YOUR BUYER PERSONAS

Use Pinterest as a tool for understanding the interests and needs of your ideal customers. View pinboards of your customers to aid in your understanding of who your customers are and what they're interested in.

If you have an [integrated marketing software](#) that [tracks](#) which people got to your website through Pinterest and follows them through the buying cycle, you can spot trends in their behavior and find ways to nurture such leads more successfully. For instance, HubSpot connects [referrals](#) to [lead data](#) and can tell you what offer pinners converted on. From here, you can email your brand new leads and push them down the sales funnel with a custom message.

Lead Management

Identify, analyze, and manage incoming leads.

View by: First Conversion Date X

Referrals: pinterest.com X

ALL | 1D | 1W | 1M | 1Y

01/31/12 - 02/15/12 X

Search

NAME ▼	DATE ▼	EVENT	LEAD SOURCE ▼	GRADE ▼
	02/14/12	Free Ebook: A Practi...	Referrals: <i>pinterest.com</i>	10
	02/11/12	How to Monitor Soci...	Referrals: <i>pinterest.com</i>	5
	02/08/12	eBook - 100 Mktg Ch...	Referrals: <i>pinterest.com</i>	5

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..... STAND OUT AS AN INDUSTRY THOUGHT LEADER

Become the go-to Pinterest account for pins about a certain subject or topic relating to your industry. For example, because HubSpot is a marketing software company, we could create a pinboard that features awesome visual examples of great online marketing. Or if you’re a paper company, you could create a pinboard that features really awesome origami paper creations from around the web.

Minted is a great, real-life example of a paper company that leverages this tactic by creating themed pinboards that show unique ways to use paper, mixed in with other related lifestyle photos, such as in its [“Trick or Treat” Halloween board](#):



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ADD LINKS IN THE DESCRIPTIONS OF YOUR PINS

Whenever possible, include links back to your website and landing pages in your pins to drive traffic back to your website. Keep track of referral traffic and leads generated from Pinterest. Such insights will inform you about how useful this platform is in comparison to your other efforts. The screenshot below is an example of the leads HubSpot has generated through Pinterest in two weeks. We get these insights thanks to our powerful [marketing analytics](#).

REFERRER	VISITS	VISIT TO LEAD	LEADS	LEAD TO CUSTOMER
blog.hubspot.com	25,179	11%	2,770	0%
marketing.grader.com	6,767	9.8%	663	0%
pinterest.com	63	6.3%	4	0%

To increase the likelihood of driving more traffic to your website, add a link back to the page on your website where that image lives for every pin. If you are uploading a photo instead of pinning something live on your website, select a link that makes sense and include that in the pin description.

The combined impact from each pin’s clicks and re-pins will give you a big advantage. For example, when reviewing two weeks of HubSpot’s traffic data, we found a single pin only sent a handful of visitors to HubSpot.com. However, all pins combined sent a substantial number of visitors to HubSpot.com in that same time period.

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This phenomenon gives you good reason to have boards with many pins. Also consider adding more and more pins to your boards over time as you promote new visual content by your company.

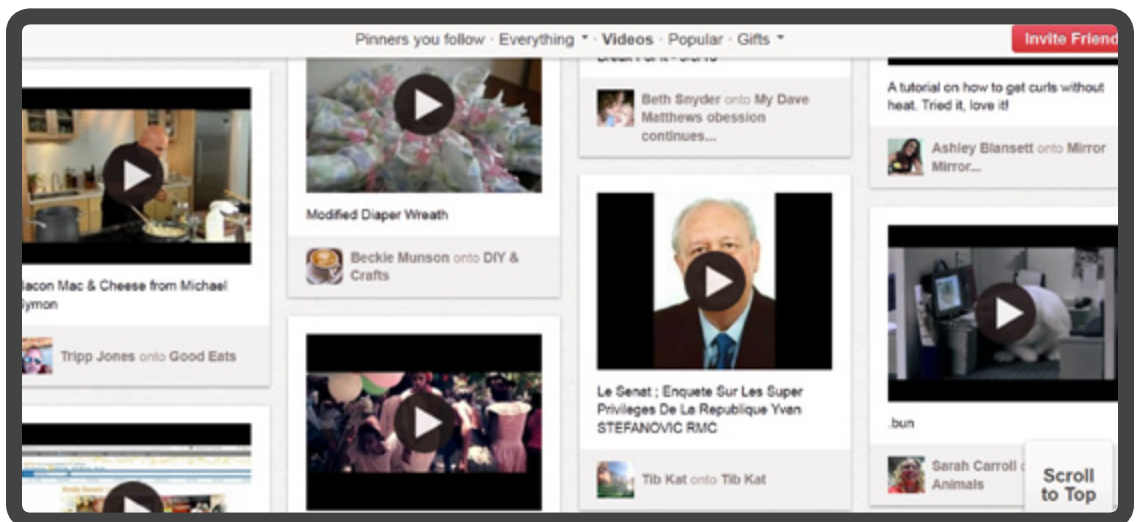
CREATE A VIDEO GALLERY

Pinner's aren't only limited to pinning images; they can pin videos, too! Create a pinboard of some of the interesting videos your business produces interspersed with relevant images.



Do executives in your business do a lot of speaking at industry conferences and events? Create a pinboard that features videos of your speakers.

Pinterest's homepage has a separate tab for videos, so you will get even more exposure by being featured in that category. Just don't forget to include a [call-to-action](#) within the video itself. Tell your viewers what you want them to do next to further engage with your company.



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USE HASHTAGS

Just like Twitter and Google+, Pinterest supports the usage of hashtags. Users can use hashtags to tag their pins and make their content more search-friendly. Promoting a new campaign of some sort? Create a pinboard around it, and tag it with a hashtag you're also using on Twitter and Google+ to leverage an integrated, cross-channel campaign. Club Monaco leverages its Pinterest account for this very purpose, using the [#cultureclub](#) hashtag and pinboard to promote a section of its website called Culture Club.



FEATURE OFFLINE EVENTS

Create a pinboard that features the best photos and video footage of the annual event you host to help you generate buzz and promote the next one. For instance, at HubSpot we have created a [“Behind The Scenes” board](#) that features a lot of pictures from events that we have hosted.

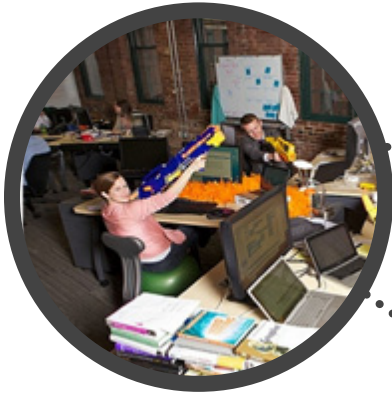


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SHOWCASE YOUR BUSINESS' PERSONALITY

As we've mentioned, Pinterest has a heavy lifestyle focus, so what better opportunity is there to give people a peek into the personality of your brand? Create a pinboard that showcases your employees and life around the office – show them working together, show them making your products/services, and show some of the fun activities your business participates in, such as company outings, parties, award ceremonies, volunteer days, etc.



Letting people in behind the scenes will make your brand relatable, interesting, and humanized. [The Today Show](#), for example, uses one of its pinboards called “Anchor Antics” to reveal the personalities of its stars.

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CHAPTER 4

EXAMPLES OF BRANDS ON PINTEREST

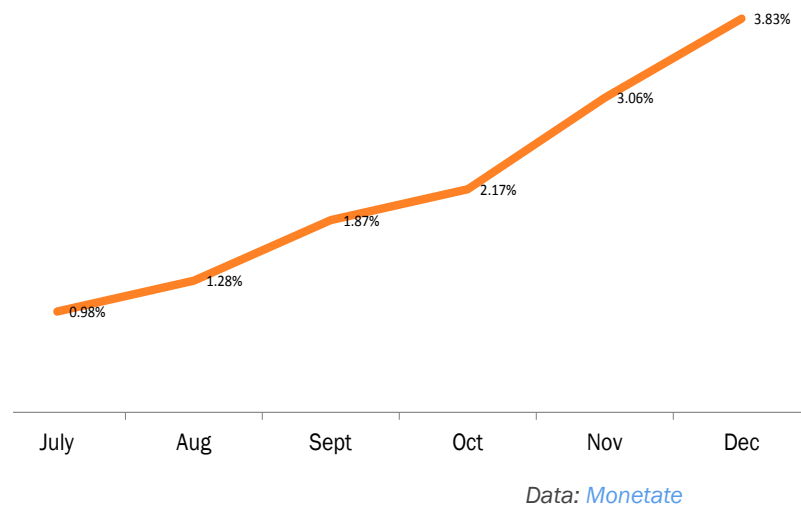
BY LAUREN SORENSON



“ *The brands that have been most successful are getting in on the pinning themselves.* ”

.....

Data from Monetate shows that referral traffic from Pinterest to the websites of five specialty apparel retailers jumped 389% from July to December 2011. Based on this data, it's not surprising that many businesses early adopters have been lifestyle brands like home goods retailer West Elm and Real Simple Magazine.



However, tech brands like Mashable and The Next Web, as well as design network Behance have quickly seen the benefits, too. For these brands, Pinterest's knack for allowing an interesting, visual way of categorizing information is likely the draw. So whether your brand is based on fashion or you're just trying to show your followers what your brand is all about, Pinterest offers a great medium to connect with your audience. The brands that have been most successful aren't just enabling users to "pin" their content; rather, they're getting in on the pinning themselves.

While Pinterest is still very young and its true ROI remains to be seen, here are seven examples of brands who are already using Pinterest the right way: to engage fans in a meaningful way that gets them to react, share, and even convert.

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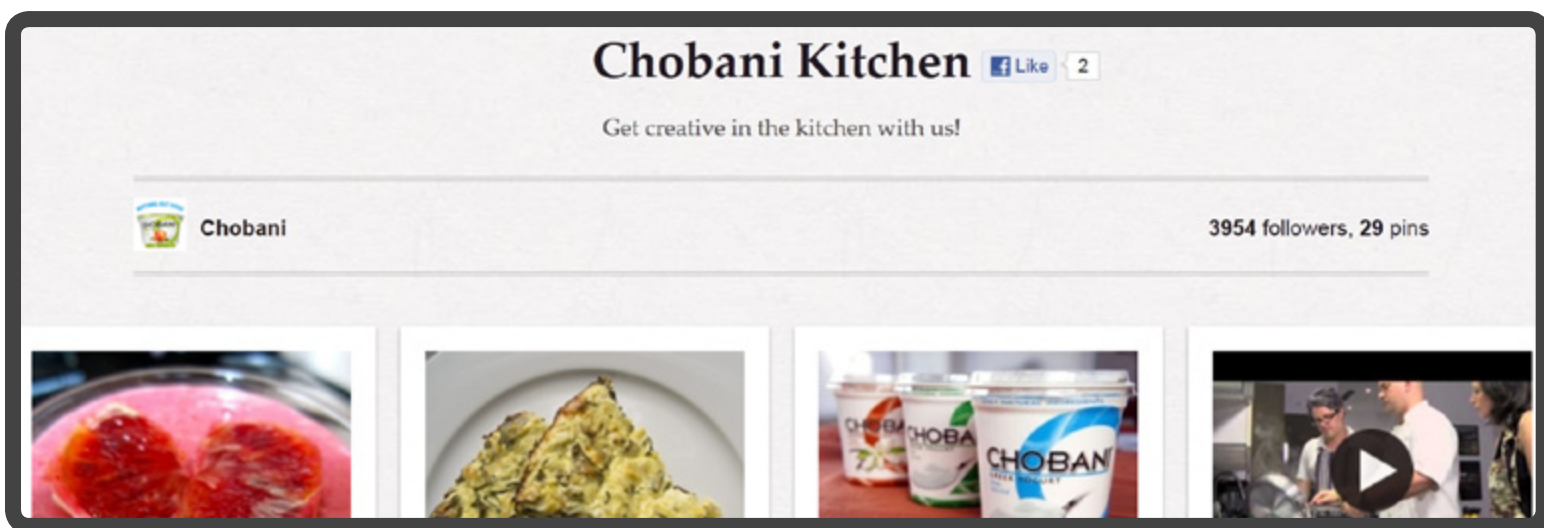


CHOBANI

You may wonder why anyone would want to follow a Greek yogurt brand on Pinterest, but like Facebook and Twitter, it's all about the content you share, not necessarily what you sell.

WHAT THEY'RE DOING RIGHT:

[Chobani's Pinterest account](#) doesn't just feature its different yogurt types, but it also shares recipes of how users can use its products differently. Chobani also has a featured board called "Nothing but Good," the company's tagline, which only showcases fun and funny pictures that go along with its brand image; there's no yogurt to be seen. In this way, Chobani is embracing the main goal of Pinterest -- to focus on the concept of a person's lifestyle and encouraging users to share their tastes and interests with others and discover those of like-minded people. In other words, by promoting the lifestyle its products promote, Chobani is using its Pinterest account to enable people to learn more about its brand beyond just its signature products.



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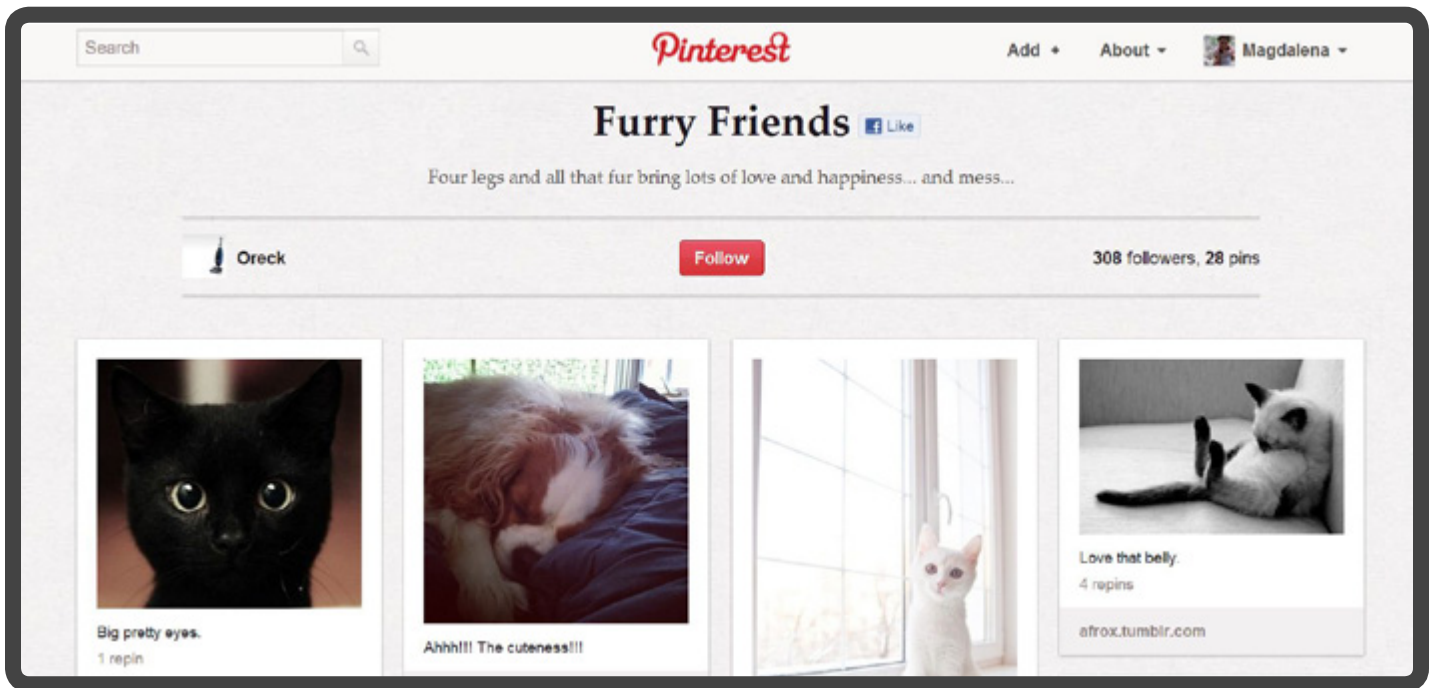


ORECK

Yes, the vacuum cleaner brand. Sure, Oreck may be a more boring, industrial-type product (not a brand you would typically think of following on a social media site), but then again, you haven't seen how clean its floors are.

WHAT THEY'RE DOING RIGHT:

On its Pinterest page, Oreck has taken its industrial cleaning product and made you forget that a vacuum cleaner brand is behind the pinboards you're looking at. For example, Oreck has a board just to feature pictures of beautiful flooring styles and layouts. Its [board "Furry Friends"](#) subtly points out one type of cleaning job its products help take care of without hitting you over the head with it. After all, we're all well aware that the hairy aftermath of your favorite pets isn't always the easiest thing to clean.



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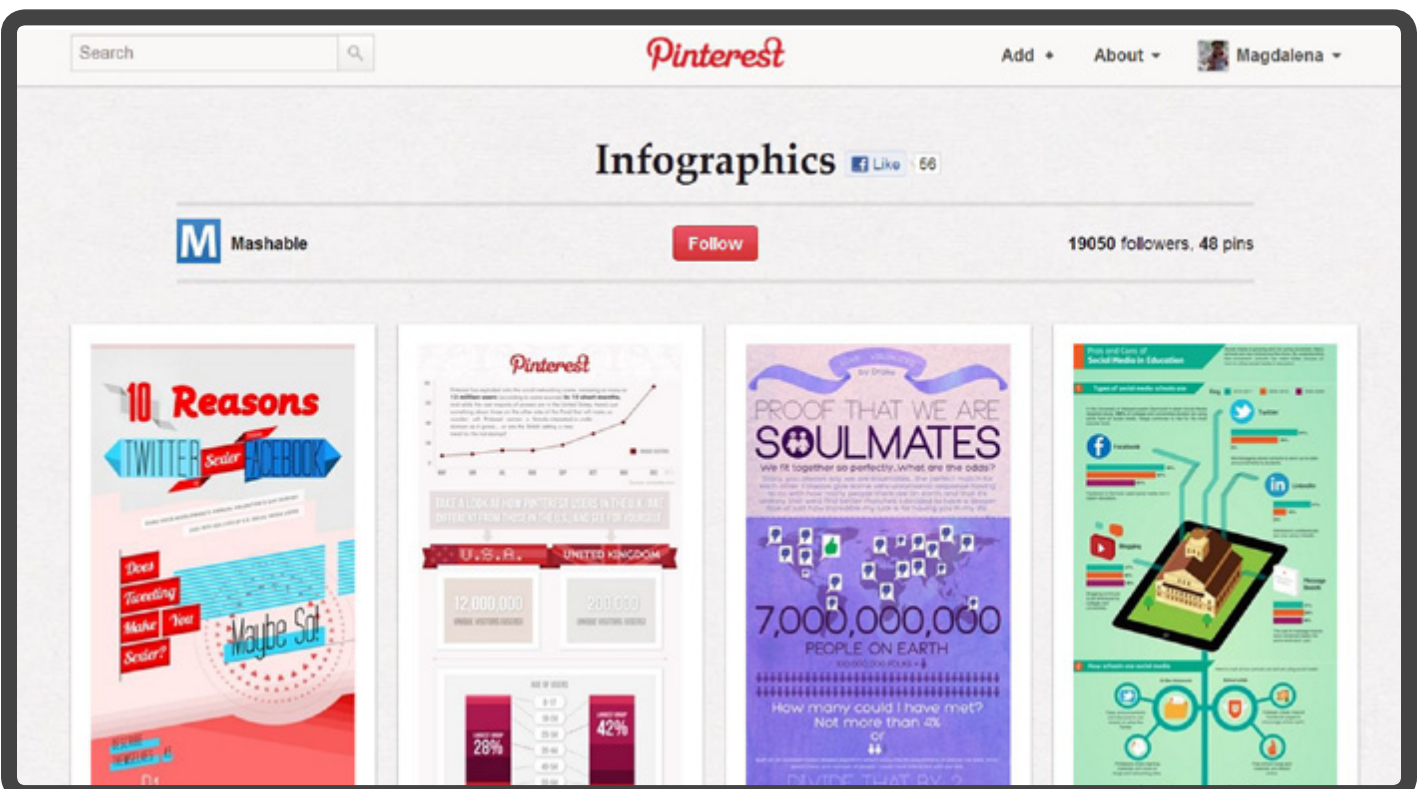


MASHABLE

Mashable is the largest independent news source dedicated to covering digital culture, social media, and technology. Pinterest currently has a pretty girly vibe, [considering females dominate its user base](#). But as this tech brand is proving, the overwhelmingly estrogen-charged demographic of this social network could change quickly.

WHAT THEY'RE DOING RIGHT:

Mashable will be ahead of the curve for when the male population finally gets on board with Pinterest. [Mashable's Pinterest account](#) showcases the gadgets and infographics the news source is well known for reporting on, taking its immense amount of data and information and making it more visual and shareable. This proves that if you are a data-driven company, you will surely have something worthy of being shared on Pinterest.





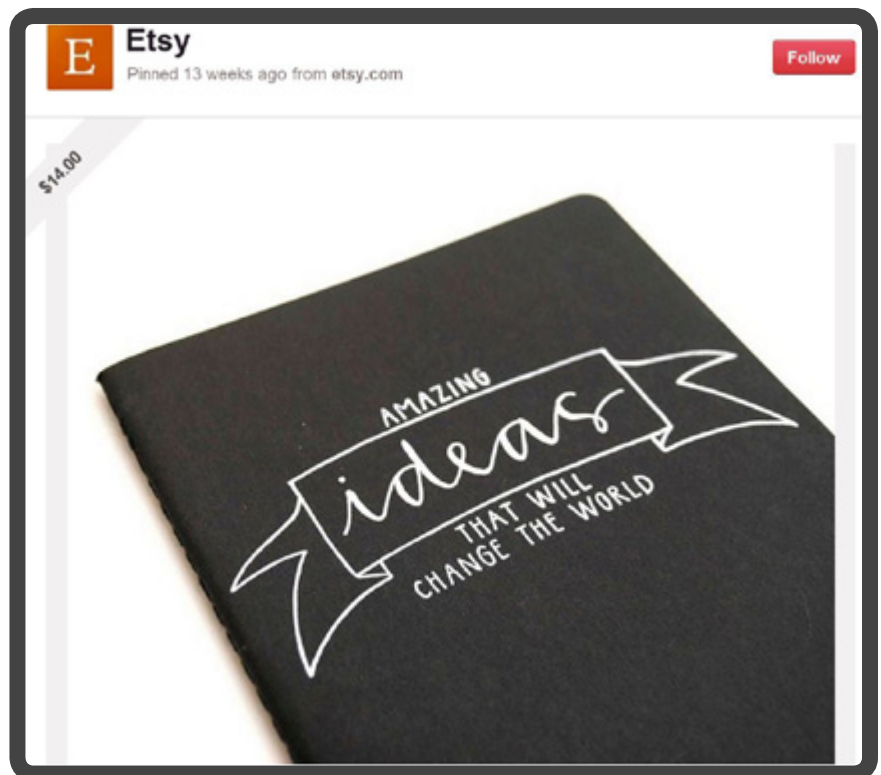
ETSY

With more than 50,000 followers, this online shopping website is one of the most popular on Pinterest.

WHAT THEY'RE DOING RIGHT:

As a retailer of homemade and vintage goods, Etsy creates pinboards that really take to heart what its brand stands for. They show you how you can make your own products and how to put their products to work in your daily life, which again, emphasizes the lifestyle philosophy that Pinterest promotes.

Not sure what to buy your love for Valentine's Day? Don't worry, Etsy has all its pins organized to give you tons of [ideas](#). In other words, giving your customers new ideas for how they can use your products will give them more reasons and incentives to buy from you. When using Pinterest, think outside the box of how you'd typically use social networks to market your products and services.



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DRAKE UNIVERSITY

Drake is one of the few universities jumping on the Pinterest bandwagon, and at the same time, they're doing an unbelievably awesome job.

WHAT THEY'RE DOING RIGHT:

[Drake University](#) showcases items its student population might actually be interested in: clothing that matches the school's colors, room décor perfect for the dorm, what kinds of food to make when you run out of "Bulldog Bucks," [study inspirations](#), fan experiences, and even a board completely devoted to its bulldog mascot.



Obviously, Drake is following Pinterest's lifestyle credo, making its boards specifically about the school and student experience. If you are a potential student, you can learn everything you need to know about the school with just a few quick glances. The takeaway here is to make your Pinterest brand page personal for your fans. Remind them why they love you (or should love you)!

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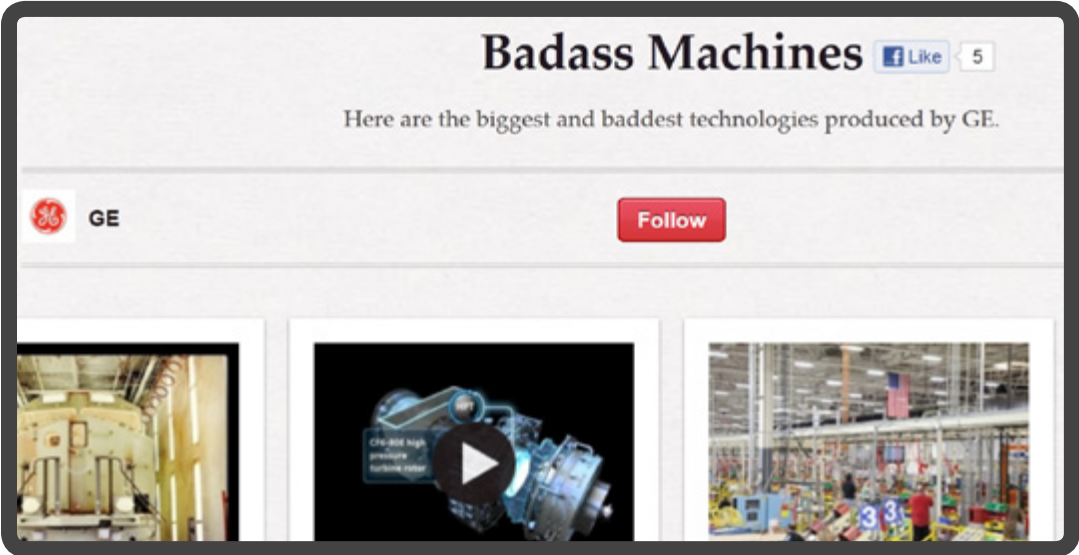


GENERAL ELECTRIC

General Electric seems to be all about social media lately. They’re rocking it on Instagram, and I shouldn’t have been surprised to find out they’re dominating Pinterest as well.

WHAT THEY’RE DOING RIGHT:

Not only does GE have a board specifically devoted to the “badass machines” the company works with everyday, but it also has an “archive” board that gives a visual history of the company’s products through the years.



They also have an amazing board where they’ve posted all the fan photos taken during their #GEInspiredMe campaign, exemplifying a great use for Pinterest – leveraging and featuring user-generated content. All in all, as its description says, GE is clearly devoted to “#Pinning things that inspire us to build, power, move and cure the world.”

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PEAPOD

Peapod is the largest grocery delivery service in the United States, and if you are having trouble figuring out why, look no further than its Pinterest page.

WHAT THEY'RE DOING RIGHT:

[Peapod Pinterest page](#) tells stories of how the food gets to your office/home and what sort of produce Peapod has in stock this season. The company features a behind-the-scenes board devoted just to Peapod's delivery trucks. Showing the cities it's traveling through or watching its signature green bins getting loaded onto its trucks is a great way to give customers an inside look into a business that, on the outside, may not seem so glamorous.



Even if your company isn't exactly devoted to 'pretty things,' it doesn't mean you can't be on Pinterest. It just means you have to get creative about showing off your brand in an interesting and unique way. You can do this by showcasing some behind-the-scenes content that shows the people behind your brand, injecting some personality into your business and make it easy to relate to.

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CONCLUSION & ADDITIONAL RESOURCES



“ *Succeeding on Pinterest is about finding how your products or services fit into the lifestyles of your target audience.* ”

.....

As you can tell, the trick to succeeding on Pinterest isn't necessarily about showing off your products or services directly. It's about finding creative ways to show how those products and services fit into the lifestyles of your target audience. Find ways to do that, and you'll have what you need to pop on Pinterest just like the brands we have discussed in this ebook do.

Take the best practices we have shared here and start pinning content that represents your company identity and attracts visitors back to your website. Lastly, don't invest a ton of effort in marketing on Pinterest **unless** you can measure the results of your activities. Be smart about the way you prioritize your marketing initiatives and keep a close eye on the specific benefits this new social network can provide to your business.



MEASURE THE ROI OF 'PINNING'

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