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# Introduction to Pinterest

Pinterest is a kind of online pin board that can be used for a huge variety of purposes. It can be used just like a real pin board for things like organization, planning, and showing things off to the world. It is also a social media site with over four million current users, and it is growing incredibly fast. Pinterest is extremely useful for learning new things both about interests you already have and about completely new interests.

On pinterest you can post your images, articles, and anything you find on the Internet onto a pin board for any number of reasons. You can post it so you don't forget it, to keep things organized, you can use it to plan, and many other things. But on top of these functions pinterest uses what it finds out about you through what you post on your pin board to connect you with other people with the same interests, making it a social media network as well. Through meeting other people with your same interests pinterest lets you learn more about what you like and discover completely new things that you would probably be interested in.

Pinterest is also very useful for organization. It can help you organize plans for things like trips and business. You can organize pictures of where you want to go on vacation or places you need to go when on a business trip. Knowing what the place looks like helps you a lot when it comes to getting there, and also the order that the pictures come in can show you where you need to go first and where you need to go last. Because you can make your pin boards public you can also use the pictures to show friends how to find your house. You can show them pictures of landmarks used for navigation, for example "Turn right at this gas station" and show a picture of the exact gas station they need to turn at. This is literally the next best thing to being in the car with the person.

It can also be used for getting an image of what something will look like at the projects end before even starting. For example if you are going to refurnish a room then you can put pictures of everything you will put in the room onto a pin board and see all of the things right next to each

other. This will let you see how the colors match and how each piece of furniture and each picture on the wall will look next to each other.

So in short pinterest is a website that can help you with anything you want it to, and also a place to meet new people and learn new things. Simply put, a fun little forum to have fun on.

# Getting Started With Pinterest

Pinterest is easy and fun to use and anyone can become an expert in just a few hours of use. The interface has been designed to be intuitive and it quickly becomes second nature, almost like simply breathing.

Like almost all websites pinterest has a homepage. Here you will find some of the most recent and most popular posts. This allows you to view things that a lot of people like, which normally include things that are a common interest, such as cooking recipes, new fashions, or some new product that a lot of people want to buy. There will also be a search bar at the top. There you can search for recent or popular posts on a specific topic or interest that you have. This gives you the advantage of being able to search for something you already have an interest in or something you are trying to find out about, unlike the homepage that has no real subject matter.

There are also menus that you can use to add to pin boards. This is accompanied by the social media part of the site. You can click on people's names to view their profiles and where they've posted. You can also like their material, comment on their stuff, or message with them to talk about your common interests. Of course before you can do any of those things you have to get an account. Accounts on pinterest have to be obtained through invitation, but invitations are extremely easy to get because there is a button on the homepage for people without an account that says "Get an Invitation". Clicking on this button will send you an e-mail with instructions on how to get an account.

Once you have an account there are several options available to you on every post. You can comment, which is of course where you post your thoughts on a post and share your opinion. You can like, which simply tells the world that you enjoyed this post but doesn't give any more specific info about your opinion. Finally you can re-pin. Re-pinning is where you see a post you like, and put that post on your own board with a link to the original post. From here you can also add a price to a post. If a post is a product you can let everyone know exactly how much the product shown costs without forcing them to go to the suppliers' websites by adding the price.

Another feature that is more on the social networking side of this site is the ability to favorite posts and follow people. This allows you to never lose track of people you want to either stay in touch with or see more of their posts, and to never lose a post that you want to keep for viewing again later or for purchasing something you find worthwhile.

One important thing to remember about Pinterest is that it is designed with a form of endless scrolling, which means you can get lost for hours and never run out of things to find on the page.

# Promote Your Business With Pinterest

Promoting your business, or even your services as an individual, can be hard, but it's all about having a large audience. Pinterest is the perfect place for marketing because it is a very large website, with over 4.4 million users. These users are also extremely faithful users, a recent study shows that the average pinterest user spends an average of fifteen minutes a day on the site. Did I mention it's also growing faster than anything previously seen, acquiring almost its entire current total of users in less than a year. What's more is that the audience is of an extremely concentrated demographic. The users of pinterest are almost exclusively female, and are almost entirely between the ages of 25 and 35.

The huge audience and dense demographic isn't the only thing pinterest has to offer. If you open a channel on pinterest specifically for your business you get access to a chest of invaluable analytics tools completely free. These tools will allow you to see things like how much traffic you're directing to your website from pinterest, how much traffic is being directed to your pinterest, and exactly where the traffic on your pinterest is coming from. This allows you to find people promoting your business and reward them in some way, which of course leads to more promotion from that person.

One great thing you can do to drive up your online popularity as a business for a while is to run a contest on pinterest. This contest ideally would include prizes that are packages of your products, or possibly cash, and should somehow direct people to your company's website in order for them to win. You could also have a requirement to sign up for a mailing list in order to have a chance at winning, which will then allow you continued contact with the people who interacted with you pinterest.

One great thing for big companies to do is make their brand more people friendly so to say. This can be done by posting picture of people around the office, and using low quality images from things like handheld cameras rather than using images that are obviously taken in a studio, using a model, and then extensively photo shopped. You could also do this by hosting a real world event, like a company cookout for



example, and promoting it on pinterest. This not only makes your brand seem more human, but also gets people to interact with your company in real life.

Cross pollination between sites is always a good way to increase people's loyalty to your brand. If your company has a Facebook, that account can be synced with the company's new pinterest channel, and people from the Facebook page will see on your feed that you've started to pin things on pinterest. They are then highly likely to go and check it out, further reinforcing their connection to your business.

These are just a few of the ways you can use Pinterest to further your business marketing, and there are literally countless others. But remember, creativity is one of the best ways to have a successful marketing plan.

# Branding Your Business with Pinterest

Pinterest has a massive audience, and is a great place to brand and market your business. This also applies to people who freelance, Pinterest is an excellent resource to find potential clients.

For businesses that sell a specific product or products you have the option of putting your product directly into a pin. You can then include a direct link in the post to the URL of where the product is being sold. This allows you to direct interested buyers directly to where they should buy it from. An extension of this strategy is to also offer special deals to Pinterest followers. This can be done using something like a promo code or they can be put onto a mailing list that receives coupons. The best way to do a mailing list like that is to keep a consistent schedule with the coupons, like once a month or so for example.

Another method for branding yourself or your business on Pinterest is to create a brand channel. This feature allows your business to have its own boards that can be user contributed, or entirely made by the company itself, and can help you concentrate your material and create more focused pins in general. This also gives you the ability to take advantage of the massive number of analytics tools Pinterest gives you access to. This data can then be used to see what kind of demographic your product and marketing style is appealing to.

Also on the note of gathering demographic data, you can use Pinterest to run surveys and essentially get free market research and product ideas. Not only does this let you see what your audience is interested in buying but it also gets more people to join the group that is interested in buying your products, and gets the already interested group more involved. Buyer involvement is key in getting repeated buyers.

Two tips for branding your services as an individual or freelancer are to get in communication with other professionals in your field, and to use Pinterest to arrange collaboration with others. There is no shame to ask questions, and Pinterest allows you to ask questions about your profession to other people, in most cases people who are in your field but

more successful than you. Getting advice from these seasoned experts in the field can make you immeasurably better at your job. Pinterest can also be used to arrange collaborations. For example if you have a project deadline coming up you could ask some people for help, and because of the tight knitted nature of the pinterest community, you are likely to get some help.

Pinterest can be an extremely lucrative marketing and branding tool for both businesses and individual free lancers alike, with free analytic tools, the ability to imbed URLs straight into posts, and countless other advantages. All of that on top of a huge and growing audience of over 4.4 million users who spend an average of 15 minutes a week on the site will give your business the key advantages it needs to succeed in the marketing department.

# Drive Massive Traffic with Pinterest

Website traffic can be greatly increased using Pinterest because the site can be programmed to give a direct link to the source of certain content. For example, if you have something on your website that you want to increase the traffic to and you post it to Pinterest you can include with the pin the original URL that the material came from, which would be your site.

This capability would be extremely beneficial to both bloggers and businesses. Bloggers can increase traffic to their sites with this by posting an interesting image, story, recipe, or whatever applies to your blog, onto Pinterest and providing your blog URL with the pin. Businesses can take one of two approaches to their pins. One of those is to just put the product onto a pin and provide the URL of where to buy the product. This works well for products that people will typically be willing to buy off the Internet, such as inexpensive jewelry. This does not work so well however for businesses that sell products that aren't typically bought online or businesses that don't have a product. For either of these situations the other method would be employed, that being similar to the blogger method. Post a pin of something interesting on your website, or in some cases just something interesting, and provide your website URL as the source. If the content pinned is worthy, both interesting, eye catching, and unique, then people will be very likely to click on the source URL you provided and view your website.

This method of increasing traffic is so effective for a number of key reasons. For one the number of people using Pinterest is huge, currently over four million. The user base is also growing at an astounding rate, more than quadrupling in size in the past three months. On top of the size and the growth of the number of users, each user is estimated to spend 15 minutes a day on average using the website. With that many people spending that much time on a single website, people are sure to eventually stumble upon your link.

The other advantage to using Pinterest as a marketing method is that it is a very specific audience that you will be marketing to. The users of Pinterest are almost exclusively 25-35 year old females. This is great

for businesses or blogs that are targeted at that demographic, because it increases the possible interest in your site. It is also an advantage to websites that aren't targeted at that group because you don't have to waste your time marketing in a place that you know the users wouldn't be interested in what you're offering.

As you can see Pinterest can be a powerful marketing too, and the best part is that marketing on Pinterest is free, and can be done discretely. The person going to your site could never know what they just clicked on was actually an ad, which is a very good thing.

# Boost Your SEO Ranking With Pinterest

Pinterest provides a variety of advantages for individuals or businesses trying to boost their SEO ranking. These benefits include everything from in depth analytics and being able to provide direct links to your site, to being able to add specific tags and create a brand channel.

One of the first advantages most businesses or blogs have taken advantage of is the free and in depth analytics that Pinterest provides. It gives you the exact pin from which traffic was referred to your site. This can be used to your advantage in a multitude of ways. For one, this allows you to connect with the people who are out there marketing for you, give them some advice, or even thank them with online shout outs or even a gift package. It also allows you to see what kind of pins grab your audience's attention.

Another thing that is extremely good for SEO on pinterest is the ability to create a brand channel. This allows you to take full advantage of a very targeted marketing strategy, and to keep track of how it's running with statistics like follower numbers and number of likes on your pins. This also allows people to re-pin things that you post which spreads your marketing exponentially. The layout that pinterest uses is perfect for virtual catalogs. You could have an entire board of just pictures of some of our products with direct links on where to get them.

Pinterest is also fully capable of being linked with a Facebook account. This is great for bloggers trying to get more SEO because it makes it so that anything you pin on pinterest will show up as a link with a short preview of the content on your Facebook timeline. This can in turn promote your pinterest, which in turn promotes all of your other site, creating a very large, very strong network of cross pollination, great for increasing blog views as well as SEO.

SEO techniques can also be applied within pinterest itself by using tags and keywords that apply to your business or blog. Using keywords in this way will increase your standings on the searches that users do on

their interests within the site. And just like in other search engines, the higher up you appear, the more likely you are to be found. But one important thing to remember about what you post is called the 90/10 rule. That rule states that only ten percent of your pins should be self-promotion, any more than that and you just come across as pompous and nobody is interested in your content.

If you are getting a lot of follows and a lot of likes or re-pins, but you're not seeing a big jump in the views on your site, than a possible solution would be running a competition. The competition should of course have some sort of reward for the winner, but should somehow be designed to direct the users to your website to win.