

# MORE Than PRETTY Pictures

Get Leads & Sales with

*Pinterest*

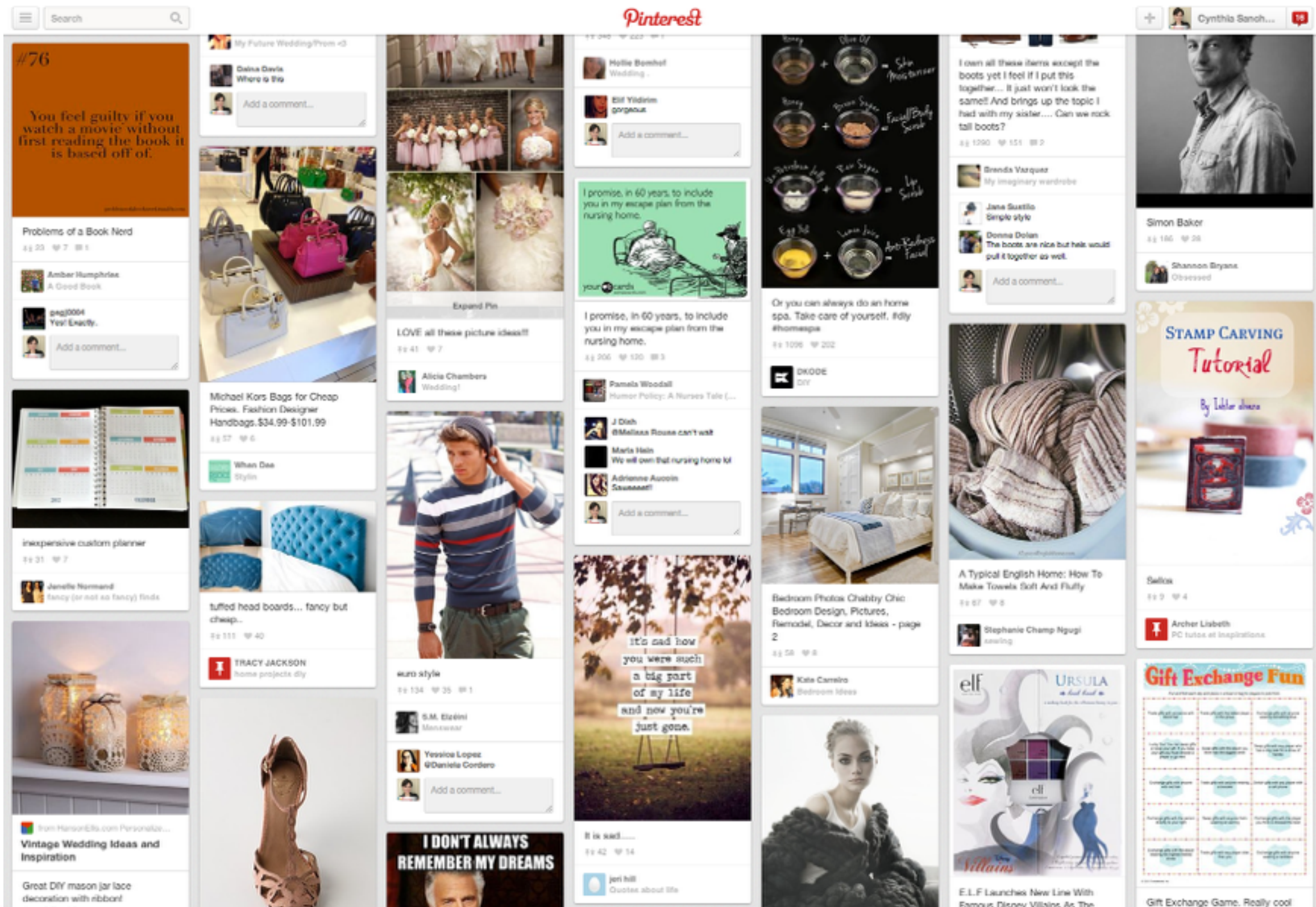


# Cynthia Sanchez OhSoPinteresting.com





# What's the big deal?





70 million users

- Drives more referral traffic than Twitter, LinkedIn, Reddit and Google+ COMBINED
- Referral traffic grew 66.52% in one year
- Pinterest shoppers spend \$140 to \$180 per order (Can have direct access to email with product pins)

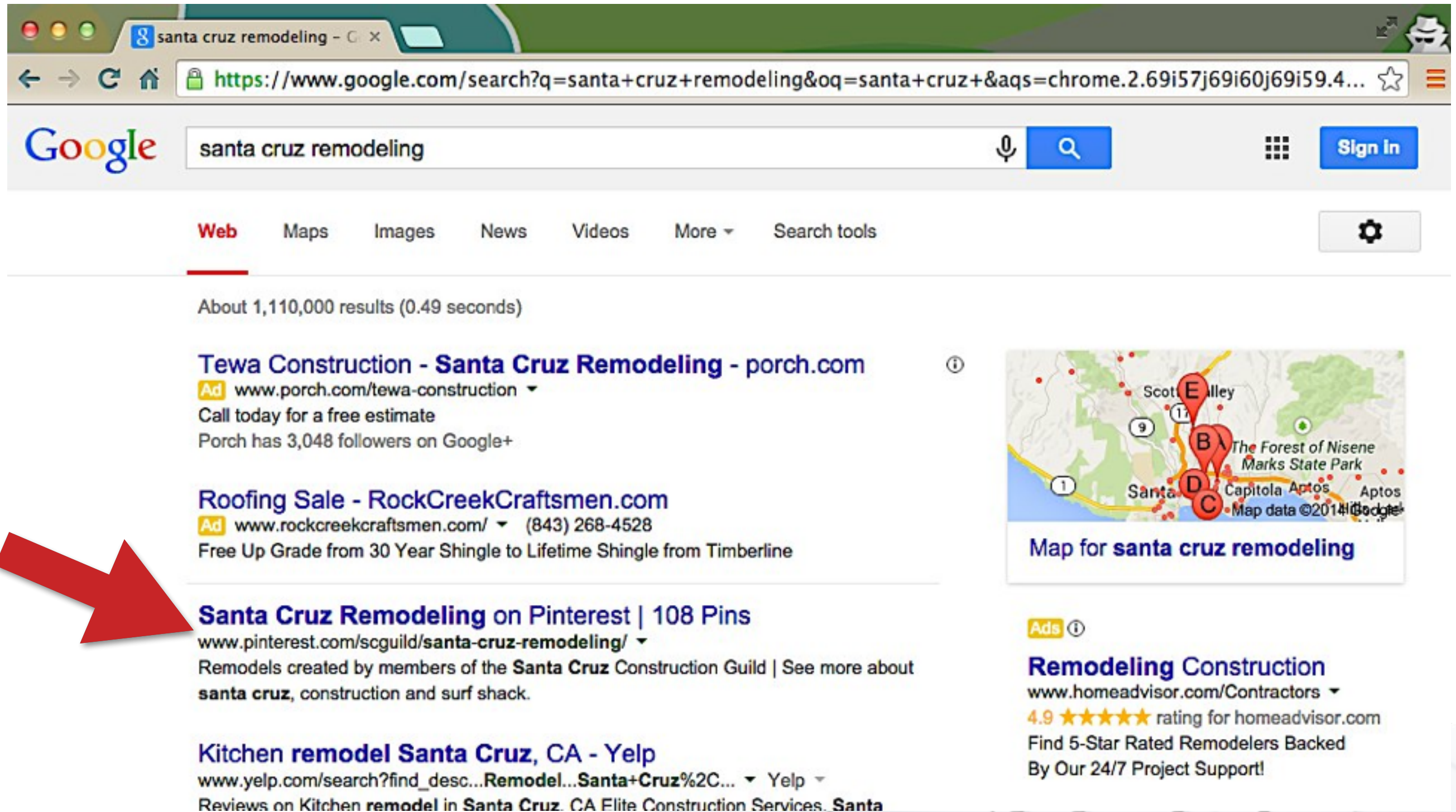
<http://thenextweb.com/socialmedia/2013/07/10/semiocast-pinterest-now-has-70-million-users-and-is-steadily-gaining-momentum-outside-the-us/>

<https://blog.shareaholic.com/social-media-traffic-trends-10-2013/>

<http://www.richrelevance.com/blog/2013/04/direct-marketing-news-infographic-the-rising-king-of-social-sales/>



# SEO Benefits



The screenshot shows a Google search for "santa cruz remodeling" in a Chrome browser window. The search bar contains the text "santa cruz remodeling" and the URL is "https://www.google.com/search?q=santa+cruz+remodeling&oq=santa+cruz+&aqs=chrome.2.69i57j69i60j69i59.4...". The search results show "About 1,110,000 results (0.49 seconds)".

**Organic Results:**

- Tewa Construction - Santa Cruz Remodeling - porch.com**  
Ad www.porch.com/tewa-construction  
Call today for a free estimate  
Porch has 3,048 followers on Google+
- Roofing Sale - RockCreekCraftsmen.com**  
Ad www.rockcreekcraftsmen.com/ (843) 268-4528  
Free Up Grade from 30 Year Shingle to Lifetime Shingle from Timberline
- Santa Cruz Remodeling on Pinterest | 108 Pins**  
www.pinterest.com/scguild/santa-cruz-remodeling/  
Remodels created by members of the Santa Cruz Construction Guild | See more about santa cruz, construction and surf shack.
- Kitchen remodel Santa Cruz, CA - Yelp**  
www.yelp.com/search?find\_desc...Remodel...Santa+Cruz%2C... Yelp  
Reviews on Kitchen remodel in Santa Cruz. CA Elite Construction Services. Santa

**Map:** A map of Santa Cruz, CA, with several red location pins labeled A, B, C, D, and E. The map is titled "Map for santa cruz remodeling".

**Ads:**

- Remodeling Construction**  
www.homeadvisor.com/Contractors  
4.9 ★★★★★ rating for homeadvisor.com  
Find 5-Star Rated Remodelers Backed By Our 24/7 Project Support!

A large red arrow points from the left towards the Pinterest result.



# Santa Cruz Remodeling

Remodels created by members of the Santa Cruz Construction Guild



Santa Cruz Construction Guild

Follow Board



108 Pins

137 Followers



Old fashioned bath tub, Caledonia St Remodel in Santa Cruz by Hansmann Construction.  
www.hansmannconst...

Pinned from  
hansmannconstruction.com



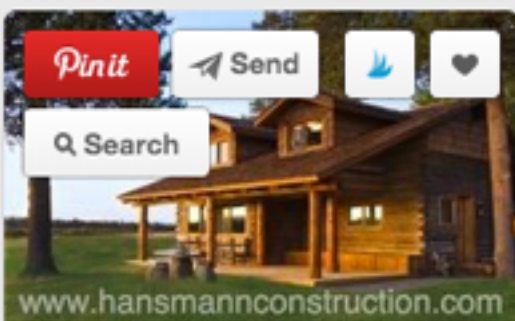
Victorian Remodel on Caledonia St, Santa Cruz by Hansmann Construction.  
www.hansmannconst...

Pinned from  
hansmannconstruction.com



Green cabinets in Caledonia St. Remodel in Santa Cruz by Hansmann Construction.  
www.hansmannconst...

Pinned from  
hansmannconstruction.com



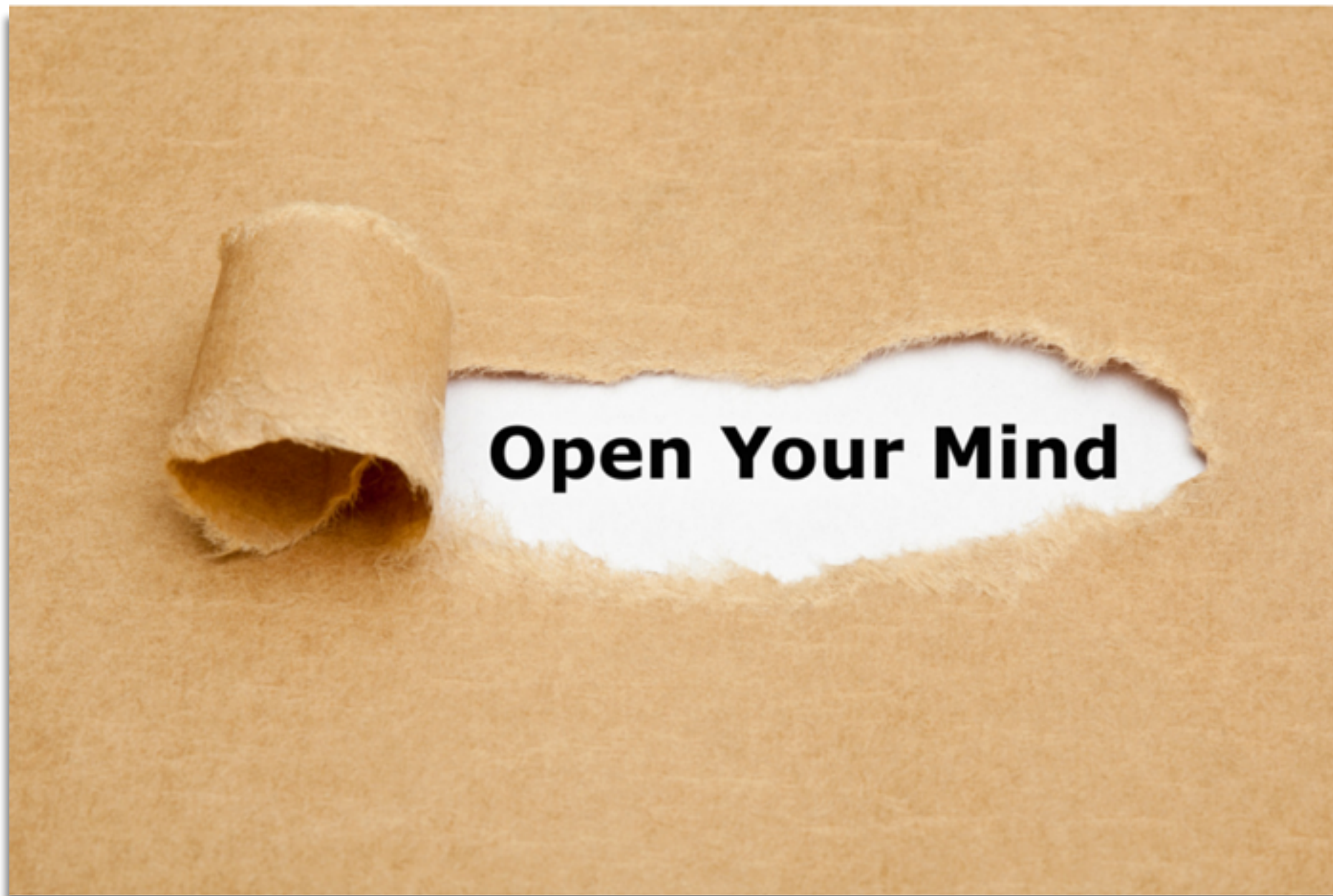
Old log cabin restoration  
www.hansmannconst...

Pinned from  
hansmannconstruction.com



- 108 pins
- 137 followers
- Last pin over 1 year ago





**Open Your Mind**





## Cynthia Sanchez {Oh So Pinteresting: Pin...

Want to learn about Pinterest for business? Check out my blog for 100s of FREE tips and tricks. Here it's not all work I pin what's useful, inspirational fun

Charleston, South Carolina · www.ohsopinteresting.com



Pins from:



Jeff Sieh



Merel Catharina



Diane Henkler {InMyOwnSt...

97 Boards

8,151 Pins

876 Likes

Send Profile

11,832 Followers

1,251 Following



Create a board

Pinterest for Business Marke...



13 Pins

Edit

Pinterest for Business Audio ...



25 Pins

Edit

Pinterest for Business Video ...



13 Pins

Edit

Pinterest Tips and News



714 Pins

Edit

Oh So Pinteresting in Real L...



80 Pins

The Power of Social Media



602 Pins

Instagram tips



57 Pins

Video Tips (YouTube, Vine & I...



50 Pins

Getting into Google+



35 Pins



\_\_ Minutes

Only do once

\_\_ Minutes

Recurring

\_\_ Minutes

Super user



30 - 60 Minutes

# Planning



- Who am I trying to reach?
- What are they interested in that relates to my business?
- What content do I have to share on Pinterest?
- How often will I have new content to share on Pinterest? (Images and/or videos)





30 Minutes

# Launch account

[business.pinterest.com](https://business.pinterest.com)

 for Business

[Getting Started](#)

[Tools](#)

[Success Stories](#)

[Blog](#)

[Join Pinterest](#)

Get discovered by millions of people looking for things to plan, buy and do.

[Join as a business](#)

Already have an account?

[Convert now](#)

# Create Business Account

|               |                        |                              |
|---------------|------------------------|------------------------------|
| Business Type | Select a business type | Can be changed later         |
| Contact Name  | First Name Last Name   | Person managing your account |
| Email Address |                        |                              |
| Password      |                        | 6 characters minimum         |

**Profile Info** (shown publicly)

|               |                    |                                  |
|---------------|--------------------|----------------------------------|
| Business Name |                    | How you will appear on Pinterest |
| Username      | www.pinterest.com/ |                                  |
| About         |                    | 160 characters remaining         |
| Website       |                    | ex: http://yourwebsite.com       |

**Agreement**

|              |  |
|--------------|--|
| Accept Terms | <input type="checkbox"/> By creating an account, I agree to the Business Terms of Service and Privacy Policy |
|--------------|--|

Cancel

Create Account

- Does your business name describe your business?
- Keep username consistent with other social networks if possible
- Keep SEO in mind in about section
- Link with Twitter & \*\*\*Facebook\*\*\*



5 - 20 Minutes

# Profile image

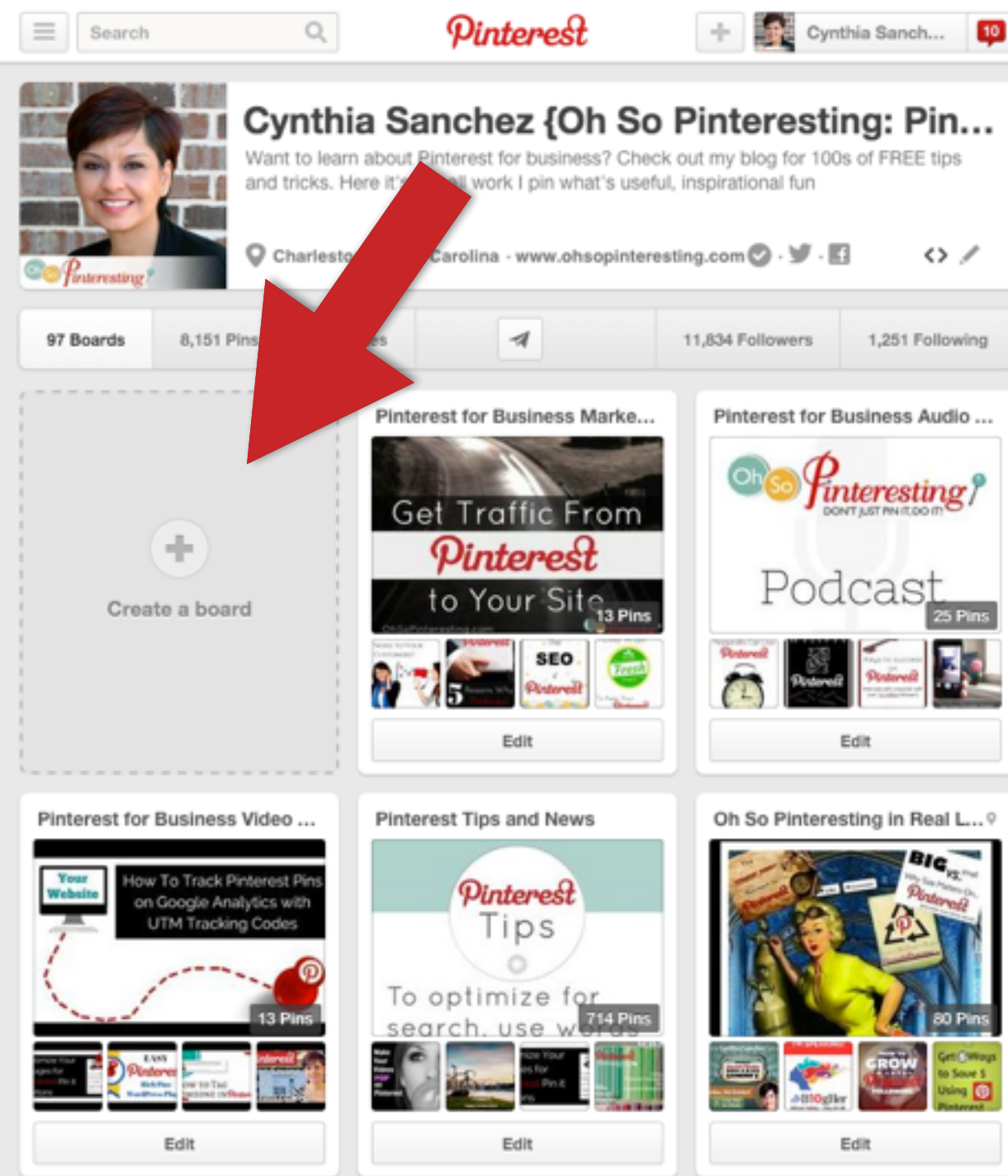


200px x 200px



60 Minutes

# Add boards



- 10-12 to start with
- Topics relevant to your business
- Use Pinterest to research ideas
- SEO titles and descriptions
- Appealing board cover images
- The most important boards to your business should be in the first 2 spots



## Create a Board ×

**Name**


**Description**

**Category**

**Add a map?** ☐ No

**Keep it secret?** ☐ No [Learn more](#)

**Who can add Pins?** [Learn more](#)

 **Cynthia Sanchez {Oh So Interesting: Pinterest Consultant and Speaker}**  
you created this board

SEO  
friendly

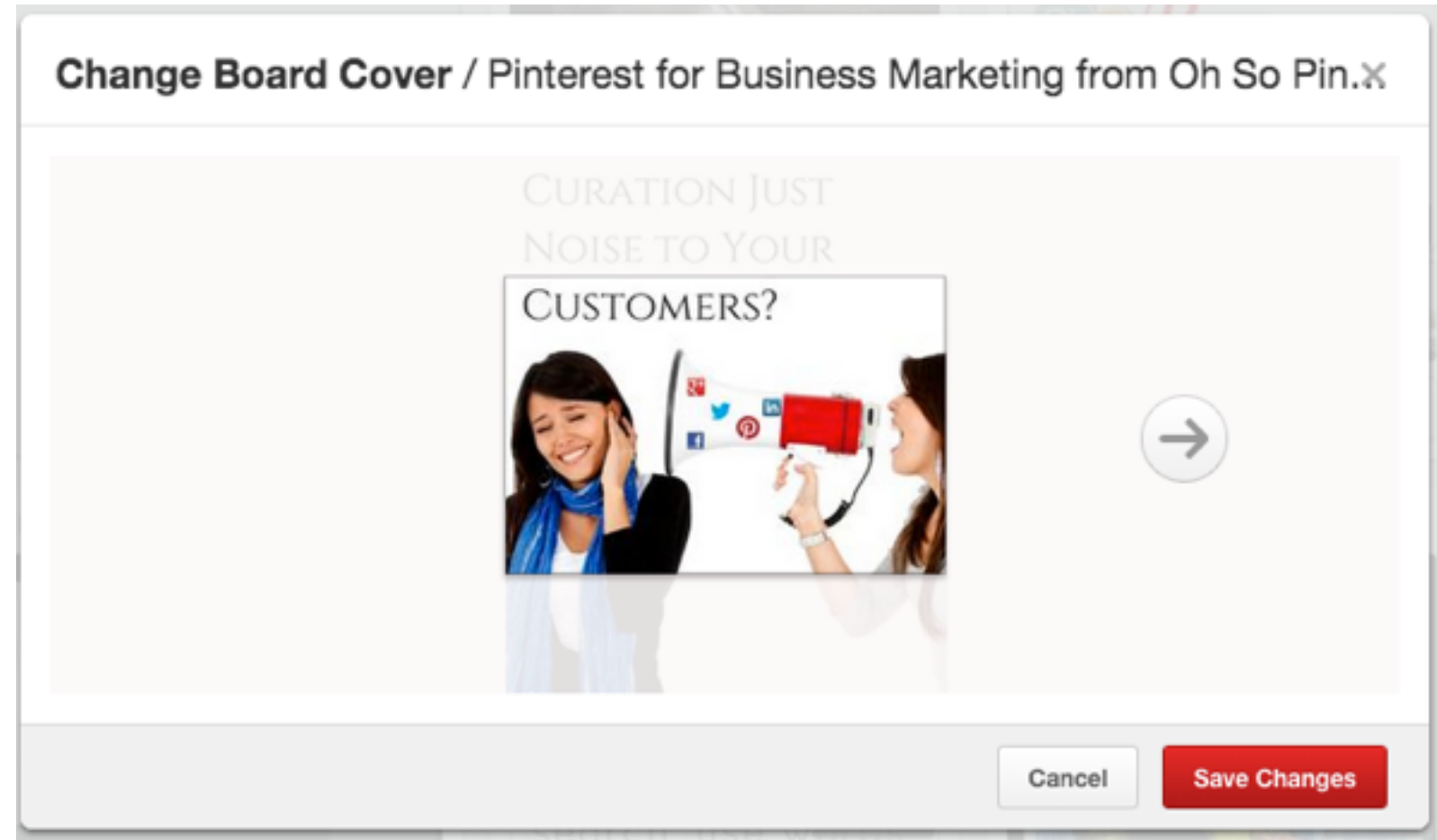
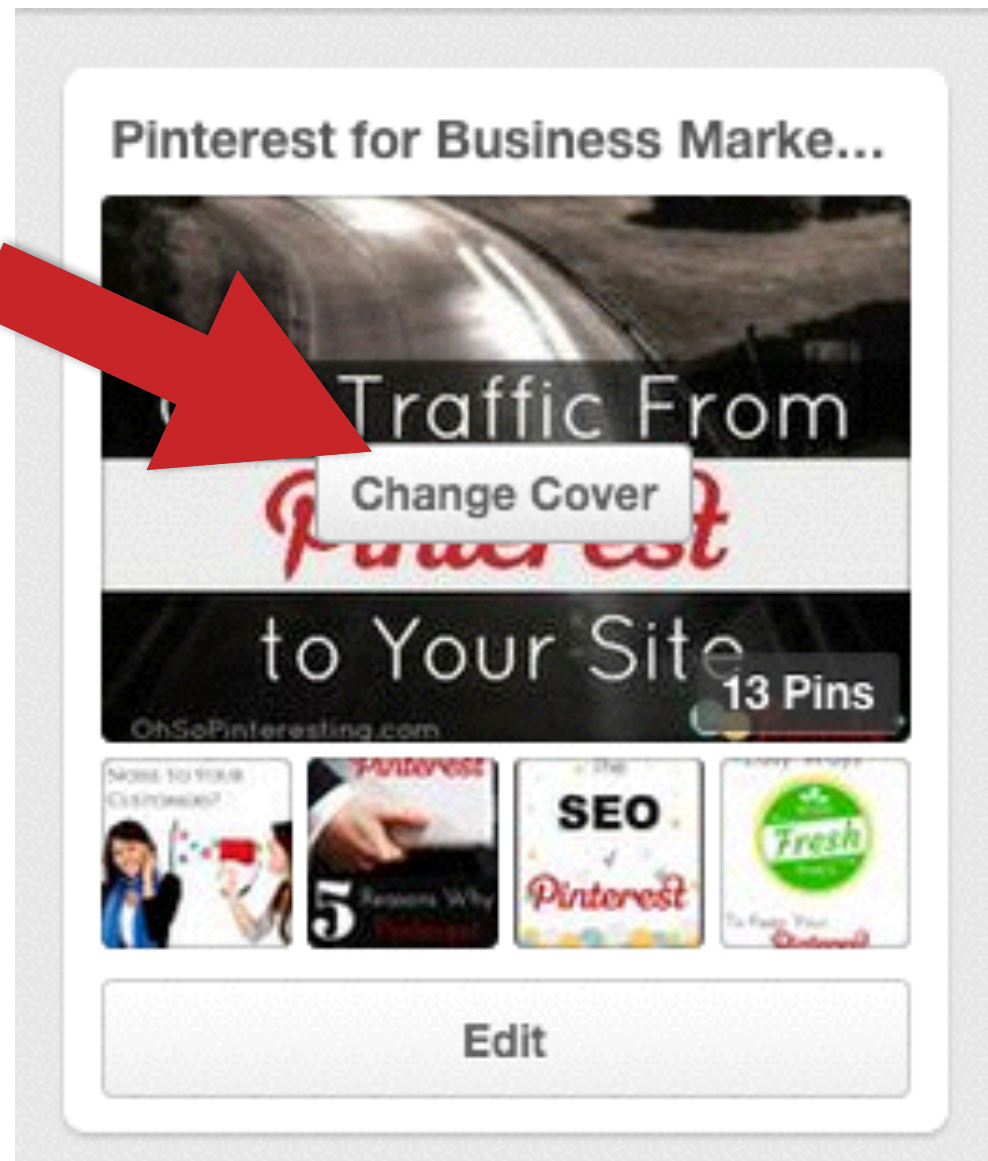
Choose

500  
Characters

Great for  
local  
businesses

# Board covers

Pin at least 5 pins to each board





5 - 60 Minutes

# Announce your account

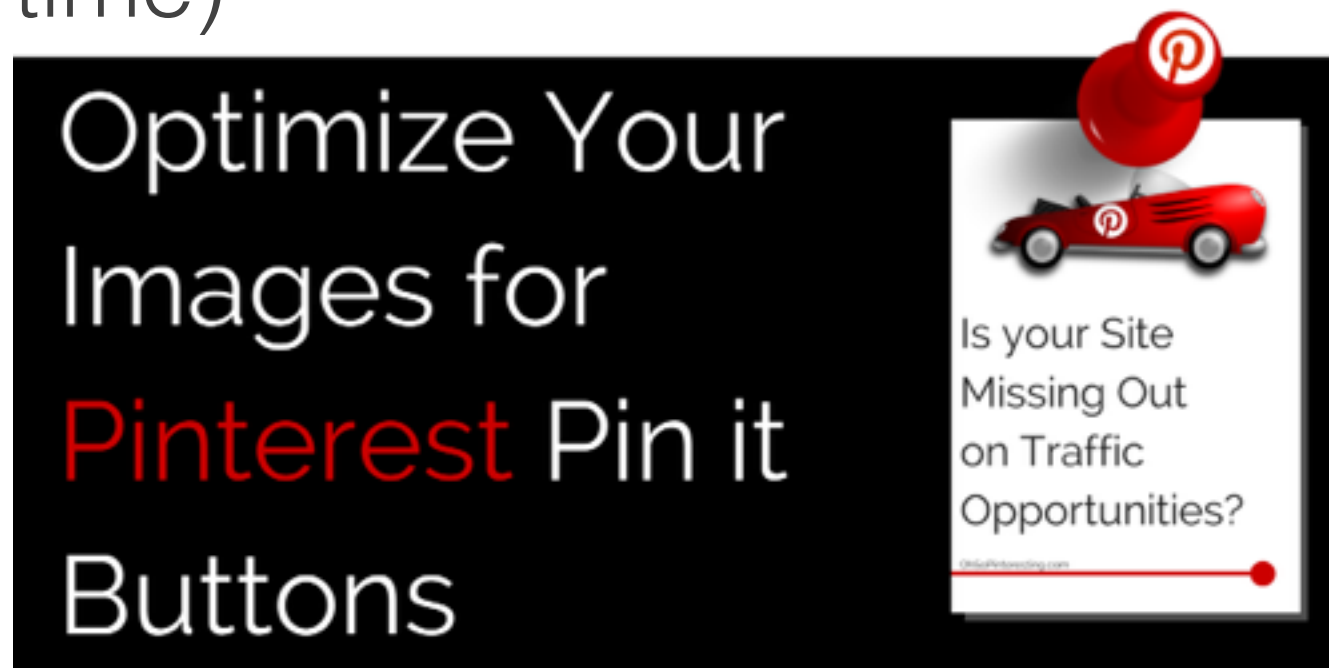
- In a blogpost / video / podcast
- On other social networks
- In email marketing



1 -30 Minutes

# Your pinnable content

- Pinnable images: taller is better
- For old content add a second image optimized for Pinterest
- Repin older content
- Pin to multiple boards (over time)





# Image sources

- Pixabay.com
- picjumbo.com
- Unsplash.com
- DeathToTheStockphoto.com
- Photodune.net
- 123rf.com
- pexels.com
- recitethis.com

**Check the license!**



# Tools

## Image editing

- [canva.com](http://canva.com)
- [picmonkey.com](http://picmonkey.com)
- [idpinthat.com](http://idpinthat.com)
- [pixlr.com](http://pixlr.com)





10 Minutes

# Add Pin it and follow buttons



- WordPress plugins - free and pro versions [wordpress.org/plugins/pinterest-pin-it-button/](https://wordpress.org/plugins/pinterest-pin-it-button/)
- Code from Pinterest (Better???)



10 Minutes

# Test your Pin it buttons

JULY 9, 2013 BY MIKE GINGERICH — 11 COMMENTS

Tweet 43 Buffer Like 13 g+1 18 f Share 13 in Share Pin it



Facebook makes moves and changes quickly and frequently!

Take 10 minutes to check your page against this 12 Point Checklist...

**How long has it been since you REALLY stopped and reviewed your Facebook Page?**

- Test different devices
- Test different browsers
- Test after updating plugins





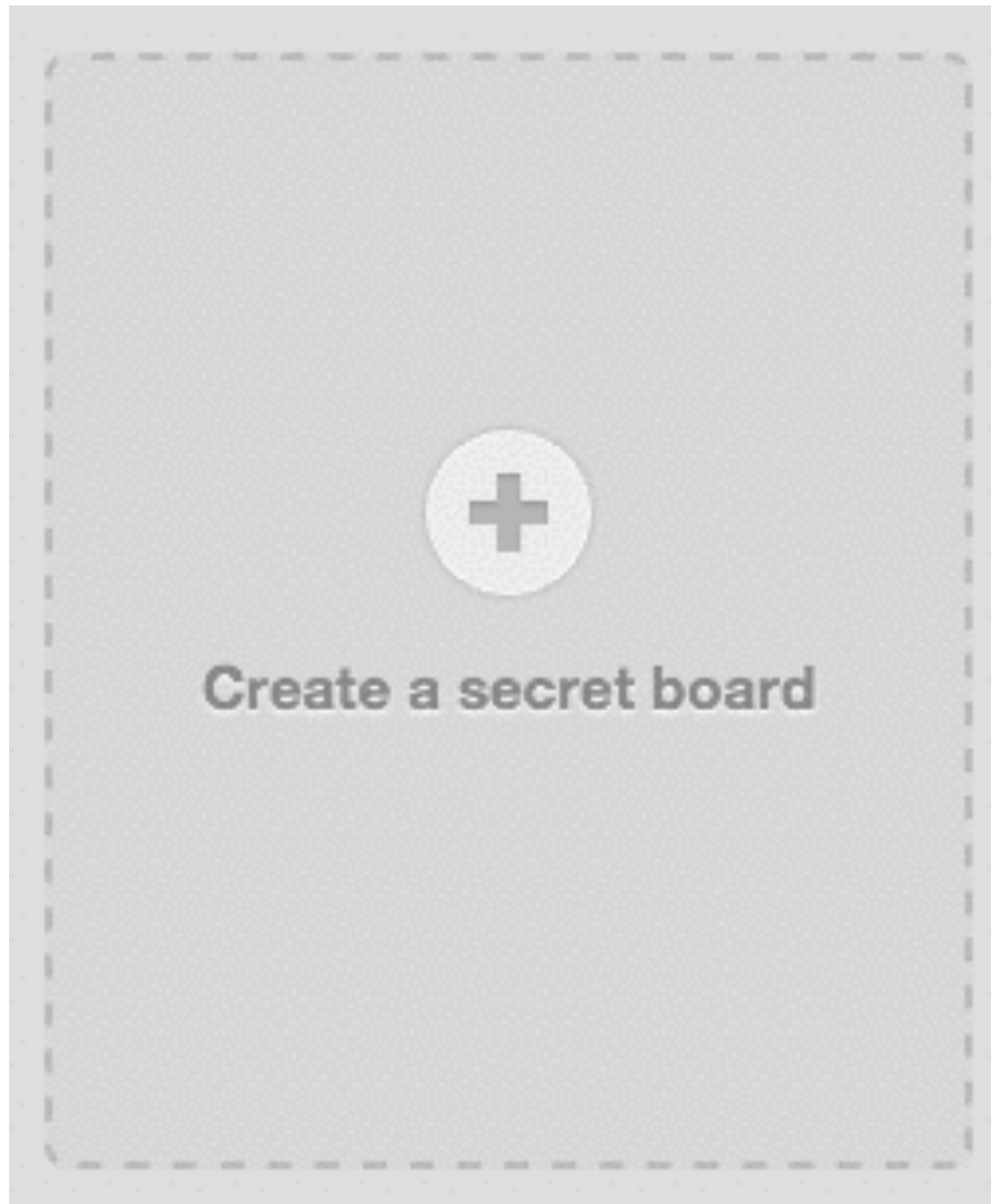
15 - 20 Minutes

# Account management

- Ideally pin multiple times a day
- Follow whole accounts and individual boards
- Pin scheduling tools - [viraltag.com](http://viraltag.com)???
- Pin from the web and repin from other accounts
- Remember SEO descriptions



# TIME SAVING TIP



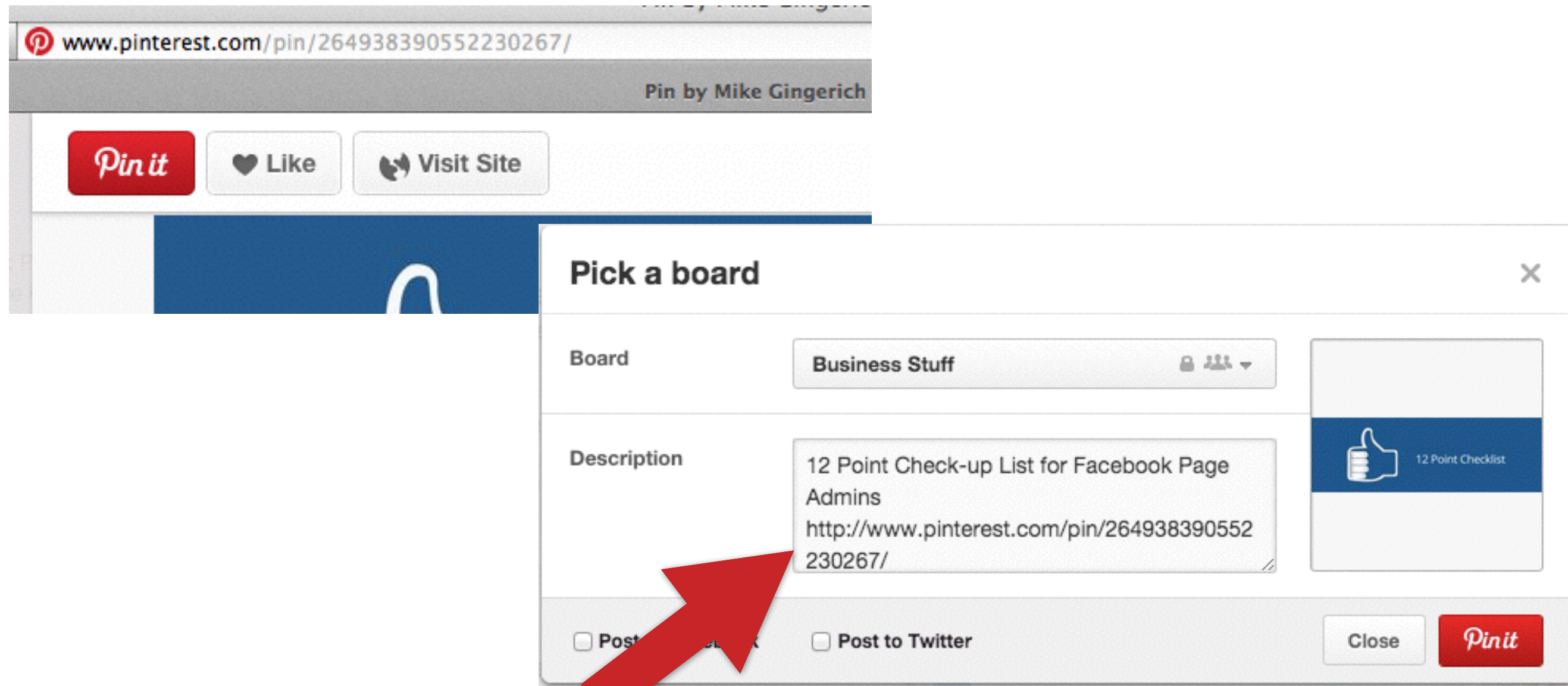
Stockpile pins in secret boards to pin later





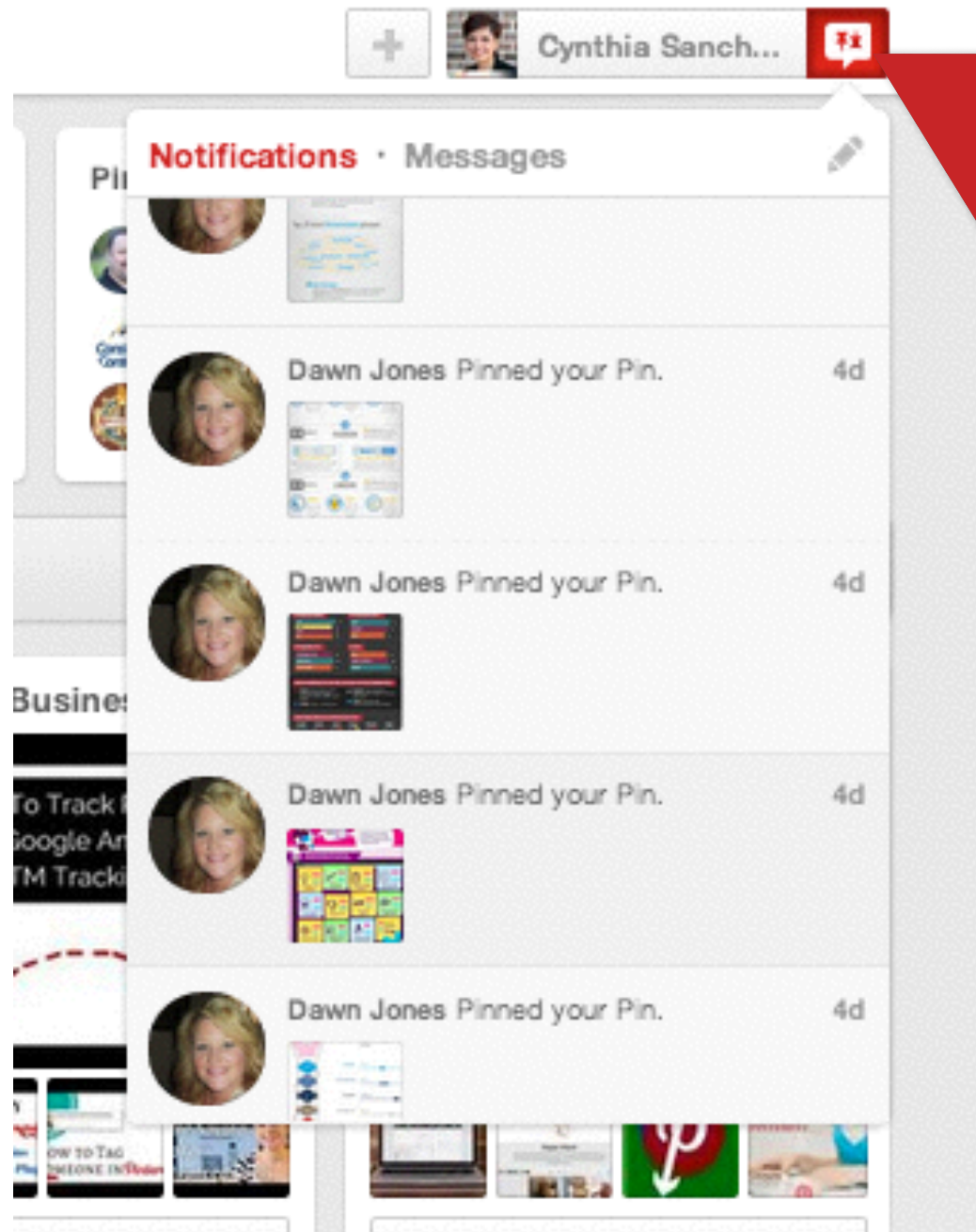
<1 Minute per pin

**Superusers:** Include original pin's URL in the pin description when pinning to a secret board and repin from the link



5 - ?? Minutes

# Engage with others



- Respond to comments and questions
- Thank for pinning your content
- Watch for high activity times











5 - ?? Minutes

# Dig in to analytics

**Activity from ohsopinteresting.com** All apps ▾ Export data

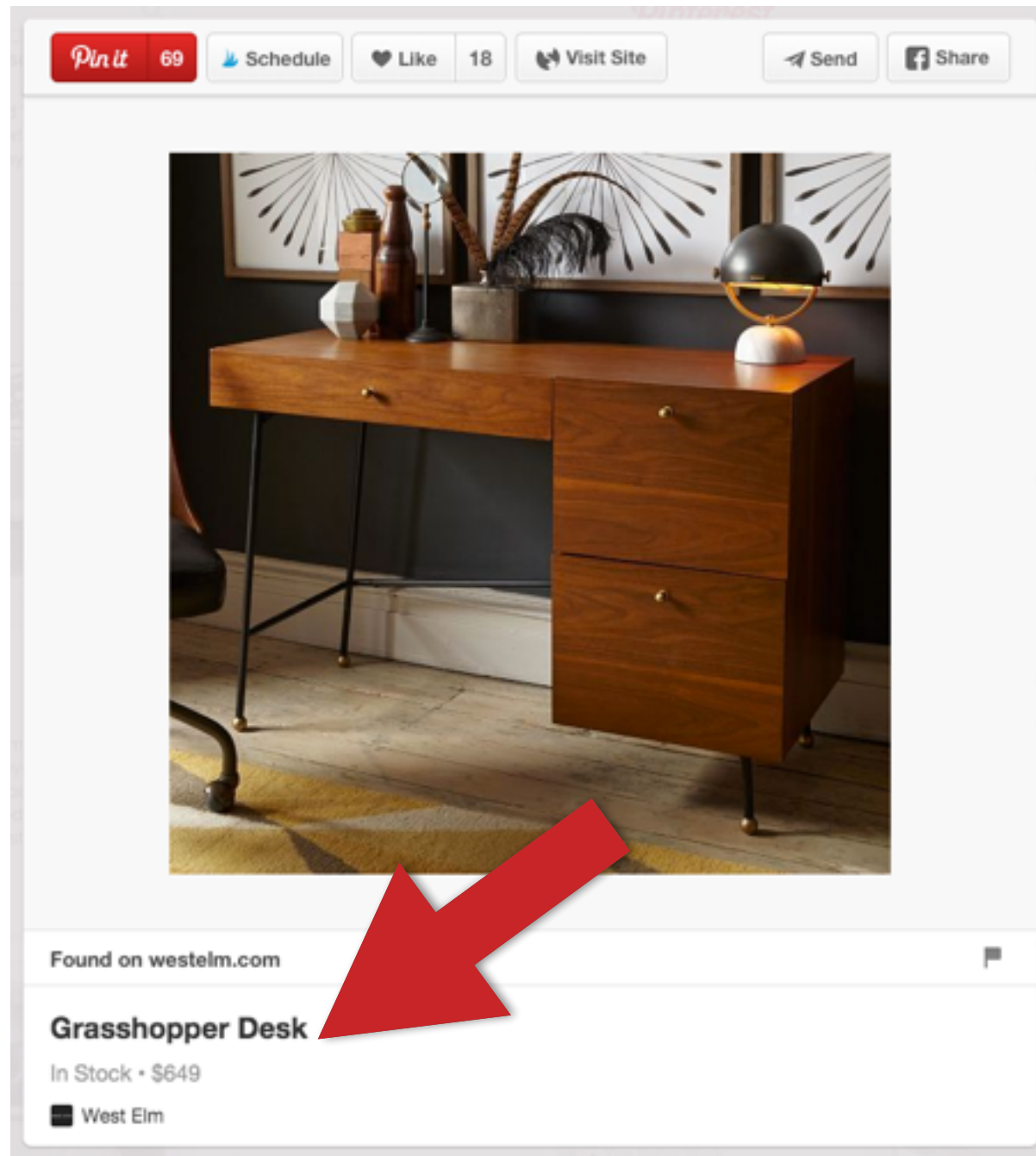
👁 Impressions 📌 Repins 🖱 Clicks 📌 Original Pins ★ All-Time 📌 Pin It button

**Here's a tip**  Get the Pin It button on your website. You can get them in different sizes and colors, plus there's a hover button that appears over images for faster Pinning. [Learn more.](#)

| Top Pin impressions from the last 30 days   |   | Impressions | Clicks | Repins | Likes | Pin type |
|---|---|-------------|--------|--------|-------|----------|
|  | Pinterest Messaging Arrives!              | 8,996       | 5      | 1      | 1     |          |
|  | How one money saving blogger uses Pint... | 6,613       | 23     | 15     | 2     |          |
|  | How one money saving blogger uses Pint... | 4,059       | 12     | 2      | 5     |          |
|  | Pinterest Messaging Arrives!              | 3,989       | 13     | 3      | 2     |          |
|  | Pinterest Messaging Arrives!              | 3,766       | 30     | 8      | 3     |          |

10 - ?? Minutes

# Product Rich Pins



- Shopify sites
- oEmbed
- Open Graph
- schema.org

[https://developers.pinterest.com/rich\\_pins\\_product/](https://developers.pinterest.com/rich_pins_product/)



5 - ?? Minutes

# Article Rich Pins



- WordPress plugins

- Open Graph

- ★ Yoast

- [schema.org](https://developers.pinterest.com/rich_pins/validator/)

Must validate and apply for approval

[https://developers.pinterest.com/rich\\_pins/validator/](https://developers.pinterest.com/rich_pins/validator/)

1-20 Minutes

# Build your email list

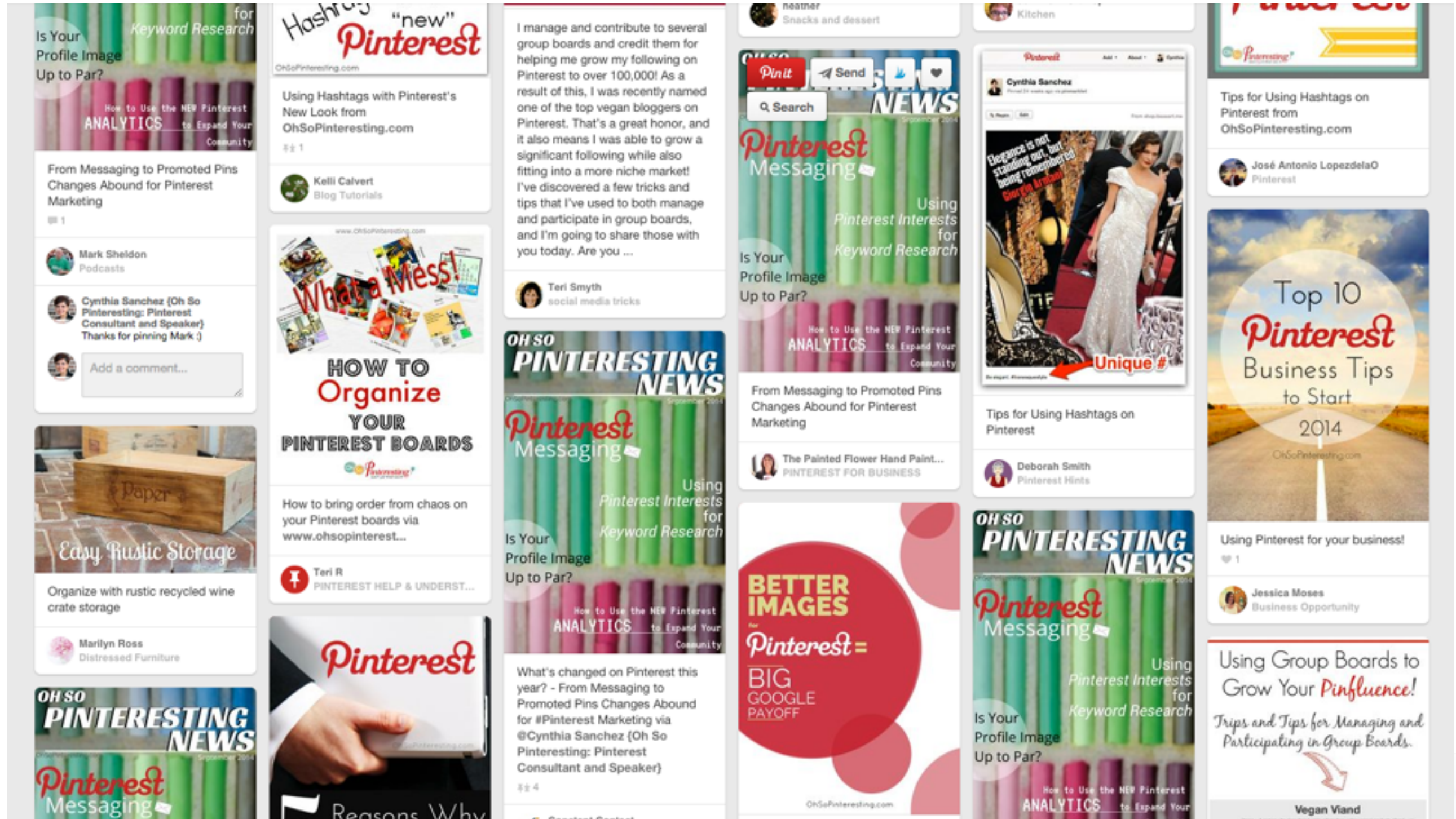


- Pin your option freebie
- Pin links to landing pages
- Follow up/ thank with those that repin



# 1-20 Minutes

# Connect with brand advocates



**pinterest.com/source/your URL**



# *Thank you!*

Cynthia Sanchez

OhSoPinteresting.com

[pinterest.com/cynthiapins](https://pinterest.com/cynthiapins)

@ospinteresting



#DSS14