How does it work?

• Acts like a bulletin board
• See something you like
• Pin it
• Re-pin it
• Watch your idea take off!
What's Popular?

What are the Most Popular Categories?
Good Pinterest Practices

• Don’t Be too specific
• Use keywords to makes your pins unique
• Give credit where credit is due
• Respond to comments
• Pace pins, don’t overload your followers
Who Pins?

• 83% of Pinterest users are females between the ages of 18-34
• Stronger connection with the female demographic
  – When compared with Google+ which includes a 63% male user base.
Why Use Pinterest?

• Third largest social networking site in U.S.

• 25% of Fortune Global 100 companies use Pinterest

• Is more functional than other social media

• Can be used in both promotion and analytics
What do I need to start Pinning?

• A computer with internet access
• Reasonably fast internet connection speed
• More time pinning = More recognition
Casual or Classy?

• Pinterest has a very casual feel

• Allows comfortable, non-threatening interaction
Limitations of Pinterest

• Pinning options are limitless

• Analytics are limited to single accounts
  – Analytics include:
    • pins
    • Re-pins
    • Who re-pins
Can it last?

- Pinterest is entering late growth, early maturity
- Is likely to outlast other Social Media
Need More Convincing?

I DON'T ALWAYS ANALYZE MY PINS...

BUT WHEN I DO I CAN DRIVE MORE REFERRAL VISITS TO MY WEBSITE, OBTAIN VALUABLE INSIGHT ON MY PINTEREST AUDIENCE, AND CAN MAKE BETTER CONTENT DECISIONS.