

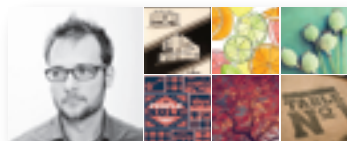
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Pinterest Dictionary

Every new social network comes with its own lingo. Here are the key terms you need to know to make sense of Pinterest:



Board

A collection of pins that share a common topic or theme. Each user names his or her boards and adds them to categories.



Pin

An image or video added to a board. You can create pins two ways: 1) upload a file from your computer or mobile device; or 2) link to an image on a website.

↕ Repin

Repin

A button that lets you attach other people's pins to your boards.

Pin It

Pin it Tool

A drag-and-drop browser extension that makes it easy for users to post images from across the Web to their boards.

If a picture is worth a thousand words, Pinterest is a gold vein just waiting to be mined by your brand. The wildly popular social network -- best described as a "virtual bulletin board" -- lets users "pin" images and videos from across the Web and organize them into themes that tell stories. The Pinterest interface is simple, and it offers boundless opportunities for companies to communicate their unique brand narratives in visual form.

Pinterest is currently invite-only, but invites are easy to get. Request one from a current user or at Pinterest.com and you'll be part of the hottest online social community within days. Once you're part of the "pin crowd," this tip sheet will help you understand the platform.



Why Pinterest Matters

1,100 visitors



every 60 seconds

11,000,000

+ Users

Among the



top 100 sites

more referral traffic than *Google+*, *LinkedIn* and *Youtube* combined

Sources: ComScore, RJMetics, Social Jumpstart

Four Steps To Get Started

Plan

The most important step is to develop a plan of attack for Pinterest before you start pinning. First, ask yourself, "What messages do we want to convey about our brand?" Once you pinpoint an objective, pick your initial board themes, brainstorm strategies to engage the Pinterest community and create a catalogue of potential pins.

Explore

Get a lay of the Pinterest land. Find users who have pinned items relating to your brand, and see what the competition is doing. Review the existing pins that link to your website by adding "/source/" and your site's URL to the end of pinterest.com (Example: www.pinterest.com/source/davidallgroup.com).

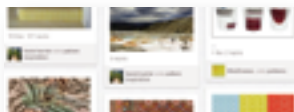
Build

Your fans will be looking for your brand, so make yourself easy to find by building a recognizable Pinterest profile. Select a logical account name, use your logo as the profile image, and add a brief bio that conveys your brand mission.

Maintain

Add content at least once a day to keep your presence fresh, dynamic and at the top of followers' feeds. Pinterest is not yet saturated with brands. Become a standout by devoting constant creative attention to your boards.

Top 5 Pinning Tips



One

Let the pins do the talking

The network is image-based, so keep captions brief to showcase the photos and videos. Show, don't tell.

Interact

Mention other users by including their account names (@username) in captions or comments. Use hashtags (words preceded by the # sign) to emphasize topics.

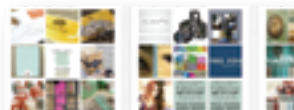
Two



Three

Be social

When you spot pins relevant to your brand, "like" them, leave comments or repin the content. This will help convey your brand message to others.



Four

Plan, plan, plan

Decide in advance how broad or narrow each board topic will be. Every pin on a board should be similar in style and theme; collectively, they should tell a story.

Don't be self-absorbed

Share what others post, not just your own content. Users will begin to ignore your feed if it's one-dimensional.

Five

How To Pin With A Promotional Spin

Pinterest can be a profitable piece of the social media marketing puzzle. Numerous early adopters report exponential gains in website traffic thanks to Pinterest referrals. You, too, can leverage the community to influence your target audience.

Here's how:



Make Pinterest a piece of the social media whole

Connect your account to Facebook and Twitter, at least initially, in order to automatically share your pins on those networks. Put a Pinterest "Follow" button on your website, too, and incorporate a "Pin It" button into your blog posts and other content.



Showcase your brand's personality

Show consumers what you value, what you admire and what you believe. Images of your workplace, employees and creative processes are all great pin ideas.



Feature your products subtly and creatively

Integrate snapshots of your products into boards with broader themes.



Interact with your community

Your fans want to be part of your brand, so give them ample opportunity to engage. These three tips will help win their loyalty:



Run contests. Ask followers to curate a board of 10 pins they believe represent your brand. Host a scavenger hunt by posting a photo thumbnail on your website and inviting fans to find the corresponding full image among your Pinterest boards.



Create collaborative boards. Show your appreciation by giving trusted followers the power to pin images and videos to select boards.



Follow your fans' boards. Reciprocal following establishes a more intimate brand-consumer relationship and gives you insight into people's preferences.

Pinterest Etiquette



Don't overemphasize your products

Pinterest rules prohibit self-promotional boards, so don't use the community for blatant sales and marketing pitches.



Give credit where due

When pinning, always credit your sources if you do not own the images. Avoid copyright infringement by linking your pins to the original sources.



Make this your happy place

Pinterest is not an online battleground, so don't be the first to make it one. Keep your pins and boards informative, cordial and cheerful.