

Pinterest



What is it?

Pinterest is an online pinboard, a visual take on the social media bookmarking site. Unlike other social bookmarking sites, content shared on Pinterest is driven entirely by visuals. In fact, you can't share something on Pinterest unless an image is provided.

There are over 70 million users and 40 million monthly active users on Pinterest – a massive 80% of these users are female!



How do people use it?

You can share images you find online, or you can directly upload images onto Pinterest. Users often add a 'Pin It' button to their browser tool bar enabling them to add items to boards quickly and easily. Users also often share their pins with their networks on Twitter and Facebook.

Pinterest users include shopaholics, DIY enthusiasts and small business owners particularly in the retail sector. Teachers also use the site to swap lesson plans and project ideas. Brand managers also often use Pinterest to showcase products and brand creative.



What's the opportunity for brands?

Brand communication

Pinterest offers companies an opportunity to bring their brand to life in a less formal way than other platforms. This helps audiences to understand and connect with them on a much deeper level.

Extending reach

The searching element of Pinterest is a good opportunity for brands to be found by their target audience. Customers and prospects can have access to brand imagery and will share or pin your images, therefore taking care of the marketing for you and increasing brand awareness.

Driving traffic

Linking to your website and using strong C2As is useful on Pinterest to drive traffic to your website. If the image is compelling, people will often click (many people put links to their blogs on Pinterest).

SEO

Including relevant keywords in your description and posts will improve your SEO.





Best practice: 7 top tips

1. **Reserve your name** – If you don't reserve your brand's name on Pinterest, someone else will
2. **Implement the 'Pin It' button on your website** – Make pinning easy by putting the 'Pin It' button on all product pages, images and videos. Encourage pinning through on and off site marketing efforts
3. **Drive pins in-store** – Encourage users to take in-store photos and upload them for pinning (include store location tags). If an in-store product is pinned and a follower sees that the product is available at a certain store location, that follower could visit your store to buy
4. **Create style boards** – A retailer could create style boards for trend setting or seasonal collections, similar to the catalogue experience. Enable users to contribute to your boards to advocate for the products they love
5. **Inspire shareable ideas on your boards** – Use your boards to give people ideas that they can share – new recipes, unique gifts, things to wear to the beach, products to improve your gold game etc
6. **Leverage analytics** – Track top-trending content pinned by your users to inform cross-channel marketing strategies
7. **Connect and promote engagement across platforms** – Promote and connect all your brand's social experiences so that users can easily find them, no matter what platform they're on.

Learn the lingo

Pinterest Term	Pinterest Meaning
Pin	An image or video that is added to Pinterest. (Pinning is the act of placing these items on a board)
Board	A collection of images
Repin	This is when you pin someone else's pin to one of your boards
Comments and Likes	This is how people interact. When you find something that interests you, like or comment on that pin to show your appreciation
Follow	This is when you want to follow what a certain person is pinning, it means that the user's posts will show up on your feed
Home Feed	This is your collection of pins from pinners and some boards you follow. It is updated every time someone you follow adds a pin
Pinner	A user of Pinterest
Pinboard	A themed set of photos



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT **DISCOVERY**

LARGEST OPPORTUNITIES



USERS ARE:

♂ 32% MALE

♀ 68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO **140** CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS

HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS **1 BILLION** USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE **2.5 BILLION** PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND **PICTURES** AND NOW **15 SECOND VIDEOS**

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF **# HASHTAGS**

AND POSTING **PICTURES** CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS **MM**

150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR **BRANDS AND USERS** TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE **TEND TO BE A GOOD FIT** WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH **925,000** NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE **CORPORATE BRANDS** GIVING POTENTIAL AND CURRENT ASSOCIATES **A PLACE TO NETWORK & CONNECT**



79% OF USERS ARE **35** OR OLDER

240 MILLION ACTIVE USERS



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