

The Definitive Guide to Pinterest Marketing:

5 Proven Tips for Driving Social Commerce



Introduction

Marketers, take notice: Pinterest is changing the social commerce game. The fast-growing social network is all about helping consumers discover things they love — and presents great opportunities for retailers. Pinterest users spend nearly twice as much money on follow-through purchases than users on other networks. According to Business Insider, 23% of social commerce comes from Pinterest.

So how can you tap into the power of Pinterest to boost sales and create lasting relationships? This comprehensive guide offers strategies for supercharging your Pinterest strategy. Learn how to grow reach on Pinterest by optimizing your website and other marketing channels for Pinterest sharing. Get the scoop on the strategies that inspire audiences to create and share content. Learn how to turn thousands of followers into brand advocates, and create lasting relationships with customers like never before.

I. Amplify Your Reach on Pinterest Using Other Marketing Channels

The first step in driving sales from Pinterest is building a community within the channel. Encourage your current customers to become brand advocates on Pinterest. By activating them to pin and repin your products, you'll enable product discovery from other Pinterest users.

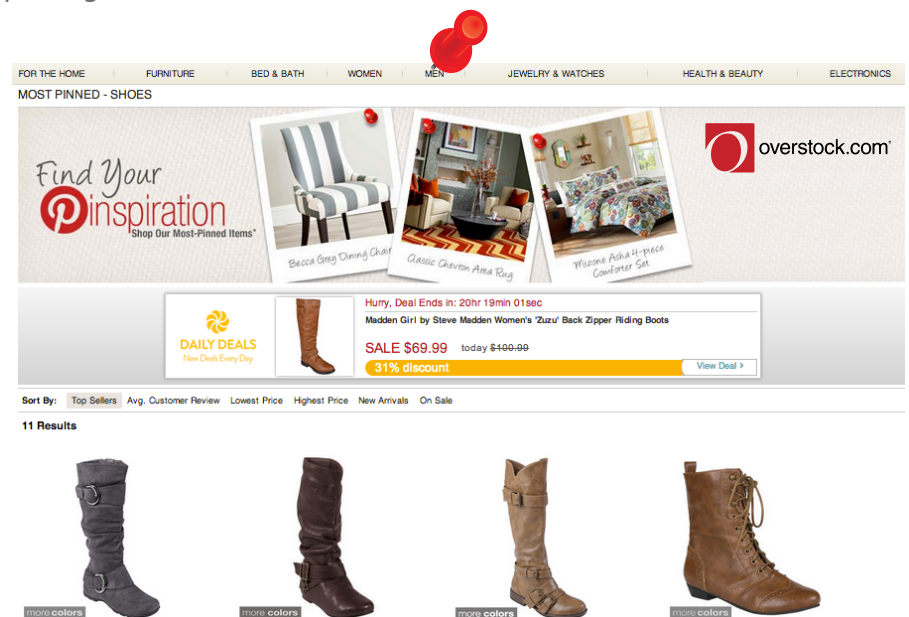
The mission of Pinterest is to help users discover content, products, and images they love. Interactions are propelled by sharing third party content. And users love to share favorite products and wish list items. Your website is a key channel for encouraging this behavior.

Encourage shoppers to pin

If haven't already added "Pin It" buttons to your e-commerce site, now is the time to start. Use rich pins to automatically include information like prices, availability, ingredients and reviews. (Check out business.pinterest.com for more info.)

Showcase your most pinned items by giving them prime real estate on your website. As a result, you'll get even more pins.

Add "Pin It" buttons to your email marketing campaigns. And use other social channels like Facebook and Twitter to encourage pinning.



2. Pin Your Way to an Engaged Community

Encouraging your website visitors to pin your items is a huge step — but you also need a pinning strategy of your own. By creating and curating content on Pinterest, you'll enable user discovery and grow a bigger base of potential buyers. But don't just share your own sale items. Pin a diverse array of images that are relevant and valuable to your target audience, even if they're not directly related to your brand.

Envision your target consumer

Think about your target consumer. What are they passionate about? Relate to them through the subjects that they find interesting, and create boards that align with those subjects.

Find your target consumers on Pinterest to understand how they engage with the platform. And look to competitors and leading brands in your industry to get an idea of what could make you successful. For guidance, look to some common qualities among Pinterest users. They tend to share content that's educational and practical, like recipes, styling guides, or crafting how-tos.

Their interests are reflected in the most popular Pinterest categories: babies, beauty, crafts, fashion, fitness, food, home decor, kids, pets, and travel. And seasonality has a big impact on what's trending on Pinterest. Visual content around key holidays, seasonal changes, and current events rack up the shares. Think about how those factors might align with the interests of your core audience, and start pinning content around the topics that fit.

Create visually stunning boards

Pinterest users spend more time scrolling their Pinterest feed than browsing boards. Still, an artfully curated board can really make an impact. Tell stories with your boards: a complete kitchen renovation guide, a Super Bowl party, or a spring wardrobe. And try sourcing influencers to create boards for you. Content sourced by a lifestyle guru, stylist, or other Pinterest superstar will generate more traffic and shares. Boards are a terrific way to group content around a particular theme.

Quick Tips on Pinning

- ✓ Add pins to relevant categories to help users find your pins
- ✓ Write detailed pin descriptions
- ✓ Add pins to relevant categories to help users find your pins
- ✓ Make sure images are high quality and vertically oriented
- ✓ Create pins that link your latest blog posts, video content, and more
- ✓ Pin consistently, and spread your pins out over time
- ✓ Don't forget to repin! Up to 50% of your content should be sourced from other users

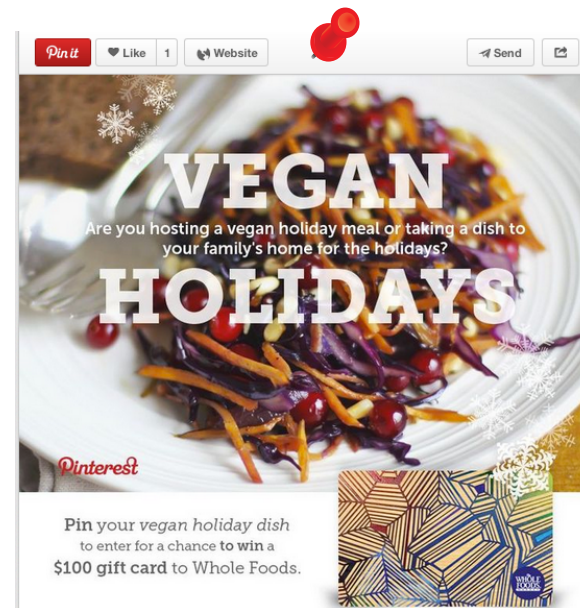
3. Ignite Authentic Engagement with User-Generated Content

When it comes to Pinterest, you don't need to generate all the content yourself. 70% of brand engagement on Pinterest is generated by users, not brands. Seeking content from users will help you extend reach, grow an audience, and get more traffic when you pin items from your online store.

Crowdsource that content

Crowdsource Pinterest boards through Pinterest contests that prompt users to submit pins. Encourage them to submit their favorite items, create fun content, or seek out new images that meet your specified guidelines. Prompt users to make new discoveries — in turn, they will pin items for their friends to discover. When running contests, choose winners based on the quality, not quantity of the pins. Pinterest's contest guidelines encourage you to require only one pin from entrants. Make your call for content broad enough so that followers can get creative.

Don't just ask followers to repin a specific item, or an item from very narrow category, like their favorite shearling coat. Freedom of choice — and a chance to show off their tastes — results in more participation. Just don't make the CTA too complex — requiring fans to submit multiple pins or an entire board will stifle participation.



Quick Tips on Pinterest Contests

- ✓ Make sure all call-to-actions follow Pinterest branding guidelines. Playing by the rules only reinforces the quality of your brand
- ✓ Provide examples of what you're looking for
- ✓ For better participation rates, make your entry forms short
- ✓ Give entrants opportunities to follow your brand, but don't require it. This will inspire authentic engagement
- ✓ Make your copy clear, and your directions easy to follow
- ✓ Start with lightweight CTAs like "pin an image"
- ✓ Move on to bigger once you've established an engaged audience
- ✓ Pick prizes that are on-brand and attractive to your core audience
- ✓ Don't forget to promote your contests on other social channels, your website, email, and targeted social ad buys

4. Drive Site Visits and Sales

So, you've added "Pin it" buttons to your site, developed a Pinterest following through frequent pinning, and cultivated relationships with consumers. Through all these activities, you've enabled product and brand discovery, leading to conversions downstream. The next step is to get strategic about driving e-commerce sales directly from Pinterest. After all, there's no better channel for it.

A recent study showed that on Pinterest, the top verbs used by users are "want to" and "need to"—the impulses that drive commerce.

Spark interest in your items

Build demand by giving your followers a sneak peek of upcoming collections. Pin products as soon as they're listed for sale on your site, and curate boards of your best-selling deals and gift guides. Give users a personal connection to your brand by asking team members make their recommendations.

And it almost goes without saying: All pins should go back to the right item on your site, so customers have a clear path to purchase.

Pinterest is currently rolling out Promoted Pins for brands. When experimenting with the new feature, promote pins of your best-selling or newest items — prompting more discovery from users who are browsing and searching on Pinterest.

Your Pinterest contests generate revenue, too. Try encouraging your fans to explore your site for items to pin. It's a great way to drive traffic and discovery. Just make sure not to limit participants' choices too much. And when you capture entrant information as part of sign up forms, ask them to opt into email. This will help you create more targeted email lists for your content and offers, leading to more online sales.

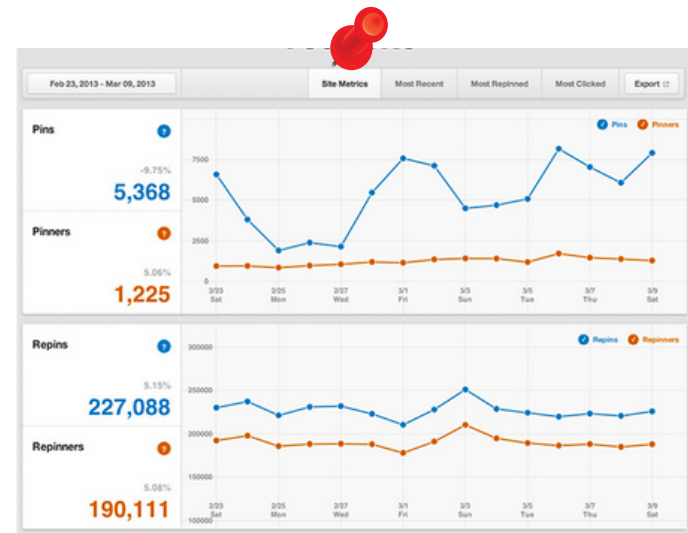
5. Get More Revenue by Measuring Results

Like every great marketing strategy, your approach to Pinterest should be influenced by the data. By paying attention to key metrics and optimizing for better results, you'll see Pinterest's impact on your business grow.

Get actionable insights

Analyze performance using Pinterest's free analytics tool to understand what's popular with pinners and which ones are driving the most traffic to your site. You can measure your brand's pins, repins, impressions, reach, clicks and website visitors. You can also see what boards your website items appear on, how the pins are described and what people pin along with your items. All of these insights will help you make smarter choices about what items you pin in the future.

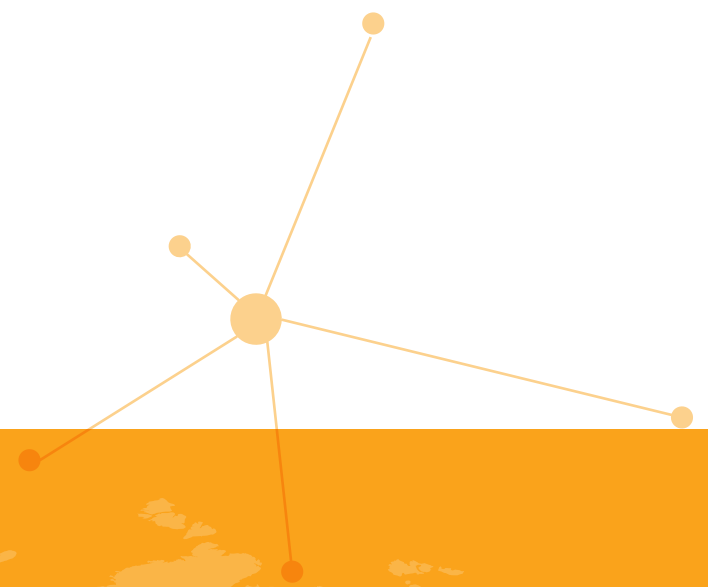
Want insight into what's resulting in revenue? Create pins with unique, trackable links back to items on your site, and track conversions via your website's analytics tools.



With insights into Pinterest-driven commerce, you can adapt strategies to maximize conversions. Knowing what items perform well on Pinterest will help determine what you feature in ads, on your site, and in email marketing campaigns.

You could even use the knowledge for merchandising and product development. After all, Pinterest is a burgeoning force in the world of social commerce. By tapping into its power, you can see big results in 2014.

About Offerpop



Offerpop helps marketers launch powerful social marketing campaigns to reach, engage and connect with consumers. Global brands, agencies and small businesses use Offerpop to increase revenue and grow fans, followers and email subscribers. Launch campaigns across any marketing channel - website, advertising, email, and TV - and drive engagement on Facebook, Twitter, Instagram, Vine and Pinterest. Offerpop provides Hashtag & UGC campaigns, Contests & Promotions, and Social Commerce solutions. Our Social Data solution provides powerful reporting, rich consumer profiles, and UGC libraries. Offerpop has over 10,000 paid customers in more than 100 countries and is a Facebook Preferred Marketing Developer and a member of Twitter's Certified Product Program.

