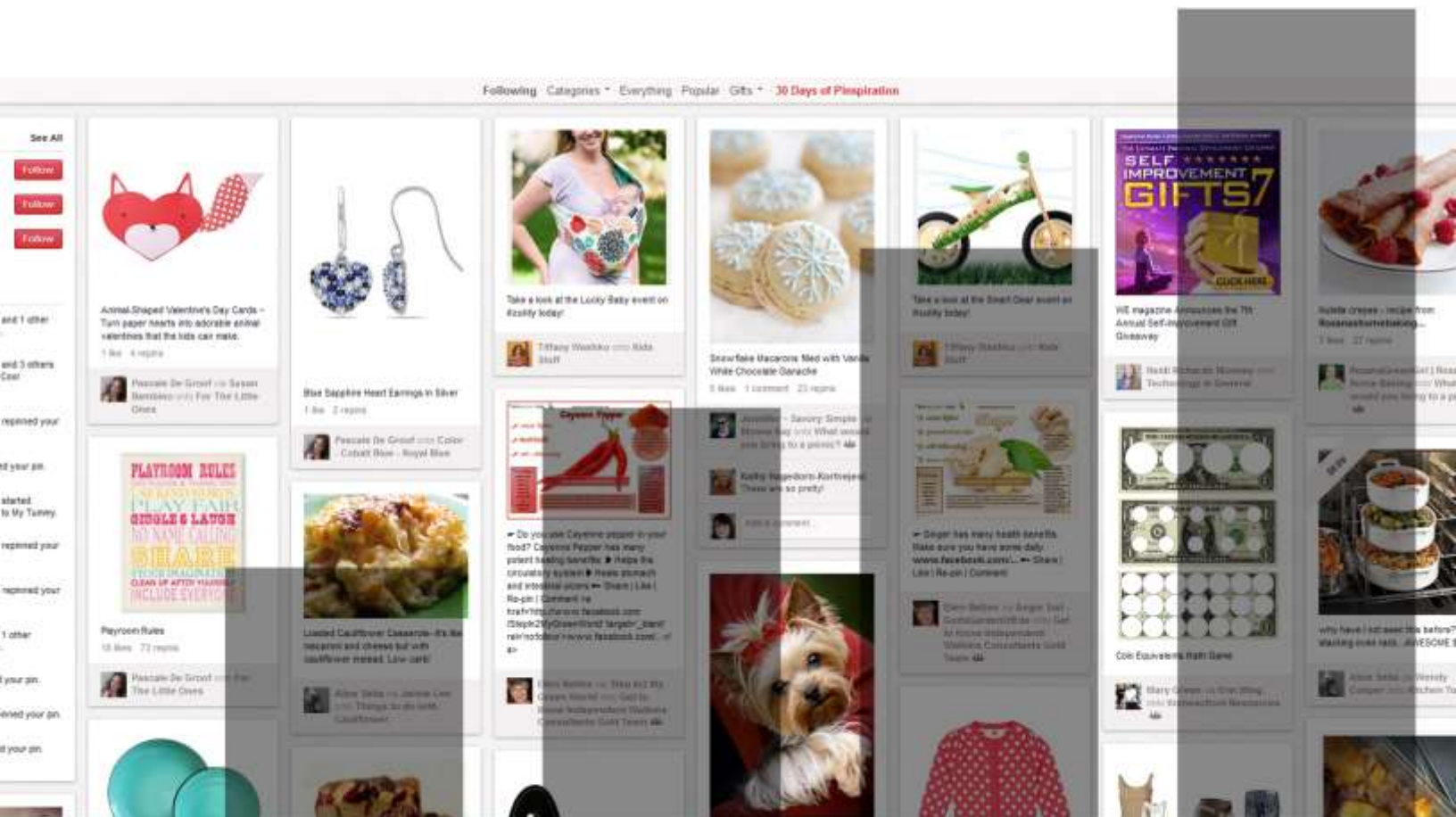


How to Use PINTEREST to Build Your List



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Introduction

Using Pinterest to build your list is a sound strategy with many benefits – but how do you actually do that? And, what’s more, how do you do it well?

This no-nonsense workbook will have you confidently list-building with Pinterest in no time at all...

Step One: Your Pinterest Makeover

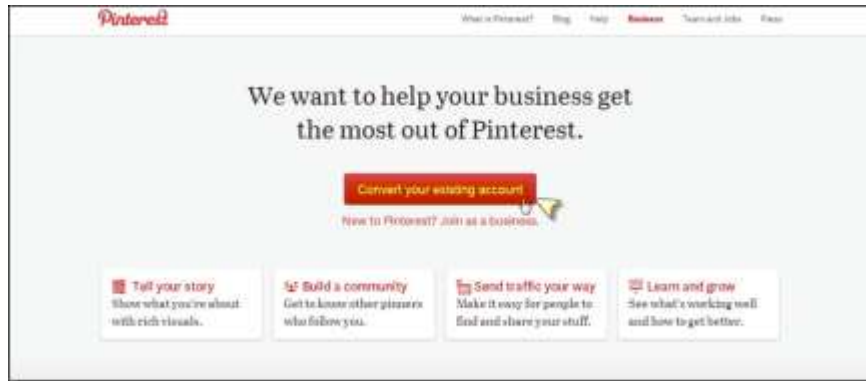
Chances are, you already have a Pinterest account. Here’s one option that will help you immediately start building your list with Pinterest..

1. **Convert your Pinterest account to a [Business account](#).**
In fact, you can do it almost instantly. First, Log into Pinterest and select your “About” Tab. From the drop-down menu, select “For Businesses”.



When the Business page opens up, hit the “Convert” button. And that’s it. You now have access to new features directly geared to helping you build your business – and your list.

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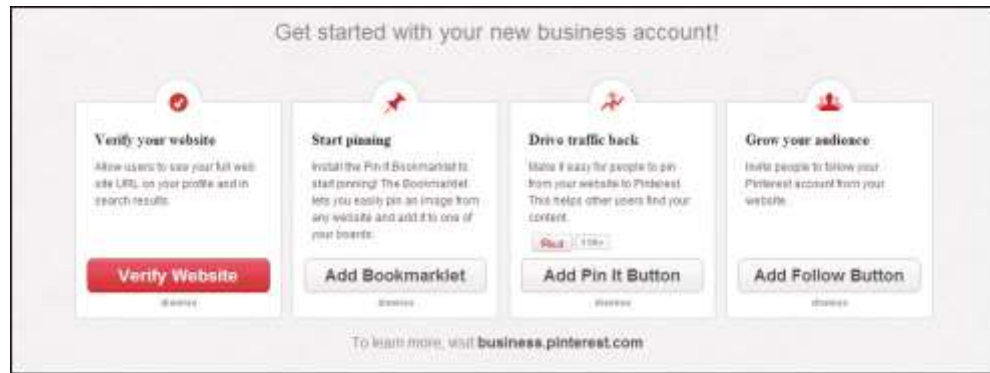


Wondering if you should or shouldn't convert? Here are the benefits and drawbacks of converting your Pinterest Personal account to Business – at a glance.

Drawbacks	Benefits
<ul style="list-style-type: none"> • Can't be undone, once you take this step • <u>You cannot verify a WordPress blog</u> • Your designated admin can't manage any other Pinterest account if her email is attached to yours • Still only one email address attached to your account (either your admin can manage your account – or you can. But not both.) • You can't create an optimized custom URL – yet • You can't create a separate business Pinterest account and move only your business 	<ul style="list-style-type: none"> • You can verify your website and instantly add and display social plugins such as “Pin it” and “Follow me on Pinterest” buttons • Verifying your website adds social validity to both your Pinterest and site activities • You can change your Business name. Instead of appearing as “Karen Kork”, you can Pin items as “Karen Kork, Seamstress”; or even “Kork Industries” • Pinterest will help you target your specific area of business, once you select a “Business Type” • You can add a Board Widget or profile widget to

<p>boards over to it</p>	<p>“make it easier” for people to Pin things from your site and follow you on Pinterest</p> <ul style="list-style-type: none">• You can give someone else permission to manage your Pinterest Business account (via name and email)
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Here’s what you can do instantly...



What’s been the feedback, so far?

Businesses such as Etsy love the new Pinterest Business functionality. A few voices say it does nothing. Check it out for yourself, and see what it can add to your List-building efforts.

2. Install the “Pin It” Bookmarklet

If you haven't already done so, install the “Pin It” bookmarklet on your browser Bookmarks bar, so you can Pin other peoples' photographs instantly and easily. Go to the Pinterest [Goodies](#) section and follow instructions.

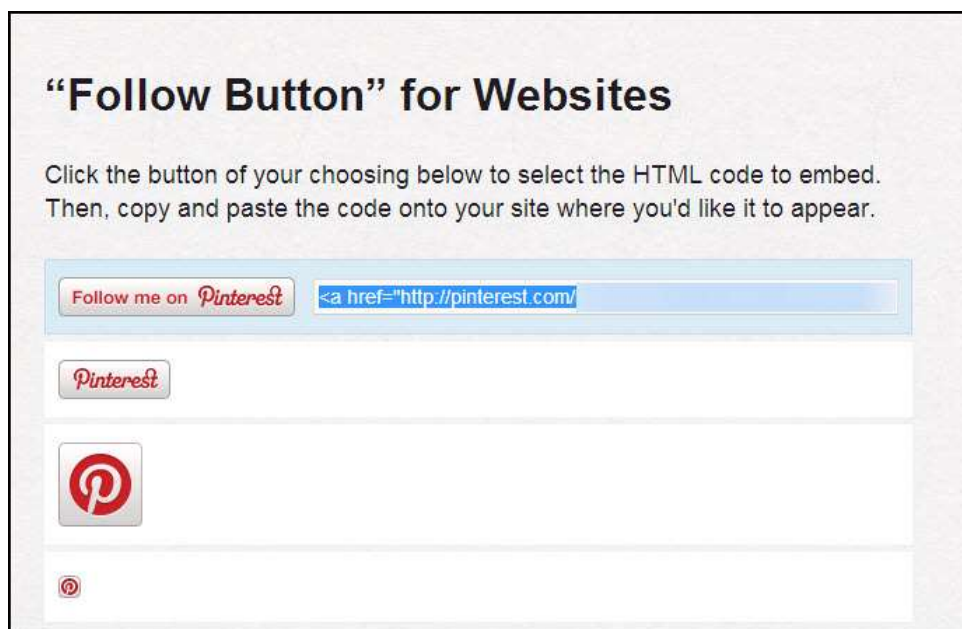
3. Install the iPhone, iPad or Android App

If you have any of these “smart” mobile devices, make sure you install this App (found in the same “Goodies” section as the “Pin It” bookmarklet).

This will allow you to snap original photos with your device – and instantly Pin them. You'll never have to worry about copyrights or getting permission... and you can let others Pin and share your original photos (something they'll appreciate).

4. Install a “Follow Button” on your website

We *love* the Goodies section! If you have decided not to create a Business Account, you can still install a “Follow” button or Pinterest icon on your website. Again, follow the simple instructions and you'll increase engagement by allowing others to Follow your Pins.



5. Install the “Pin It” Button on your website

Last but definitely not least, from the self-same Pinterest “Goodies” section, install a “Pin It” button on your website, letting people know you are giving them instant permission to share your images. Don’t underestimate the power of giving them this permission. They’ll return to your site again and again to see what new photos you’re providing – thus making their lives easier. The Goodwill factor in this is huge, and contributes greatly to building loyalty – and trust.

So your website is now linked to Pinterest, and/or you’ve installed several resources to help in photo sharing with your niche. That’s step number one – before you go rushing off into list building strategies at all. Now it’s time to think about why you want to use Pinterest... and if it’s the best List-building vehicle for you, or a waste of your time.

Step Two: Set Your Goals

One difference that emerged, when studying those who say it “did nothing” and those who report success, was whether or not they had an objective, and focused their efforts on what they were trying to achieve.

Those reporting success all had specific goals. For example, Etsy.com wanted to use Pinterest to showcase its values by providing visual inspiration to people, thus increasing sales. They did this with a “careful balance of Etsy items and other content pinned”.

They reported “growth in our Pinterest followers and numbers” – as well as an increase in sales. But note that it wasn’t random, haphazard pinning – they targeted all their efforts towards their specific goals: Including their new feature of adding Guest Pinners to increase “diversity” and “authenticity”.

Etsy vendors have been delighted with being able to incorporate Pins into their Etsy businesses (as well as appearing as Guest Pinners).

Knowing your goal can help you fine-tune and focus all your Pinterest efforts into achieving them. You won’t waste time and scatter your Pinterest energy by posting Pins that don’t help to move your business towards your objectives.

Ask yourself these questions:

1. How will photo sharing and Pinning help me build my list?
2. What will sharing photos/my photos do for my audience?
3. How will sharing photos increase my visibility and desirability as a contact or resource?
4. What do I want to achieve – and how? Add a dimension of personal warmth? Directly increase the value of my website? (E.G. cooking site allowing people to pin photographs with recipes; gardening blog sharing photos of plants – with relevant information – with other gardeners, to help with (a) identification (b) writing about flora).
5. Will allowing others to Pin my photos detract from my business? Could it detract?
6. Are there any hidden pitfalls here I haven't thought about?
7. Is photo sharing relevant to my business? Is this the best strategy for me to focus on right now?

One fact is crystal-clear. If your audience is heavily-weighted towards the female gender, Pinterest is a huge draw for this group – especially if they live in North America.

Step Three: Decide Which Strategies will Best Work for You

Even if you don't need to share photos with a group that values the photos as content and resource material for its hobby, passion or niche, you can still use Pinterest strategies to attract new subscribers.

Let's take a look at some currently scalding-hot strategies...

1. Providing Permanent Posting Power

If you post a perfectly optimized post on Facebook – one that's sure to excite your target subscriber – it's life is limited to a few hours of visibility (assuming Facebook even displays that post or photo to

your subscriber at all – an “iffy” possibility, thanks to the Edgerank algorithm and other feed changes).
Twitter is even worse – your Tweet might last ten minutes, if you’re lucky, before being pushed below screen off to some permanent Twilight zone.



The sad reality is that people don’t usually click on their friend’s photos and read back through their feeds. They look at what’s (a) above the fold and/or (b) displayed as the top seven posts or eight under the little “world” icon... and that’s that.

If your perfect Facebook post response or post is number nine, most people won’t even see it.

Opportunity lost.

Pinterest, on the other hand, displays your Pins and Pinboards for ever. It’s really easy for people to see every bit of visual information you’ve created on Pinterest. They can refer back to your infographic, go pick up that great flower photo they remember from last week, see what’s new, and find any Pin in a matter of seconds.

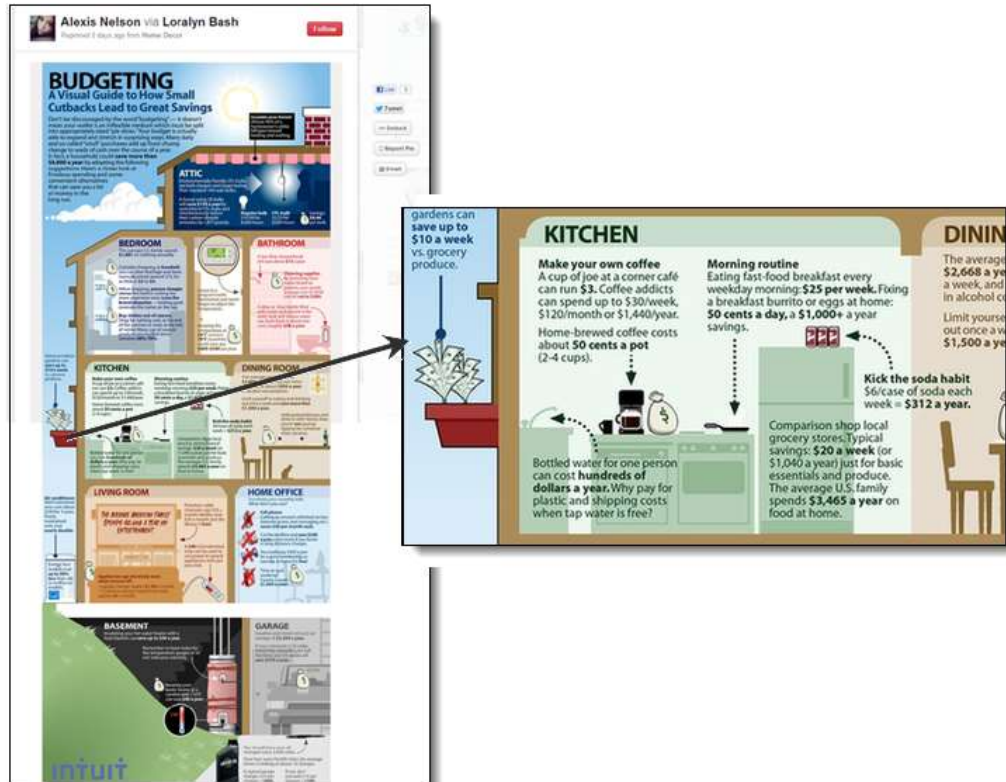
As one blogger recently said: “A Repin is forever”.

2. Providing Information

Is your target market composed of visual learners? And is your business dealing with non-creative subjects (for example, you’re a bookkeeper). On that case, Pinterest is tailor-made for you!

All you have to do is create powerful and easy-to-absorb Infographics... and post them to a Pinboard named with a highly-optimized keyword your target subscriber might search with – for example, “Budgeting”.

How to Use Pinterest to Build Your List



(Note that you can share **videos** on Pinterest too.)

3. Connect with other Pinners

You may be missing a whole segment of your market, if they are avid pinners or highly-visual learners among your majority of text-based or audio learners. Creating optimized Pinboards allows you to find and connect with this group. You'll be able to absorb them into your community as they get to know your name and face. A key part of this, however, lies in **reciprocal behavior**. Don't just provide Pinboards you think they'll like (or find): Make sure you reach out to them, too.

On Pinterest, you'll be able to see who is a likely candidate to become a customer, fan, affiliate or client. You'll be able to see who is hugely popular in your niche, and not only connect with them, but analyze why – what are they doing that is so “right”?

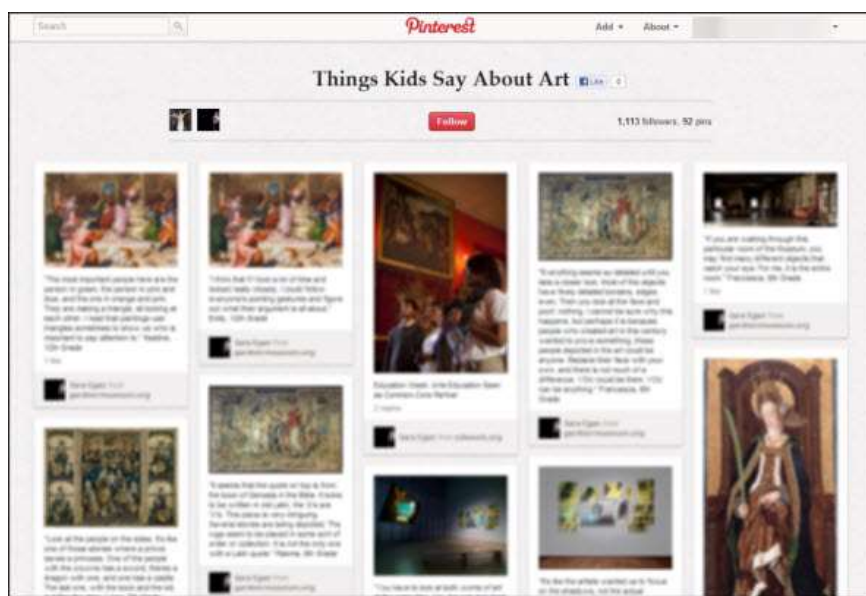
Repin, Like and **Comment** on your target audience's (and peers') Pinboards and Pins – just as you would on any other social network.

4. Make Pinterest Your Own

Who says you have to follow what everyone else is doing? Create your own categories (using terms and keywords you know your audience will search with, because you've seen them use these terms – a lot).

Make your own formats, themes, interpretations. Give all your Pinboards one single persona. For example, if you're a fine artist who works in *chiaroscuro*, extreme contrasts of light and dark, then make sure every photo you post – whether it's a photo of your latest painting or the cup of coffee you had by the Café window – is photographed in extreme contrast, with all distracting or mid-tone elements removed.

If you're a writer, create great Titles for your boards and use them as themes. (Example: Sara Egan's "Things Kids Say About Art".)



Whatever you do on Pinterest, give your entire Pinterest collection a **strong identity**. Think of it as a whole – don't compartmentalize it.

The stronger your Pinterest identity, the more people will be attracted – and subscribe.

5. Consider Pinterest advertising.

This strategy is not for everyone, but if one of your goals is increasing brand awareness and visibility (not to mention making more connections) you might want to investigate promoting your account through Pinterest.

You can appear on...

- A Sponsored Pinner's List
- Category Sponsorship
- Sponsored Pins
- Rectangle Banner
- Sponsored Newsletter

Step Four: Make Full Use of Resources

Pinterest has never really just been about plopping a photo into a Pinboard and leaving it there. People have created infographics demonstrating everything from How-tos to statistics to Before-and-After shots to recipes.

They've also used Pinterest for everything from sharing the latest crochet stitches with their crochet club to marketing goods via a Pinterest store.

What do they all have in common? They use resources to help them increase the quality of their Pins and Pinboards – and target subscribers and customers more exactly.

1. Tracking and Tweaking

One step you'll need to take, no matter what your goals, if you want to reach the maximum number of new subscribers – track your Pins.

See which ones go viral... and which ones don't. See which get the most shares, or generate comments.

And it's drop-dead easy to track your Pinterest activity. Simply type

`http://pinterest.com/source/\[yourURL\].com`

into your browser and you'll instantly be able to see all your Pins, how many were Pinned and what activity has been happening on them.

(To find your URL, go to your [Pinterest Settings](#)).

2. Protecting Your Images

Just because you're sharing your images doesn't mean you don't want credit where credit is due. An easy way to make sure the unscrupulous don't steal your images (while not annoying those who just want to share or display them) – **watermark** them!



Here, you can see the faint indentation of the watermark, "Flowerblog".

And you can set your watermark to be as strong or faint, as large or small, as you like.

A watermark is a very faint indented image within your graphic that identifies works as yours. The best way is not to do this manually, but to use an App or program to create a digital watermark. (And while we're on the subject of copyright, NEVER Pin an image without permission if there's no "Pin It" button– especially if it's on the site of someone who depends on their images for a living; and especially not from a Stock Photo site.)

Free online photo editors often have the capacity to quickly and professionally provide a watermark for your photos. One of the best is [Picmonkey](#). You can also use standalone applications such as [iWatermark](#), if you prefer.

3. Enhance your Photo Pins

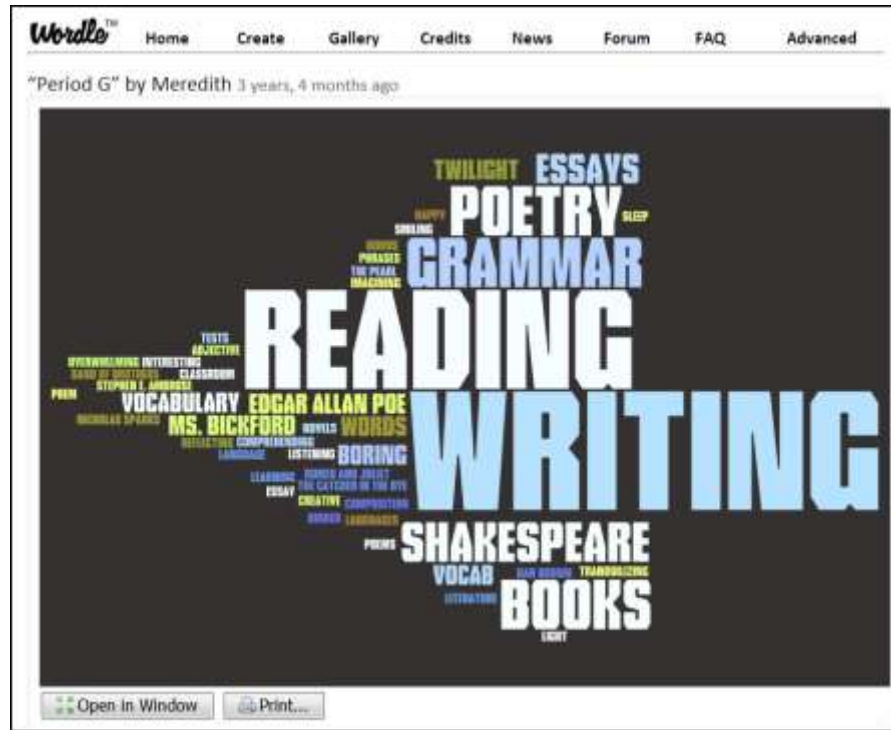
You can also use online resources to edit and enhance your graphics and photographs. Ever wonder how people create such amazing, professional-looking infographics? No, not all of them hire graphic designer: Most of them use online Infographics creators such as [Visual.ly](#), [Easel.ly](#), [Piktochart](#) and [Picmonkey](#). (Yes. The latter is the resource that lets you watermark your images, too.)



4. Use Word Clouds

Another resource that has proved surprisingly popular: Word Clouds.

You can sign up for [Wordle](#) and create graphic versions of your text ideas instantly – perfect if you, yourself, are *not* visually oriented...but your audience is.



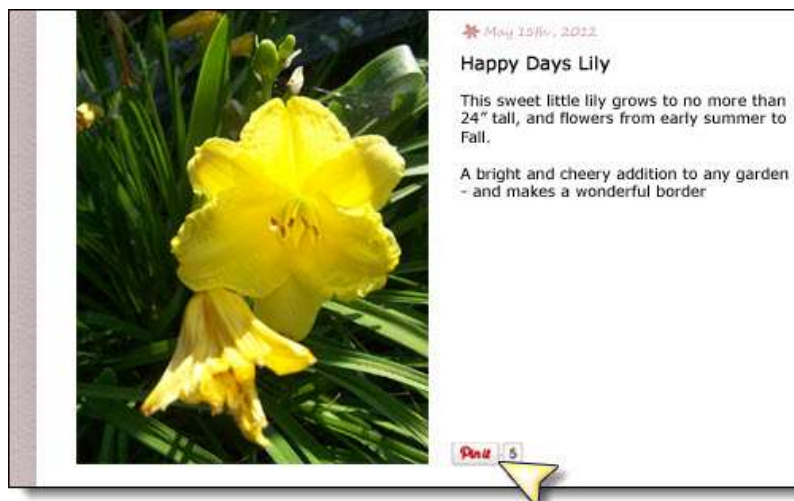
Finally, AGBeat’s article on [37 Resources to Jump Start Social Media Efforts](#) is a fantastic resource in itself!

Put all these four steps together, and you’ll attract more Pinterest followers, make friends and influence people, increase your visibility and usefulness to your target marketing – and build your list!

Ten Top Takeaways You Can Use Right Away

1. Don’t just have guest bloggers: Invite a “Guest Pinner” to your website, as Etsy did.
2. Make sure your site carries images your target audience would love to share.
3. Create a separate “Photos You Can Pin Gallery” on your website – and ask them to sign up for notification, whenever you post new images to your site. (If you don’t want to do that, pre-schedule a

new photo as a new post daily.)



This will create a habit in your audience – of visiting your website to see what’s new.

If you pre-schedule new photos daily – ones your audience can use with a free and clear conscience – you can also cut back a little on written posts. It eases up the writing burden on you (especially if you’re more at home with visuals or photography) – and when you do post a “real” post, people actually look forward more to what you have to say than if you were zealously blogging every day.

The key is to **use a template** for your photo posts, so they are (a) easily identifiable as “photos” only and (b) always in the same format so people *know what to expect*. With photos, give them just enough information to be useful. For example, the template for the sample post, above, might be...

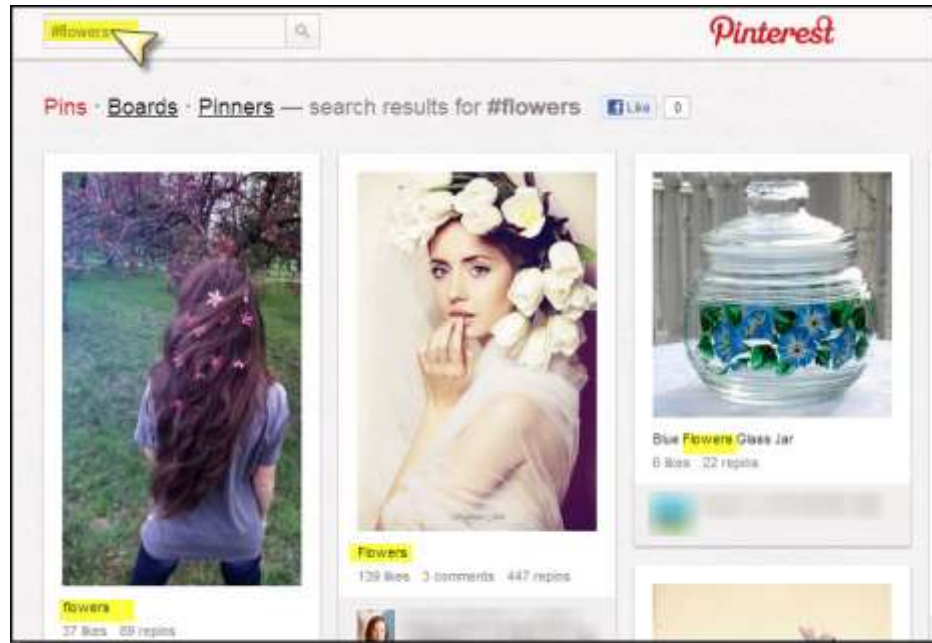
Title: Name of Flower (colloquial only, no Latin)

This [adjective, flower type] grows to [height]. [Give flowering period from-to-].

[Line or two summarizing its attributes and contribution to the garden].

If your site becomes a favorite resource, you’ll have a significant edge over competitors – and you’ll get the sign-up right away, when they realize they’ll be notified of new photos.

4. Use not just keywords and categories, but also hashtags, in order to reach your audience in a more targeted manner. Pinterest hashtags work slightly differently than those on Twitter: It's actually a fast search modifier. Type the word you're looking for, preceded by the "#" sign to bring up anything containing that word.



(And remember, when you're creating Pins and Boards, that your target audience is often searching with hashtags too.)

5. Pin consistently. Just as with blogging or any other social network, if they "see" you every day, you become (a) a habit (b) part of their lives (c) someone they know.

Never underestimate the latter!

6. Don't clutter your boards. Give each one a theme, and stick to it. If something doesn't quite fit – create a new Pinboard!
7. Use calls to action. If you want your Followers to do something, tell them! Just as you would on your landing pages, and in any other social network
8. Keep an eye on your competitors – they're probably on Pinterest! See what works for them... and do your best to figure out why

9. Strive for quality. Never, ever Pin for the sake of Pinning. Make sure that each photo or infographic is a visual feast... as well as at least one of these:
- Hilariously funny
 - Moving
 - Inspiring
 - Bizarre
 - Astonishing
 - Beautiful
 - Interesting
 - Useful and helpful!
 - Easy to absorb
10. Engage the emotions! Pins that hook into people's feelings, triggering memories and emotions, are what entices them to share... and to Follow.

When it all boils down, that's what turns viewers into followers, fans into friends and admirers into subscribers – the strength of connection that this wonderful, visually-delicious social network provides.