

wikimotive's
**PINTEREST SPELLBOOK
FOR MARKETING WIZARDS**



Wikimotive is your wall-to-wall digital marketing solution, guaranteed to unite your social media world into a single, cohesive system.



**Lead Generation
& Management**



Blogging



Social Media



**Search Engine
Marketing &
Optimization**



Web Design



Banner Design



The Pinterest Spellbook

By Timothy Martell



Timothy Martell is a marketing expert regularly sought out by both media and industry leaders for his opinion on social media marketing campaigns that really work. Timothy has been seen on MSNBC and Dateline, has been interviewed twice by Facebook for his successful dealership advertising campaigns, has been a featured speaker at automotive conferences such as, DMSC, AMBC, and the Driving Sales Executive Summit and has been featured on the cover of AutoSuccess magazine. Timothy is known for pushing the boundaries of conventional automotive thinking and producing social media campaigns that generate massive numbers of followers leading to record ROI. Martell founded Wikimotive in 2010; a company that provides all-encompassing digital marketing strategies for automotive dealerships including website design, customized SEO, and social media marketing that focus on targeting and acquiring many thousands of consumers who ultimately become followers of his client's social media outlets.

Critically acclaimed as a "Social Media Rockstar," Martell's marketing systems consistently produce results that are of "Rockstar" status. Wikimotive's social media management systems remove the tedium of finding and identifying consumer-engaging content from the dealer all while educating the dealer's key personnel on how to utilize the most important social media platforms in order to generate and retain business.

To learn more about Timothy Martell and Wikimotive and to find out how to receive a free digital marketing evaluation visit wikimotive.com or call toll free 1-888-692-9818.

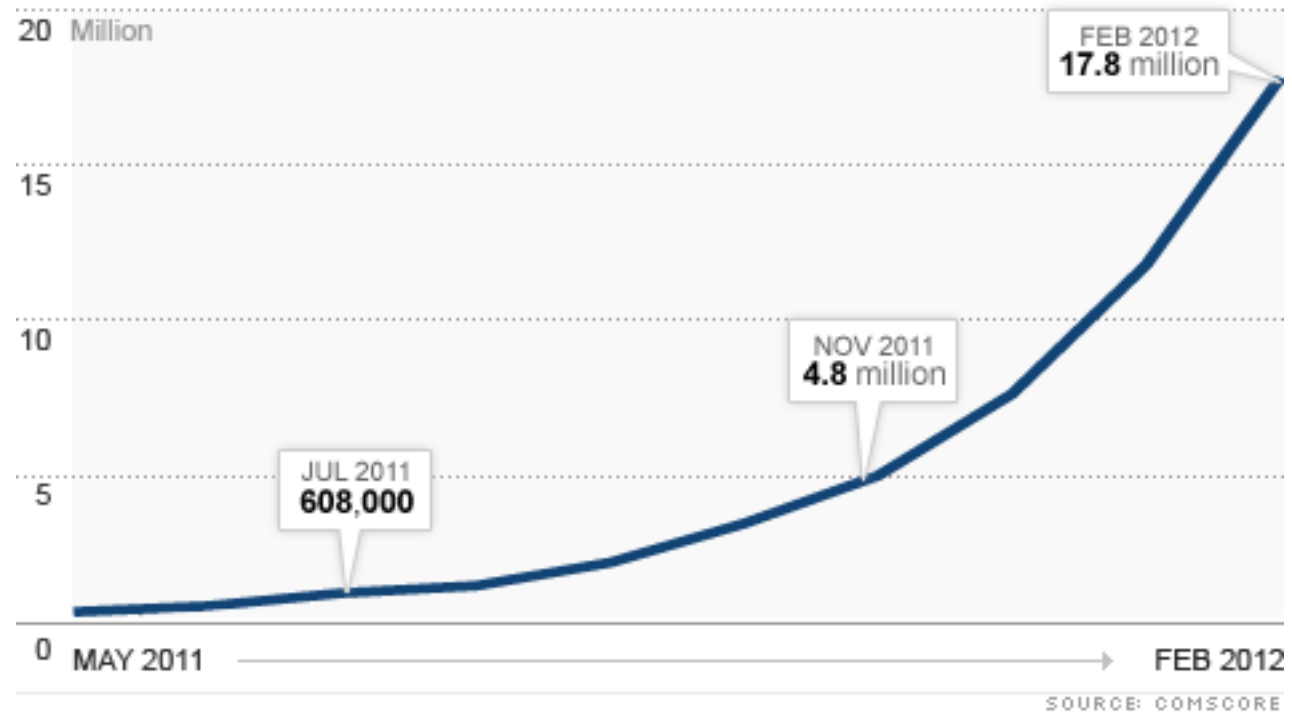


Chapter 1: PINTEREST

What it is and why it's relevant

If you're active on social media (and you better be), then recently you may have seen people on your social networks talk about Pinterest. Over the past month, Pinterest's traffic has grown over 150%!

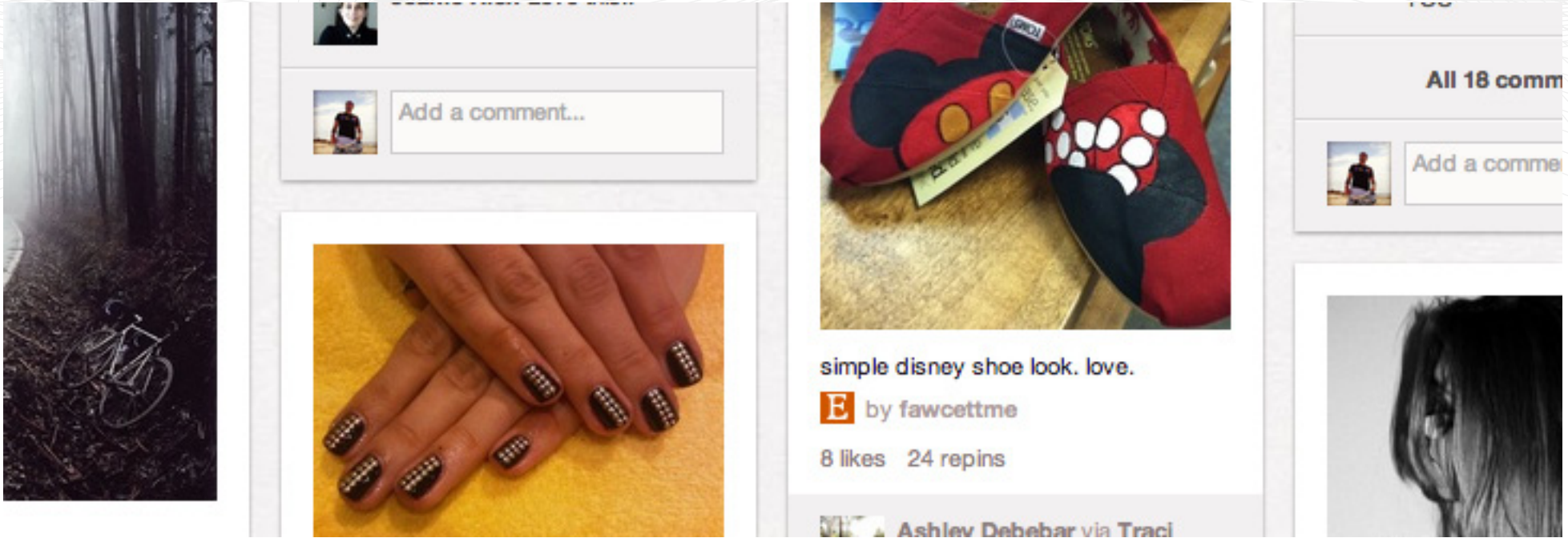
Pinterest Individual U.S. Visitors



The site is growing rapidly, already ranking above long running sites like LinkedIn. Knowing this, the next thing you want to know is if it's a good venue for marketing. The answer is a resounding, "YES!" And this ebook will teach you how!

What differentiates Pinterest from every other social network? Pinterest is essentially a virtual pinboard. Users create, share, and discover new interests visually by posting, or pinning, them to their boards or the boards of their friends. They can find things by uploading them, using the “Pin It” button on some websites, or just by adding the URL!





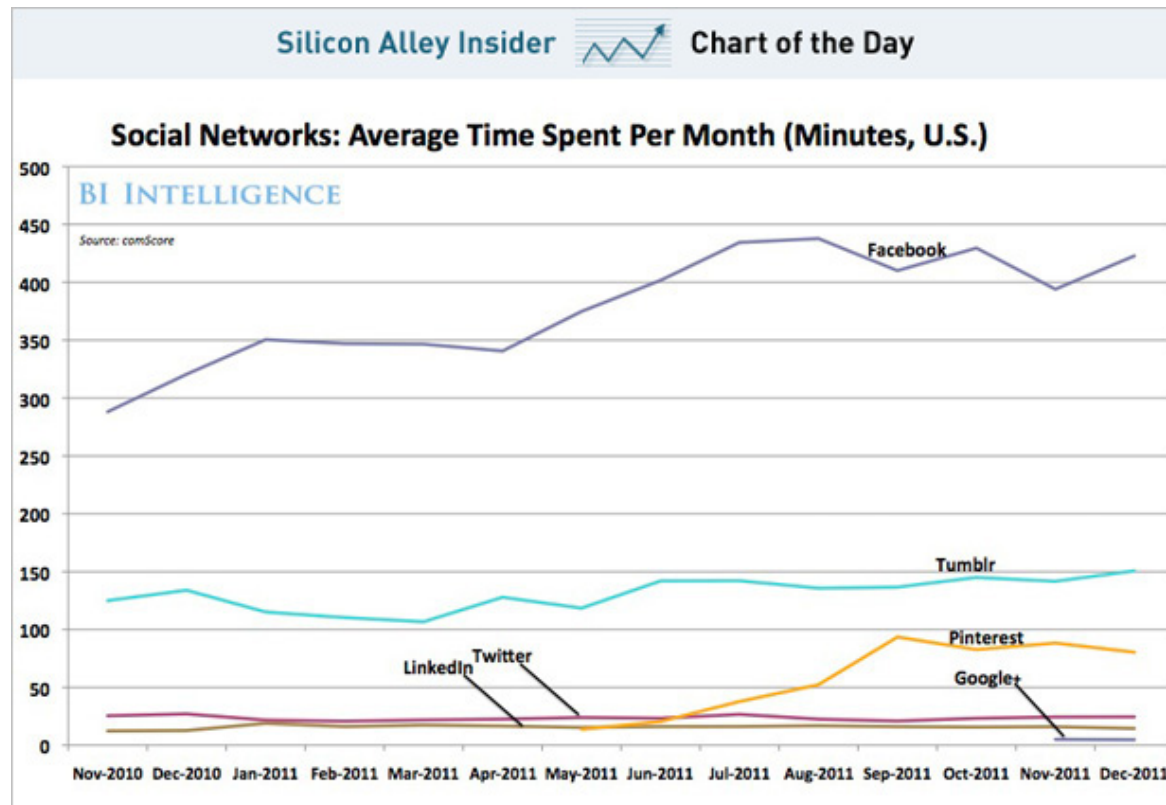
You can check out other peoples' pages and (much like Facebook) like, comment, or share (rebranded as 'repin') their content. The site is extremely biased towards visual content, and the idea is that as you scroll over someones pinboard, you can get a feel for who they are as a person. This makes it easier than ever to connect with people you find interesting!

WHY DOES THIS MATTER?



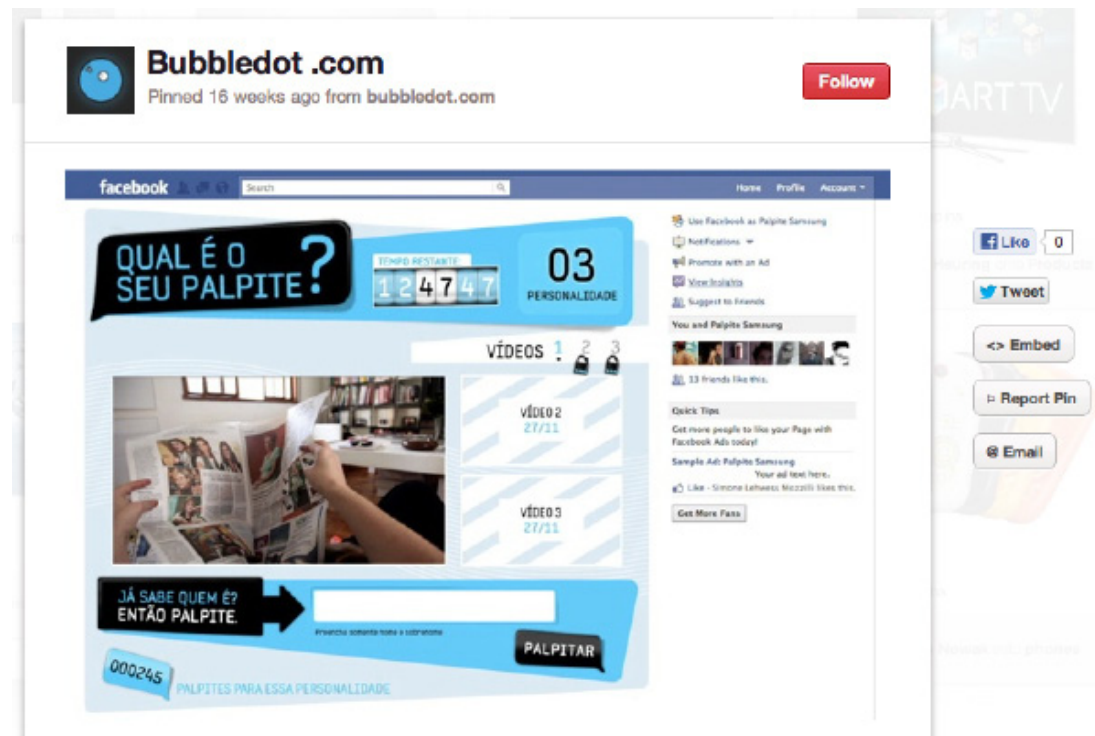
Traffic!

If your business relies on getting a lot of website traffic (and whose doesn't?) then you need to join Pinterest right away. Early impressions are indicating that Pinterest is fast becoming one of the most effective sites at driving traffic, comparing favorably to sites like Twitter and even Facebook!



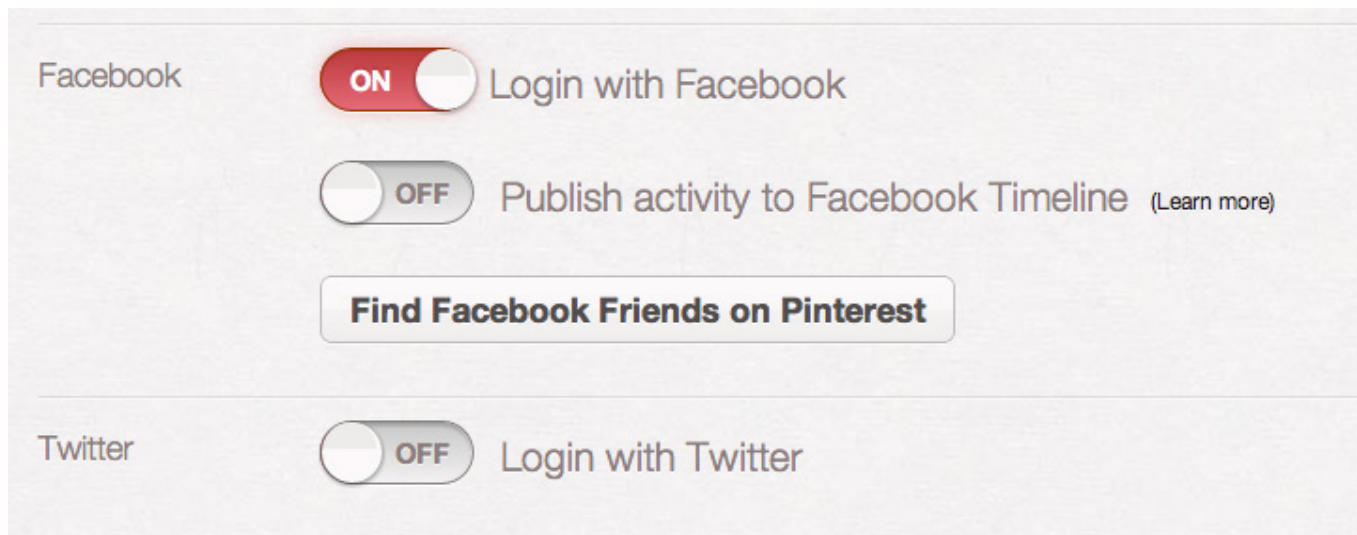
LINKS!

For Pinterest to work best, you need to include a “Pin It” button on all of your pages. You link these back to your source, and you’ll organically accrue links from Pinterest. These are no-follow links so they won’t be a huge boon to your SEO, but they will help. The important part is that they provide value because Pinterest users will see your content and be able to click right to your page!

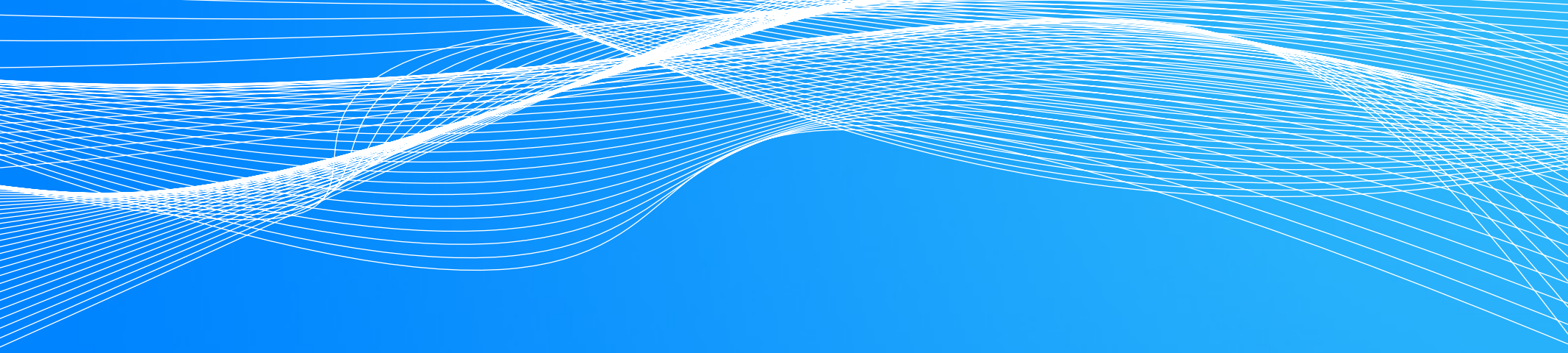


SOCIAL NETWORKING!

At this point, no one can deny the value of marketing with social media, Pinterest sure doesn't! They allow users to login with existing Facebook or Twitter accounts, instantly merging their social networks.



A big benefit of this is that things that are pinned on Pinterest are automatically posted to the users Facebook page. So when your content is pinned, it's spread across two networks automatically!



Chapter 2:

CREATE AN ACCOUNT

Garner a following

Pinterest tries to entice you by saying they are invitation-only, but that's not really true. You can go to the site and request an invitation and you'll be given one. Just go to [Pinterest.com](https://www.pinterest.com) and click "Request an Invite." Alternatively, if you have a friend on Pinterest, have them invite you. This method is a lot quicker than waiting for Pinterest to get back to you!

Thanks for requesting an invite. We're excited to get you pinning! In the meantime, explore some more pins.

Explore pins

Be sure you use your business Twitter account email to sign-up for Pinterest. That way, you can share new pins through Twitter too! Once you get your invite, select the Twitter option to join (not the Facebook) and you'll be able to tie your business' Twitter account to your Pinterest account. For whatever reason, Pinterest currently won't let you tie your account to a Facebook business page.

As soon as you're all signed up, be sure to optimize your profile! Go to the settings tab and choose your company name as a username and then fill in your business description and be sure to include a logo and link to your website!

Start Pinning ▼



Hide your Pinterest profile from search engines

Additionally, look out for the “Hide your Pinterest profile from search engines” option. Be sure it's switched to OFF so search engines can find you!

ETIQUETTE!

Be sure and be a healthy community member. Just like Facebook and Twitter, if you only do things directly related to self-promotion, you'll get in trouble. Here are some of the points of Etiquette from Pinterst:

1 Be Respectful

Pinterest is a community of people. We know that individual tastes are personal, but please be respectful in your comments and conversations.

2 Be Authentic

Pinterest is an expression of who you are. We think being authentic to who you are is more important than getting lots of followers. Being authentic will make Pinterest a better place long-term.

3 Credit Your Sources

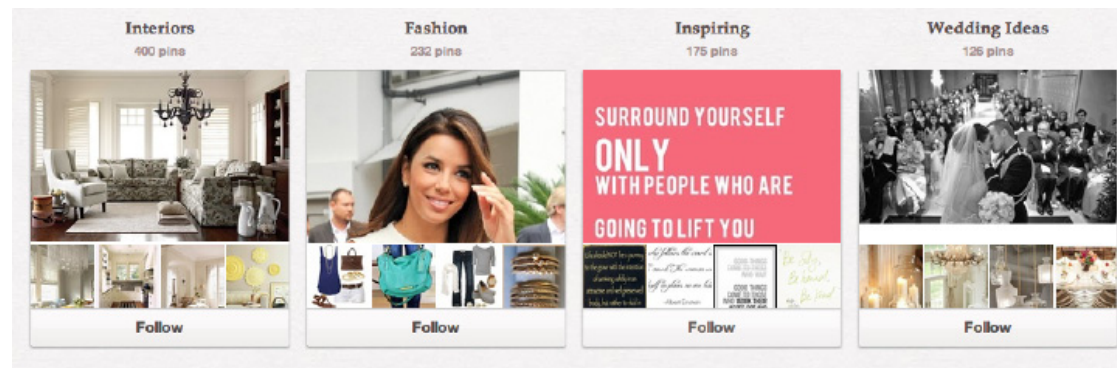
Pins are the most useful when they have links back to the original source. If you notice that a pin is not sourced correctly, leave a comment so the original pinner can update the source. Finding the original source is always preferable to a secondary source such as Image Search or a blog entry.

4 Report Objectionable Content

We do not allow nudity, hateful content, or content that encourages people to hurt themselves. If you find content that violates our Terms of Service or Acceptable Use Policy you can submit the content for review by pushing the "Report Content" link.

Building a Following: Getting Started

Once you're all set up, be sure to create a few pinboards before you start building up your following. Just like a good blog, you want to have a good backlog of posts before you start inviting people to view you!



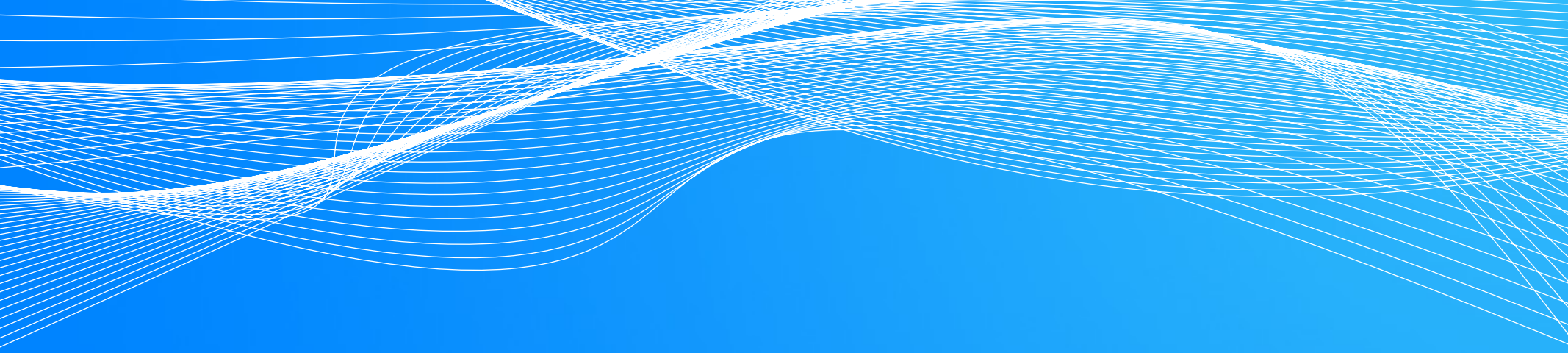
When getting followers, you should know that Pinterest is a little different than Facebook and Twitter. There are actually two different options for following. Someone can follow a specific board, or they can follow your entire account. The difference is someone following a board is notified anytime something is added to that board. When you follow an account, you're notified anytime the account pins anything to any board. You want to be sure you're getting plenty of both kinds of followers!

Building a Following: Best Practices

Use existing channels: You probably already have a presence on other types of social media, so make sure you're linking your Pinterest account through those networks. Also, add a Pinterest button to all of your pages, both on your website and on your social networking sites.

Engage with other: Just like other forms of social media, people don't like things that are one-sided. Be sure to engage with your target audiences' pins and boards, and they'll likely check you out and interact back.

Be the best: What is your business about? Is there a board on that topic? Make your business' board the go-to place to discuss your industry. Focus on your core keywords and don't be afraid to be specific.



Chapter 3:

PINTEREST

For marketing

Like any social network, Pinterest features a broad array of methods to engage with your target audience. The biggest goal on Pinterest shouldn't be direct sales, but gaining recognition and driving traffic. So let's get started!

If you only get one thing out of this ebook, let it be this:

USE VISUAL CONTENT!

Pinterest is entirely built around visual content, so be sure you highlight all of your best material. Every business should have at least a handful of powerful images that really underscore what they are all about, so make a board for them! And if you don't have them, what are you waiting for?

B2B MARKETING

It may seem difficult to market B2B on Pinterest. Traditionally, business to business has been more reserved and text heavy than marketing to the general population. Don't get caught up in thinking it's impossible though, here are some easy ways to market B2B on Pinterest:

- 1** Use the images from your website. You probably have some pictures from your last big outing or public event. Throw them on Pinterest and show off your company's style and culture. Professional headshots? Create a board for management and attach a stylized bio for each person.
- 2** Use images from your blogs. Every business should have a blog, and every blog post should be accompanied by a picture. If you're blogging well, then the pictures are already attention grabbing and dynamic. Use those images to draw attention to your written content.
- 3** Use charts and infographics. Everyone loves a good infographic so you should have plenty that highlight your business' best assets. They're great for visualizing otherwise boring data, so create as many as possible.

B2B MARKETING continued...

- 4 Use Ebook covers. Have you published any whitepapers or ebooks lately? Take screenshots and create a board that is a collection of your best work. Be sure you have dynamic covers (or the most dynamic single page) to represent your book on Pinterest!
- 5 Use photos of customers. Seeing a happy customer will make potential customers all the more eager to buy from you. Get pictures of people at your events, or encourage users to snap photos of themselves using your business' product.



CONTESTS

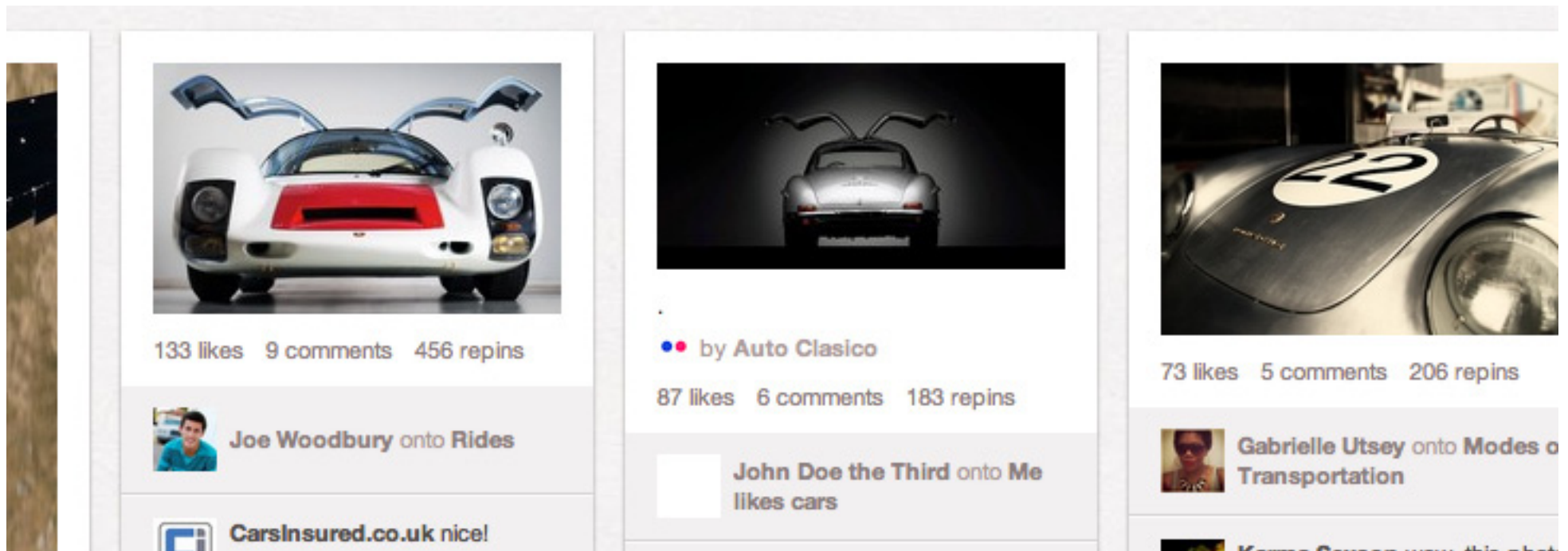
Hosting a contest is a great way to increase community engagement. Many brands have been using contests to great success. When setting up your own, be sure you first read Pinterest's terms of use to make sure you're in compliance.



The best contest asks users to create pinboards on their own accounts. These contests should illustrate what they love about your brand. For instance, if you're an automotive dealer, you might ask customers to create a pinboard showcasing pins of them in front of their car in the most interesting location possible. Have them send you a link to their boards so you can evaluate them and find an appropriate prize for the winner! Alternately, you could post the top 5 on your own page and ask users to vote for their favorites. This has the added benefit of driving new traffic to your boards!

BE THE EXPERT

Being the go-to place in a certain, specialized field can take you a long way on Pinterest. For instance, since Wikimotive is a marketing company, we might create a pinboard that showcases amazing examples of social media marketing. Or, using the automotive dealer from the earlier example, they could post complete visuals of cars, capturing every angle of the interior and exterior, giving customers a view they won't find anywhere else!



ADD LINKS

Be sure to include links back to your website and landing pages whenever possible to drive traffic. To increase the odds of driving people to your website, include a link back to the page on your site where an image lives for every image you pin. If an image you're pinning isn't on your site, include a link in the description that leads back to the page on your site that makes the most sense. As people are clicking and sharing your pins, you'll start to notice a boost in traffic.



ADD VIDEO

Pinterest isn't just for images, you can also pin videos. Create a board consisting of the most interesting videos produced by or related to your business. You should be sure to include things like commercials, public speeches, presentations, and event video!



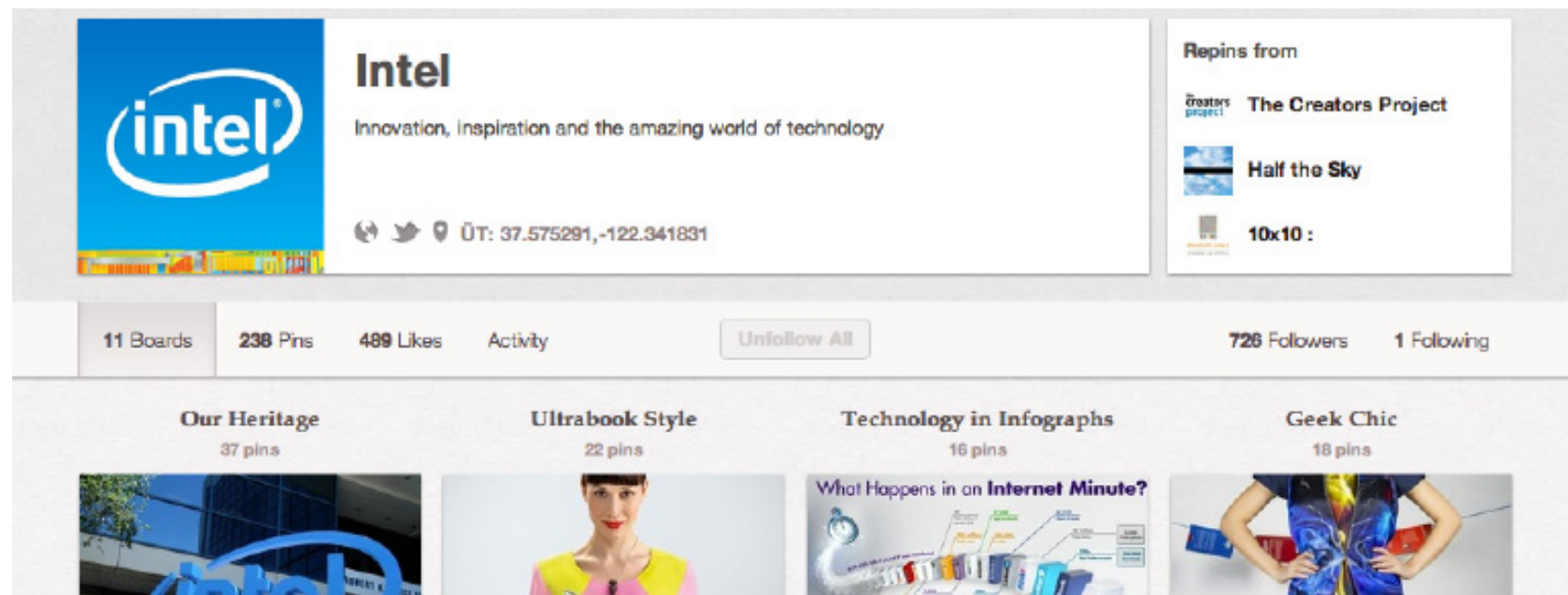
HASHTAGS

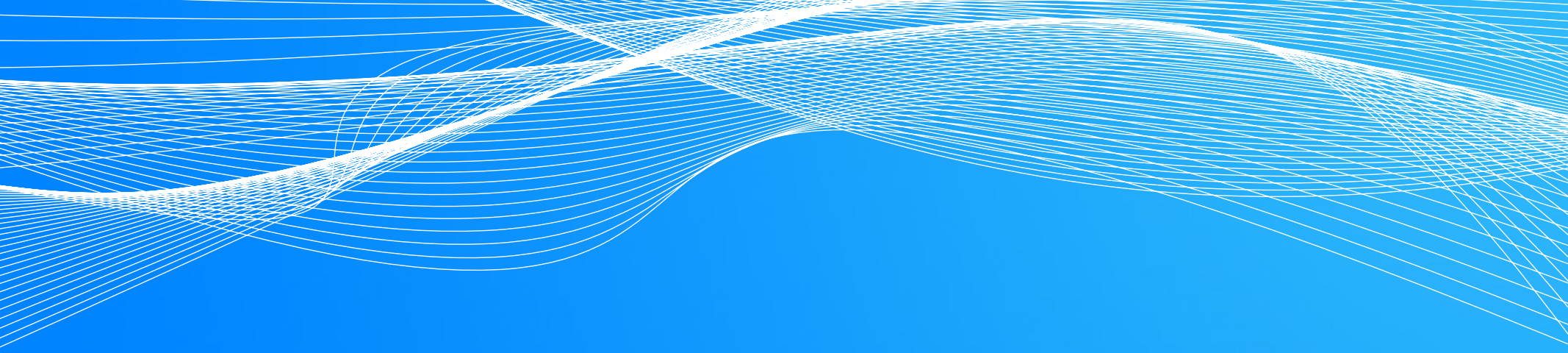
Just like Google+ and Twitter, Pinterest supports to use of hashtags. For those of you adept at Twitter, this should be easy for you to adopt. You add hashtags to your pins to make them more searchable. Any time you start a new advertising campaign, you should condense it into an easy to remember hashtag and build a board around it. This will have the added benefit of working on Twitter as well, enabling you to have a unified campaign across multiple networks.



GIVE YOUR BUSINESS A PERSONALITY

Pinterest wants to focus on who you are as a person, so use it to give your business a sparkling personality. Sure, a business isn't human, but the people behind it are. Create boards that show off your employees and your workspaces. Are you having any corporate events or nights out? If so, bring the camera! If not, this is a great excuse to have one! Let people behind the scenes and turn your business into a group of fun, relatable people.

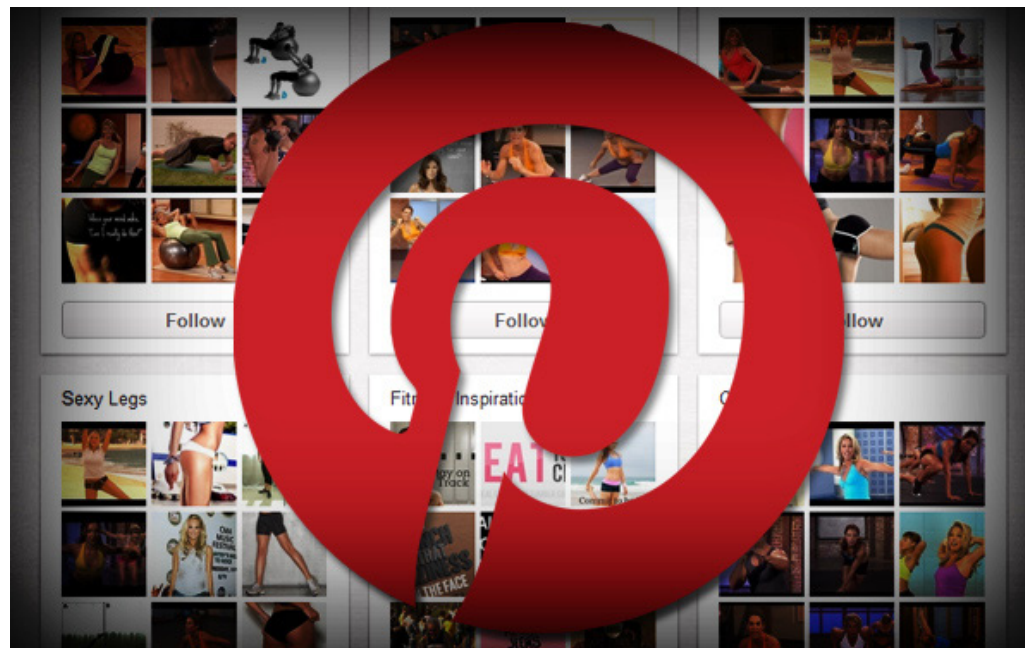




Chapter 4:

GOOD EXAMPLES

When it comes to social media, you don't always have to be a pioneer. There is a real benefit to watching others and seeing what works. The beauty is that you don't have to implement every aspect of any one company's strategy. You're free to pick and choose amongst them all, assembling an amalgam that, in the end, is truly your own.

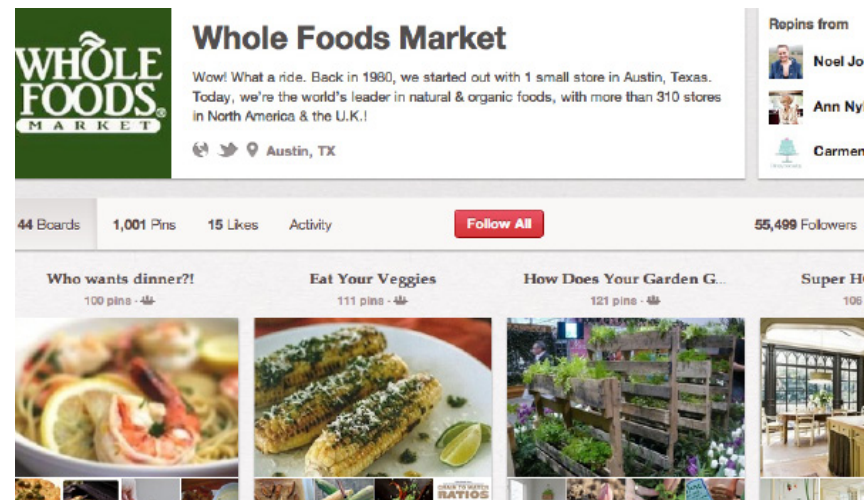


WHOLE FOODS MARKET

Who are they: Natural and Organic Grocery Store.

Pinterest Bio: “Wow! What a ride. Back in 1980, we started out with 1 small store in Austin, Texas. Today, we’re the world’s leader in natural & organic foods, with more than 310 stores in North America & the U.K.!”

What they do right: They have plenty of beautiful pictures of natural organic food, making people excited about (and hungry for) their product. They also have boards covering things their audience cares about, like healthy recipes and environmental issues. They also ask questions and encourage their audience to pin to their boards.



PARENTING MAGAZINE

Who are they: A magazine directed at the parents of young children.

Pinterest Bio: “Parenting.com is the home of Parenting and Babytalk magazines.”

What they do right: They do an incredible job of knowing their target audience. Their boards are wide ranging, they cover diverse topics like kids’ bedroom decorations, crafts, jokes, and kid friendly apps. What they do best is be funny though. They have a section “WTF” full of photos guaranteed to make parents laugh and another called “Awkward Family Photos” that’s funny no matter who you are. Also, they link plenty back to their page, enticing people with their funny pictures and ultimately landing them on their magazine’s website.

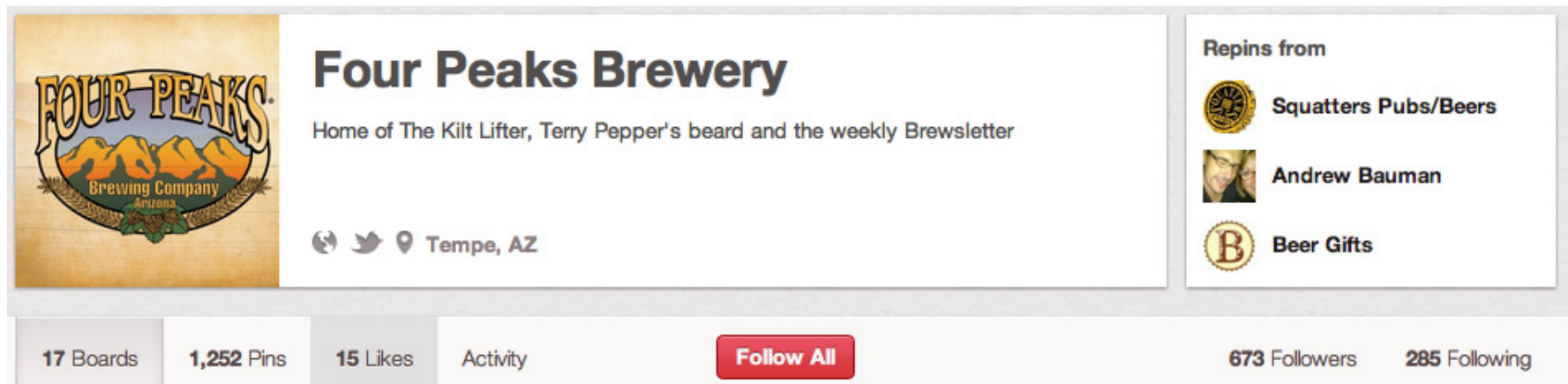


FOUR PEAKS BREWERY

Who are they: A craft beer brewing company.

Pinterest Bio: “Home of The Kilt Lifter, Terry Pepper’s beard and the weekly Brewsletter”

What they do right: Beer brewing is experiencing a huge surge in popularity these days, and Four Peaks is taking advantage of that. They aggregate the best content from around the web and build boards around themes like beerwear, beer gifts, and homebrewers. Four Peaks is a great example of how it can pay to share content that isn’t your own. Don’t be afraid to link to other, similar sites. They may be getting the link, but you’ll be the source people know and trust!

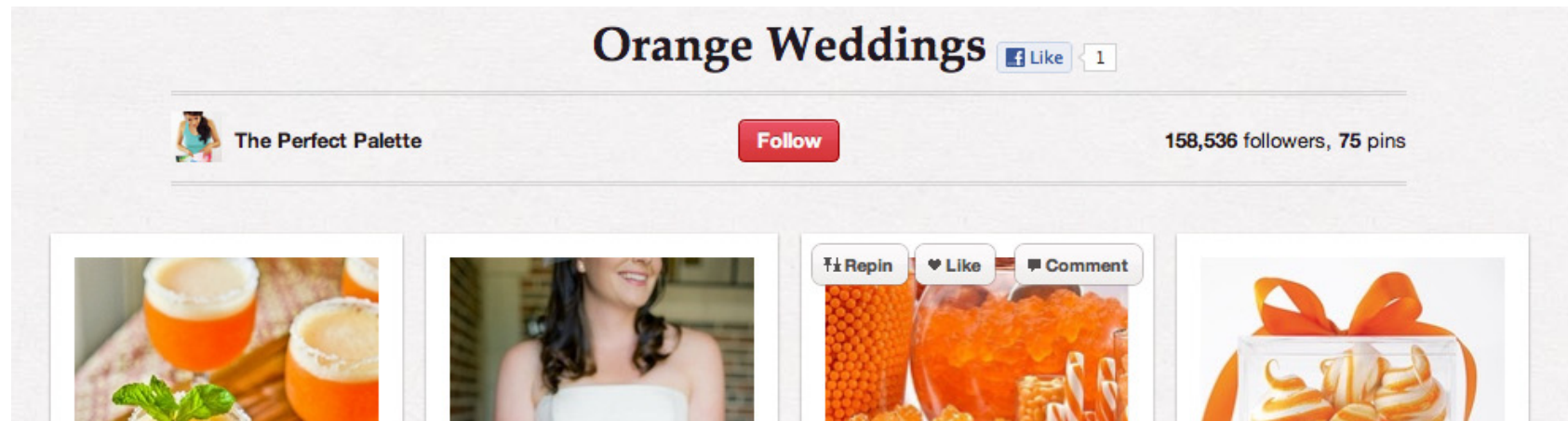


THE PERFECT PALETTE

Who are they: A wedding blog dedicated to color and style.

Pinterest Bio: “{The Perfect Palette}: A wedding blog dedicated to exploring color palette possibilities + a place to find fun + creative color ideas! Find us here www.theperfectpalette.com”

What they do right: One of their major successes is that they market to women. We didn't want to emphasize that aspect of Pinterest too much as the male userbase is growing, but women currently dominate the site. Perfect Palette lives up to its name, offering a board for every color, each one full of beautiful visuals. The best part? Every stunning visual they post links back to their website where you can see how to best implement that color in a wedding. You know it's great marketing when the customer feels like you've provided them a service!

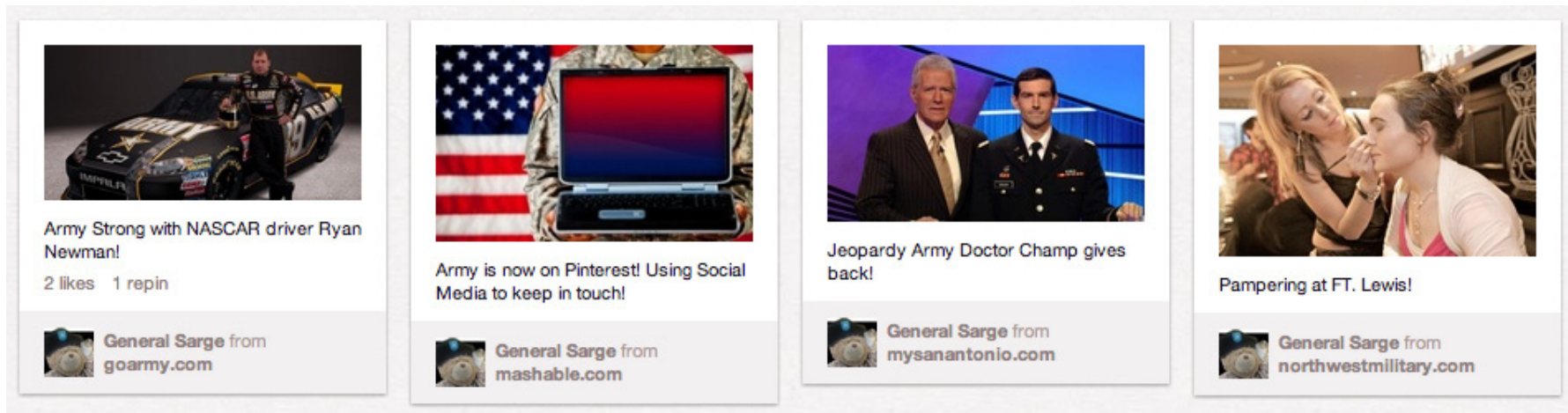


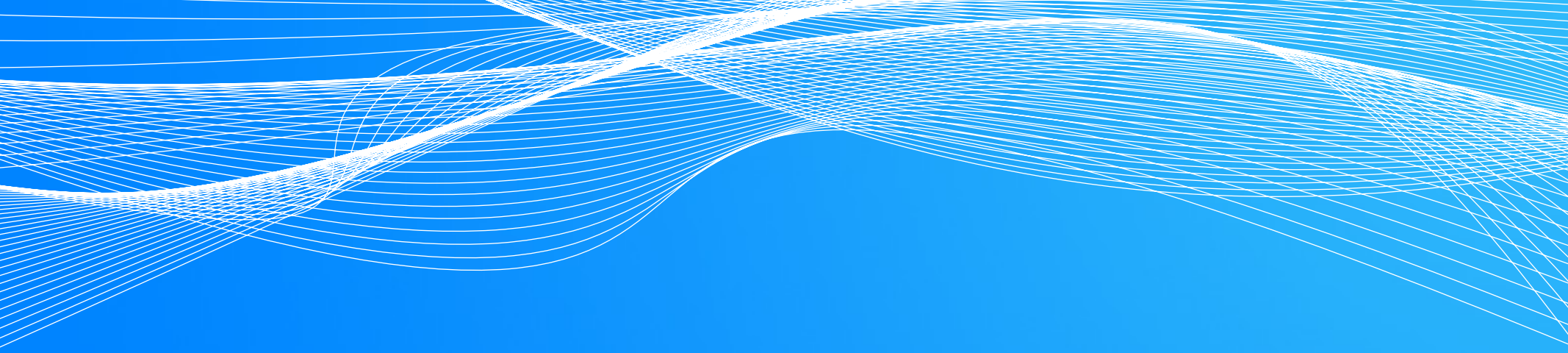
THE U.S. ARMY

Who are they: The United States Army

Pinterest Bio: “Welcome to the official U.S. Army Pinterest page featuring photos and videos of our Soldiers around the world. Feel free to like, repin and comment on our pins and boards!”

What they do right: They offer a great mix of the inspirational and the informative, they also stand as testimony that the masculine can live on Pinterest. Every board they have features a unique, relevant part of army life. It's no surprise the most popular boards are army families and DIY décor, and you should learn from that. Even if your brand is traditionally masculine, there are bound to be at least a couple aspects you could gear towards a heavily feminine audience.





Chapter 5:

WRAP-UP & RESOURCES

Like most social media, you cannot use Pinterest to push your products or services onto customers. The point of Pinterest is to showcase your company and creatively illustrate how it might fit into the lives of your target audience.

Spend some time on Pinterest, check out brands that you're a fan of. Note what you like about their pages and what falls flat. Make a list of every way they succeed and implement it into your own Pinterest page. That, coupled with all the basics we've covered in this ebook, will put you well on your way to becoming a Pinterest success story!

THE VALUE OF PINTEREST

It can be difficult for a business to understand the ROI of social media sites like Pinterest. In the past, it's been difficult to measure what kind of bang you're getting for your online buck, but not anymore. Wikimotive monitors and reports on all your social media channels, so you know where you're getting the best ROI.

- 1 See what social networks your traffic is coming from.
- 2 Monitor where every dollar goes and how it's working for you.
- 3 Make the most of your budget with constant honing of your social strategy.



No Contracts • No Commitments • Just Results