

Special Report

PinterestTM Marketing

Made Easy

Quickstart Guide to Skyrocket Your Offline
and Online Business with Pinterest

Offered by : SeoAbout.com

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It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

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Introduction:



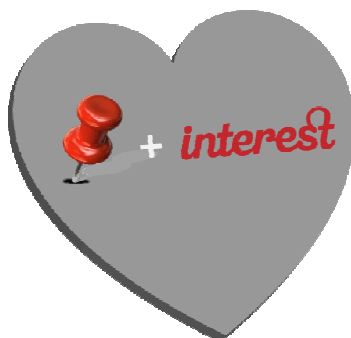
Welcome to the latest and most effective **Pinterest Training Guide** designed to guide you through the process of positioning your offline or online business over Pinterest easily and effectively in as little as a

few hours from now. We are excited to have you here and we know this will be very helpful for you.

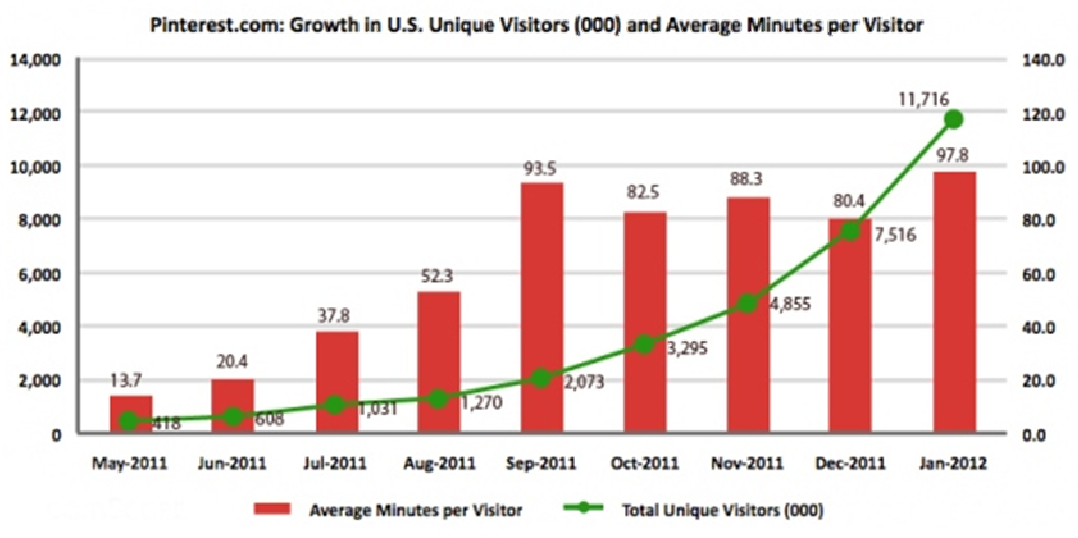
This complete and high-quality training guide will surely help you to learn everything there is to know to easily and effectively **position your online or offline business over the newest, hottest and extremely powerful source of social traffic in the shortest time possible** as well as how to leverage this amazing new social site to generate great profits online.

Pinterest has a special place dedicated to businesses where you may be able to learn about pinning principles, brand guidelines, high-quality viral tools, etc. Pinterest will definitely scale your business into a whole new level of success in the marketing world.

Chapter II: Why Pinterest?



Pinterest simply is a brand-new super-social bookmarking site where people may collect and share photos of their favorite interests, hobbies they like and organize them by board. There is a huge power with the word “Like” in the marketing world.



Pinterest has shown an impressive growth since its beginning. In January 2012, the site had 11.7 million unique users, making it the fastest site in history to break through the 10 million unique visitor mark.

One of the greatest things about Pinterest is that they share the great boom that businesses have generated in the online world. Pinterest allows users to create pages aimed at promoting their businesses online. Such pages can serve as a "virtual storefront". Users spend less time on the company's website, choosing instead to browse from the company's pin board.

Pinterest introduced a new tool called 'Rich Pins', to enhance the customer experience when browsing through pins made by companies. Business pages can include product prices, movie ratings or ingredients for recipes.

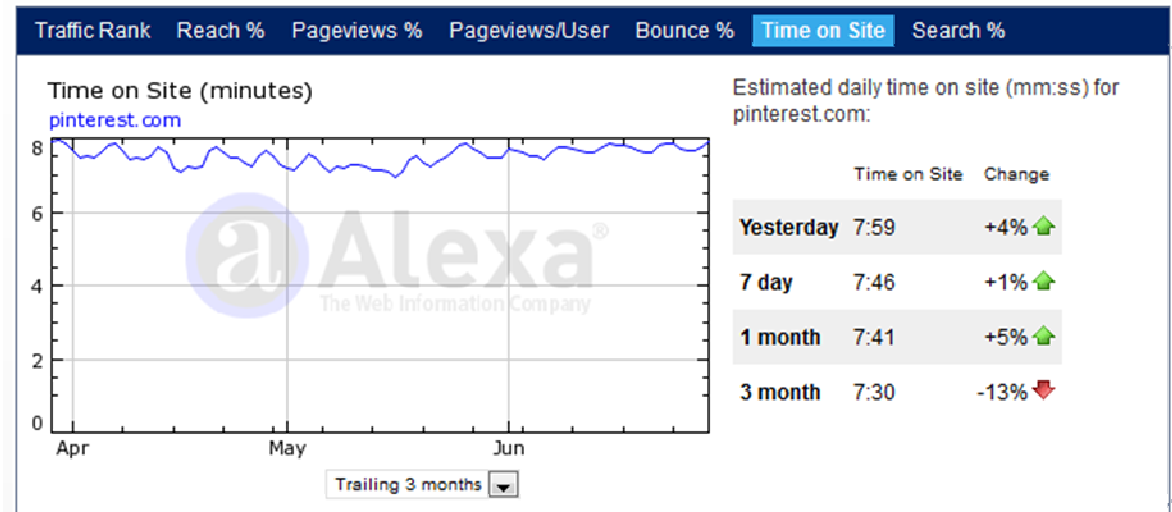
Percentage of Visits that come from a search engine



Search engine traffic is extremely powerful. People find exactly what they need on the search engines. Pinterest has built so much ranking power that new pages created there start ranking quickly in the top of the search engines.

| Total Sites Linking In | | | 1,051,871 |
|---|-------------|--|-----------|
| Site | Global Rank | Page | |
| 1. amazon.com | 6 | amazon.com/Andrew-Bennett/e/B00BU5Q9PY | |
| 2. twitter.com | 13 | twitter.com/Acuity_Design | |
| 3. google.fr | 36 | google.fr/ig/directory?type=gadgets&ur... | |
| 4. bing.com | 16 | a3.bing.com/blogs/site_blogs/f/default... | |
| 5. amazon.de | 59 | amazon.de/Jens-Jacobsen/e/B0055QKNJM | |

Powerful money-making sites linking to Pinterest means a lot of Commercial Intention for marketing purposes.



Here you see the estimated daily time (in minutes and seconds) that people spend on Pinterest. This is extremely important for more exposure and better conversion.

January – August 2012 All Traffic Sources Report

shareaholic

| Source | Share of Visits – January | Share of Visits – February | Share of Visits – March | Share of Visits – April | Share of Visits – May | Share of Visits – June | Share of Visits – July | Share of Visits – August |
|-------------------|---------------------------|----------------------------|-------------------------|-------------------------|-----------------------|------------------------|------------------------|--------------------------|
| Google (Organic) | 48.90% | 48.81% | 48.48% | 48.88% | 47.68% | 46.80% | 44.76% | 41.28% |
| Direct | 19.44% | 18.20% | 18.32% | 18.44% | 18.63% | 19.57% | 19.96% | 20.03% |
| Facebook | 6.92% | 6.38% | 6.08% | 6.10% | 6.32% | 5.65% | 6.06% | 5.90% |
| Pinterest | 0.85% | 1.05% | 0.80% | 0.74% | 0.83% | 1.19% | 1.38% | 1.84% |
| Yahoo | 1.60% | 1.61% | 1.67% | 1.67% | 1.69% | 1.63% | 1.47% | 1.37% |
| Google (Referral) | 0.68% | 0.91% | 0.99% | 1.05% | 1.05% | 1.09% | 1.10% | 1.18% |
| Bing | 1.24% | 1.21% | 1.27% | 1.29% | 1.27% | 1.18% | 1.08% | 1.03% |
| StumbleUpon | 1.30% | 1.29% | 1.05% | 1.13% | 0.93% | 0.96% | 1.11% | 0.97% |
| Twitter | 0.88% | 0.82% | 0.85% | 0.85% | 0.88% | 0.92% | 0.82% | 0.80% |

Pinterest has sent more referral traffic than Google+, LinkedIn, YouTube, Twitter, StumbleUpon, Bing, and Google referral traffic.

Eye Opening Pinterest facts:

| | |
|---|--|
| Further brand studies have continued to show Pinterest is more effective at driving sales than other forms of social media | Pinterest is one of the fastest growing social networks online. It is the third-largest social network behind only Facebook and Twitter. |
| CASE STUDY RESULTS: | In one case study of a fashion website, users visiting from Pinterest spent \$180. |
| Pinterest is the fastest site in history to break through the 10 million unique visitor mark. | Pinterest is worth \$2 Billion because its 70 million users are rich, female, and like to spend. |
| The startup closed a \$120 million round of funding and is looking to expand into France, Germany and Japan. | The Company was named the best new startup of 2011 by TechCrunch. |
| 70 percent of brand engagement on Pinterest is generated by users, not brands. | On January 2012, Pinterest drove more referral traffic to retailers than LinkedIn, YouTube, and Google+. |
| Pinterest is the third-ranked site in the world for referral traffic delivery after Google organic traffic and Facebook referral traffic. | Sephora's Pinterest followers spend 15 times more than its Facebook fans. |
| Moms are 61 percent more likely to visit Pinterest than the average American. | Average activity of popular pinners is 2,757 pins; 35 boards; following 355. |
| 81 percent of U.S. online consumers trust information and advice from Pinterest. | Pinterest pins that include prices receive 36 percent more likes than those that do not. |

When you see data like this on a new website, you really have to believe that there is a lot of money to be made in here. Many people might be talking about it but very few can really teach how to productively position your business there and make money with it at the same time.

By the end of the 6 steps outlined in our training guide, you will know everything you need to know to scale your business online a lot more with Pinterest.

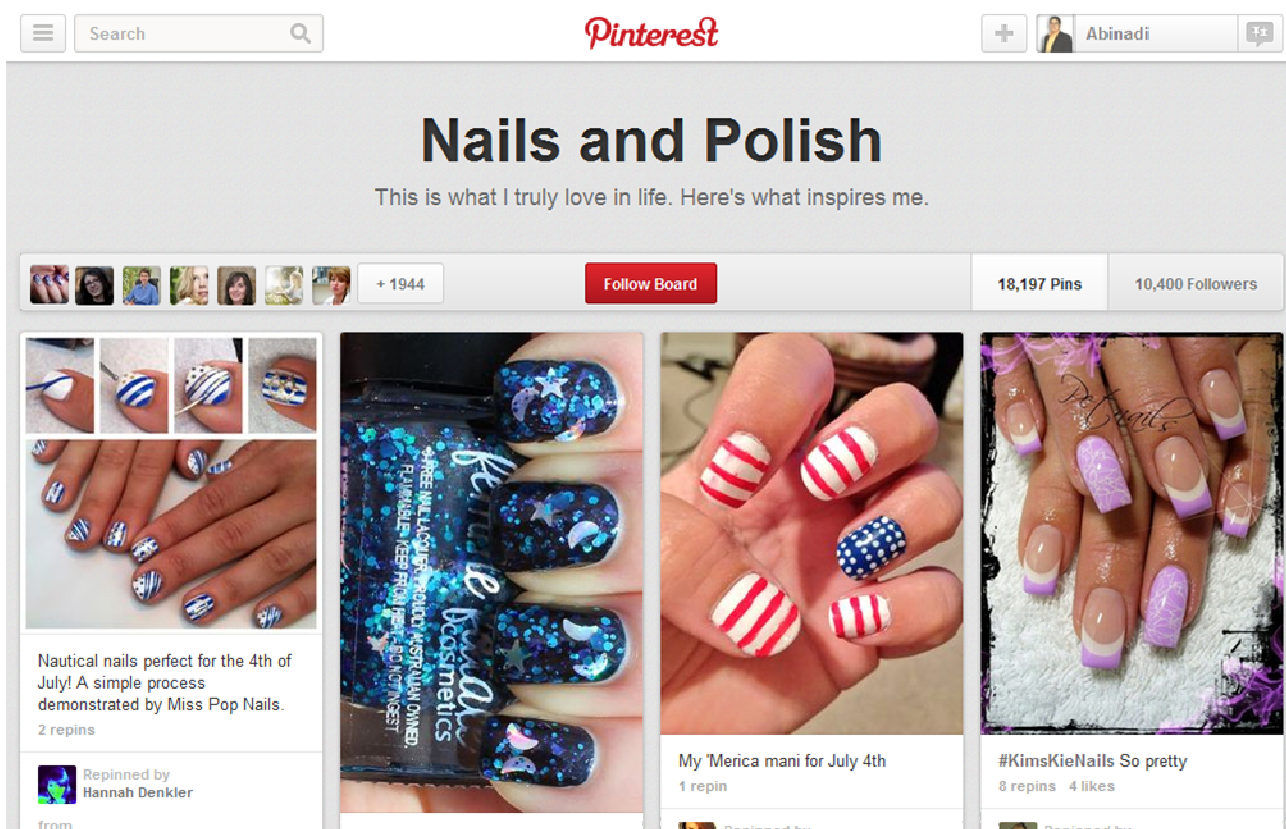
Chapter III: What exactly do you do on Pinterest?

Pin: What people do on Pinterest is to “Pin”. A pin starts with an image or video you add to Pinterest. You can add a pin from a website or upload an image right from your computer. Any pin on Pinterest can be repinned, and all pins link back to their source.

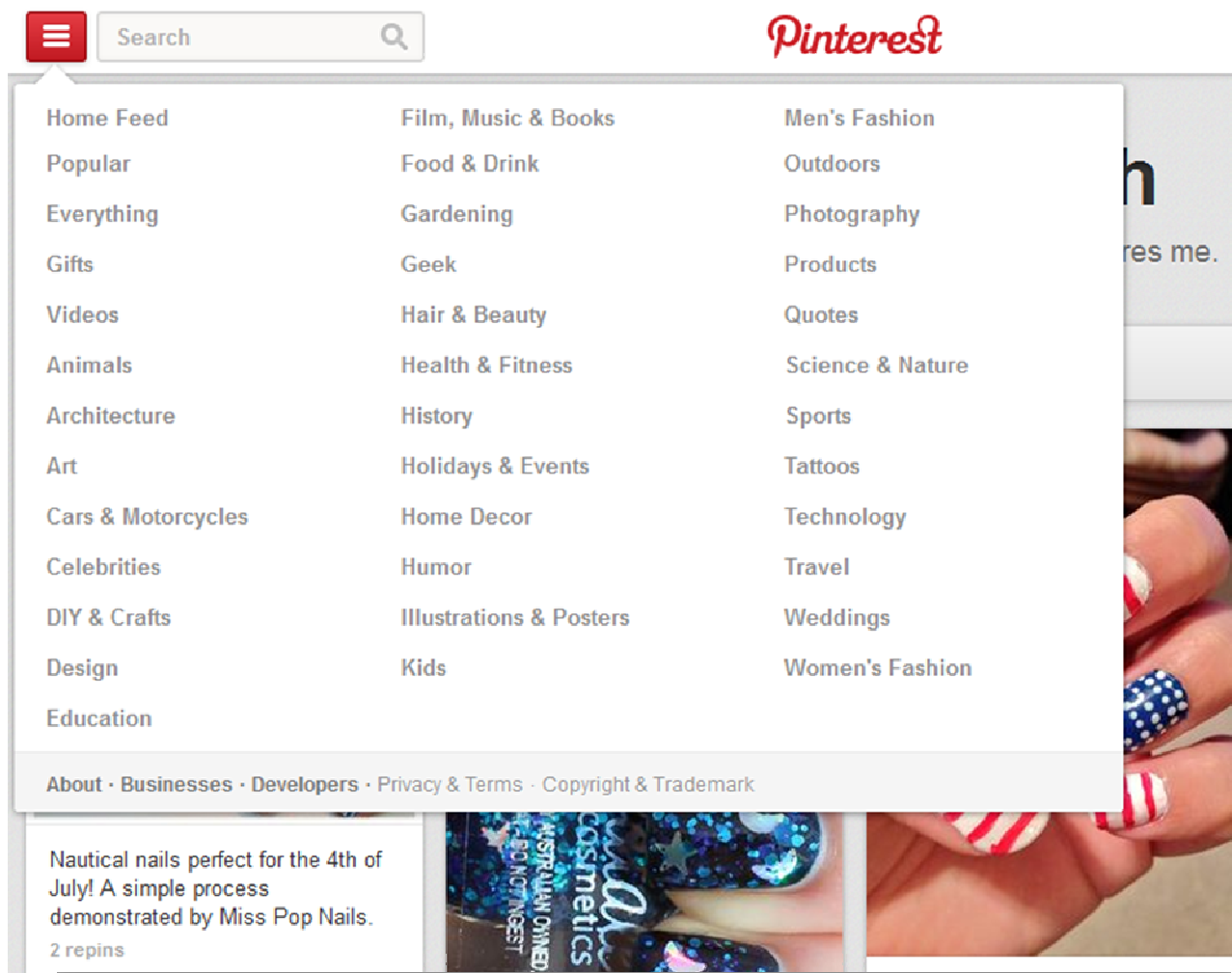


Board: The way people organize their Pins by topic is what is called a “Board”. It consists of a Pinterest subpage attached to your Principal Pinterest Page where you will be able to post all of your pins directly related to that board’s topic. Each board tells a unique story about what a person cares about. Boards can be secret or public and you can invite other people to pin with you on any of your boards.

People have the ability to like pins, as well as follow those boards whose pins they like, that way you are building a highly-targeted following that has shared their intention to know more about your topic by liking it and following it.

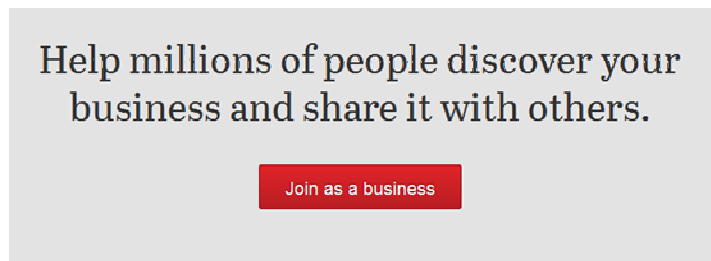


Network of Interests: Everything inside Pinterest is connected by interests. This is extremely important because, as a business, you can provide inspiration for this interest by pinning in a personal, sincere and authentic way.



Because of its direct influence in the likes of people, social media has become a huge growth in the marketing world. Pinterest has been recognized as a website that generates high quality traffic that converts into buyers.

There are two types of accounts you can create with Pinterest: **personal** or **business**. I am totally impressed by the marketing results you can get with Pinterest in both scenarios - as a personal user and as a business user.




As **personal user** you may be able to promote any product and make money with it. You can get access to a huge amount of people so see your pins, repin them and get an amazing engagement with them. There are great testimonials from people that are making money with Pinterest as personal users but you really need to know how to do it in order to not get banned.

| Total Sites Linking In | | 1,051,871 |
|------------------------|-------------|--|
| Site | Global Rank | Page |
| 1. amazon.com | 6 | amazon.com/Andrew-Bennett/e/B00BU5Q9PY |
| 2. twitter.com | 13 | twitter.com/Acuity_Design |
| 3. google.fr | 36 | google.fr/g/directory?type=gadgets&ur... |
| 4. bing.com | 16 | a3.bing.com/blogs/site_blogs/ff/default... |
| 5. amazon.de | 59 | amazon.de/Jens-Jacobsen/e/B0055QKNJM |

Amazon products linking to Pinterest can easily tell us physical products are doing just great for making money as an Amazon affiliate on Pinterest.

What shocks me a lot is the businesses success stories Pinterest itself sponsors on its Business section: <http://business.pinterest.com/success-stories/>. Pinterest really

cares a lot about businesses. They have dedicated a special place for them. You will be able to get great results from Pinterest, especially for your businesses, if you know what you are doing.

 for business

Join as a Business

Get Started

- Set up your account
- Get the how-to guide

Resources


- Pinning principles
- What's Pinterest?
- Brand guidelines
- Success stories
- Business blog

Tools

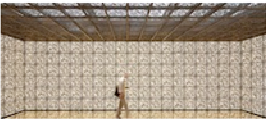
- Rich pins (new!)
- Pin It button
- Analytics
- Widget builder
- Contact
- Help

Success stories


Read what works for other businesses on Pinterest.




AllRecipes
AllRecipes creates a seamless food sharing experience




ArchDaily
ArchDaily designs a winning Pinterest strategy




Elle
ELLE Magazine inspires with style



Etsy
Etsy expands reach and sales for its seller community



Heather Cleveland Design
Heather Cleveland uses Pinterest to run her business



Jetsetter
Jetsetter inspires travelers through Pinterest promotions

Pinterest is absolutely amazing and this training course will guide you to get your own personal testimonial about it.

The following chapters will be what you really need to do in order to do a step by step process to establish your Business over Pinterest the easiest way possible, and in the shortest time ever. Here you will find the most necessary components of a highly successful Pinterest Marketing Campaign.

Chapter IV: Pinterest Marketing

Hot Tricks

Trick #1: How to Find Relevant Group Boards!

A Group Board, also known as a Community Board, consists of a specific board where many people became invited members from its creator with the ability to pin to the same board all people at the same time. People may find it difficult to find and get accepted to be member of a Community Board, but is not that difficult.

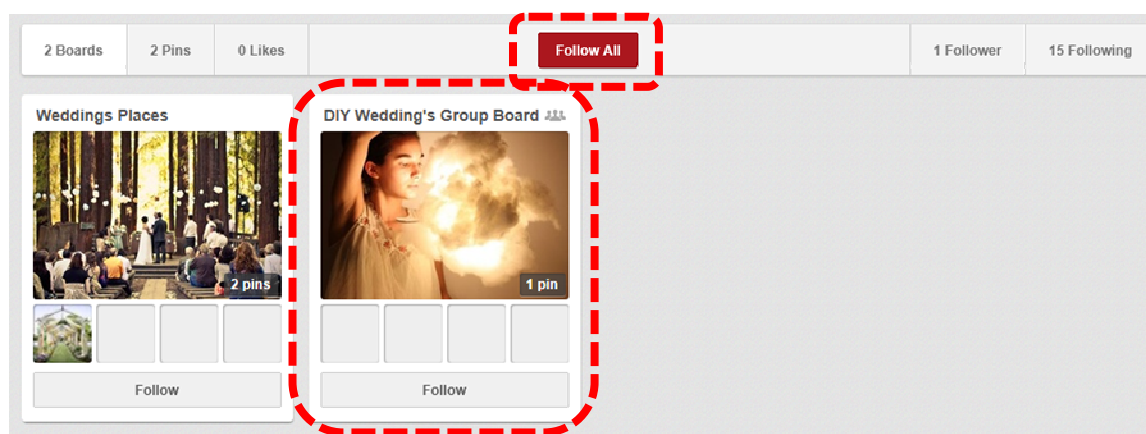


A very important piece of advice is to not try to get invited to just any community board. You really need to have a purpose in mind. You need to have a defined topic and an excellent and high-quality Pinterest Page centered on a specific niche, with really nice boards full of pins that your friends in the same niche may like a lot and see you are doing a great job with them.

If you show you know how to pin, and if you have a great place for them to place their pins, they will accept you into their community. Do not go after boards that don't have any definite purpose in their existence. Pinterest has shut down many group boards with thousands of followers and that will happen to you if you are a member of that board.

It is like asking a Pinterest expert to administer your board. If your boards are really nice, they know you will keep doing a great job with the community board, so they will decide to support you as well with their pinning.

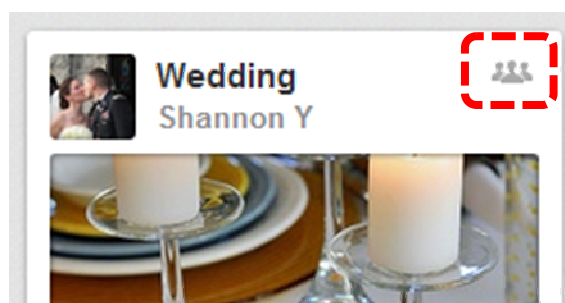
Besides this, if users choose to follow all the boards on one of your contributor's accounts (which happens often using the Follow All button), that contributor board gets followed too. This means you get to be followed by other people's efforts and expertise.



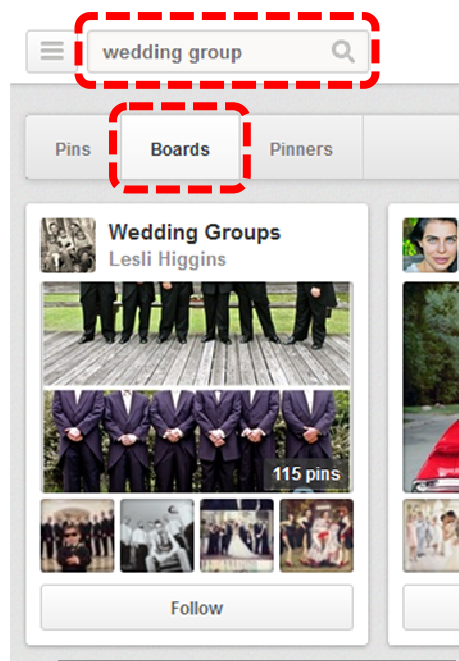
This is how I find lots of group boars on Pinterest:

The way you identify a group board is by a small icon image of a group of people located in the top right corner of the board as you see it on the Pinterest

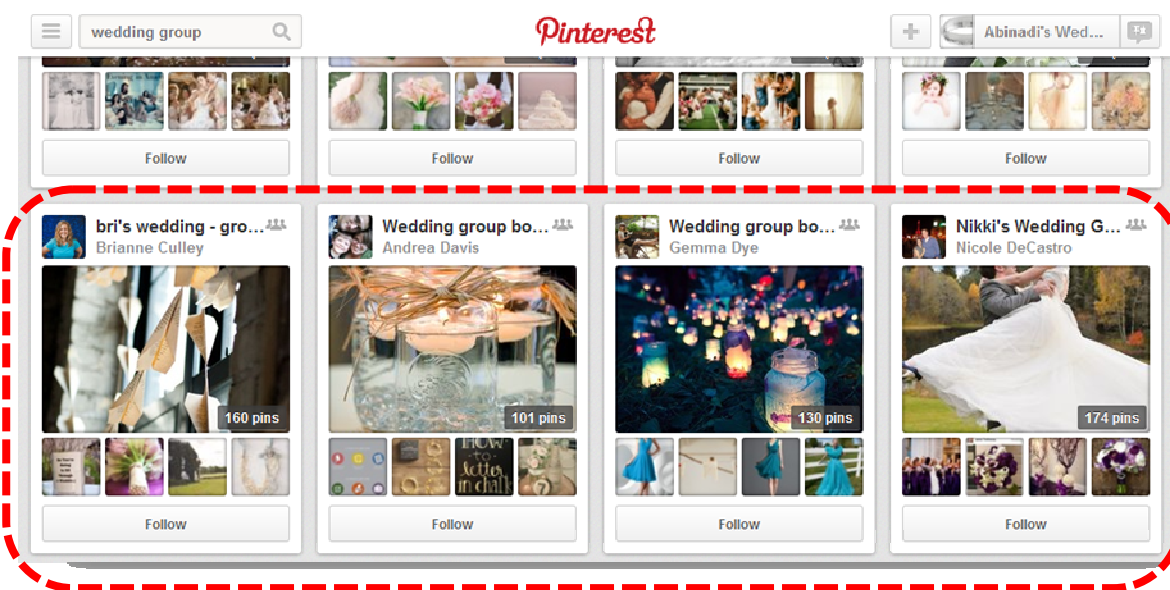
Principal Page:



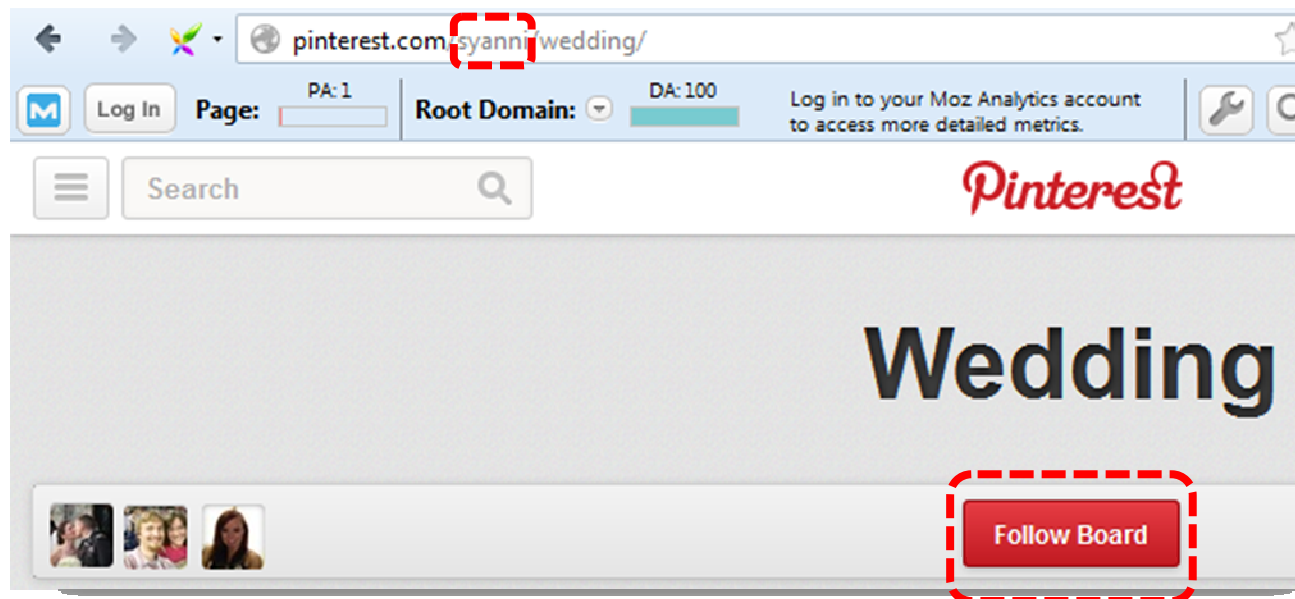
The way you can find lots of relevant groups is by using the Pinterest Search bar and sorting by boards:



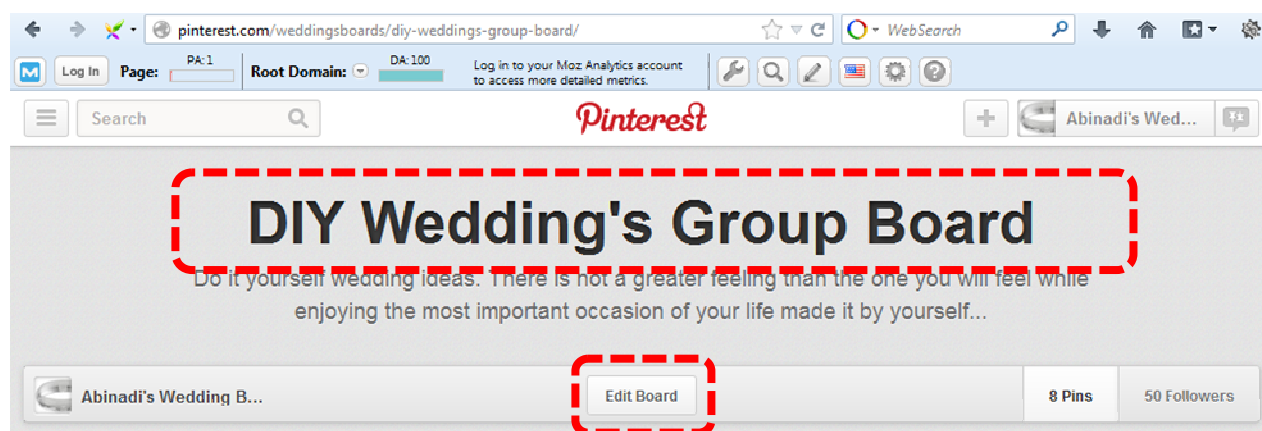
Don't pay attention to the name, not all are group boards even if they claim to be. Just search through the boards looking for the small group of people icon and go inside:



Then you need to follow the board and copy the name of its creator:



Go to your Pinterest Boards section, select the board you want it to be a Community board and click on edit Board and type the username of the creator of the group board you just followed. Select the unique down option, make sure the invited is in the list and save changes:



Edit Board / DIY Wedding's Group Board

Name*

DIY Wedding's Group Board

Description


Do it yourself wedding ideas. There is not a greater feeling than the one you will feel while enjoying the most important occasion of your life made it by yourself...


Category


Weddings

Who can pin?

syann|

 Shannon Y

 Abinadi's Wedding Boards
you created this board

 Dessy Group
invited by you

Invite

Remove

Delete Board

Cancel

Save Changes

Edit Board / DIY Wedding's Group Board

Name*

DIY Wedding's Group Board

Description

Do it yourself wedding ideas. There is not a greater feeling than the one you will feel while enjoying the most important occasion of your life made it by yourself...


Category


Weddings


Who can pin?

Type a name or email

Invite

 Abinadi's Wedding Boards
you created this board

 Dessy Group
invited by you

 Shannon Y
invited by you

Remove

Remove

Delete Board

Cancel

Save Changes

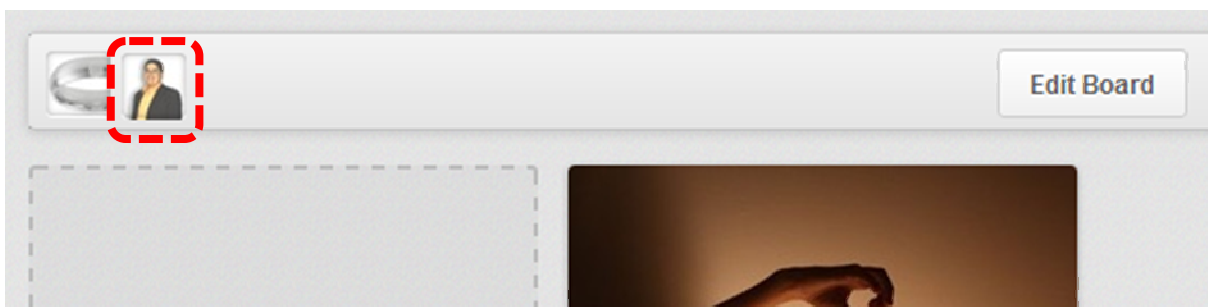
You won't be able to undo this!

Page 19


[Want to Skyrocket Your Business with Pinterest? CLICK HERE](#)

Now you just need to wait for the invited to accept. You can just go and repeat this as many times as you want.

Once they have accepted your invitation to pin on your community board, you will see something like this in your community board (the last one will be you):



You can search on Google to find a lot relevant Pinterest boards and invite them as well. Just look what you can find doing this:

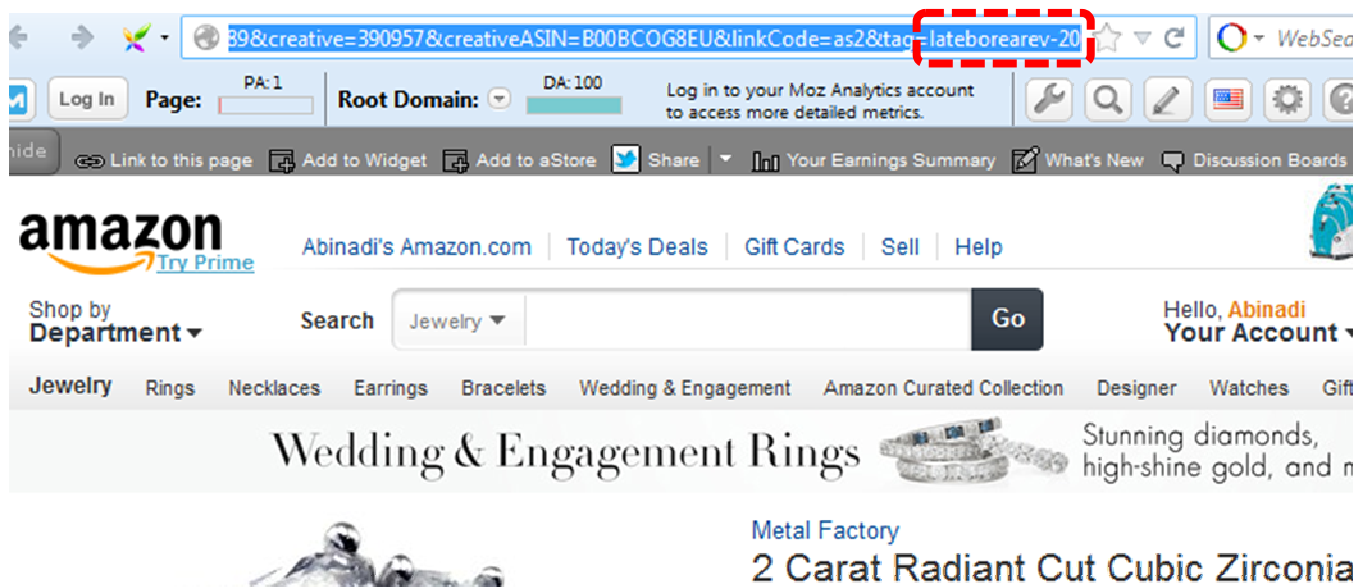
- 
MEMBER
18 posts
Newbee
[sparklejoy1022](#) October 10, 2011 Hattiesburg, Mississippi
I am so addicted to Pinterest and would love to see other bee's wedding boards!
Here is the link to mine!
<http://pinterest.com/sparklejoy/our-wedding/>
[2 years ago](#)

There are more than 170 posts like that in just one single forum I found in the top 10 pages of Google.

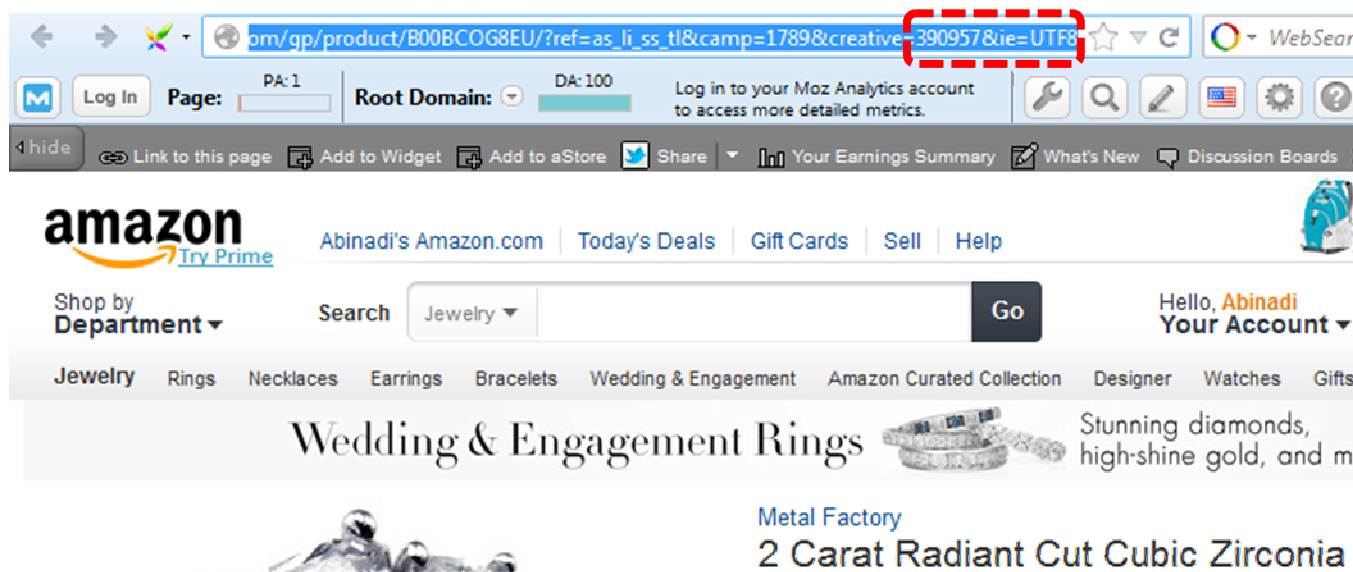
Trick #2: How to do Safe Affiliate Marketing!

Let me show you what happens when you place an affiliate link instead of your website URL:

This is what the Affiliate URL from amazon looks like:



And this is what it looks once you click on the “Website” Button from your pin:



As you can see, the Affiliate ID is gone. I tried to use link shortener but this is what I got:

Suspicious link

This link redirects visitors to another site - it may link to spam or other inappropriate content.

[More Info](#)

[Back to Pinterest](#)

[Continue anyway](#)

It is evident that Pinterest is not that nice with affiliate URLs. **I have tried URL redirects as well and it works great.** Maybe there are other affiliate networks that are not banned from Pinterest (yet) but if they are giving signs of not liking affiliate URLs, it probably will be better to redirect traffic to your own confirmed website.

The greatest thing about Pinterest is that it has a high-converting traffic reputation over the web. So what you need to do is to create a Crazy Money-Making Machine Website and send all that High Converting Pinterest Traffic to it.

You can keep trying with affiliate URLs and Pinterest may not care at the time but be prepared if someday the link doesn't work. Also be aware if Pinterest decides to shut down your account without notice.

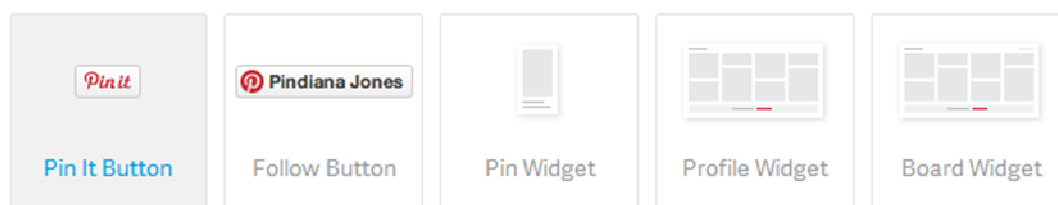
Trick #3: How to get the most out of your Site's Traffic!

Pinterest has a really cool section for Developers to get the most out of your Website traffic to your Pinterest Boards:

http://business.pinterest.com/widget-builder/#do_pin_it_button

Widget builder

Add a Pinterest button or widget to your website. You can also add a Pin It button to your [iOS](#) or [Android](#) app.



Pin It button: Invite people to pin things from your website.

Button Type: [One Image](#) · [Any Image](#) · [Image Hover](#)

Pin Count:

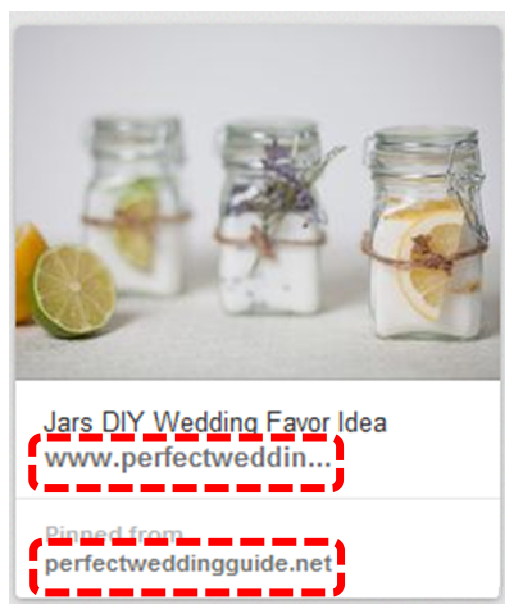
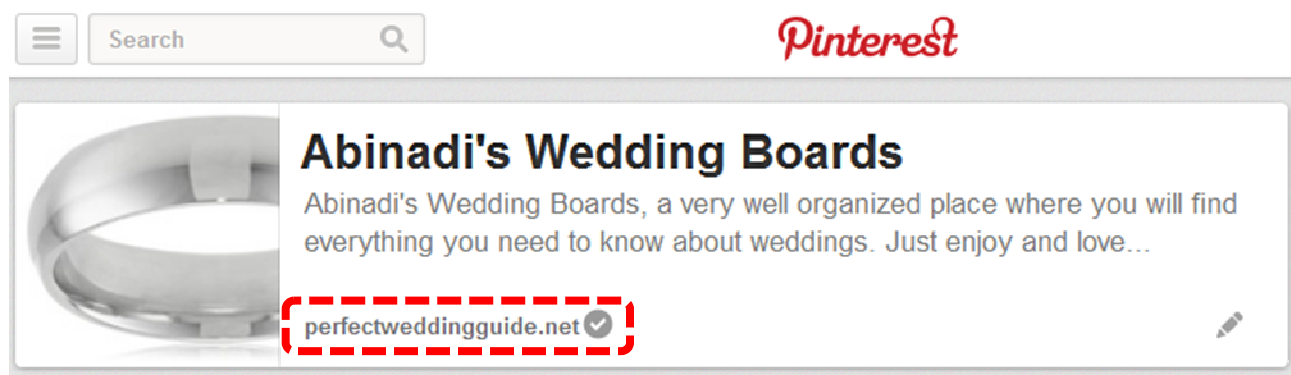
URL:

Image:

You have up to 5 different tools in this section that you may place into your website and get that traffic to your Pinterest Boards in order to grow your Pinterest Audience a lot more. Gain huge search engine power and multiply your profits surprisingly well by using these tools.

Trick #4: How to get the most out of your Pinterest Traffic!

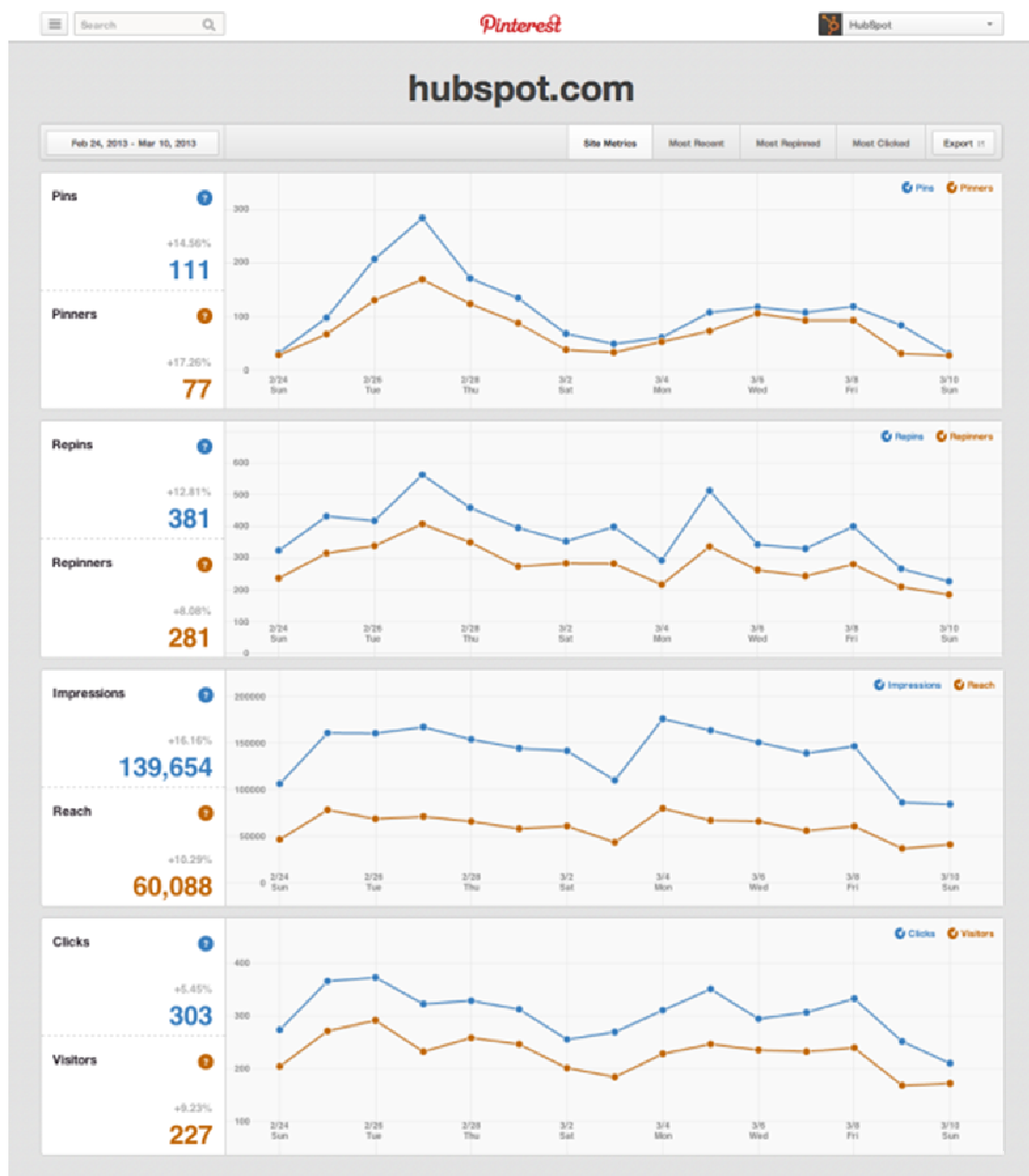
What people are doing with Pinterest is driving all the traffic to their website. Pinterest can offer you up to 6 places to place your clickable URLs to send people to your website.



These are a lot of chances for people to get redirected to your website.

Trick #5: Track your Pinterest's Traffic with Pinterest Analytics!

Pinterest offer an amazing way to track the interaction between your website traffic and Pinterest. As you may know by now, search engines are considering social traffic to be an extremely important component to affect search engine rankings nowadays.



Resources:

1. Pinterest 101:

✓ <http://about.pinterest.com/basics>

2. Pinterest “Pin it” Button for website:

✓ <http://business.pinterest.com/widget-builder>

3. Pinterest Apps and Bookmarks:

✓ <http://about.pinterest.com/goodies>



Limited Special Offer for You:

PINTEREST BUSINESS IN BOX MONSTER PLR



Comes With Video, Audio, PDF, Word, PSDs

<http://pinterest.seoabout.com>

A Complete and High Quality Training:

This course contains 10 step by step and HQ Video tutorials and 55 pages of pure training guide in PDF format & much more...

You will be able to **quickly and safely grow a huge army of potential clients or customers 100% targeted to your business**. Pinterest has the amazing ability to share specifically how other businesses have gotten great results using Pinterest, up to the point of revealing exactly what they are doing to reach that success.

You will be able to **productively interact with your new and existing clients or customers in order to scale your business to a whole new level of success**. Pinterest is a fantastic platform with which you can reach all of your business plans. This high-quality training guide has everything there is to be known about Pinterest necessary to achieve this.

6 Simple Steps are more than enough!

6 very easy to follow steps are more than enough for you to get the most out of Pinterest.

- You don't have to worry about wasting your time.
- You don't have to worry about ineffective strategies.
- You don't have to worry about wasting your money on other trainings.



The only thing you have to be worry about is reading every single word of this guide and applying it.

This excellent course will take you by the hand and show you step-by- step, topic-by-topic and tool-by-tool what you really need to know in order to position your business on Pinterest the easiest way possible, using the most effective tools and in the shortest time possible.

After you read this course you can certainly say that you finally know the most effective strategies you need to apply in order to establish your brand on Pinterest and scale your business into a whole new level that will never be the same again. We are so excited to be part of a new Successful Business Story: **Your Story.**

...

[CLICK HERE](#) to checkout a Video walkthrough of this amazing product:

PINTEREST BUSINESS IN BOX **MONSTER PLR**



Comes With Video, Audio, PDF, Word, PSDs

pinterest.seoabout.com