

GROWING YOUR SALES WITH PINTEREST



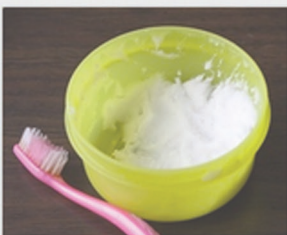
add a sheet to a blanket.

Katelin Austin
sewing projects



Rolex 18k Gold / Diamonds

Elizabeth Beovides Wolff
Watch Me

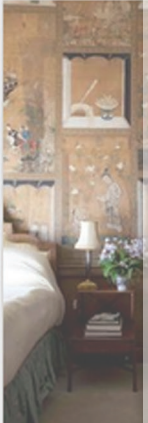


White teeth! My dentist actually told me about this. Use a little toothpaste, mix in one teaspoon baking soda plus one teaspoon of hydrogen peroxide, half a teaspoon water. Thoroughly mix then brush your teeth for two minutes. Remember to do it once a week until you have reached the results you want. Once your teeth are good and white, limit yourself to using this



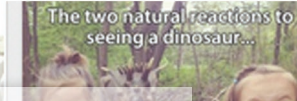
shabby chic sweetener

Sophia Salas
Lilybean Paper



style court: The Country Life
"Rather than being covered with one panoramic scene, Maud's walls are blanketed with separate mid-18th century Chinese paintings framed with fretwork patterns. The fretwork design is repeated on the headboard."

Claudia Chien
Chinese



The two natural reactions to seeing a dinosaur...



PATTERN

by DaisyEzyCraft

from Etsy
Symbol Crochet PATTERN and Colorful step by step images...

Symbol Crochet PATTERN and Colorful step by step images - PDF format - Crochet Hat - Twirl Cap

Heather Mullins
Crochet this!



Awesome holiday s'mores! Oh, My. Goodness.

Jenni Orpurt
Easter



For every Christmas tree lit before Thanksgiving, an elf drowns a baby reindeer.

Growing Your Sales with Pinterest

Although Pinterest has only been around since 2010, the channel is already one of the leading social media platforms, with an estimated 70 million users worldwide.¹ Due to its relatively young age, Pinterest is still expanding at a considerable rate and is likely to continue down this route, having recently earned an additional \$225 million in funding led by Fidelity Investments, valuing the company at \$3.8 billion.²

Pinterest has quickly become a popular destination for users looking to browse, post and share images, but what about for retailers? In recent months, Pinterest has also proven to be an extremely suitable and profitable tool for retailers looking to market their products through social media.



¹ <http://searchenginewatch.com/article/2282835/Pinterest-Tops-70-Million-Users-30-Pinned-Repinned-or-Liked-in-June-Study>

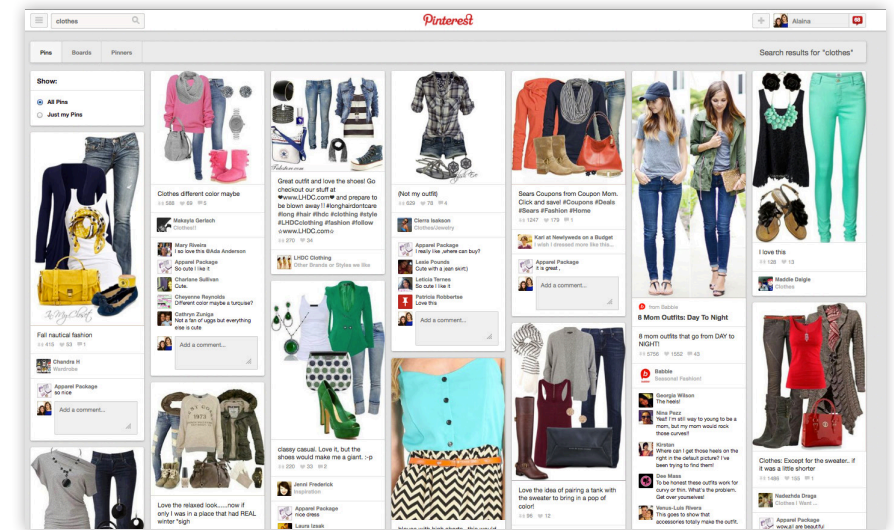
² <http://www.reuters.com/article/2013/10/23/us-pinterest-fundraise-idUSBRE99M1J520131023>

Why Retailers Should Be on Pinterest

Product-driven advertising has become a powerful tool for retailers on social media outlets, and Pinterest has become a fundamental part of this strategy. It can be a prosperous way for retailers to generate exposure and interact with their consumer base.

Because it's a giant in the social arena, Pinterest should be an integral part of retail social strategy. It's already second — behind Facebook — in providing referrals to websites, and it supplies at least three times the amount of referrals as Twitter.³ Buyers referred by Pinterest are 10 per cent more likely to follow through with a purchase, compared with visitors from any other social networking site.⁴

The visual nature of Pinterest can provide helpful information to buyers about your brand, sharing your products, drawing buyers to your website and ultimately increasing your sales. With the festive season just around the corner, now is the time to take full advantage of what Pinterest has to offer.



3 <http://www.pinterest.com/pin/61220876158348249/>

4 <http://corp.wishpond.com/pinterest-marketing-resources-for-business/15-facts-you-need-to-know-about-pinterest/>

Getting Your Product Pinned

Having your products on Pinterest isn't of much use if they're not being pinned and shared with Pinterest users and potential buyers. To inspire users to follow you, you'll need to create interesting and engaging posts and boards. Don't feel compelled to post your entire catalogue on Pinterest - instead, select unique or culturally relevant products and themes that showcase your brand.

A mutually beneficial move for you and Pinterest is to include a "Pin It" button on your website's product pages. This enables people to share your product with Pinterest users, without having to leave your retail website. When experimenting with your pins, analyse what resonates with people and increases traffic and make adjustments accordingly.

Just like any other marketing strategy, measuring your results is key. Pinterest offers a robust analytics dashboard, which is free for Pinterest business accounts. Make sure you utilise this dashboard to gauge your success. From here you can measure repinned content, the number of users actively repinning and the total number of pins.

Regularly monitor your Pinterest metrics, begin to find what works and build on your success by optimising your pins, including keywords, size, orientation and location. The overall aim is to create the highest volume of pins via people repinning your posts.

The image shows the word "Pin it" in a large, red, stylized script font. The "P" is particularly large and loops around the "in". The "it" is in a similar script but smaller. The overall style is casual and eye-catching.

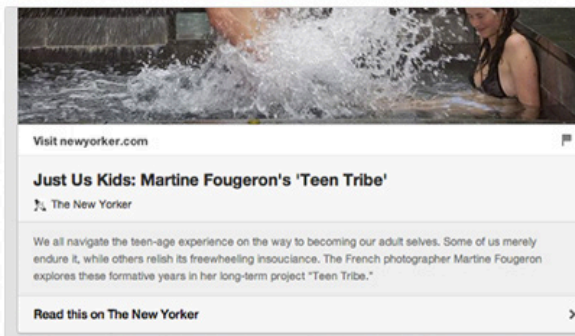
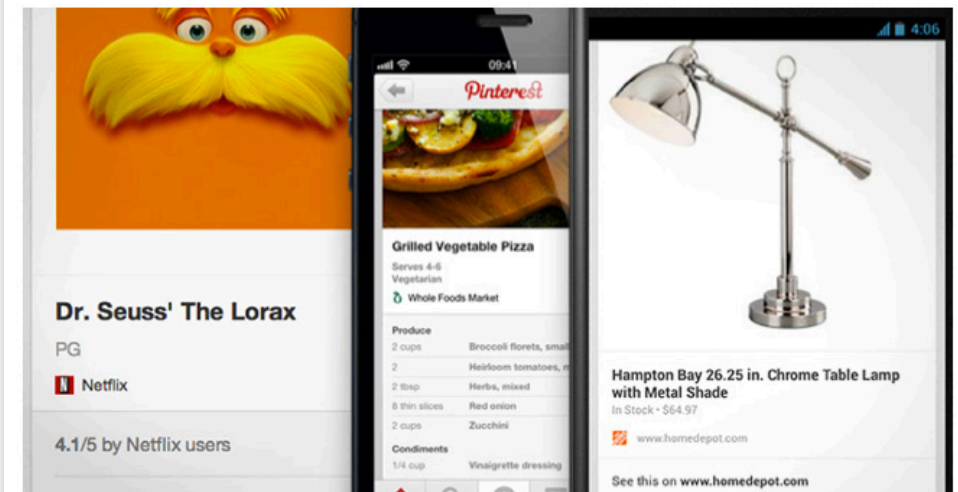
Product Rich Pins

Available through a Pinterest business account, Rich Pins for products enable retailers to market their products and pins with greater detail and accuracy, potentially setting yourself apart from other retailers. Rich Pins add simple mediation to a user- or brand- generated pin.

The product Rich Pin can include a title, price, availability and your brand and logo. Pinterest users can often be incentivised to click on a Rich Pin because they realise they're going to receive more information on the product and a link to the retailer's website.

Rich Pins

Add extra details to your Pins to make them more useful

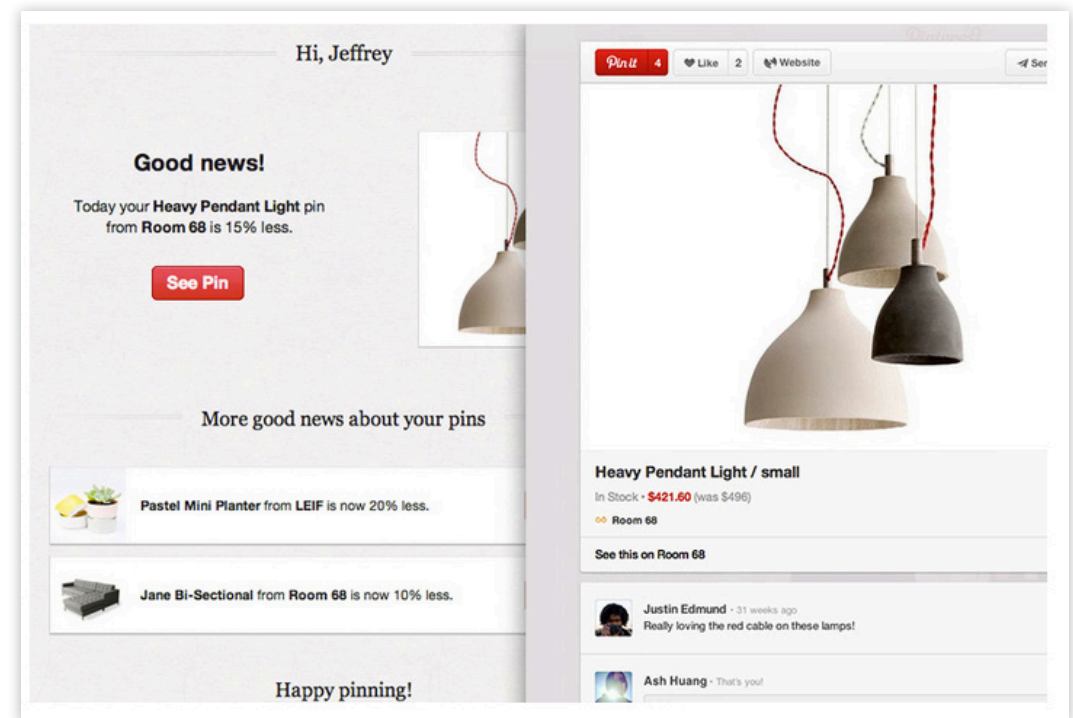


Help Pinners create their reading lists

Article Pins include headline, author, and story description, helping pinners find and save stories that matter to them.

Price Notifications

Another practical addition is price notifications. Users who pin a product that is later reduced in price will receive a notification alerting them to the price drop. This is a unique way for retailers to notify shoppers about price changes and to interact with customers. Because both the Rich Pins and the Pinterest business account are free of charge, we strongly recommend that retailers take advantage of these options.



The ChannelAdvisor Solution

ChannelAdvisor's platform can help drive your social strategy even further on Pinterest. Though you don't need a product data feed to use Rich Pins, it's far easier to have one than not. Retailers who don't provide a product data feed must change their website to include a mark-up that indicates the data points the feed would contain. Due to the extensive extra time and effort this could require, ChannelAdvisor's product data feeds can be a valuable and far quicker alternative.

ChannelAdvisor also inserts tracking, enabling retailers to view traffic and conversions from Rich Pins. Retailers can also easily insert their own tracking through ChannelAdvisor's platform. Optimising your product titles is also far simpler through this software.



Summary

Since June 2013, 45 per cent of Pinterest's new registered users were from [outside the U.S.](#)⁵ Combine that statistic with the 70 million users already registered worldwide and you see that the potential to reach consumers, both in your region and overseas, is substantial.

ChannelAdvisor offers you the opportunity to expand Pinterest's already valuable social and retail capabilities so that you can increase brand awareness and sales.

For more information on how ChannelAdvisor can help you be seen on Pinterest,
call [0203 014 2700](tel:02030142700) or email ukteam@channeladvisor.com

Trust us. **Be Seen.**

To learn more:

Call [0203 014 2700](tel:02030142700) • US [866.264.8594](tel:8662648594) • AU [1300 887 239](tel:1300887239)

Visit www.channeladvisor.co.uk

Email ukteam@channeladvisor.com



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