

# **How To Enjoy and Profit From Pinteresting**

Author : Kristy Jenkin @ 2015

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## Introduction

Those who predicted that the leading social media sites such as Facebook, Twitter and LinkedIn would fade away or gradually start to lose members in 2012 couldn't have been more wrong.

Those social media websites continued to grow become an even stronger foundation of our online lives. Furthermore, new social media sites like Pinterest were able to become incredibly popular as it provides a different concept of visual social networking

Social media is therefore here to stay. This means that in order for your business to be successful, you're going to need to make those sites part of your marketing efforts . It allows us to reach people from all places. It is very important that you have to know the facts about certain social media because there are things that might get you in trouble in the long run, especially if you don't know the things about it.

With all the social media application that is coming out for our betterment, we actually find it hard to distinguish which is better. The thing is, it will be all up to us to choose on which application we are most comfortable with.

### Getting Started Using Social Media for Marketing

It's important to get started on the right foot when it comes to social media marketing. Even though the barriers to entry are low, it still takes a lot of time and effort to embark on a successful social media marketing campaign -- if you expect it to work. Let's go over the following various basic tips for the successful implementation of social media marketing.

- One thing at a time -- Don't try to join all social media networks at once. Do one network at a time. Figure out through study which one will be most effective to get started with. Most of the time it's going to be Twitter or Facebook. But, if you have a super visual business consider starting with Pinterest. Once you have one social network running and are comfortable with how it looks, and how you're running it, then and only then add another network.
- Define your goals -- It's essential to decide what your goal is for each type of campaign you run on each social media networks. You may have several goals, increase traffic to your website, get more signups for your newsletter, etc... but each goal has its own path to success and are separate campaigns.
- Develop your tactics -- Once you've identified your goals, now you can decide what tactics you'll use to reach those goals. You want more newsletter sign ups? Are you going to give away something free for each sign up? Have a contest? What are you going to do to reach the goal? Be very specific. "I'm going to post three times a day specific messages to encourage participation in my contest."

- Take the time -- Social media marketing strategy is not something that you'll see results from over night. It will take time and you will need to persevere and demonstrate great patience. However, if you have a plan and you implement the plan, "it" (whatever your goals were) will happen.
- Test it out -- Everything you try won't work, it's the nature of the ever-changing social media landscape. What worked yesterday may not work today. It's important to experiment and test new ideas to see what works and what doesn't work. You can always adjust as you learn more.
- Provide value -- Probably one of the most important tips of all, your content should be valuable to the readers. It should be interesting, targeted, and what your audience craves. Otherwise, they'll not read and they will stop following you.
- Keep up the Conversation -- Without interactive conversations social media is no longer "social". It's important to respond to people who make comments, and truly interact with your audience. Engaging with your followers is an essential element of using social media for marketing.
- Reward your followers-- To keep people interested in following you and interacting with you, have contests and games with rewards for those who are active participants. If a special is only offered on xyz social media network to only those who follow you, they'll feel special and exclusive.
- Measure your results -- It's not only important to keep measuring results, so that you can toss what is not working and keep what is, it's important to make sure that you are measuring the right things. If your goal was to get more newsletter sign ups, did you succeed in reaching that goal with the methods you used? You can have 1 million followers on any given social media network, but if they're not actively engaged and acting in a manner that you'd hoped with your various campaigns, then you'll need to figure out why.

Now, With understanding the basic of social media marketing , just sit back and relax as you read each chapter of the book on How to profit from Pinteresting . May you find all the learning that will be most beneficial for you.

## **What Is Pinterest?**

We are now living in a modern world and we are now making use of computers, internet and social media for our own advantage. Before anything else, it would be better if we get to know one social media application at the base level. It will provide us with all the necessary background that will help us as we go further. Pinterest is actually one social media that allows you to express your thoughts and desires through pictures and images. It's essentially an image sharing platform where members 'pin' images to their own 'pin board'. This can be anything you want - it can be random things that you just have an interest in and want to share or it can be multiple images relating to a passion you have. For example you could have a passion for 1960s British roadsters, old company logo's, classic men's watches or even a holiday home you really need to hire out. As a member you are able to browse subjects and if you discover a board that you're interested in you then 'follow' it in the same way you do on Twitter and you will be notified whenever any new photos are uploaded to the board. You can also leave comments and join in discussions on each of the images that appear on the site.

Well if you run a business which is selling or producing items which will benefit from good images such as clothes, photography, accommodation, artwork, this looks like it's a terrific opportunity to create some boards to advertise your services because your photos are able to have links back to your own websites product pages. The most beneficial long-term approach from a sales perspective would be to be a part of the community spirit for a little while prior to 'hard-selling' your products, for example 'pin' some non-business pictures and then over time add your items.

Pinterest is a graphic centric bookmarking website that allows users to "pin" images and videos to virtual pinboards. Others can follow you, or your particular pinboards and re-pin the content to their own pinboards that you share. Because Pinterest is very visual in nature not all businesses need to use Pinterest. However, if you can find a way to visually create content that is worth sharing with your target audience then Pinterest could become your new best friend.

Much like Facebook & Twitter before them though if they keep going at this pace of growth it's only a matter time before everyone's talking about Pinterest. You would probably ask yourself whether we have time to log onto another social media site but this one's definitely different & it's very simple to use so it may possibly fill a gap we weren't aware we had. From a business perspective it's another no-brainer

## How To Use Pinterest

Pinterest is a social media site that's growing in leaps and bounds. It's been called the 'visual Twitter' because it's all about images. You create boards and share your images with other users. While it may be good for traffic, its real power is in how you can use it for branding. For us it's all about using all the marketing avenues available to us to promote our online activities and naturally social media plays a part in that and will grow substantially over the coming years. However a word of caution here don't let the other more traditional methods slip, article marketing, blog and forum commenting are still vital - it's all about doing little and often across as many promotional platforms as possible.

First of all, it's important to understand Pinterest's users. When the site started out, it was overwhelmingly young and female. Businesses that catered to that demographic posted pictures of their clothes, fashions, hairstyles, cute pets, food, travel destinations and more. But now it's much more than just young ladies who are using it. So, why do people use Pinterest? They're not there to hang out like Facebook or to network like LinkedIn, and they're not looking for written content. What people mostly do is use Pinterest to relax, take a break and look at some cool images. For marketers, this means we need to avoid hard sell tactics at all costs and content needs to be visually appealing.

On Pinterest, you create 'pin boards' where you put your pictures. Each of your pin boards is based around a common theme. One simple thing you can do with your boards is use them to show off your products. You can create one for each product line. Another way to use them is to find images that your fans would enjoy and posting them, kind of like sharing images you've found. This is good for business niches because you can show info graphics. For the self-help niche, you can pin images with inspirational quotes. Like all social media sites, Pinterest is all about engaging your audience. You've got to do that as much as possible. You can ask for opinions, get comments going, and conduct surveys with a free giveaway. There's a cool feature offered by Pinterest that can really get your fans involved.

Another engagement idea is to get your fans to take a picture and post it on your board. It could be a picture of them with your product or those doing something related to your brand. When Pinterest started out, like all social media sites, nobody knew if it was going to go anywhere. Now it looks like it's here to stay and if you don't get on board, you'll miss the train.

## **How To Upload Videos And Images To Pinterest**

While other social platforms also allow posting of images, with Pinterest you have the added advantage of categorizing your images into various "boards." This gives followers the opportunity to hone in more narrowly on their specific interest. If you're an organization with many products and styles, the platform gives you a way to narrow things down for your potential customers. The instant gratification of the right image lends itself beautifully to the online contest. By creating a site that asks people to share images of a selected topic, and to offer an incentive for posting, such as a prize or coupon, you have the ability to draw interest for your brand or organization. You can encourage people to create a board based on their favorite images from your site, and then broadcast that whoever gets the most pins and re-pins, wins.

Once you've held your contest and drawn in some new followers, you're now beset with another monumental task -- but one that can yield monumental rewards. Its research and this is something that every social media manager should take seriously. By monitoring the things being repinned from your boards, you have the ability to conduct research into the habits, interests and behaviors of your audience, and to tailor your future efforts toward what's been popular in the past. Pinterest has another purpose for those who spend a lot of time online and need some place to file away all their great ideas for later use. Whether you're an educator, marketing expert or photographer, the ability to add items you love to your boards allows you organization ideas on-the-fly, with little fuss. They'll be readily accessible when you need to retrieve them. On top of that, you have social features working in the background; posting ideas on your board means that even while you've left your boards idle, you may have others repost those images, or share even more images with you that pertain to that topic.

Pinterest also has potential for educators. Think about the traditional yearbook that students spend the whole year agonizing over -- which is really a collection of memorable photos with some captions included. If you're a journalism teacher, yearbook adviser or other type of educator, you could use Pinterest as a forum for student collaboration. If you're creating a yearbook, a group Pinterest board could be a place to throw out ideas or consider certain photos. If you're in charge of a student newspaper, Pinterest could be an online extension of the newspaper's brand. For photography students, you could create a board for students to share photos or images that pertain to a certain theme. As a general rule, ensure that your pins give credit where credit is due by "pinning" from the original site, as opposed to Google Images or another aggregation service.

## How To Get Pinterest Followers

One of the new social media craze is the pinterest and it will be best that before you start using this, you will be aware of how to get pinterest followers. With all the social media application we have, it is hard to get hold of all of them. It is then important that you get techniques so that it will be easier to handle your followers from one social media to another. The first thing you can do is to tie up your existing social network with your pintrest account. One of the fastest and easiest ways to get more Pinterest followers is by tying your account to your existing Facebook and Twitter profiles. Doing so means that every new item you pin will be displayed to your followers on these networks. Since you already have established connections with subscribers on these sites, you'll find that many of them elect to follow your Pinterest profile naturally.

Another you can do is to make your account easy to pin. Integrating Pinterest buttons into your blog posts, product pages and other areas of your site can help boost the number of times your content is pinned and lead to new followers for your profile. Because Pinterest is still relatively new, simply having these buttons in place provides a visual reminder for people to subscribe to your profile and engage with your content on this new site. You can also create boards to supplement your post; doing so makes your content more engaging and gives readers a reason to follow your profile.

It is important that you should pin regularly because this will help you find the ideal balance between posting title's that has no value. For best results, aim to pin between 5-30 new items a day, depending on the number of active Pinterest boards you maintain. Then you can try to improve your board naming structure, this will help you follow the boards that are most relevant to them, it's important that your board names make it immediately apparent what each of your boards are about.

People love tutorials, and the unique visual display of Pinterest makes it ideally suited to create tutorials that other users can follow. As an example, say you run a site that teaches affiliate marketing to website owners. Using Pinterest, you could create a "step-by-step" tutorial board, in which you feature links to different articles from around the web on topics like choosing affiliate products to promote, building traffic to your site and improving conversions. Create tutorials on topics that you know will interest a number of people and you're sure to pick up more followers for your account. One of the ways that people find new Pinterest users to follow is by searching the site for interesting key phrases in order to uncover new pinned content.

## How To Follow Others On Pinterest

Pinterest is the latest social networking site to be created. Here, users can upload photos and create collages based on their interests. Business owners may also use the site to post items and follow other users. A Pinterest mass follower utility can help increase traffic to the business's website. This works in a very similar manner to Facebook and Twitter. Individuals and business entities create their accounts and begin posting to their boards. Other users can access these boards and view the posts made. This is made easier by following those users whose posts match one's interest.

Through the use of a mass follower utility, business owners are able to enter a keyword or keywords and have the bot search through all the different entries on Pinterest and automatically follow those accounts. This occurs much faster than a human could sort through the posts and follow them. This bot should also enable the user to collect interesting posts from other users based on the keywords entered and mass repost them. This will make all these posts accessible to those users following the business's posts. This will keep the content of the content on the business pin board new and interesting.

In addition to mass following users whose posts contain certain keywords, this bot is also capable of collecting public information about these users. This includes user IDs collected from user pin boards and comment threads. One interesting phenomenon seen on Pinterest and other social networking sites is the fact that most users will follow those users who follow them. Users believe that their shared interest will be better served if information flows both ways. This is generally proven to be true.

What this means to users of a follower utility is that they will grow a large network of followers in practically no time at all. A large number of those whose accounts the bot chooses to follow will automatically follow them back. This opens them up to receiving your marketing message. This is good for a business because there is no doubt that these followers are interested in the particular product or service being marketed. That makes them almost twice as likely to click through to the website being promoted and see what is being offered.

The simple truth is that finding the best Pinterest mass follower utility will help one reach a far larger audience and generate more traffic on their website in a shorter time than any other form of advertising. Pinterest is free to users, as are other social networking sites. It has a large and growing number of users more than willing to share their experiences with a business, good or bad. Thus, it is easier for you to get followers.

## **Pinning Videos On Pinterest**

To pin your videos, you'll first need the short link that leads directly to your video on YouTube.com. It's easy to get that, the first thing you should do is to find your video in YouTube.com and simply click the share button. Click on the small Options drop-down menu near the bottom-right of the shortened embed code. Check the box marked "HD Link." Copy the short "youtu.be" code in the slim box. Don't use the embed code. The next you should do is to head on over to Pinterest.com. Then you have to click the Add+ link in Pinterest. Paste your shortened link and click "Find Images." You should also try selecting your video board. Be sure to write a description in the text box. You can copy and paste your YouTube video description to this text field. Lastly you should start clicking "pin it".

Pinterest is a great way to share expertise, especially in the DIY, crafts and cooking categories. A contractor could create a huge following with a video series of simple household repair tips. If you're a realtor or an interior designer, Pinterest is a great place to show off a beautiful home. Landscapers can also show off their work. A great way to take advantage of the social aspects of Pinterest is to create a collaborative board. If you're connected with your friends, customers or stake holders, add them to a collaborative board and invite them to post their videos.

If you have a brick and mortar store, encourage customers to shoot a quick video of the product they've just bought. Reward those who share their videos on Pinterest or who add content to your collaborative board. If you embed a lot of videos on your website or blog, ask visitors to pin your video. Many Pinterest users have browser plugins that allow them to easily pin website content. As you produce your videos, keep Pinterest in mind. You may find yourself making videos exclusively for Pinterest. Don't be afraid to ask people within your video to re-pin it after they've watched.

As Pinterest continues to grow and evolve, video content will become more commonplace. Now is the time to get in on the ground floor. Learning the things about Pinterest is actually fun yet challenging. You will definitely enjoy this one kind of social media which provides you of very many good things as a user. It is true that many people have taken advantage of such social media. It will be a wise decision on your end as an entrepreneur if you will utilize every social media available. This will definitely lead you to acquiring as much viewers as you want to help your business grow.

## How Fast Is Pinterest Growing?

Pinterest is regarded as an extensive simulated pin board. The creators' goal is to be able to let people worldwide connect with each other through all the things that may interest them together. This is a great way for people to bond with one another via shared pursuits and preferences. Through Pinterest, you can manage and share everything that you find good, fascinating, and beautiful on the internet. Users utilize the pin boards to organize their current projects, concerns, and ideas such as home decorating ideas, wedding plans and designs, personal fashion preferences, work-related inspirations, free recipe collections, and others. There are about 32 various topics that Pinner can check out and make use of. The best thing about Pinterest is that, since it's a social site, Pinner can also look into the pin board that was created by others. Surfing other people's pin boards is a fun and interesting way to learn about new ideas and things about anything and everything that you have any interest of.

For instance, if you are interested about art, you can check out the said category and look for pin boards that other people pinned so that you can acquire the latest art-related news and ideas, and so on. The most important words or phrases to learn if you want to enter the world of Pinterest are 'pin' and 'board'. Pin is the term used for every image that is put in to Pinterest while board is a collection of such pins. Pinterest allows all users to add countless pins as many as they want. You can also follow all the boards of a particular Pinner or just follow a certain board that you interested in.

Furthermore, you will realize that like any other social media account it has grown in numbers swiftly. Its users vary from businessman to teenager who loves to try new things. It is important that you'll get to have a good background of what this is all about so that you will have a good idea of what you should expect. True enough, you will get a lot of benefit as you use Pinterest for your own interest. You can get a lot of followers that will lead you to your success.

It will also allow you to post a lot of good things that you would like others to see. It is true that this type of social media gives a lot of impact to the society. Thus, it creates a lot of good impression. In the end, you will realize that there are a lot of good things coming for us with our technology. It is true that Pinterest have grown a lot when it comes in numbers and users.

## Reasons For Downloading Pinterest Widget

One of the new sites that has gotten a lot of attention and is showing rapid growth and popularity is Pinterest. This web site lets users add videos and images with an easy to use interface. The content is then displayed in a fashion that is similar to the way people pin things onto a bulletin board. You can quickly add some relevant pins, like pins automatically and follow others with a Pinterest Widget , or as it is sometimes known, a Pinterest robot. The idea of using social media sites as business marketing tool to promote businesses, services or even a personality is now commonplace for large and smaller companies. Social media itself is constantly evolving as new web sites come onto the scene, and people who want to remain current will have to keep up with the times.

Each person can put their pins in various categories, or boards as they are called on the site. Each one of these boards have a theme and contain pictures from that category which can be used to organize images and ideas and can also make it easy to navigate for others who might want to follow the board. Each one of the categories can represent something related to the user's interests or business. Adding content is necessary for business users as it keeps their page fresh, informative and relevant. Though it is easy to add content, it can be somewhat time consuming as well. To help solve this problem, users can use a marketing robot to help them add content; generate traffic to their site and to gain leverage in the social media market.

These robots are available through many different Internet companies and at a wide array of prices and features. Some of the businesses give customers the option of downloading a free trial so they can get an idea of how it works before buying it, but most of those people who try them out end-up buying it as they feel it is worth the price. As soon as the Pinterest robot has been downloaded, it can begin work immediately. It can get busy gathering other people's user information, can follow users and like their pins and can also add new pins to boards. Some of them have a feature that allows users to schedule activity which can be a convenient feature for people who want to have new content added consistently. These bots might also have a feature that comments on pins and has the ability to customize various operations.

The robots will help to save the user quite a lot of time, as it can do the work while the user sleeps working or networking. And by having a page that is constantly receiving new material, the user will eventually gain more followers. The more people who follow someone can mean more potential customer who are seeing their products and their

info. Social media members should think about buying a Pinterest robot or Pinterest adder. These useful bots are great helps when a user wants to add fresh, relevant content to an account without having to invest the time that it would take to do it manually. It is also very helpful for users who want to attract more followers, likes and potential clients.

## Using Pinterest Robot To Generate Mass Follower

Pinterest is the latest social networking site to be created. Here, users can upload photos and create collages based on their interests. Business owners may also use the site to post items and follow other users. A Pinterest mass follower utility can help increase traffic to the business's website. This works in a very similar manner to Facebook and Twitter. Individuals and business entities create their accounts and begin posting to their boards. Other users can access these boards and view the posts made. This is made easier by following those users whose posts match one's interest.

Through the use of a mass follower utility, business owners are able to enter a keyword or keywords and have the bot search through all the different entries on Pinterest and automatically follow those accounts. This occurs much faster than a human could sort through the posts and follow them. This bot should also enable the user to collect interesting posts from other users based on the keywords entered and mass repost them. This will make all these posts accessible to those users following the business's posts. This will keep the content of the content on the business pin board new and interesting.

In addition to mass following users whose posts contain certain keywords, this bot is also capable of collecting public information about these users. This includes user IDs collected from user pin boards and comment threads. One interesting phenomenon seen on Pinterest and other social networking sites is the fact that most users will follow those users who follow them. Users believe that their shared interest will be better served if information flows both ways. This is generally proven to be true.

What this means to users of a follower utility is that they will grow a large network of followers in practically no time at all. A large number of those whose accounts the bot chooses to follow will automatically follow them back. This opens them up to receiving your marketing message. This is good for a business because there is no doubt that these followers are interested in the particular product or service being marketed. That makes them almost twice as likely to click through to the website being promoted and see what is being offered.

Of those who click through, a very large percentage will go ahead and make a purchase, becoming active customers. If they are completely satisfied with their experience of the website, they will become the best advertisement money cannot buy. They will share their experience with other members of their network and spread your marketing message far and wide. The simple truth is that finding the best Pinterest

mass follower utility will help one reach a far larger audience and generate more traffic on their website in a shorter time than any other form of advertising. Pinterest is free to users, as are other social networking sites. It has a large and growing number of users more than willing to share their experiences with a business, good or bad.

## **Increase Traffic Generation Through Pinterest**

Pinterest is one of the hottest and fastest growing social networking sites on the Web. As such, it is one of the most useful tools available for finding and targeting prospects to view one's marketing message. This site drives more traffic than YouTube, Reddit, Google, and LinkedIn combined. That is the reason a Pinterest bot is an essential tool for increasing website traffic. This program will help you find targeted leads based on the specific keywords you name. It will gather user IDs from public areas of Pinterest such as comment threads, pin boards, and more. It can be set to auto follow other users who show an interest that matches the product or service being marketed.

By mass following others, the bot gains you followers who follow you back. Many of these will then click on through to your website. You can also take a pin from one of your followers and "re-pin" it or share it with the rest of your network. This helps to keep you fresh and in sight of your audience. There is also an auto-like function that searches out pins, boards, and more that match the keywords given. Whenever one is found, the like link is activated, which can tie your network into Facebook and vice versa.

Of course everyone hates spammers. For this reason, one special feature is necessary to have the best bot. That is the ability to move certain IDs to a "black list" and avoid sending them messages if they express a desire to stop receiving them. This feature can also be used to fine tune a marketing message and send it out to only a portion of one's network that has shown greater interest in a particular item while avoiding those who seem disinterested. If one uses a Pinterest bot with all of these features, the odds are that he/she will see a massive influx of traffic to his/her website. Of course, it is then up to him/her to ensure that the site is interesting enough that those who visit will want to come back as repeat customers.

With many followers, you can surely create the traffic you've always wanted. There is actually variety of reasons why people wants to generate as much followers as they could. For the entrepreneurs, they want followers so that many gets to follow their posts which will help them promote their business. It is true that a lot of users use social media such as Pinterest so that they can promote their business in the most convenient way they could. After all, promoting your business online is the easiest way yet very profitable means because you'll get to spread your advertisement in a span of time.

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