

your office hacks

G E N I E H A C K S

A row of nine white Scrabble tiles with black lettering and point values, arranged on a dark wooden surface. The tiles spell out the word "PINTEREST". The point values for each letter are: P (4), I (4), N (4), T (4), E (4), R (4), E (4), S (4), and T (4).

P I N T E R E S T

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WORDPRESS

PINTEREST GOOGLE+ FACEBOOK FLICKR

LINKEDIN TWITTER YOUTUBE

PEOPLE SHARE NEWS

COMMUNITY LIKE COMMUNICATION

RADIO FRIENDS
MOBILE INFORMATION CONTENT

GLOBAL SEARCH

BLOG DATA

SOCIAL MEDIA

NETWORK



Are you making the most out of

Pinterest

- **FACT:** the half-life of a Pinterest pin is 1,600 times longer than a Facebook post.
- **FACT:** the average Pinterest user spends 14.2 minutes pinning every time they log in.
- **FACT:** Pinterest was the fastest growing social network in 2014, growing by a whopping 97 percent!
- With numbers like these, it's easy to see what a powerhouse Pinterest has become.
- **FACT:** 85% of members are Female

Are you making the most out of

Pinterest

- It's growing like mad & the engagement rates are off the chart! And most importantly, your content has a longer shelf life on Pinterest.

Imagine your best content popping up in the Pinterest feed 4 or 5 months after it was first pinned! This is common occurrence on Pinterest.

Compare that to the fast-paced Twitter stream or the hyper-competitive Facebook news feed and you'll quickly understand the value.

Can you imagine the benefits of a social network where your content doesn't lose steam in the first few hours -- but can actually get MORE visibility over time & still be sending traffic months after it was published?



I₁



I₁

N₁

T₁

E₁

R₁

E₁

S₁

T₁

T₁

E₁

R₁

E₁

S₁



But why

Pinterest

- Because you can't afford not to! Pinterest will introduce your business & blog to a whole new audience.
- Envision this scenario: Someone pins your latest blog post to his or her Pinterest profile. Then 10 additional people repin that content & another 10 repin that same post.
- All of a sudden, your content is off & running. And the sharing & repinning can continue indefinitely.
- Just think of the benefits associated with this:- **increased awareness ~ additional blog traffic ~ new leads ~ increased sales**

Getting set-up on *Pinterest*

Your first step is to create a business account. If you currently use a personal profile for your business, you're missing out on a bunch of amazing features, the most important of which are:

Analytics

Rich Pins

Promoted Posts

You won't gain access to any of these features until you convert your personal account to a business account!

Getting set-up on
Pinterest

Set Up Your Business Account - You have 2 choices here:-

1. Create a Brand New Business Account (in Addition to Your Profile)

2. Convert Your Profile to a Business Account

Log in to your current Pinterest account ~ Go to Pinterest for Business

Click “Convert now” ~ Complete the information & click “Convert”

And don't worry... you won't lose a thing, but ensure that you "Verify" your new account !

Pinterest



Setting up amazing boards on

Pinterest

- Now it's time to set up your initial **Pinterest Boards**. I suggest you begin with 10 boards.
- Naming your boards will be based on your keywords, terms or phrases. Use names that people will use to search
- Again, think optimization. Boards are searchable – so don't miss an opportunity to get found through **Pinterest's Guided Search**.
- Pinterest offers this advice about naming your boards

Find and Pin amazing content on

Pinterest

- Now that you've set up your boards, it's important to start sharing content consistently.
- To set up your boards properly, I suggest initially pinning 5 articles to each board. This will fill the thumbnails displayed on each of your boards.
- As you begin to think about content, remember this: you want to share your own content, but you ALSO want to make it a point to share other people's content!

Find and Pin amazing content on

Pinterest

- Search a specific keyword or phrase in Pinterest
- Pin your evergreen blog content
- Take newsletter tips & turn them into quote graphics
- Use your RSS reader to add your favorite blogs & actively pin their content
- Visit sites like BizSugar.com to find new content relevant to your audience
- Use Pixabay to find amazing Royalty - Free Images
- Use Canva to put together amazing content/adverts
- Get Brave - start creating your own, branded original Pins that link to your website

Get Down with terminology on

Pinterest

Boards - Pinterest boards are buckets of categorized content. Each one contains content with similar interests. For example, one board might be “Facebook Marketing” while another captures content surrounding “Pinterest Tips for Newbies”.

Secret Boards - Secret boards are the same as above, except they’re secret. No one but you or anyone you’ve invited to pin with you is able to see your pins until you make the board public.

Group Boards - Group boards work the same as normal boards but have multiple pinners sharing content within the board.

Pin - A pin is an image that you add to a board that links to an external webpage (an article, product page, blog post, etc.).

Get Down with terminology on

Pinterest

- **RePin** - When you re-pin someone's content, you're sharing it with all of your followers. It's similar to a Facebook share or Twitter retweet.
- **Comments & Likes** - Comments & Likes on Pinterest are no different than they are on Facebook. Find a pin you really like? Leave a comment or click "Like" to show your support.
- **Pin It Button** - The Pin It Button is a widget or plugin that can be added to your website or blog.
When someone visits your site and wants to pin your article, they simply click on the button & share it to their account.

Marketing tips for *Pinterest*

- Pin great images!
- Share quality content
- Know your target market
- Follow pinners who have similar interests & share, Like, or comment on their pins
- Check your analytics frequently to see what pins are resonating with your followers & who's sharing your content
- Promote your Pinterest account on your website or blog with Pinterest widgets & share the fact that you're on Pinterest across your social networks, via email & newsletter



Your Office Genie

OFFICE MANAGEMENT SOLUTIONS

