



Sony Electronics on Pinterest

*Pinning in tech, geek, photography
and products since December 2011*

@Callanpaola
@Sonyelectronics

Launched December 2011

- Soft launch & content testing Dec/Jan
- Began publicizing February 2012

26 boards

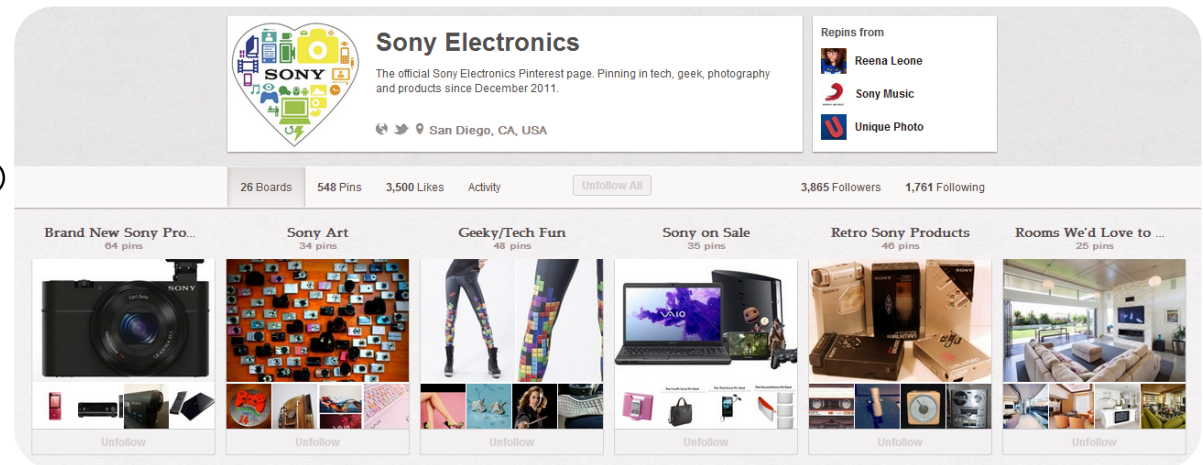
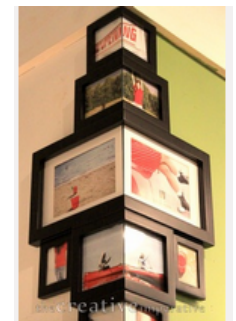
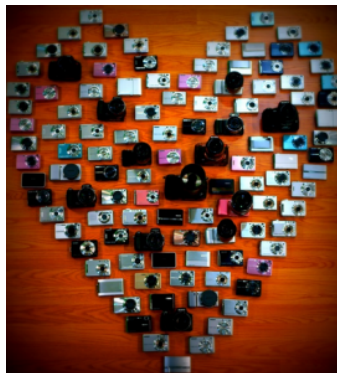
- product centric (eg. Brand New Products)
- Branding (Sony Art, retro Sony products)
- Lifestyle (Photography in the home)

4,000 + followers

- 4,400 re-pins
- Driving minimal purchase
- Driving 2.5X the traffic to Sony

website than Twitter

Top Pins



How to Drive Traffic to your Website via Pinterest

Diversify your boards

- Identify sales opportunities to include links
- Leave all sales talk out of non-sales driven content
 - Other content can be about brand affinity or community acquisition

Get creative

Focus on themes rather than product groups:

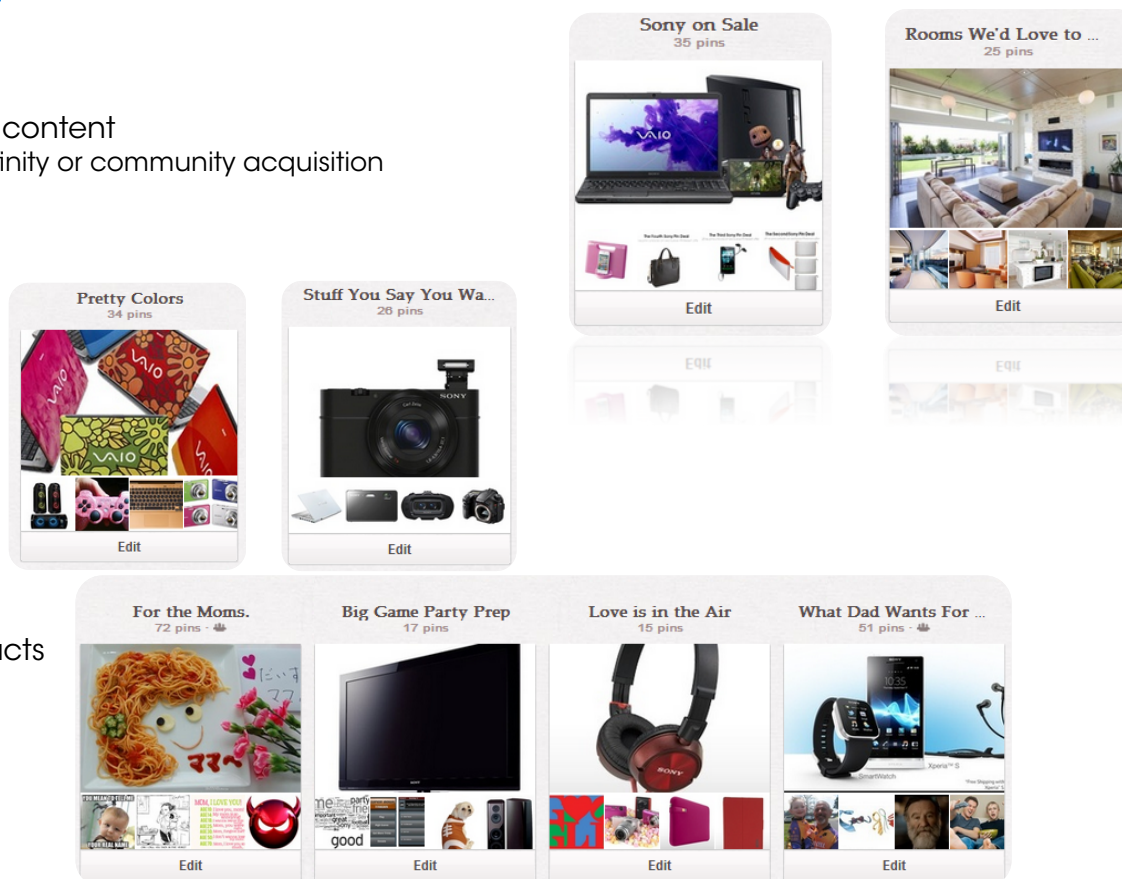
- Brand new (exclusivity)
- On sale (deals)
- Pretty colors (Aesthetics)
- Stuff you Say you want (community)
- Crem de la crem (luxury)

Integrate into existing categories

- Catching the Action (Outdoors Category)

Use timely events/holidays to talk about products

- Big Game Party Prep
- What Dad wants for his Big Day
- Love is in the Air
- For the Moms



Tips to make your pins “click-worthy”

Create commerce driven pins

Sony launched Pin Deals in May 2012

- Exclusive Pinterest deals on products unlocked by re-pins
- Designed images that looked different than traditional product shots
- Gained traction from media coverage of program
- First deal is our most re-pinned deal of all time
- All pin deals drove traffic to Sony store and Sony blog

Final things to remember

- Don't use URL shorteners
- Check your links to make sure they are going through appropriately
- Avoid linking to the home page
- Don't change links in others photos to your own (without permission)
- Vary photography that points to your site
- Use short captions – let the image speak for itself
- Watch your frequency of traffic driving pins
- Test, and monitor. Repeat what works.



Enlisting the help of others to drive traffic

Meet your best friend – the Pin It button

Install on all products

- For Sony, more than 31,000 pins since installing the Pin It Button in February
 - Brands w/ no e-commerce put pin-it button on content

Interact with those pinning from the site

- <http://pinterest.com/source/store.sony.com/>



Sony recommends Windows® 7.



VAIO S Series Laptop

Like 178 Pin It 77 Tweet 0

The perfect mix of portability and performance in a slim 1" form factor.

Starting at **\$799.99** Redeem 79,999 Sony Rewards points (7)

12-month financing available on select Laptops. [Learn more](#)

Color selection: Silver

- 3rd gen Intel® Core™ i7 quad core processor available
- Windows® 7 Ultimate available
- 13.3" and 15.5" screen sizes available
- Available hybrid graphics save power when you need it

VAIO Clearance Event

Save up to \$750 on select VAIO computers, while

Windows Upgrade Offer

Buy a Windows 7 PC and get Windows 8 Pro for \$14.99.

Community Boards

Create your own

- Identify top followers and invite to contribute
- Create a clearly labeled board
 - Include a description to make it clear to community members what you want them to pin
- Interact to encourage behavior
- Monitor participants to inform future invitations

Participate in others community boards when invited/when appropriate

- Reach a different audience
- Pins often received increased interactions



Key Takeaways

- Determine which boards will be commerce driven and focus commerce efforts there. Balance with lifestyle boards
 - Get creative
- Create commerce driven pins and programs
- Utilize unexpected imagery
- Incorporate the Pin-it button into your site
- Tap influencers for community boards

