


"Wow, that's a nice
lookin' pair of Crocs."
Said no one ever.



your  cards
someecards.com

 Like ← 0

 Tweet

 Embed

 Report Pin

 Email

Most people think of Crocs as a one shoe company, failing to realize Crocs now offers hundreds of stylish options.

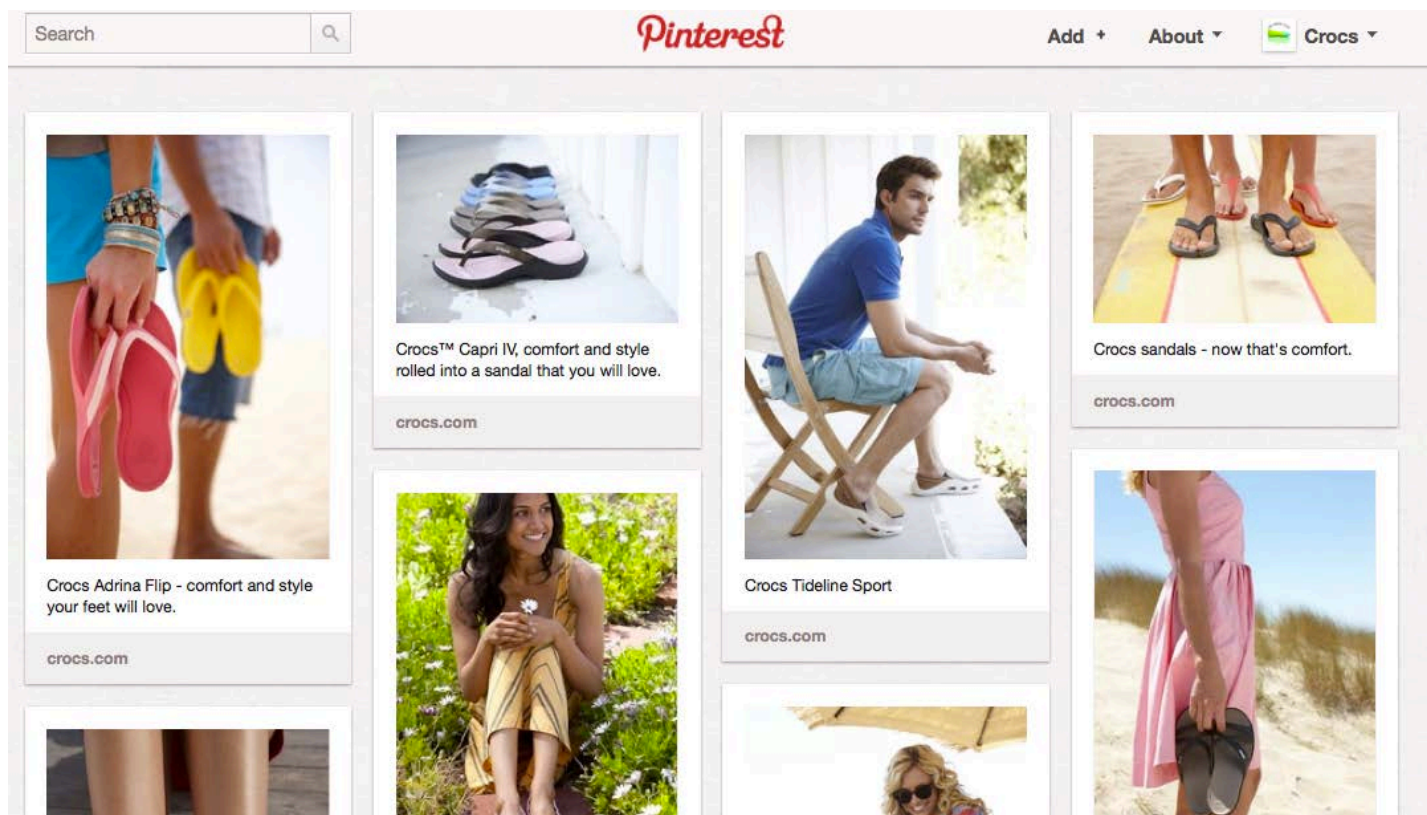
the one-of-a-kind Crocs feeling,
now inside hundreds of new styles.



Pinterest allows Crocs **show** our target audience how our brand fits into their lifestyle in a modern visual way – a way that words alone can't.



Our creative and aspirational photography allows us to tell a deeper visual brand story and showcase the lifestyle that is at the core of our DNA.



The image shows a screenshot of a Pinterest board for Crocs. The board features several pins showcasing different Crocs sandals in various lifestyle settings. The pins include:

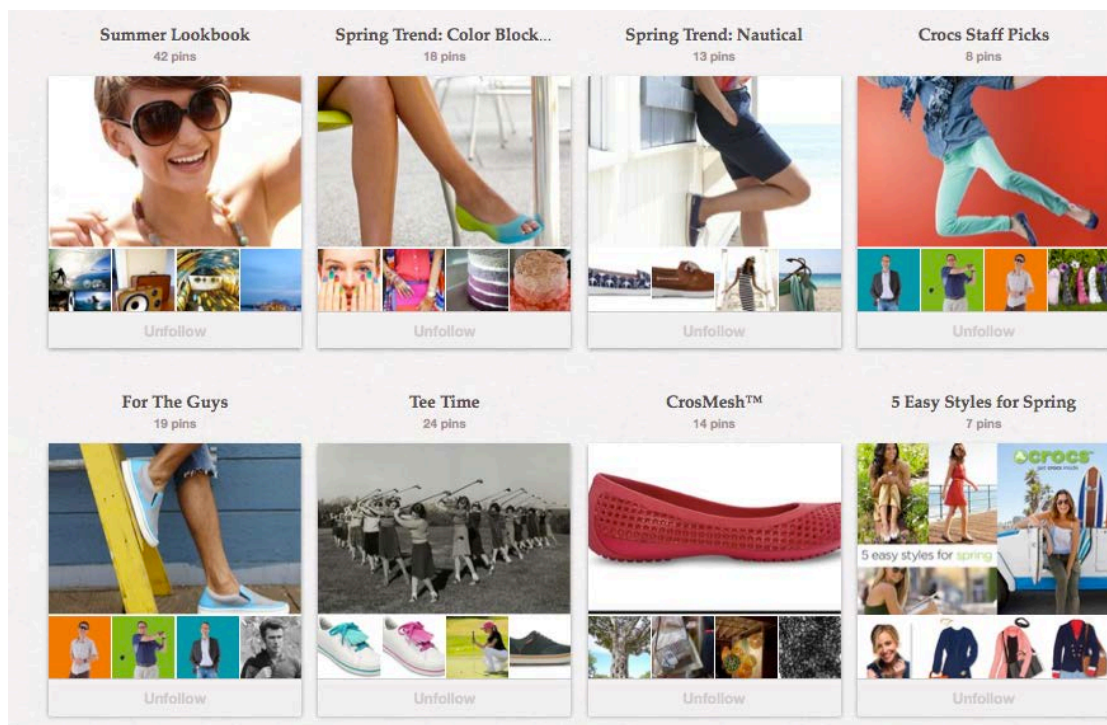
- A pin showing a person's hands holding a pink and a yellow Crocs sandal.
- A pin showing a stack of various colored Crocs sandals.
- A pin showing a man sitting on a wooden chair wearing white Crocs sandals.
- A pin showing a person's feet wearing black and orange Crocs sandals on a yellow surfboard.
- A pin showing a woman sitting outdoors wearing a yellow dress and white Crocs sandals.
- A pin showing a woman wearing a pink dress and white Crocs sandals.
- A pin showing a woman wearing sunglasses and a white Crocs sandal.

The board includes a search bar at the top left, the Pinterest logo in the center, and navigation options like 'Add +', 'About', and 'Crocs' at the top right. Each pin has a caption and the website 'crocs.com' listed below it.



What is your consumer interested in?

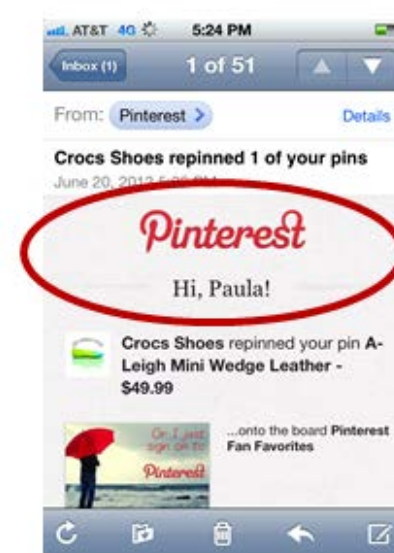
- Start with compelling visual content - what does your consumer want to see?
- Promote a lifestyle in an inspirational/aspirational way



- Engage with and repin other relevant content
- Allow content on your site to be pinned

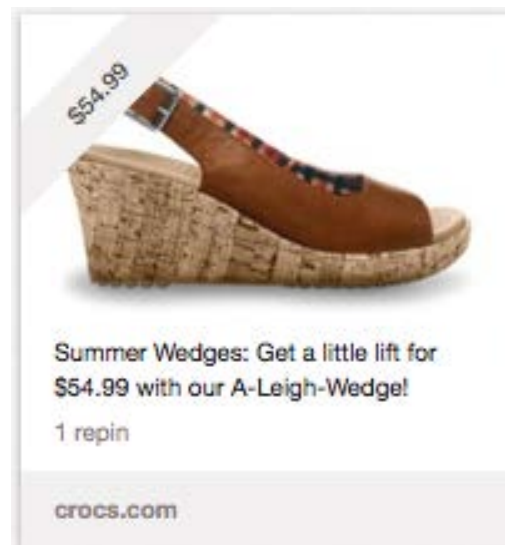
Tons of people are pinning and repinning photos of Crocs shoes™ on their own.

This gives us a chance to acknowledge, appreciate and engage them with a simple click of a 'like' or repin.



- Pins will include a link to the source – make sure to use trackable URLs to measure traffic
 - Pinterest bookmarklet –track pins shared from site in excel
 - Crocs uses Omniture, Ad-ID or Bitly with every link
- Optimize and refresh your content
 - Incorporate the same key words (Google food) from your site into boards and descriptions
 - Continually add to boards; they should not be static

- Encourage your community to shop now:
 - Adding price to the pin
 - Type the \$ or £ symbol followed by the number amount in the description and pin it
 - Make sure the source link sends consumer directly to a shop-able page





crocstm
get crocs inside

Driving to your site – Sales

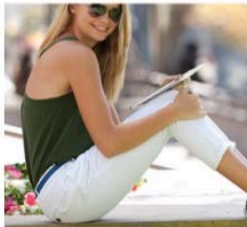
- Highlight seasonal stories and key selling seasons
 - Create boards from lookbooks, gift guides, catalogs and new product launches
 - Showcase *how* the consumer can use the product

Crocs Shoes
Pinned 13 weeks ago from newspringstyles.com

Unfollow



5 easy styles for **spring**



Busy fashionistas rejoice! Style & beauty spring style using her favorite picks from

Crocs Shoes
Pinned 12 weeks ago from crocs.com

Unfollow



- Before you pin, research similar pins:
 - How are the key words used in the description?
 - This will help you determine how best to build your description
 - Example: Crocs Boat Shoes
 - Is “boat shoes” trending as one word or two?
 - What other key words are associated with this product?
- Hashtags in pin descriptions allow for content to become searchable within Pinterest and work well for contests and promotions.

- Leverage other social communities:
 - Site functionality allows users to connect directly to Facebook and Twitter
 - Add Pinterest tab to Facebook page
 - Instagram images make for great Pinterest content



The screenshot displays a Facebook page for 'Crocs 10+'. The page features a cover photo of a group of people celebrating with balloons. The profile picture is the Crocs logo. The page has 554,497 likes and 7,193 people talking about it. The navigation bar includes tabs for 'About', 'Photos', 'Pinterest', 'Store Locator', and 'Email Sign-Up'. The main content area shows two pinned posts: 'CrocStyle Insiders' (44 pins) and 'Pinterest Fan Favorites' (25 pins). The 'Pinterest' tab is highlighted, showing a grid of Crocs shoes. The 'Email Sign-Up' tab is also visible, showing a sign-up form.

Through our blogger program, CrocStyle Insiders, we are able to cross promote blog, YouTube, Twitter and Instagram content on Pinterest.



Mom Style: Audrey on what to wear with our CrocMesh™ Ballet Flat

 by MomGenerations

 Crocs Shoes from [youtube.com](https://www.youtube.com)



Crocs™ Hover Slip-on Canvas via @love Maegan


1 like 4 repins

 Crocs Shoes from [crocs.com](https://www.crocs.com)



@love Maegan wears our Sexi Sandal in red against an oh-so-pretty wallpaper background at The Viceroy.

1 like 4 repins

 Crocs Shoes from [crocs.com](https://www.crocs.com)



- Show them you're listening:
 - Share top pins/pinned content with consumers via email and other social channels
 - Pay attention to what is getting pinned from site to inform future promotions and contests

let's socialize.

these crocs™ styles got your thumbs up.

shop now >

women's	men's	kids'
 melbourne II nautical graphic >	 crocskin classic >	 crocs chameleons™ carlie flat >

you chirped a lot about these new styles.

shop now >

women's	men's	kids'
 carlana peep toe ombre >	 hover boat >	 Hover Sneak Slip-on >

you found these very interesting.

shop now >

women's	men's	kids'
 adrina flat >	 crocband™ II >	 crocs chameleons™ clog >

- Launched this spring and now have more than 5,000 engaged users on one or more of our boards.
- We've learned more and more about our consumer – she *is* the Pinterest user.
- Hundreds of images from www.crocs.com have been pinned to wish lists and fashion boards.
- Referring traffic from Pinterest keeps going up.
- Pinterest is a key part of every marketing discussion.
- Reason for our creative and social team to be completely aligned
 - Consistent look and feel throughout all consumer touch points



- Know your consumer – what interests them?
- Visually appealing content is king.
- It's not all about you – share more than just your brand.
- Measure your efforts (trackback URLs).
- Leverage your other social networks.

