

Instagram & Pinterest Tactics That Can Help Any Brand Compete with Strong Visuals

*PR News Digital Conference
Tuesday, June 2, 2015
2:00 pm – 2:45 pm*



Instagram

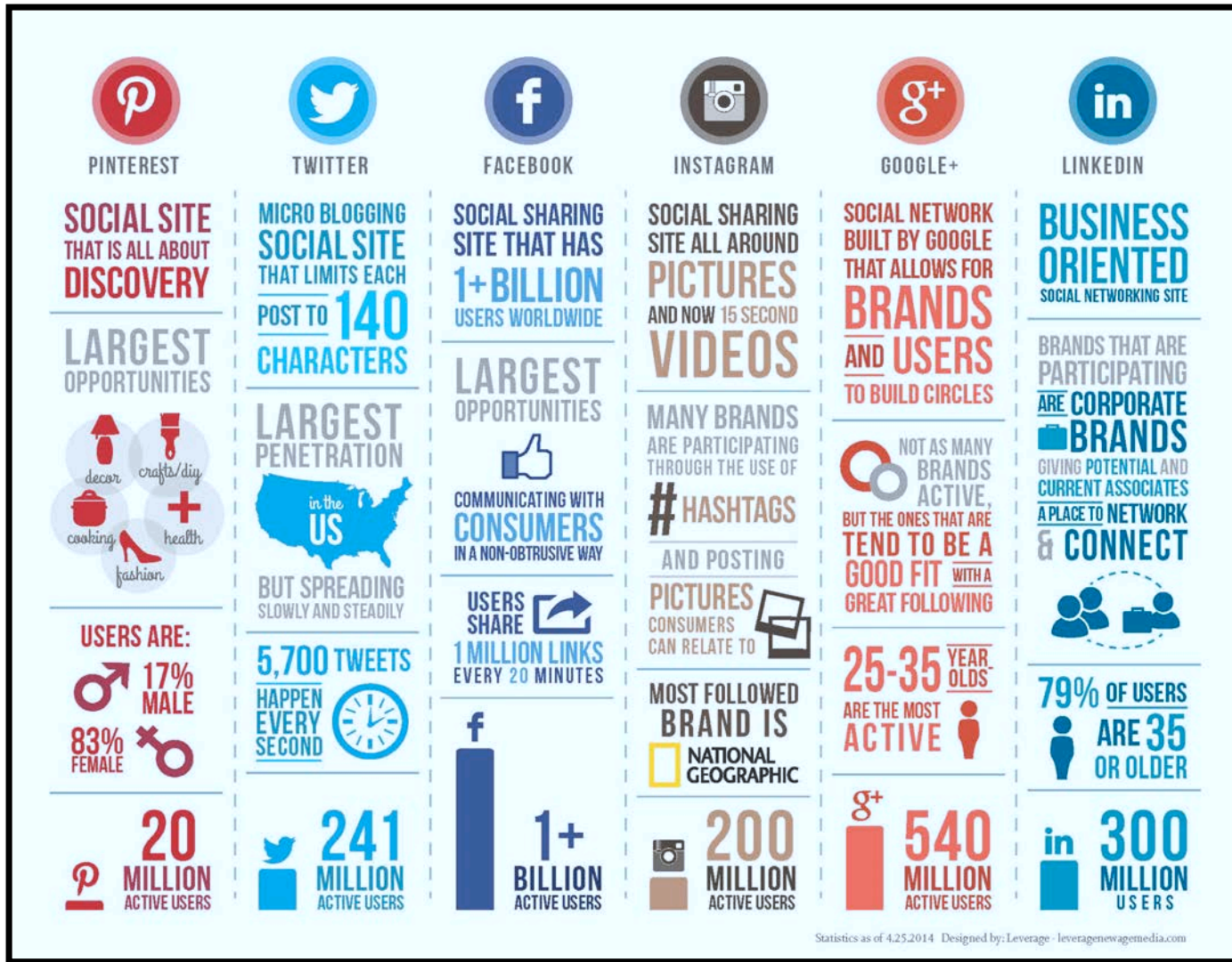
Erin Allsman
Vice President
Public Relations & Social Media Director
@Brownstein_Grp



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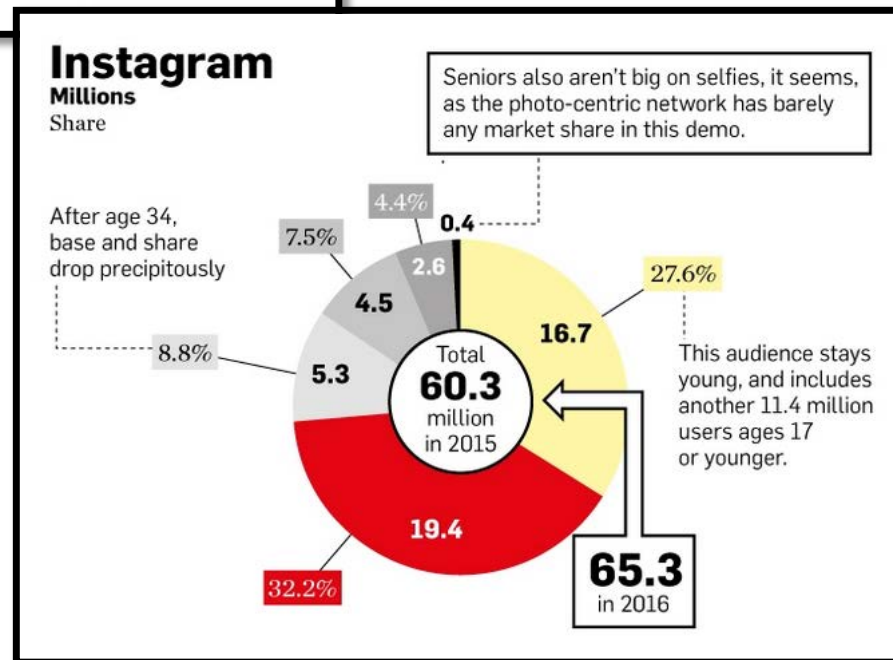
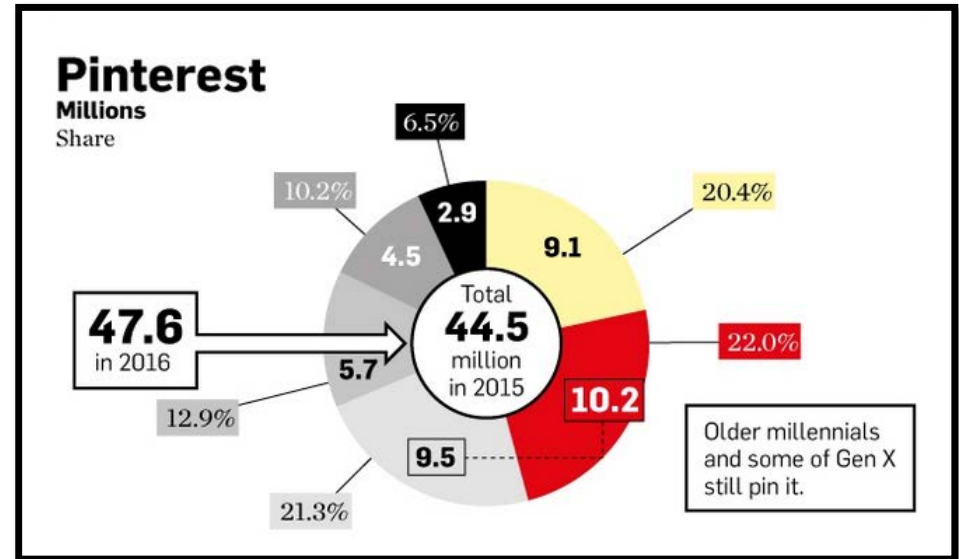
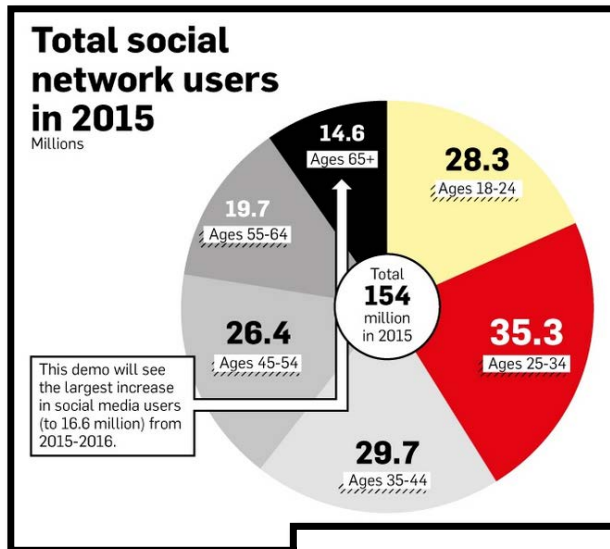
GETTING STARTED

PLATFORM OVERVIEW



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PLATFORM OVERVIEW



Source: ADWeek/eMarketer January 2015



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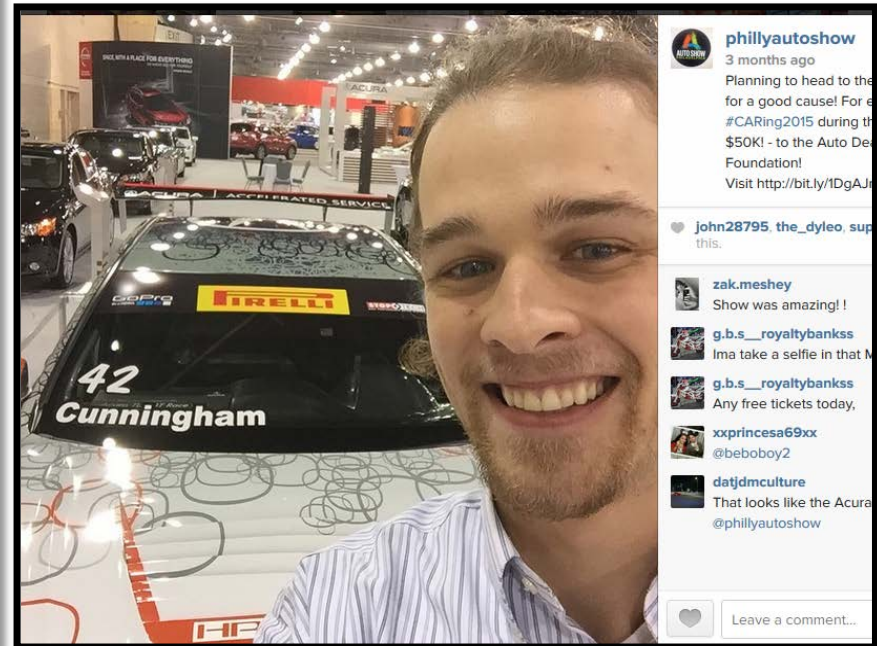
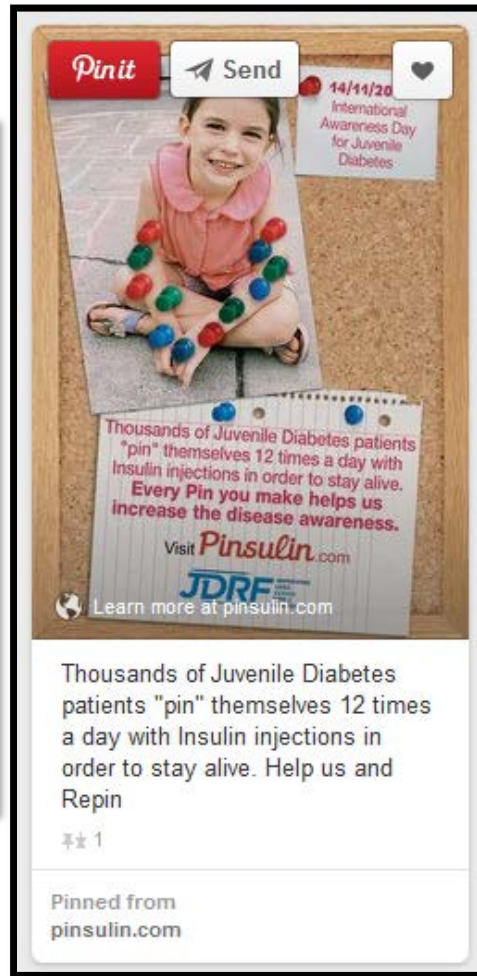


MEGA-TRENDS: BRAND ACTIVATION




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MEGA-TRENDS: PHILANTHROPY



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MEGA-TRENDS: INFLUENCERS & AMBASSADORS



MEETPENNY.COM

RITZ®
Nachos

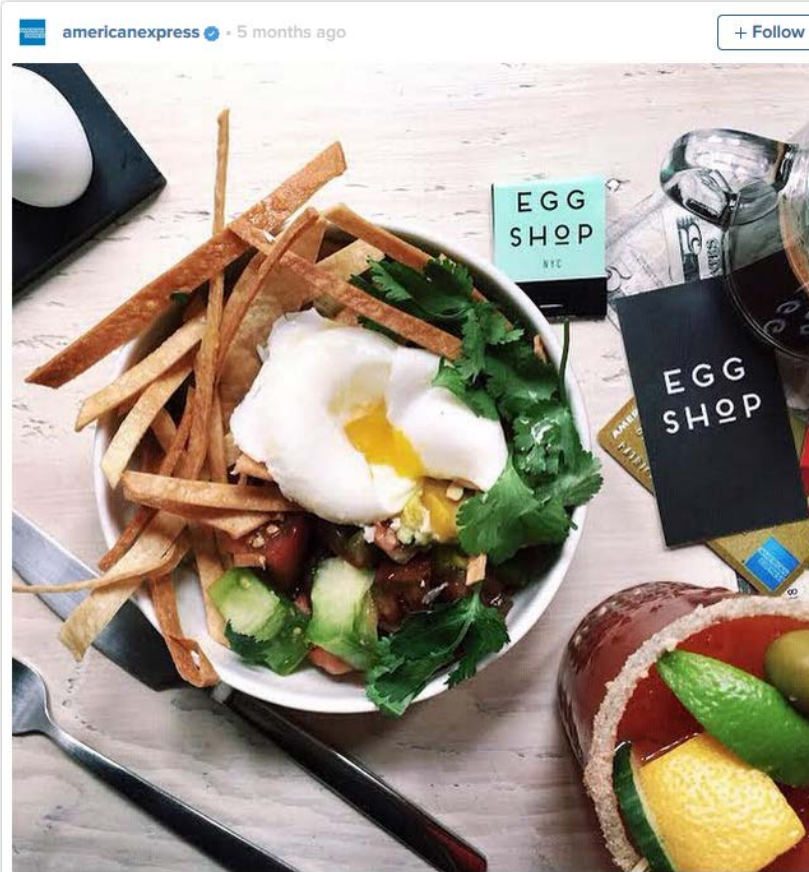
from Meet Penny

RITZ® Crackers Nachos with Homemade Salsa

Easy Snack & Appetizer Recipe: Mini Nachos on RITZ® via @Tabitha Philen (Meet Penny). Top Big RITZ® with refried beans, taco seasoned beef, shredded cheddar cheese, sour cream and homemade salsa. Put It On A RITZ® SWEEPS

9 3

Pinned by SoFabChats




americanexpress • 5 months ago

+ Follow

EGG SHOP NYC

EGG SHOP

For Small Business Saturday Night, we encouraged merchants in the neighborhood (including restaurants) to stay open late. At @eggshopnyc, to create some buzzy energy, we're placing a jazz band to play through the night. #shopsmall @aguynamedpatrick for #MyAmex



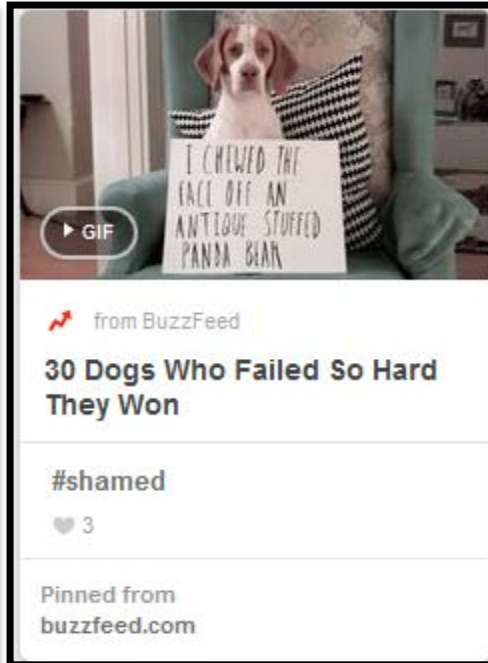
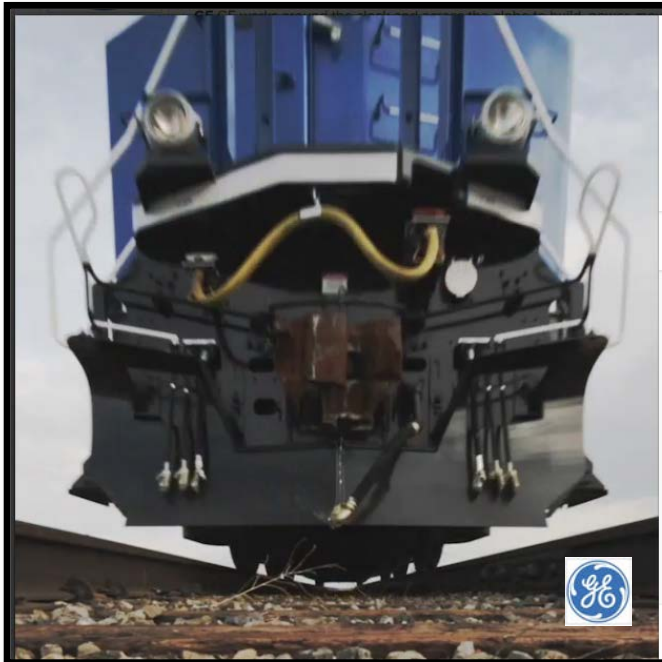
Decorate the front porch with a cluster of patterned paper lanterns!

92 28

Pinned by Joy Cho / Oh Joy!



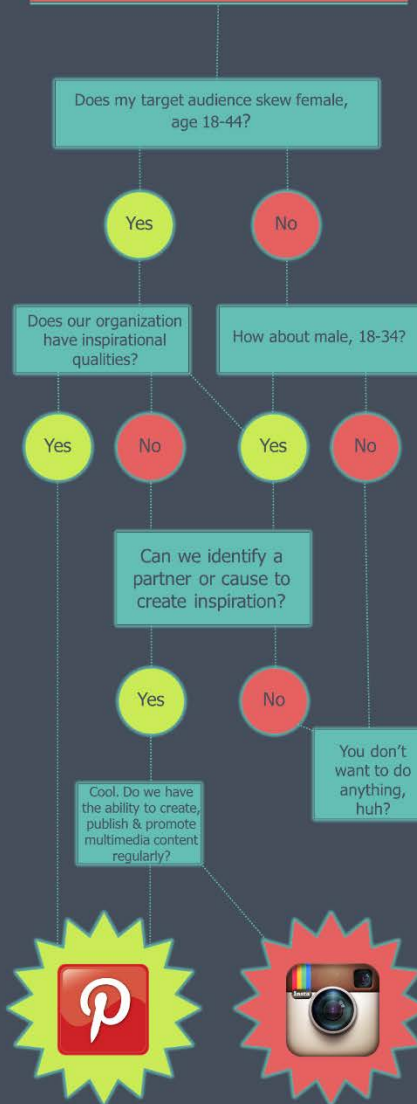
MEGA-TRENDS: MULTI-MEDIA



15-second videos on Instagram
Animated GIFs on Pinterest



THE PIN & IN SELF-ASSESSMENT



Next step: identify clear goals, objectives, strategies & tactics.



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***P*INSPIRATION**

IKEA – INSPIRATION FOR LIFE AT HOME



IKEA USA

Unfollow



45

Boards

5,406

Pins

248

Likes

195,976

Followers

104

Following

2015 IKEA Catalog



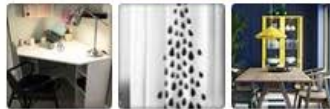
Unfollow

IKEA Home Tour Makeovers



Unfollow

IKEA Fan Faves



Unfollow

Weddings



Unfollow

Celebrate Spring



Unfollow

Mother's Day



Outdoor Living



Bedrooms



Bathrooms



Kitchens



Commercial driver
Discovery & consideration
Show style, quality & range



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ARCHDAILY – VERTICAL INDUSTRY LEADER



ArchDaily

Follow



83
Boards

10,520
Pins

290
Likes

117,553
Followers

767
Following

Architecture

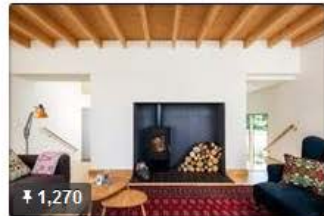


✦ 532



Follow

Interiors



✦ 1,270



Follow

Residential



✦ 760



Follow

Furniture



✦ 217



Follow

Oscar Niemeyer



✦ 16



Follow

Architecture Classics



✦ 165



For Architects



✦ 202



Architectural Models



✦ 68



Architectural Drawings



✦ 258



Unbuilt & Conceptual



✦ 172



Increase readership
Discovery & consideration
Audience behavior research



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INSPIRATION

AUTOMOBILE DEALERS ASSN. OF GREATER PHILADELPHIA / PHILADELPHIA AUTO SHOW



Ticket Stash



Inspirational Images

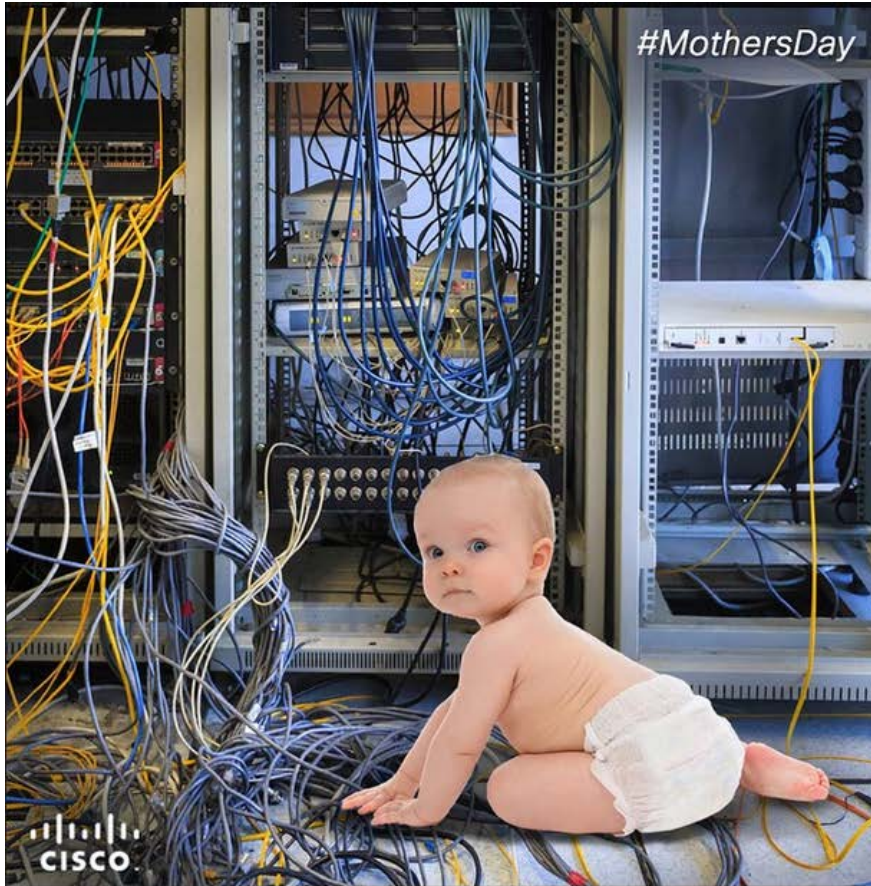


Celebrity Spotlights

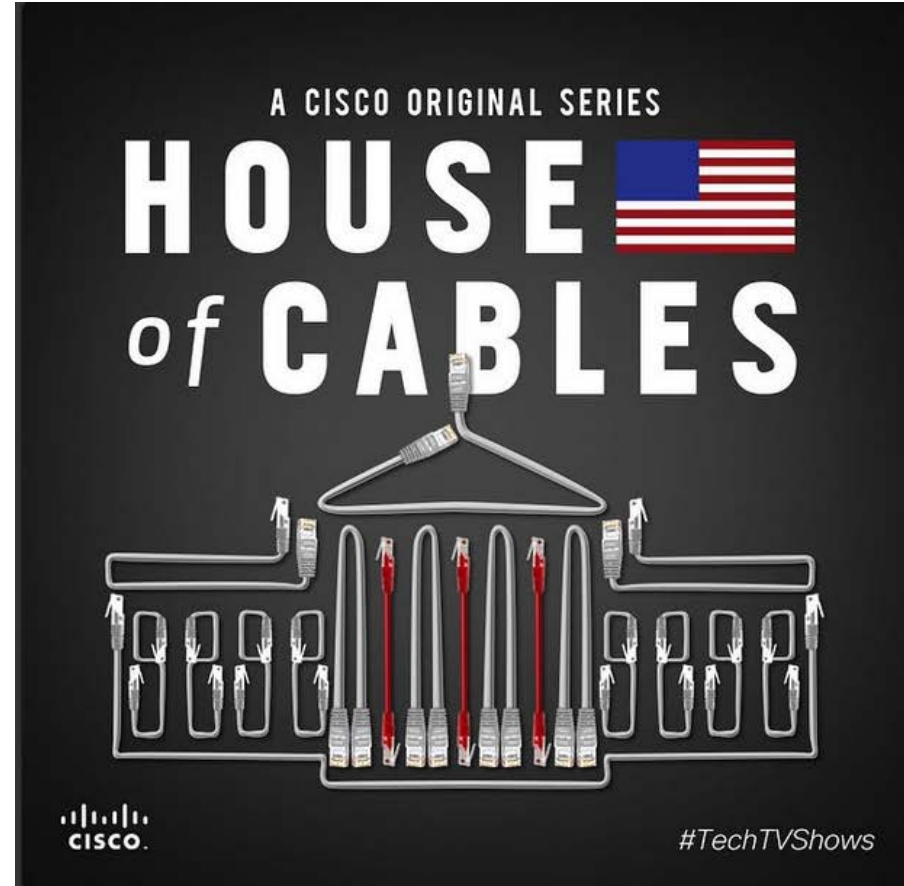


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CISCO



Custom content
for trending #s



Popular cultural
references



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PROCESS

ESTABLISH THE TEAM

| STAKEHOLDER | RESPONSIBILITY | REQUIREMENTS | EVALUATION |
|--------------------------------|--|---|--|
| Strategic Lead | Overall strategy, KPIs, voice/tone | Brand authority, trend knowledge, budget | Program performance, social role within Comms |
| Project Lead | Execution, planning, team management | Execute multiple projects & see “big picture” | Program/platform growth, meet KPIs, optimization |
| Content Lead – Copy | Concepting & copy management | Ability to capture brand voice | Platform KPIs, tone & engagement |
| Content Lead – Imagery/Visuals | Concepting & visual management | Design/art direction | KPIs, visual standards & engagement |
| Production Manager | Video & multi-media execution | Timeline, content development | Platform KPIs, budget/timing |
| Proofreader | Content review | Editing skills | No mistakes |
| Media Planner | Paid/sponsored content planning & buying | Platform systems, optimization | Cost per acquisition, budget management |



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DETERMINE THE STRATEGY

| INDUSTRY | CONTENT TYPES | ACTIVATIONS | OBJECTIVES |
|---|--|--|--|
| Architecture/ Engineering/ Construction/ Real Estate | Project renderings Time lapse video Project milestones Inspirational spaces | Trade show promotion Board creation | Brand engagement Thought leadership Aesthetic showcase |
| Personal Finance/ Banking | DIY/Self-help Infographics Life stage support | Tip-sharing Photo-sharing Board creation | Thought leadership Customer engagement Consideration |
| Associations/ Special interest groups | Custom content Infographics Staggering statistics | Trade show promotion Ambassador program | Advocacy Share of voice Event CTAs Fundraising |
| Manufacturing | “How it’s made” Sustainability Staggering statistics | Influencer program Science/STEM promotion | Thought leadership Advocacy Employee relations |
| Healthcare | Video Custom content | Personal health programs | Advocacy Patient awareness |



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ALLOCATE THE BUDGET



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GET DISCOVERED



CHECKLIST

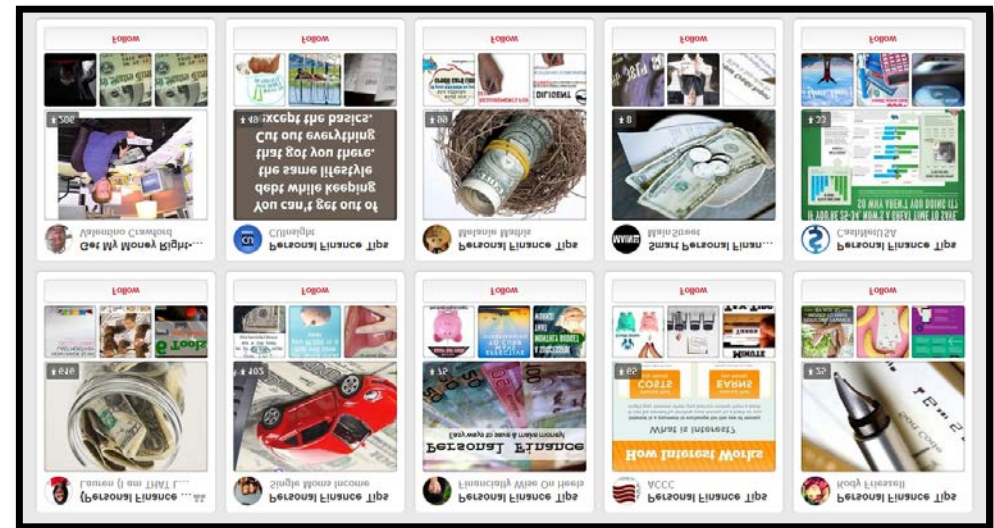
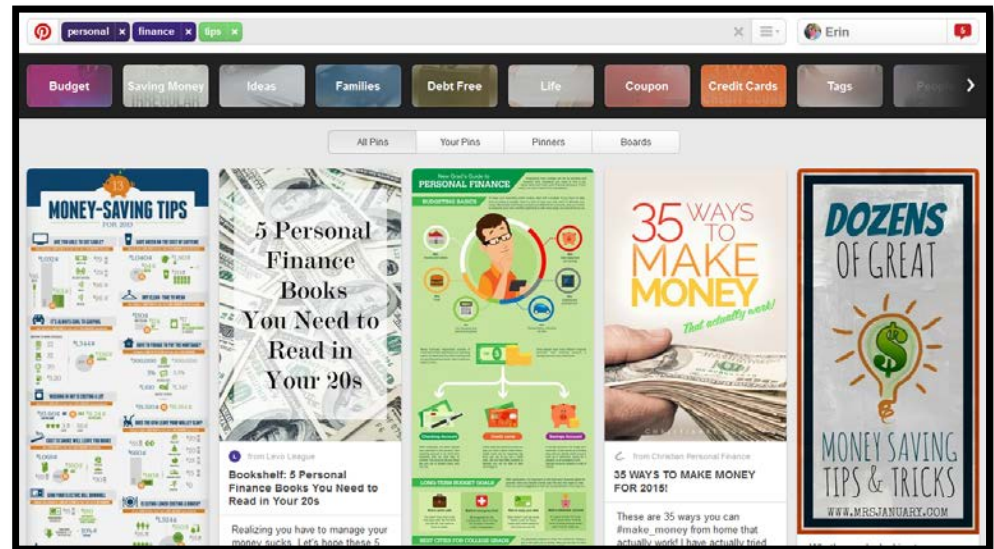
- ☒ Use keywords & URL in profiles
- ☒ Understand search behaviors & use keywords in posts
- ☒ Integrate with other owned media via sharing functionalities
- ☒ Research relevant hashtags & trending topics
- ☒ Use platform promotional tools & self-serve ad platforms



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ROLE OF SEARCH & DISCOVERY

- Conduct full content audit
- Identify board topics & product/sub-topics for each
- Align to organic keywords and trending topics
- Subdivide content to trending topics cast a wider net and increase search potential
- Optimize caption copy & board names based on Guided Search Tiles



Optimized boards responsible for 15% of discovery

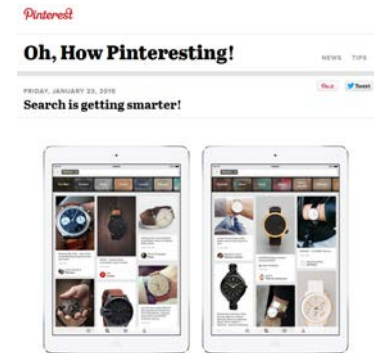


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TIPS & TOOLS

USEFUL RESOURCES

PLATFORM MANAGEMENT & NEWS



SEARCH BEHAVIORS & WEB DATA



PUBLISHING & PARTNERS



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HELPFUL HINTS

Put Audience First

- Research & audit
- Apply analytics
- Understand platform demographics
- How do we help them?

What void can we fill that will help our audience?



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HELPFUL HINTS

Think like a Publisher

- Create editorial calendars
- Respond to trends & current conversation
- Create custom content native to platform
 - Lists, numbers, tiles
 - Long Pins
 - Behind-the-scenes
 - Life stage planning
- Commit to refreshing regularly

Can we dedicate the necessary resources to be successful?



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HELPFUL HINTS

Be Discoverable

- Use platform search support
- Understand audience search behaviors
- Build content in response to data
- Make it easy to move from site to social platform & vice versa
 - Pre-populate Pin descriptions
 - Share/Pin It/Follow buttons
- Find & support brand advocates
 - Repin, repost actively
- Support campaigns with paid/promoted content
- Integrate with public relations & earned media promotion



Once we've built it, how will they find us?



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THANK YOU!



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