

Pin for Success

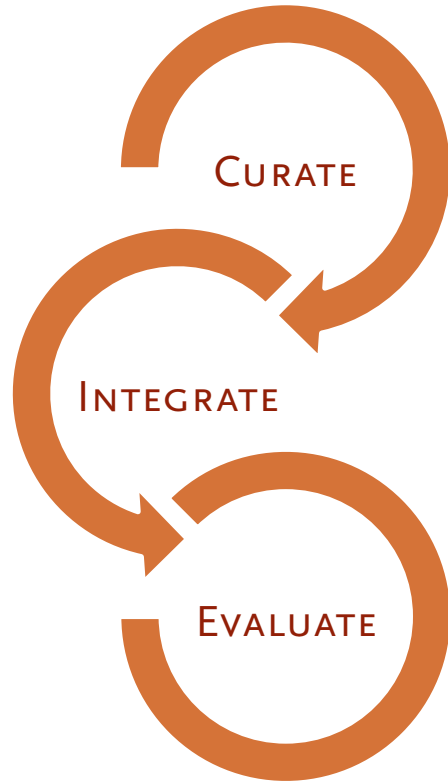
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Director, Social Media & Digital Marketing

@natanyap



The "ATE" Approach



Curate: It's All About Leverage (The Captain Jack Rule)

- Customer passion points
- Your team's passion points
- Data – visualized
- Solutions – visualized
- Have fun!



Think big and broad – beyond products & services

Curate: More Pirate Wisdom

- Don't let the perfect be the enemy of the good
- Start building a library – think big and broad
- Find inspiration all around you
- Take a photography class
- Explore a few good apps
- Build an extended team
- Bring in partners and curators
- Pin video too

Think outside the box to create/curate your image library

Curate Like a Pirate: Case Studies

40 Charts for Modern Market...

eloqua

Social Traffic Sources for B2B and B2C Companies

● Facebook ● LinkedIn ● Twitter

Social Media Referral Traffic: B2B vs. B2C

LinkedIn referral traffic is 10x higher for B2B

Follow

40 Charts for Modern Marketers - Eloqua

The Art of Celebration!

Follow

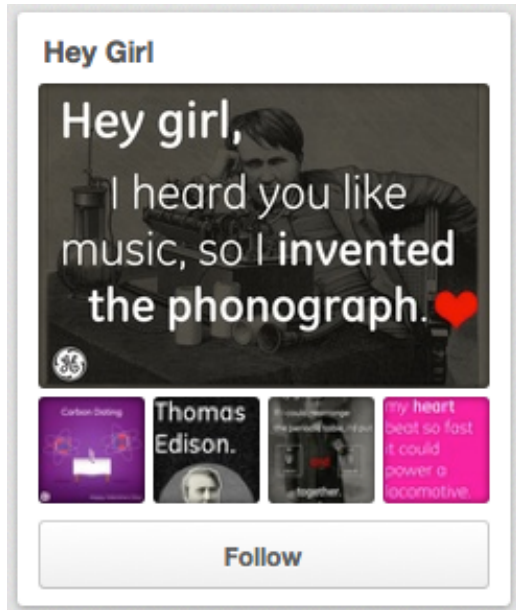
The Art of Celebration – Neiman Marcus

Technically Organized

Follow

Technically Organized - AMD

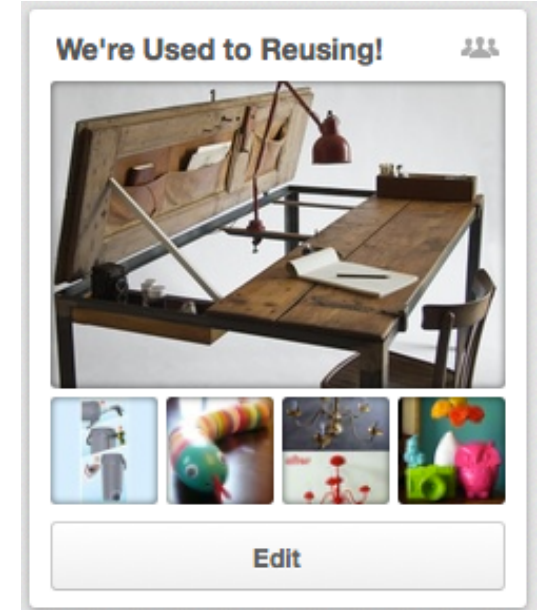
Curate Like a Pirate: More Case Studies



Hey Girl Thomas Edison Board - GE



Small Business Essentials – FedEx Office



We're Used to Reusing – Whole Foods Market

Integrate: Don't Forget the Fundamentals (The Coach Phil Rule)

- Don't lose track of your goals
- Stay focused on your audience
- Focus in on powerful messages
- Consider sharability and context
- Differentiate decoration and inspiration



Marketing 101 matters for Pinterest too

Integrate: Don't Forget the Fundamentals (The Coach Phil Rule)

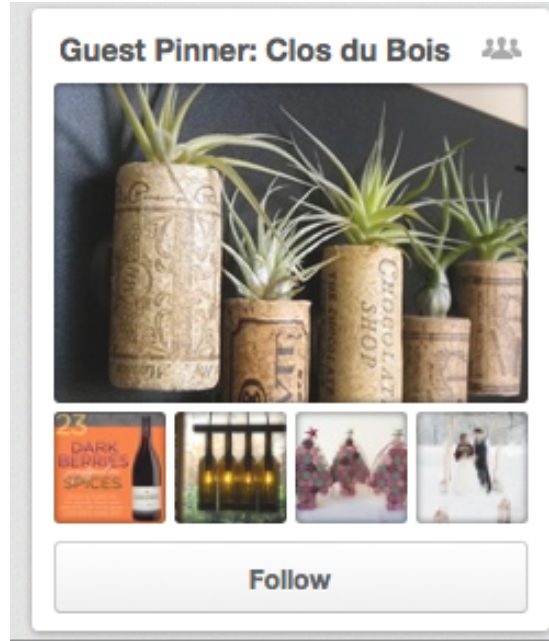
- Link strategically
- Bring on role players
(partners, experts)
- Images get lost in the wild –
help them lead people back home

Keep the connection to the rest of the team

Integrate Like a Champion: Case Studies



Pantone Color of the Year



Etsy Guest Pinners

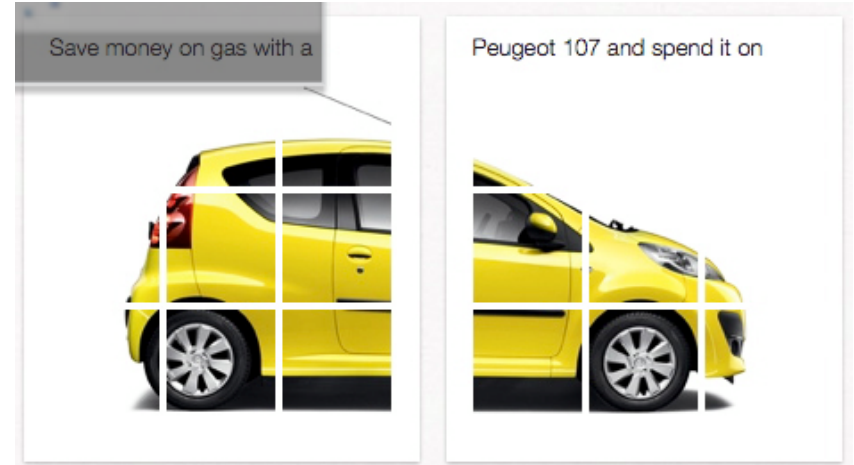
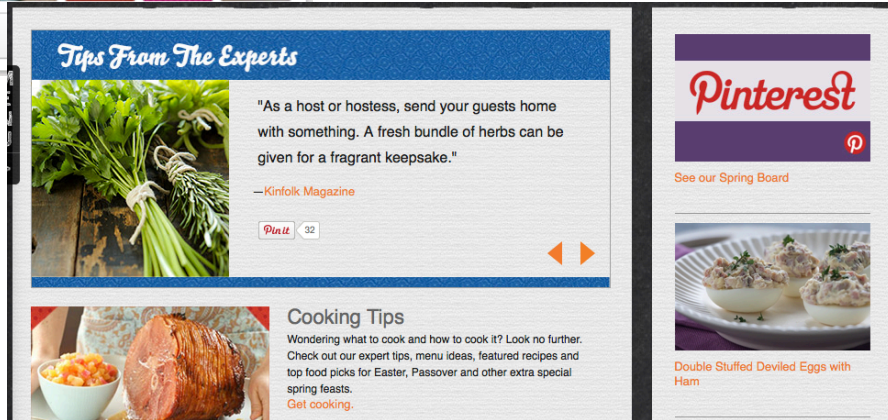


Emailvision Pin Your Inbox

Integrate Like a Champion: More Case Studies



Whole Foods Market Spring Gatherings



Peugeot Pinterest Puzzle

Evaluate: Measure, Measure, Measure (The Don't Be Afraid to Challenge Rule)

Measure What You Pin

- How does your audience respond to pins?
- How did you support campaign goals?
- What trends emerge?
- How do responses differ when you pin vs. your fans

Measure What Others Pin

- What can you learn for future content and campaigns?
- How might your paid media change?



Playbook for Measurement

- Pinterest analytics
 - Verify your account (instructions on Pinterest site)
- 3rd party tools like Curalate
- Website referrer analytics
- Social analytics when sharing pins

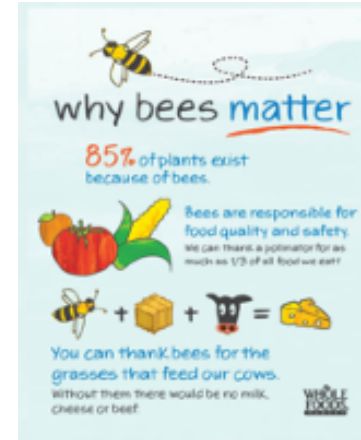
Evaluate Like a Pro: Campaign Stats



Pins	179
Repins	261
Likes	40
Comments	1
Impressions	70,600



Pins	255
Repins	322
Likes	44
Comments	3
Impressions	83,700

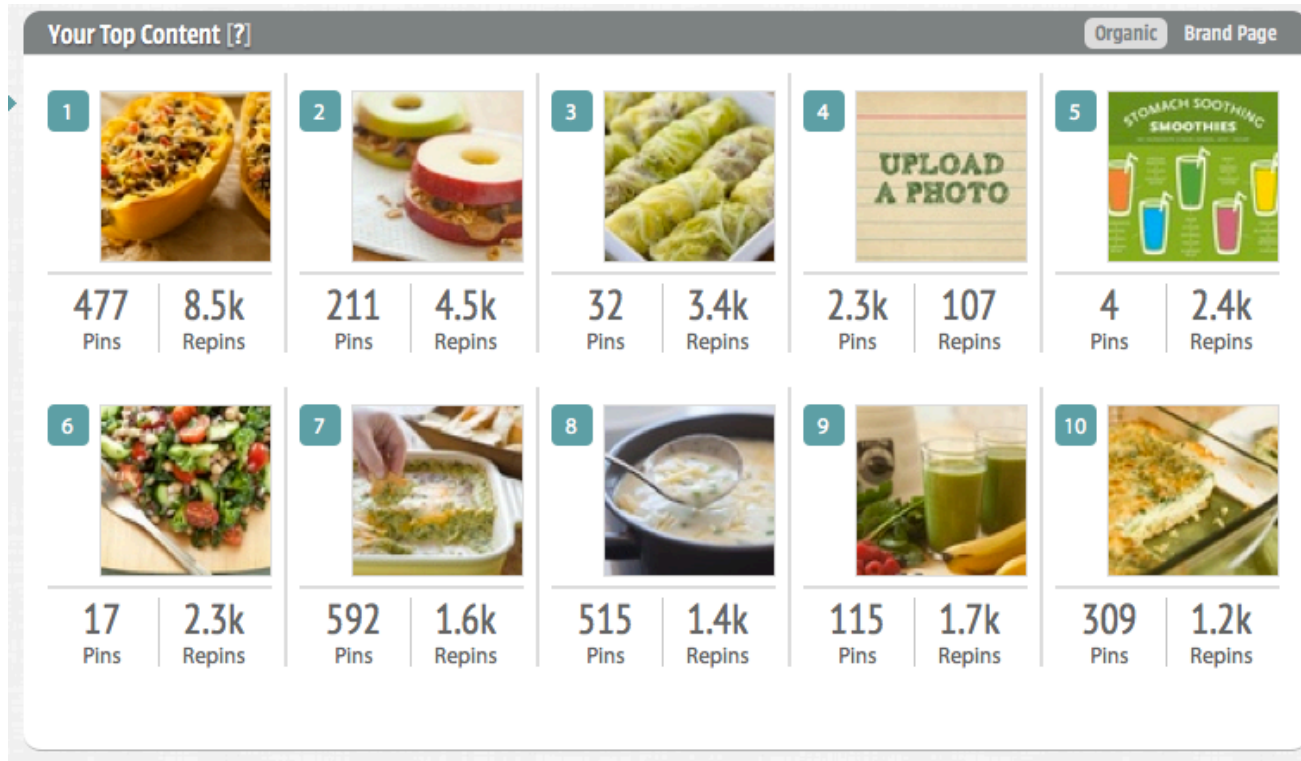


Pins	249
Repins	300
Likes	61
Comments	5
Impressions	78,800

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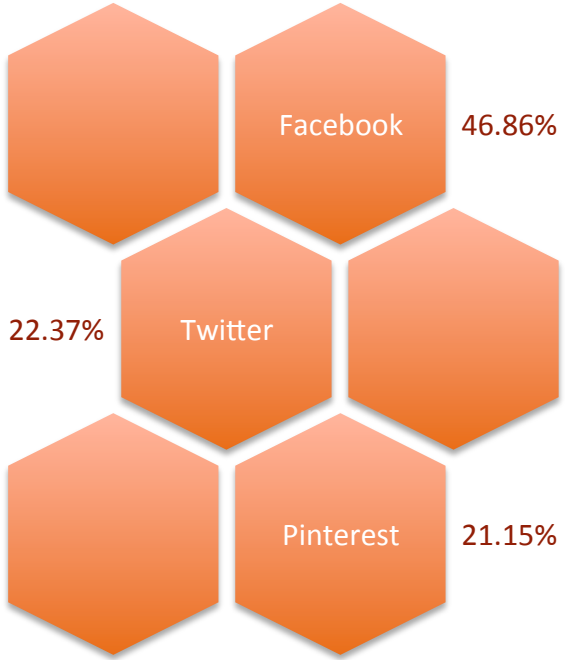
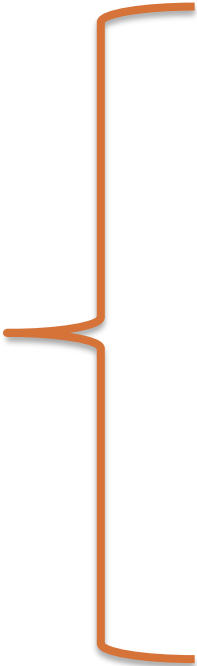
#prnbig3

Evaluate Like a Pro: Fan Favorites



Evaluate Like a Pro: Keep Your Eye on the Balls

wholefoodsmarket.com
Social Referral Traffic –
Last 12 months



The Captains and Coaches Say

- Don't be afraid to look outside your traditional marketing box for Pinterest opportunities
- Look for ways to inspire, inform, and entertain your audience
- Consider partner and influencer opportunities
- Integrate Pinterest into your marketing planning
- Seek to understand how images you pin perform differently from ones that others pin
- Consider devoting a few resources to creating “pinnable” images after you have some data to inform the work