

Pin for Success: How to Engage Your Audience with Pinterest

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#prnbig3



Homes.com

Homes.com is an inspiring and exciting partner, providing an enjoyable experience for users 2 write their 'home story' and achieve the American Dream. Home Buyers/Owners /Sellers/Renters are welcomed!

Norfolk, VA · www.Homes.com

Repins from

- ELLE DECOR
- Whole Foods Market
- Coastal Living

44 Boards 1,483 Pins 428 Likes Unfollow All 4,667 Followers 856 Following

Organization Overhaul Unfollow	Spring Into the Dream Unfollow	House Hunting Tips Unfollow	VIP Living Unfollow	Kitchen Essentials Unfollow
Lovely Living Rooms Unfollow	Outdoor Oasis Unfollow	Tailgate Fever Unfollow	Beauty Sleep Unfollow	Deck & Patio Designs Unfollow
Stylish Bathrooms Unfollow	Entry Ways Unfollow	Home Decor Trends Unfollow	Front Doors Unfollow	Outstanding Offices Unfollow
Dreamy Walk-In Closets Unfollow	Rental Living Unfollow	KidZone Decor Unfollow	BabyZone Decor Unfollow	DIY Projects Unfollow
Painting 101 Unfollow	Home Living Tips Unfollow	Infographics Unfollow	Yummy Goodness Unfollow	Moving Tips Unfollow

Pinterest
It's like Fantasy Football for girls



Strategy

Editorial Calendar

Homes.com Editorial Content Calendar

File Edit View Insert Format Data Tools Help Last edit was made 11 days ago by Gillian L

Categories

	A	B	C	D	E
1	Categories	January	February	March	April
2		Searching for a new home	Top 10 Romantic Cities (2 parts)	Bring outdoors in	Going Green
3		Buying a new home	Valentine's Day Entertaining	Spring Cleaning/Organizing	Home Stories
4		Pre-qualifying for a new home	Mardi Gras Entertaining	Spring Patterns/Textiles	Top Green Homes on Homes.com
5		National Organization Month	Kitchen Spotlights: Heart of Home (Shelley)	Kid Friendly activities	Green Celebrity Story/VIP Living
6		Wrap-Up posts from 2012	Top Kitchens on Homes.com (listings)	St. Patrick's Day (entertaining)	Quarterly Reports
7		Super Bowl Entertaining	DIY Projects	Spring Family activities/gatherings	Top Green Cities & RE Market-Nicole
8		Décor Trends/New	Bathroom/Laundry		Top Outdoor Spaces/Gardens on

+ Blog Content Consumer Contests PR Pitches

- Share the calendar where everyone can see it, touch it and live it
- Place accountability on the team
- Align directly with PR Pitches
- Provide big picture and hourly details
- Map out topic themes
- Tie into trends and seasonality

Promote a Lifestyle

Stylish Bathrooms



Unfollow

Entry Ways



Unfollow

Home Decor Trends



Unfollow

Front Doors



Unfollow

Outstanding Offices



Unfollow

Dreamy Walk-In Closets



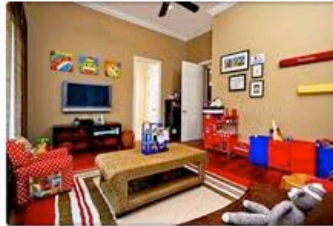
Unfollow

Rental Living



Unfollow

KidZone Decor



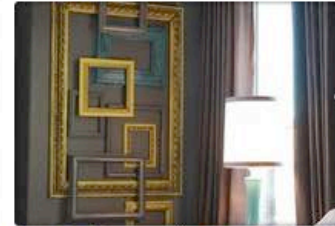
Unfollow

BabyZone Decor



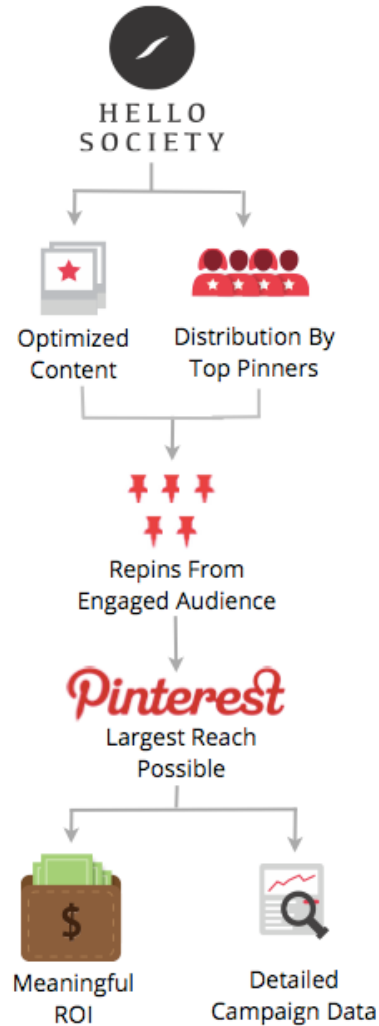
Unfollow

DIY Projects

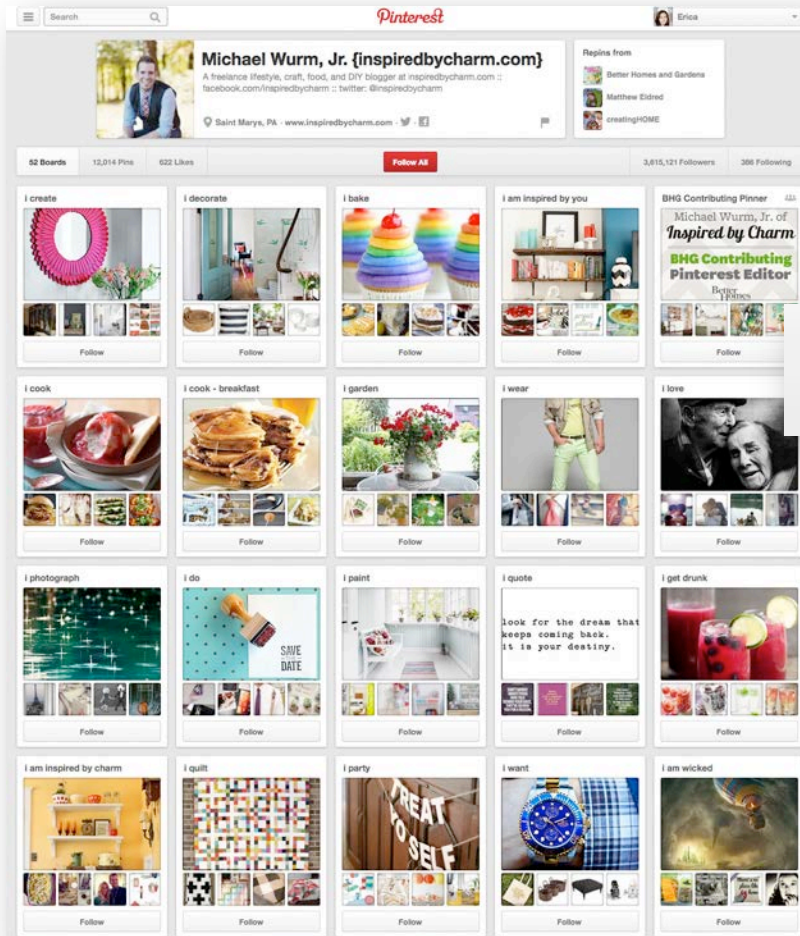


Unfollow

Identify Influencers



Identify Influencers



3,615,121 Followers

386 Following

Identify Influencers

The screenshot shows a Pinterest page with a search bar at the top. Below the search bar is a yellow banner that reads "Pinterest is an online pinboard. Organize and share things you love." with "Join Pinterest" and "Login" buttons. The main content is a pin from Michael Wurm, Jr. (inspiredbycharm.com) titled "Spring Cleaning tips & tricks". The pin image features a collage of cleaning-related items: a white oven, a yellow cloth, a bottle of Turtle Wax, and a spray bottle. The text on the pin says "How to Clean between Oven Glass". Below the pin, it says "Spring Cleaning Tips and Tricks - fab ideas!" and "Pinned via Pin It Button". There is a "Likes" section with a grid of user avatars and "+281 more likes".

The screenshot shows a Pinterest page with a pin from Michael Wurm, Jr. (inspiredbycharm.com) via Erin O'Brien. The pin is titled "yellow and gray party plan! cute!". The image shows a table setting with a yellow and gray polka-dot tablecloth, a vase of yellow roses, a white plate with a yellow napkin, and silverware. Below the image, it says "CelebrationsAtHomeBlog.com". There are two user avatars in the "Likes" section: Pam Ferraris (@classy!) and Julie Davis (@Erika * Gordon). Below the pin, it says "Pinned onto the board Homes.com Stylemaker". At the bottom, it says "Originally from One day I'll sa... by Erin O'Brien" and "Pinned via Pin It Button from blog.homes.com".

Repin From Like Brands



stylish and cozy
11 repins 1 like

Pinned from
hgTV.com



Learn How to Cook a Frittata! You can make for breakfast for the week or for a #Spring brunch! #recipe #food
3 repins 1 like

Pinned from
wholefoodsmarket.com



"Cookies & Milk" theme is for birthday parties? Sign me up. #birthday #party #food #recipes #themes
7 repins 1 like

Pinned from
karaspartyideas.com



Lemon-Coconut Angel Food Cake would be perfect for a #Spring brunch! #recipes #entertaining #food #party
3 repins

Pinned from
coastalliving.com



Stacy's #Stencil #Bedroom #homedecor blog.homes.com/...
1 repin

Pinned from
blog.homes.com




Bright Girl's Room
3 repins

Pinned from
bhg.com

Content Curation

Contest

- Homes.com launched the first real estate industry Pinterest contest in Feb '12
- The 'Pin It If You Love It' contest was responsible for:
 - Almost **4,000** pins and repins
 - **300+** entries
 - Increased Homes.com's Pinterest followers by **420**
 - **420%** increase in page views, **782%** in site searches and **500%** increase in leads



Homes.com

Pin it if you *Love* it.

Enter for a chance to win one of five **\$250 gift cards!***

The graphic features a central illustration of a two-story house with a brown roof, blue doors, and windows. The house is surrounded by green trees and several orange hearts of various sizes. The entire scene is set against a white background with a subtle drop shadow. The Homes.com logo is at the top, and the contest details are at the bottom.

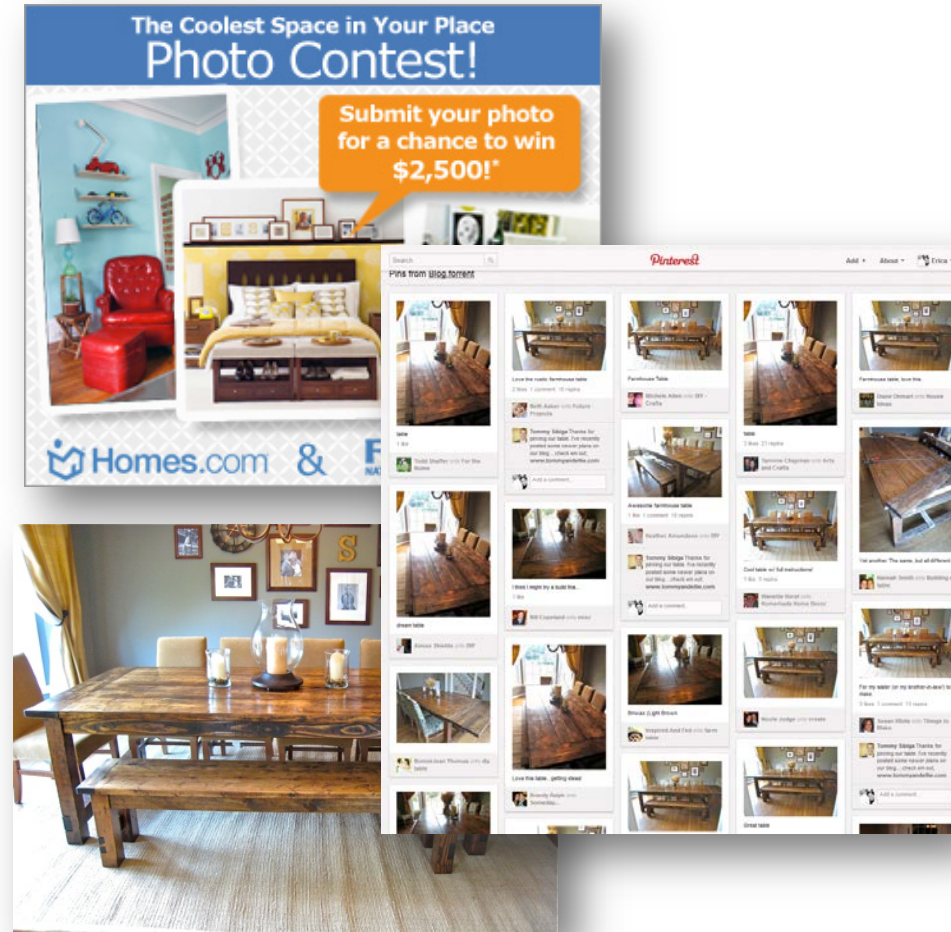
Crowdsource

- **‘Spring Into The Dream’**
 - Partnered with top industry bloggers
 - Bloggers asked to show us what ‘Spring Into The Dream’ meant to them
 - Created a blog post and Pinterest Board detailing the ‘Spring Into The Dream’ ideas to their readers
 - Winner received \$500 and an additional \$500 to award their readers who participated
- **How to Enter**
 - Repin min of 2 items from the Homes.com pinboard and min of 2 items from Homes.com Website/Blog



Crowdsource

- **‘Coolest Space in Your Place’** Facebook Photo Contest led to Pinterest success
 - Runner-ups guest blogged
 - Farmhouse table pinned to Pinterest
- **Blog Results:**
 - Blog traffic **increased 4x** in Sept ‘11
 - **255,000+** pageviews,
 - **214,000+** daily unique visitors
 - **100+** comments
 - Nearly **60%** of blog traffic came from post in Dec ‘12



Infographic

Three Cities THAT ARE Going Green

1 CHICAGO, ILLINOIS
Chicago has been selected as one of the greenest cities in the nation by the GreenSource Institute.

2 DENVER, COLORADO
Denver has been selected as one of the greenest cities in the nation by the GreenSource Institute.

3 PORTLAND, OREGON
Portland has been selected as one of the greenest cities in the nation by the GreenSource Institute.

Green Roofs
Installing plants on city rooftops will reduce the temperature of buildings and reduce heating and cooling costs. The city has more green roofs than any other city in the United States.

Hotels & Restaurants
Chicago has a lot of hotels and restaurants that have earned GreenSource Institute's GreenSource certification.

As of 2016, Chicago has 355 GREEN ROOFS, TOTALLY 5.2 MILLION SQUARE FEET.
The green roofs help reduce the temperature of buildings in Chicago and help reduce the amount of energy used to heat and cool the buildings. They also help reduce the amount of rainwater runoff from the roofs.

Transportation
Chicago has a lot of public transportation options, including the CTA, Metra, and Pace. This makes it easy for people to get around the city without using a car.

Recycling
Chicago has a lot of recycling programs, including curbside recycling and drop-off locations. This helps reduce the amount of waste that goes to landfills.

WHICH MAJOR CITY IS BEST TO LIVE IN?

My city is the best. NO, mine is the best!

Where is the best place to live in the U.S.?
And what makes the best city the best, the BEST EDUCATION? COST OF LIVING? CRIME RATE?

AMERICA'S BEST CITIES

MANUFACTURING
Chicago, IL
Dallas, TX
Houston, TX
Los Angeles, CA
New York, NY
Phoenix, AZ
San Antonio, TX
Seattle, WA
Wichita, KS

TECHNOLOGY
San Francisco, CA
Austin, TX
Boston, MA
Denver, CO
New York, NY
Portland, OR
San Jose, CA
Seattle, WA

ECONOMIC FACTORS
Chicago, IL
Dallas, TX
Houston, TX
Los Angeles, CA
New York, NY
Phoenix, AZ
San Antonio, TX
Seattle, WA
Wichita, KS

CRIME
Chicago, IL
Dallas, TX
Houston, TX
Los Angeles, CA
New York, NY
Phoenix, AZ
San Antonio, TX
Seattle, WA
Wichita, KS

4 Cities Voted Best To Live In

RALEIGH, NC

With a population of 1,380,000, Raleigh is the **TOP SPOT** for living in the South.

ACCORDING TO AN ANNUAL SURVEY, MAJOR CITIES FOR QUALITY OF LIFE

MANUFACTURING 867
Professional Spins 110
Restaurants 51

TECHNOLOGY 18
Professional Spins 11
Restaurants 51

ECONOMIC FACTORS 10
Professional Spins 11
Restaurants 51

CRIME 74,490
Professional Spins 11
Restaurants 51

RENTAL COSTS \$53,370
Professional Spins 11
Restaurants 51

CRIME 492.5
Professional Spins 11
Restaurants 51

TAILGATE FEVER

Homes.com and ForRent.com have teamed up to help you find the best place to live in the U.S. based on your preferences. As such, we're providing you with quick tips to help start your tailgating quest on the right foot.

Tal-gat-ing!

Protein containing beverages and getting food. Tails parties usually occur in the parking lots of stadiums and arenas, but can also occur in other places in the city. Tailgating is a fun way to relax and enjoy a game with your family and friends.

Tailgating On! Terms of Measurement

Kid Friendly 12oz Beer
6oz Wine
1oz Liqueur

Adult Friendly 12oz Beer
6oz Wine
1oz Liqueur

Gear It Up

- TV
- Portable Speaker System
- Grill
- Make identifiable for friends to find you
- Cooler
- Folding Table & Chairs
- ICE
- Bring a personalized cup so you don't grab the wrong drink
- Toilet Paper
- Trash Bags
- First Aid Kit
- Rain Gear

SPOOKY SPACES, SPOOKY PLACES:
The Top 10 Spookiest Cities in America

10. San Diego, CA
Spooky Spaces: 100,000
Median Home Price: \$400,000
Median Rental Price: \$1,500

9. Portland, OR
Spooky Spaces: 100,000
Median Home Price: \$300,000
Median Rental Price: \$1,200

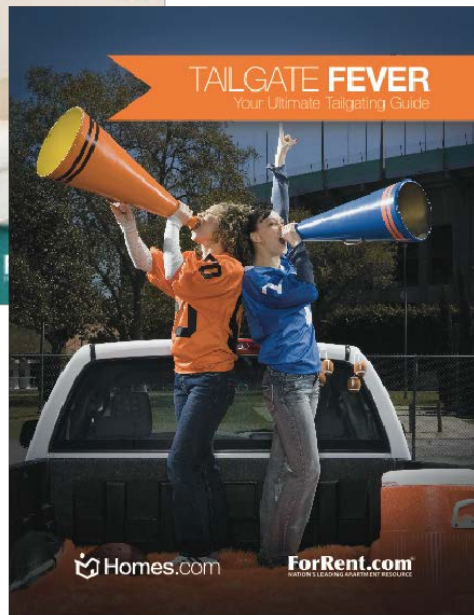
8. Chicago, IL
Spooky Spaces: 100,000
Median Home Price: \$200,000
Median Rental Price: \$1,000

7. San Jose, CA
Spooky Spaces: 100,000
Median Home Price: \$500,000
Median Rental Price: \$2,000

6. Gettysburg, PA
Spooky Spaces: 100,000
Median Home Price: \$150,000
Median Rental Price: \$800

Philadelphia, PA
Spooky Spaces: 100,000
Median Home Price: \$250,000
Median Rental Price: \$1,200

eBook



eBook

party planning ideas

THE BIG GAME DAY FOOTBALL PARTY

What's more exciting than gathering your friends and family to cheer on your favorite team? No need to wait for Super Bowl, host an exciting football party in your home now. Adding in a few of these ideas will make your party the talk of the season.



- one**
Use the looks and patterns you see at the big game as inspiration for party decor. Using cupcake and a cake sheet as a football play chart is a great example.
- two**
Order wrappers for bottled water and canned drinks that match the party's theme.
- three**
Dip potato chips in broccoli and then drizzle those on them with white chocolate to create a unique topper that looks like a football.
- four**
Add frosting to chocolate cookies that replicates a football's stitching for edible footballs.

Source: [Warm & Wilder](#)

Grilled Watermelon with Feta and Mint

- 1 thick slice of watermelon
- 2 Tbsp olive oil
- Sea Salt
- 2 tsp feta cheese per slice, crumbled
- 1 tsp fresh mint per slice

Preheat grill on high. Cut watermelon slice into 5-6 equal sized triangle pieces, brush with olive oil. Place watermelon on heated grill, cook 3 minutes per side or until grill marks show and slightly caramelized. Remove from heat. Place watermelon slices on serving plate, top with feta cheese and mint. This can be served warm or cold and can be made up to 2 hours in advance if covered and refrigerated.

Source: [What's Cooking with Aubie](#)



Sides

Picnic Perfect Potato Salad

- 1 lemon
- 5-6 sprigs fresh parsley plus 2 Tbsp chopped leaves
- 2-3 sprigs fresh thyme
- 1 bay leaf
- 3 cloves garlic, peeled and smashed
- 2 lbs small red potatoes, scrubbed and cut into 1/2 inch slices
- Sea Salt
- 4 medium carrots, scrubbed and cut into 1/2 inch coins
- Cup plain low fat Greek yogurt
- Cup low fat mayonnaise
- 1 Tbsp plus 1 tsp Dijon mustard
- 3 scallions, mince, whites and greens separated
- 1 tsp freshly ground pepper
- 2 stalks celery, cut into 1/2 inch slices
- 1 small cucumber, cut into 1/2 inch slices

In a large stock pot add 8 cups water, 2 tablespoons sea salt, bring to boil. Peel a 2 inch long strip of zest from the lemon; tie into bundle with parsley, thyme, and bay leaf using kitchen twine. Add potatoes, garlic, and herb bundle. Bring to boil, and then reduce to simmer and cook 8 minutes. Add carrots and cook another 4-5 minutes until potatoes and carrots are tender crisp. Reserve 1/2 cup of the cooking water, drain the vegetables, discard herb bundle. Let cool. Meanwhile, finely grate 2 tsp lemon zest; squeeze 3 Tbsp lemon juice into a large bowl. Whisk in Greek yogurt, mayonnaise, mustard, scallion whites, chopped parsley, reserved cooking water, 1/2 tsp sea salt, 1/2 tsp pepper. Add potatoes, carrots, celery, and cucumber to dressing and toss. Chill about 4 hours. Top with scallion greens and serve.

Source: [What's Cooking with Aubie](#)



New Home Checklist

Location Nearby...	Neighborhood
Y N <input type="checkbox"/> School? <input type="checkbox"/> Hospital? <input type="checkbox"/> Entertainment/Shopping? <input type="checkbox"/> Public Transportation? <input type="checkbox"/> Employment?	Y N <input type="checkbox"/> Community Events? <input type="checkbox"/> Neighborhood Crime Watch? <input type="checkbox"/> Gated Community/ <input type="checkbox"/> Amenities?
Parking	Rooms
Y N <input type="checkbox"/> Garage? <input type="checkbox"/> Parking Spots? <input type="checkbox"/> N/A.	Y N <input type="checkbox"/> Natural Lighting? <input type="checkbox"/> Even Floors? <input type="checkbox"/> Smoke Detectors? <input type="checkbox"/> Carbon Monoxide Detector?
Bathroom	Kitchen
Y N <input type="checkbox"/> Stain-free? <input type="checkbox"/> Mildew/Mold-free? <input type="checkbox"/> Leak-free? <input type="checkbox"/> Cabinet & Storage Space? <input type="checkbox"/> Working Fans? <input type="checkbox"/> Functioning Toilet?	Y N <input type="checkbox"/> Stain-free? <input type="checkbox"/> Mildew/Mold-free? <input type="checkbox"/> Leak-free? <input type="checkbox"/> Cabinet & Storage Space? <input type="checkbox"/> Working Fans? <input type="checkbox"/> Working Garbage Disposal? <input type="checkbox"/> Appliances Included?
Flooring, Windows & Ceiling	Stairs
FLOOR <input type="checkbox"/> Age? _____ <input type="checkbox"/> Condition? _____	Y N <input type="checkbox"/> Creaky? <input type="checkbox"/> Signs of Damage?
WINDOWS <input type="checkbox"/> Condition? _____	Walls
CEILING <input type="checkbox"/> Condition? _____	Y N <input type="checkbox"/> Stains? <input type="checkbox"/> Need Re-painting? <input type="checkbox"/> Soundproof?
Doors	
Y N <input type="checkbox"/> Open & Close Properly <input type="checkbox"/> Weather Proofed <input type="checkbox"/> Working Doorbell	

[Homes.com](#)

[ForRent.com](#)
with the quality of a rental professional

Whitepaper

- In March '12, Homes.com launched the 'Learn Effective Strategies on Pinterest' Whitepaper for brands looking to participate on this social networking site
 - Downloaded more than **350 times**
 - Positions Homes.com as the authority for businesses interested in using Pinterest for marketing



Media Interest

- Homes.com was interviewed by Ragan.com & GetPinterested.com in April '12
- Pinterest Whitepaper received pick-up on
 - Social Media Examiner – August '12 as an example business using Pinterest
 - The Huffington Post listed Homes.com among the top 3 Pinterest accounts to follow



RAGAN'S
PR Daily



GetPinterested.com

THE HUFFINGTON POST
THE INTERNET NEWSPAPER: NEWS BLOGS VIDEO COMMUNITY

Industry Attention

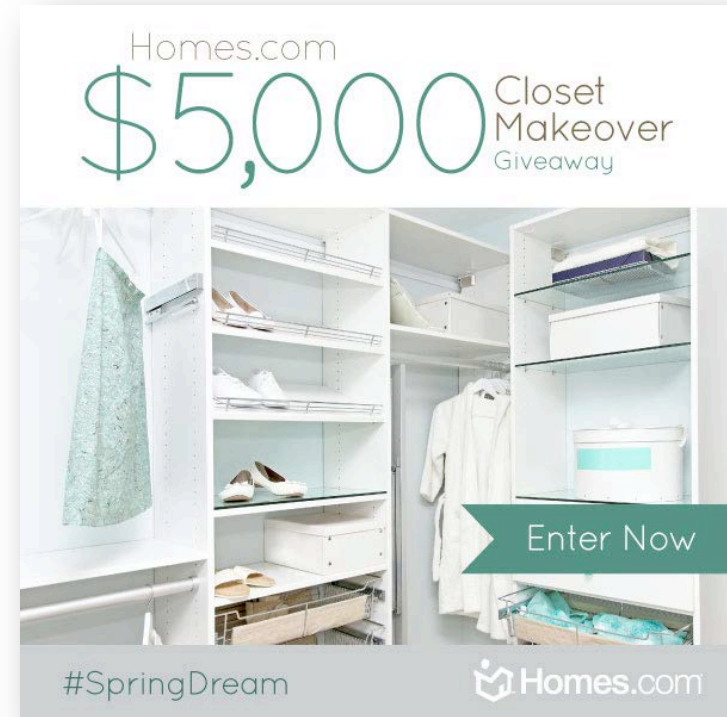
- Recognized by PR News as a Finalist in the Social Media Icon Awards for 'Pin It If You Love It'



Engagement

Leverage Platforms

- **‘Spring Dream Closet Makeover’**
Engaged users across Twitter, Pinterest, Facebook, Instagram, the Homes.com blog and on email
 - Goal of driving website referral traffic and growth across social platforms
 - Supported with Search and Respond outreach for targeted terms on Twitter, Instagram and Pinterest
- **How to Enter:**
 - Tune into Homes.com Facebook page for daily theme.
 - Visit the Homes.com blog and search for your favorite tip or trick in that theme.
 - Pin your favorite, using #SpringDream in the pin description to enter.



Leverage Platforms

Facebook Posts

Homes.com
March 24

The new season is the perfect time to clean out your closets! To inspire you to get started, today's theme for the \$5,000 Closet Makeover Giveaway is closet organization. Find your favorite tip or trick on blog.homes.com & pin it using #SpringDream in the pin description. <http://social.homes.com/2AG>

Day 19



Day 19 features a collage of four photos showing various closet organization techniques, including hanging clothes, using bins, and organizing shoes. The text "Closet Organization" is overlaid on the collage.

Like · Comment · Share 13

61 people like this.

View 10 more comments

Mary Miller very nice!
March 27 at 6:27pm · Like

Peaceful Home Decor Can't wait to start spring cleaning /organizing around my house! Love these!
March 28 at 8:35am · Like

Homes.com
March 27

Today is the last day of our \$5,000 Closet Makeover Giveaway and the theme is pantry organization. Find a pantry organizing tip on the Homes.com blog and pin it using #SpringDream in the description. Thank You & Good Luck to everyone who has participated! <http://goo.gl/HShnb>

Day 22



Day 22 features a collage of four photos showing various pantry organization techniques, including using bins, organizing jars, and labeling containers. The text "Pantry Organization" is overlaid on the collage.

Like · Comment · Share 15

63 people like this.

View 6 more comments

Teresa Rayburn I love this and could sure use it.
Like · Reply · March 27 at 11:30pm

Tammie Henneberg Wituszynski Will you be posting a winner soon?
Like · Reply · April 4 at 8:36am

Facebook Media Buy

Homes.com



Enter To WIN A \$5,000 Organization / Closet Makeover! Click HERE!

Like · 155,199 people like Homes.com.

Tweets

- Homes.com @HomesDotCom 24 Mar
What would you do w/a \$5,000 closet makeover? bit.ly/XWTbvt #homeimprovement #remodeling #SpringDream
Expand
- Homes.com @HomesDotCom 19 Mar
Need more closet space for your shoes? bit.ly/XWTbvt Our \$5,000 #closetmakeover #contest could take care of that! #SpringDream
Expand

Leverage Platforms

Blog

The screenshot shows the Homes.com blog homepage. At the top is the logo and navigation menu with categories: CONTESTS, REAL ESTATE TIPS, VIP LIVING, IDEA GALLERY, and ABOUT US. A featured article titled "FREE Spring Into the Dream Guide" is highlighted with a "DOWNLOAD THE SPRING INTO THE DREAM GUIDE" button. Below this are four main content categories: RENTING, HOME BUYING, DIY / HOME IMPROVEMENTS, and SELLING A HOME, each with a representative image. The "OUR NEWS" section features two articles: "Government Announces Streamlined No-Doc Loan Modification Program" and "Ways to Create Great Curb Appeal for your Home". A sidebar on the right includes a "We Like YOU! Won't You 'LIKE' us?" social media prompt and a "Categories" list.

eBlast


The eBlast features the Homes.com logo and the headline "\$5,000 Closet Makeover Giveaway". It includes a photograph of a modern, organized closet with a green banner that says "Enter Now". Below the photo is the hashtag "#SpringDream" and the Homes.com logo. A "View Details" button is positioned at the bottom center. The footer contains the Homes.com logo.

Newsletter

The newsletter header reads "Homes.com \$5,000 Closet Makeover Giveaway". It features a photo of a closet and a green "Enter Now" button. The main text says: "Spring is right around the corner and what better way to celebrate the new season than with a closet makeover! Every day until March 27th we're giving you the chance to enter to win a \$5,000 Closet Makeover. Find out how you can participate for your chance to win!". A "Read the full post >>" link is located at the bottom right.


Engage Fans


Pinterest Engagement





Day 7: bookshelf organization. If you're low on wall or floor space in your child's room, add book shelves to an existing dresser. #SpringDream

1 like 2 comments

 Queen of Everything onto Homes.com \$5000 Closet Makeover Giveaway


 Homes.com Queen of Everything, One of our favorites! Thanks for sharing!


 Queen of Everything @Homes.com I love this space-saving idea! Your blog is full of fabulous ideas!




Day 13: Entryway Organization |House of Smiths Home Tour - Entryway |Love everything about this entryway. #SpringDream

2 comments

 Sovanna Chhith onto Closet Makeover

 Homes.com Sovanna, One of our favorite entryways! Thanks for the pin!

 Sovanna Chhith @Homes.com, Thanks for the fun contest!

Twitter Engagement



Kim Ray Baldwin @kimray02 19 Mar
Windows are open, broom & mop in hands. Let's get this spring cleaning started. #DustBunniesBeware
Expand



Homes.com @HomesDotCom 19 Mar
@kimray02 The bunnies are scared! :) Be sure to enter our contest for a chance to win a closet makeover! #SpringDream ow.ly/je0Mz
Hide conversation Reply Retweet Favorite More
4:35 PM - 19 Mar 13 - Details



Dylan Cromley @DylanMCromley 19 Mar
The fact that it took me 5 hours to clean my closet ☹️
Expand



Homes.com @HomesDotCom 19 Mar
@DylanMCromley That'll never happen again with a complete closet makeover! Enter to win! #SpringDream ow.ly/je0Mz
Hide conversation Reply Retweet Favorite More
4:36 PM - 19 Mar 13 - Details



#SpringDream Results

- **Metrics:**
 - 207 Pins (16.5% increase)
 - 177 Pinterest entries
 - 78 Pinterest engagements
 - 8,701 (6%) Facebook growth
 - 854 (7.3%) Twitter growth
 - 94 #SpringDream mentions
 - 535,870 impressions
- **Overall Website Traffic:** Nearly **28,000** unique visitors to Homes.com in March
 - 62% month over month increase
- **Pinterest Traffic:** Nearly **30,000** visits in March
 - 61% month over month increase
- **Pinterest Page Views:** **54,000+** page views in March
 - 37% month over month increase

Brands to Follow

BHG

Better Homes and Gardens
Inspiring ideas for home, gardening, food, holidays, and living well.
BHG--it's where life happens.

107 Boards 5,164 Pins 256 Likes **Follow All** 346,377 Followers 114 Following

- DIY Ideas for Your Home
- We Love Baking
- Kitchens We Want to Cook In
- Curb Appeal
- Game Day Recipes
- Lovely Laundry Rooms
- Gardening Trends
- Smart Storage Solutions
- Breakfast & Brunch Recipes
- Fun Front Doors
- Fab Finds From Shop BHG
- Handmade Gifts
- BHG Contributing Pinner
Michael Wurm, Jr. of *Inspired by Charm*
BHG Contributing Pinterest Editor
- Recipes from the Magazine
- Entertaining

@EricaCampbell @HomesDotCom #pmbig3





When your recipe calls for sour cream, use nonfat plain yogurt instead.

2,089 repins 157 likes 11 comments

Pinned from bhg.com



Michelle Soll
Greek is best!



Brittany Hunt
I've been doing this for a long time, works perfectly! Use plain Greek yogurt.



Christi Blackburn Wright
I don't like mayo & use non-fat plain yogurt in place of it, as well.



Annette Dombrowski
I read in Calorie King about using cultured butter milk instead of mayo, and turns out its over half fewer calories and carbs!!



Christi Blackburn Wright
Great idea, Annette. I'll have to try that. Thanks for sharing! :)



sue ferenchek
DUH!



Renee Schell
I love plain greek yogert with strawberry jam and walnuts for breakfast.



Karen Helmrich
Love, love, love plain greek yogurt!



Rhonda Thoman
Soon, I will have a chiobani plant very near my house.



Nettie Rose
Also try Almond Breeze with only 40 calories a cup. I have switched from n/f milk to Almond Breeze.



Rhonda Thoman
What is almond breeze? like a soy milk or something/



When your recipe calls for sour cream, use nonfat plain yogurt instead.

2,089 repins 157 likes 11 comments

Gardening Trends



Follow

Search

Pinterest

Erica

Gardening Trends

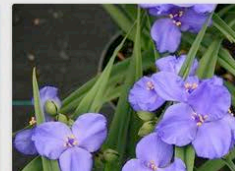
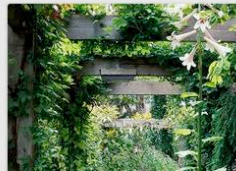
Jazz up your outdoor space with the latest gardening trends. <http://www.bhg.com/gardening/gardening-trends/>

Better Homes and Ga...

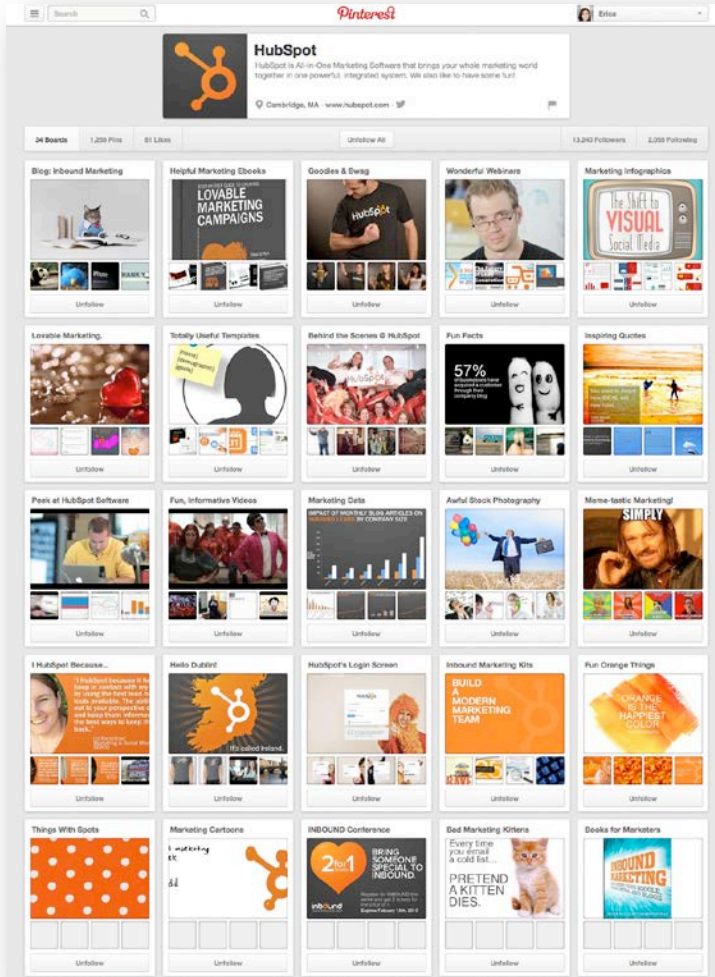
Follow Board

128 Pins

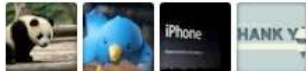
172,862 Followers



HubSpot

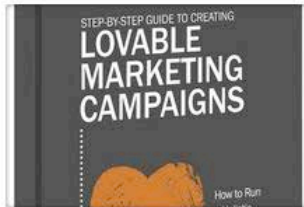


Blog: Inbound Marketing



Unfollow

Helpful Marketing Ebooks



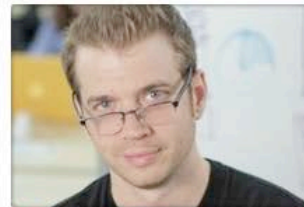
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Goodies & Swag



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Wonderful Webinars



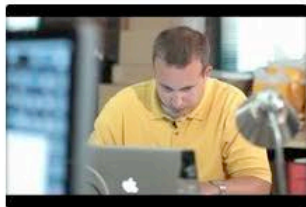
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Marketing Infographics



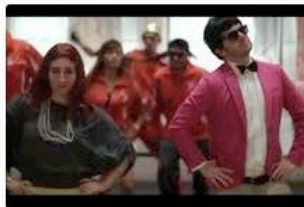
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Peek at HubSpot Software



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Fun, Informative Videos



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Marketing Data



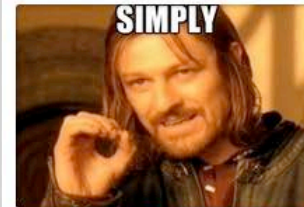
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Awful Stock Photography



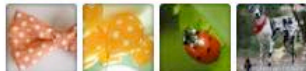
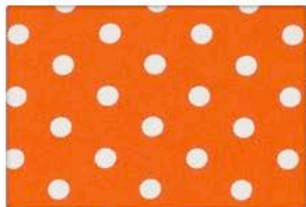
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Meme-tastic Marketing!



Unfollow

Things With Spots



Unfollow

Marketing Cartoons



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INBOUND Conference



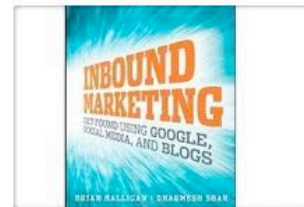
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Bad Marketing Kittens



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Books for Marketers



Unfollow

AARP

The screenshot shows the AARP Pinterest profile page. At the top, there is a search bar and the Pinterest logo. The profile header includes the AARP logo, the name "AARP", and a bio: "AARP is leading a revolution in the way people view & live life after 50 / Member Helpline: 1-888-OUR-AARP or member@aarp.org". It also lists a location and website. A "Repins from" section shows users like "Kathy Catino". Below the header, statistics show 41 Boards, 850 Pins, 32 Likers, 5,392 Followers, and 272 Following. The main content is a grid of 18 boards, each with a cover image and a "Follow" or "Unfollow" button. The boards are: Alzheimer's & Dementia, Sex, Dating & Relationships, Making a Difference, Social Security: Current + Future, 50+ Celebs: Movies for Growth, Grandparents, Trailblazers, 50+ Technology, Caregiving, Recipes, Quotes to Live By, Health, 50+ Style, Money - Save on Everything, and Funny.

AARP



Unfollow

AARP Illinois



Follow

Andrea Arp



Follow

AARP California



Follow

AARP New York



Follow

AARP Colorado



Follow

Angela Arp



Follow

Angie Pierce Arp



Follow

AARP Massachusetts



Follow

AARP Montana



Follow

AARP Kentucky



Follow

AARP Nevada



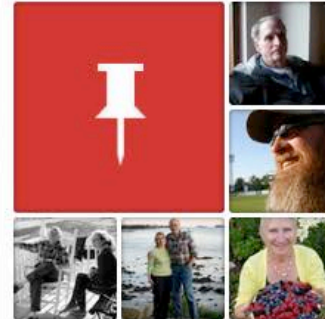
Follow

Antionette W



Follow

AARP Web Photos



Follow

AARP Ohio



Follow

Resources

Resources

- **Whitepaper:** <http://bit.ly/HomesPinterestWhitepaper>
- **Analytics:**
 - **Pinterest Web Analytics:** See what people are pinning from your website
 - **Pinterest.com/Source/YourDomain:** See what people are pinning from your website
 - **PinAlerts:** Receive email notifications
 - **Pinerly:** Suite of tools to post and measure while suggesting content to pin
 - **Curalate:** Finds and consolidates comments and conversations, aids discovery of fans and advocates
 - **Pinfluence & Pinpuff:** Measures your popularity on Pinterest
 - **Repinly:** Finds the most popular pinners, boards and pins on Pinterest
 - **PinReach:** Understand engagement (repins, followers, pins, likes, comments, trends)

Key Takeaways

- Verify Pinterest page to allow you to deep dive into more analytics
- Grow your influencer network and develop an ambassador program
- Engage with your super fans
- Develop an integrated digital strategy to increase website visits and engagement
- Host contests to further engagement and provide clear instructions
- Document highlights, lessons learned and challenges
- Understand that Pinterest is a referral powerhouse