



# Pin for Success: How to Engage Your Audience with Pinterest

#prnbig3



## Kim Matlock

### Sr. Director, Digital Marketing & CRM

- # of Years in the Band: 2.7 years
- 1<sup>st</sup> Concert Ever Attended: Jimmy Buffet
- Last Concert Attended: fun.
- Favorite Artist: Muse



/kimpossible2

- What does She Rock
  - ✓ Digital Marketing
  - ✓ Social Media/Online Consumer Conversations
  - ✓ Hardrock.com & Rock Shop Online
  - ✓ Customer Care
  - ✓ Hard Rock Rewards/Audience Analysis/CRM

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# Set List

178	Venues
57	Countries
31,000	System-wide Employees
90 million	Annual Guests Experiences
17.5 million	Food covers
16.0 million	Branded items
7.5 million	facebook fans
9,500	Hotel rooms
18,000	Gaming positions
75,000	Memorabilia icons
20,750	Live Music events



# Hard Rock's Pinterest Strategy



Reach a New audience for brand awareness

Be Discovered

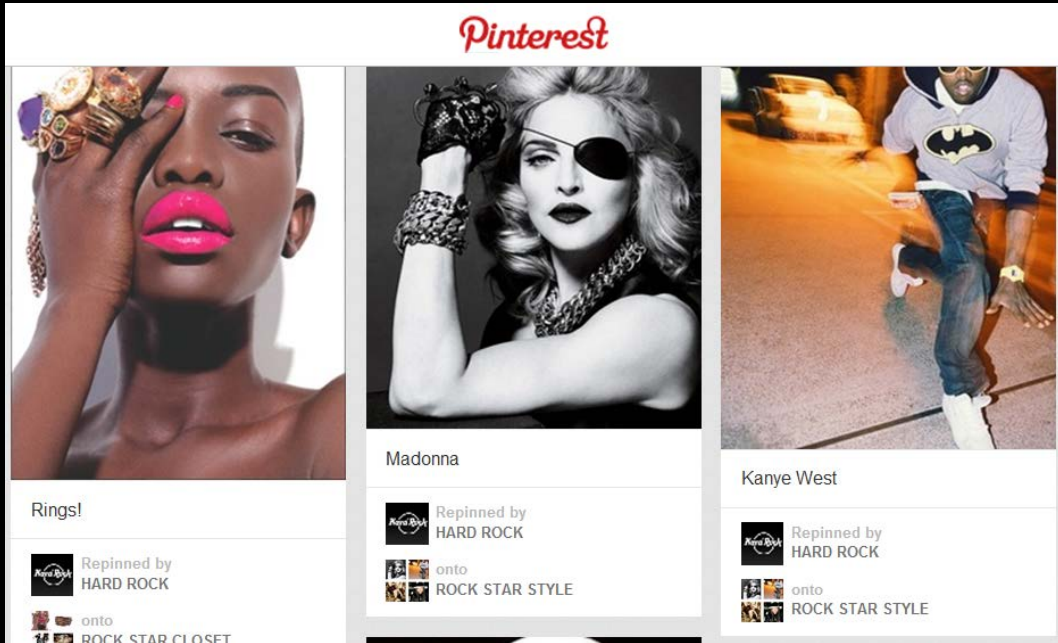
Be Educational

Be Inspirational

Bring Pinners back to the Brand



# Be Discovered



- Pin on
  - Nights & Weekends
  - Dinner time
  - Early Morning
- Don't Over pin
- Review Category Feeds

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# Be Educational

## HARD ROCK

It started as a craving for some good American grub, a penchant for fun, a zen faith in serendipity, and a passion for rock 'n' roll.

Worldwide · [www.hardrock.com](http://www.hardrock.com)

EATS - DRINKS



Unfollow

MONUMENTS



Unfollow

HARD ROCK HOTEL AND CASI...



Unfollow

HARD ROCK MERCHANDISE



Unfollow

MEMORABILIA



Unfollow

MUSIC



Unfollow

HARD ROCK RECORDS



Unfollow

PHILANTHROPY



Unfollow

HARD ROCK EVENTS



Unfollow

ROCK STAR CLOSET



Unfollow

HARD ROCK PINS



Unfollow

DIY- OWN IT!



Unfollow

ROCK STAR STYLE



Unfollow

HRH SOUND OF YOUR STAY



Unfollow

Hard Rock Hotels



Follow

THE HUNT FOR HARD ROCK



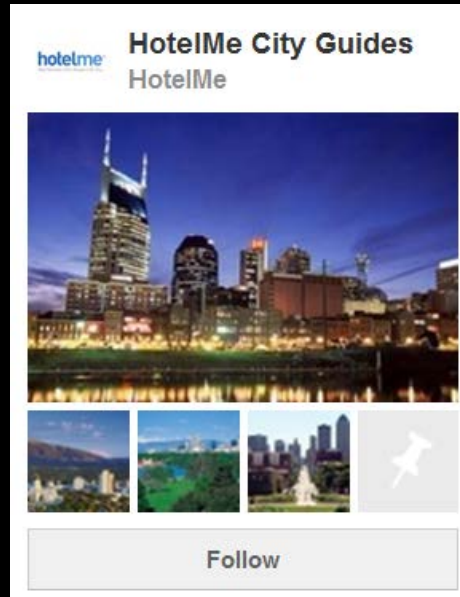
Unfollow

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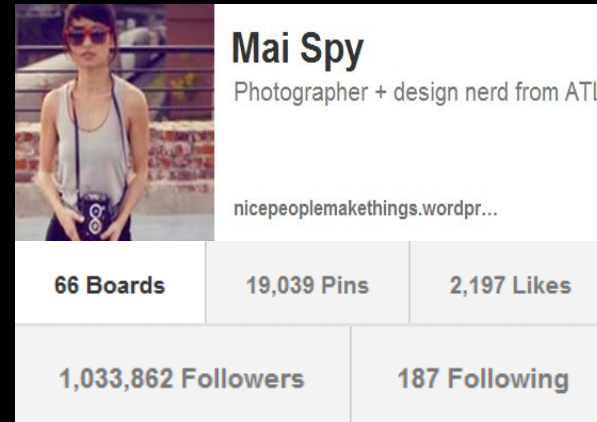


Be Inspirational

But what if my brand isn't that exciting?



Use Others' Content

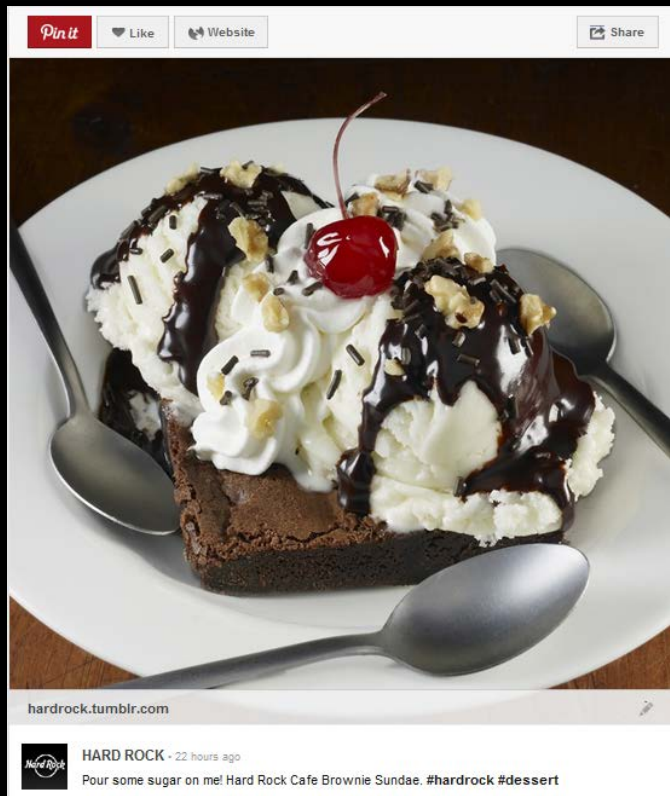


Use Others' Audiences

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## Bring Pinners back to the Brand



All Pins & Comments  
should contain:

- Website links
- #hashtags
- Category Keywords

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## Final Thoughts

Reach a **New audience** of decision makers for awareness of **your brand**

Visually Tell **Your Story**

Bring **Pinner**s back to your **Brand** pages