



# VISUAL STORYTELLING USING PINTEREST

**JESSICA HENRY**

DIRECTOR OF MARKETING AND PUBLIC RELATIONS

**NOT FOR SALE**

**@JESSICAHENRY // @NFS**

#PRDIGITAL

# WHAT IS PINTEREST?

NOT FOR SALE 

# WHAT IS PINTEREST?

- **48.7M USERS** GLOBALLY (FEB 2013)
- **15% OF INTERNET USERS** (PEW 2013)
- **WOMEN: 5X MORE LIKELY** TO USE (5% VS. 25%)
- AVERAGE USER SPENDS 98 MINUTES PER MONTH ON SITE
- 70% USE FOR **PURCHASE INSPIRATION** (VS. 17% FACEBOOK)
- BEST OF PINTEREST: FOOD, FASHION, HOME & WEDDINGS



# GETTING STARTED: KNOW YOUR DESTINATION



NOT FOR SALE 

# GET STARTED WITH A 3 MONTH PLAN

## 1. GOALS

- FOLLOWERS
- YOUR PINS
- WEB TRAFFIC

## 2. STRATEGY

- AUDIENCE
- SCHEDULE
- PROMOTION

## 3. CONTENT

- VALUABLE
- EYE-CATCHING
- CREATIVE



Boards

Pinner's

# GREAT CONTENT DOESN'T MEAN WEDDINGS



Stylish Baby's Breath Weddings | Weddings Romantique

215 repins 35 likes 2 comments

Pinned by patricia quintana

onto WHITE WEDDING DREAM

manyalo manyalo this is so pretty.

WOW! Find the best Toronto and the GTA have to offer on thePWG.ca #Wedding #Cakes www.theperfectwed...

357 repins 271 likes

Repinned by PerfectWeddingGuide

Magnificent and Innovative #Outdoor #Weddings. To see more: www.modwedding.co

104 repins 15 likes

Pinned by MODwedding

onto Wedding Reception

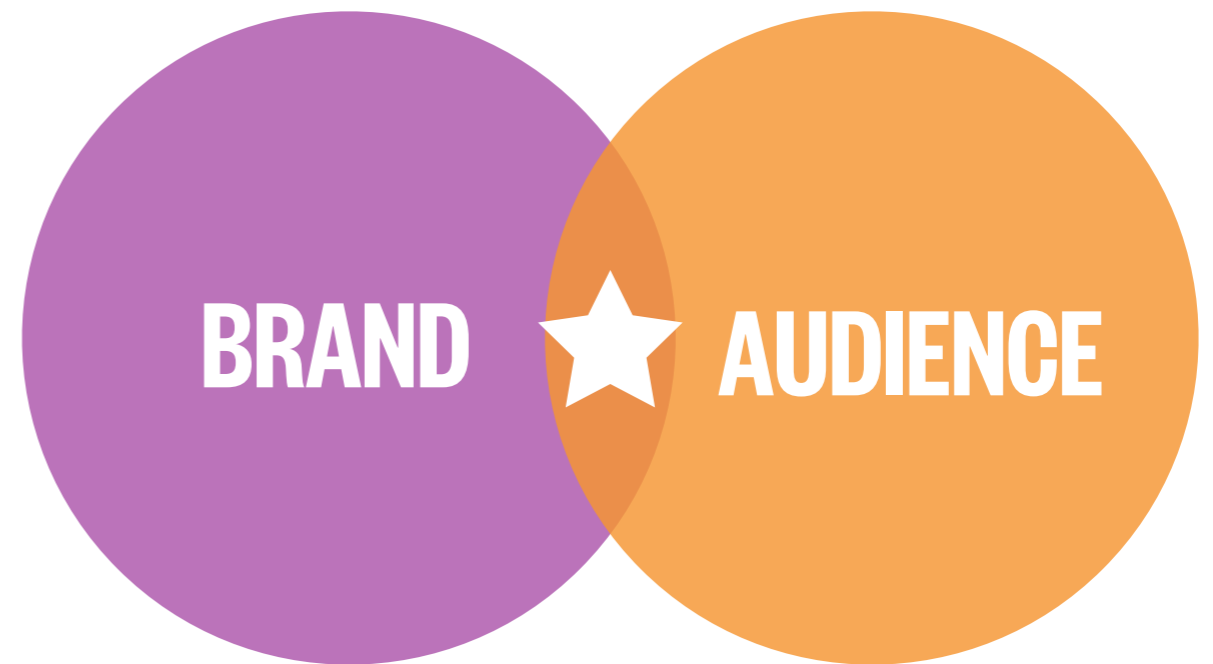
NOT FOR SALE

oo want a wedding photo like

repins 173 likes

# PINNING GREAT CONTENT

- **RELEVANT**
- **BEAUTIFUL**
- **EYE CATCHING**
- **USE CLEAR DESCRIPTIONS**
  - HASHTAGS
  - COMMON KEYWORDS FOR SEO
  - LIMITED CALLS TO ACTION
  - BRAND NAME



# Badass Machines

#PRDIGITAL

Here are the biggest and baddest technologies produced by GE.

Follow Board

# TELL YOUR STORY.

We're using 3D printing to build parts for this engine.

15 repins 4 likes 3 comments



Uploaded by  
GE



Erica Gonzalez  
#startrek



GE  
Are you a big fan, Erica?



Badass in black and white.

19 repins 3 likes

Pinned from

ge.com

NOT FOR SALE 







# Petfinder.com

Welcome to the Petfinder Pinterest page! Browse adorable adoptable pets, laugh at the lighter side of pet parenting, learn the latest tips and connect with experts.

North America · [www.petfinder.com](http://www.petfinder.com)

Repins from

- T. Napoli
- Martha
- Emily Porter

23 Boards    1,535 Pins    333 Likes    [Follow All](#)    5,140 Followers

### Must-Know Messages for P...

**More pets get lost on July 4th than any other day of the year.**

Keep your dog safe this Independence Day. Share these safety tips for enjoying the Fourth of July with your dog.

78 pins



[Follow](#)

### Celebrate Independence Day...

29 pins



[Follow](#)

### Simply Adorable Adoptables

340 pins



[Follow](#)

### I <3 Pet Adoption

**BOOKS ARE BETTER WITH FRIENDS**

PETFINDER.COM/IAMACATPARENT

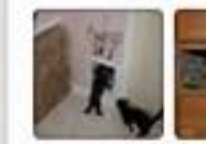
72 pins



[Follow](#)

### Pet-Inspir...

Petfinder



[Follow](#)

### Totally Tongues

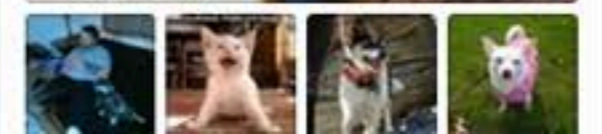
159 pins



### Sweepstakes and Promotions

**IS YOUR CAT A COMEDIAN?**

10 pins



### Amazing Pet Stories

25 pins



### Yes, You CAN Find Them on ...

8 pins



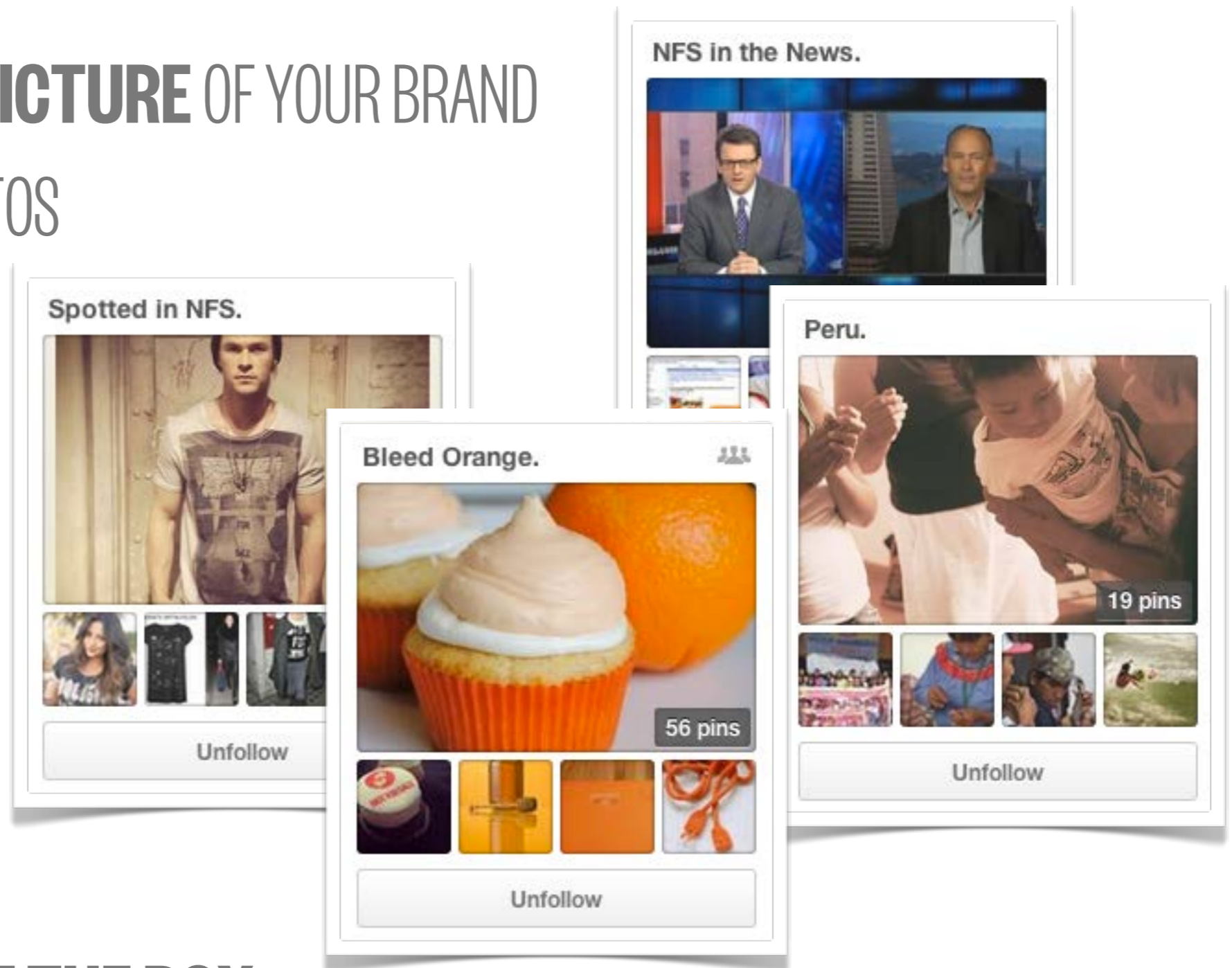
### Great Pet



**NOT FOR SALE**

# TELLING YOUR STORY ON PINTEREST

- PAINT THE **WHOLE PICTURE** OF YOUR BRAND
  - INSTAGRAM PHOTOS
  - GIVEAWAYS
  - SLIDESHARES
  - INFOGRAPHICS
  - E-BOOKS
  - HOW-TO'S
  - VIDEOS
- **THINK OUTSIDE OF THE BOX**



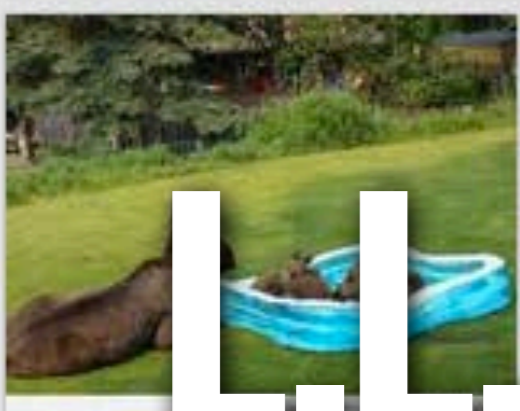
# Woodland Creatures

Nature at its best.

#PRDIGITAL

Follow Board

# L.L. BEAN BOARD: 4.6 MILLION FOLLOWERS



It's going to be a hot one on the East Coast today. Found a way to stay cool.  
1,204 repins  
20 comments

Pinned from kulfoto.com

Deborah Rin...  
Wow so they...  
startled by each other just  
glad they didn't get hurt.

madison schmidt  
cool

Deborah...  
Yes

Deborah...  
I did

Deborah...  
Oh my

Show 15 more comments...



900 repins 260 likes  
4 comments

Stacy...  
This is cute!

Brenda...  
So cute

Naomi...  
Omyg

Deborah...  
So ma



Instagram.com



1,210 repins 331 likes  
7 comments



It's hot out there. Try to keep your cool.  
787 repins 321 likes  
11 comments

Pinned from grist.org

Ausumn Kittey  
Ok cool

Bonnie Glazier  
We have lots of squirrels and they often look dead on hot days it is a sort of way for them to beat the heat so not dead just torpid. I think I would enjoy ice bed on a hot day lol.

Ausumn Kittey  
True dat

Deborah Green-Brandt  
cooooo!

Kim Ahau...  
his picture made me smile. In Shanghai, China and the heat is brutal. This picture would make a lot of people lighten up to see it.

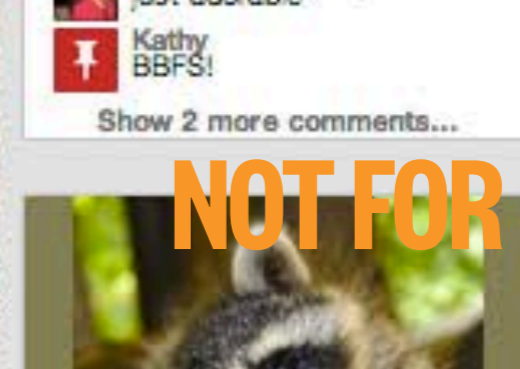
Show 6 more comments



Ana Maria Rodriguez  
just adorable

Kathy BBFS!

Show 2 more comments...



NOT FOR SALE



# Sony Electronics

The official Pinterest page for Sony Electronics in the United States. Pinning the techy, the pretty, and everything in between that tickles our fancy since Dec. 2011.

San Diego, CA, USA · store.sony.com

### Repins from



Barbara Romiti



Kate Hildebrandt



Suburban Fandom

30 Boards

1,309 Pins

5,617 Likes

Follow All

34,348 Followers

### Brand New Sony Products



129 pins



Follow

### Pretty Colors

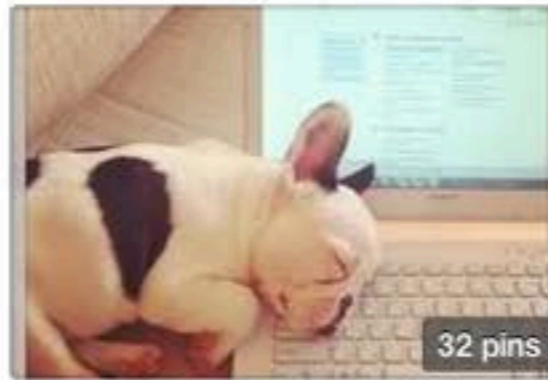


60 pins

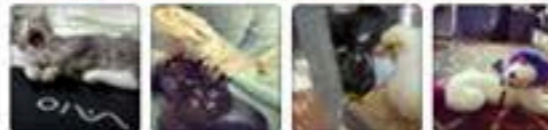


Follow

### I can haz gadgets?



32 pins



Follow

### Gorgeous Rooms & Tech



59 pins

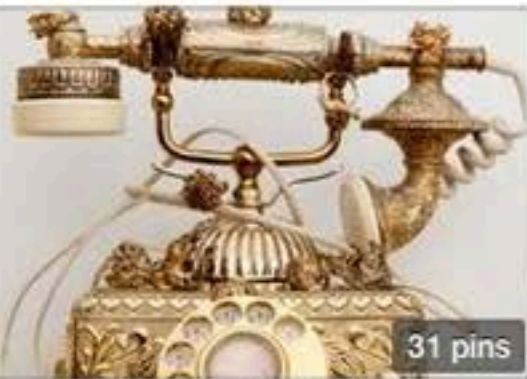


Follow

### Shot with a



### Call Me Maybe



31 pins



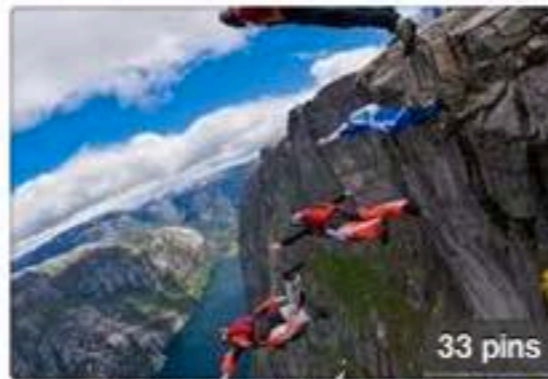
### Retro Sony Products



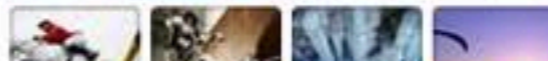
76 pins



### Catching the Action



33 pins



### Sony Artist Style



40 pins



### Sony Art



NOT FOR SALE



# CONNECTING THE DOTS

- **ADD BUTTONS** TO YOUR WEBSITE
- **CROSS PROMOTE** ON OTHER CHANNELS
- **FEATURE** GUEST CONTRIBUTORS
- **PIN REGULARLY**
- **TALK BACK**
- **MEASURE**
  - REACHLI.COM
  - PINPUFF.COM
  - PIQORA.COM (PAID)



# “MONDAY MORNING:”

1. **DEFINE YOUR AUDIENCE** ON PINTEREST
2. **POST 20 PINS** NEXT WEEK
3. **BRAINSTORM 2-3** CREATIVE BOARD IDEAS
4. FIND OPPORTUNITIES FOR **STORYTELLING**
5. **CONNECT** WITH YOUR FANS - REPIN, COMMENT, LIKE, FOLLOW
6. **CAREFULLY WATCH WHAT WORKS**



# VISUAL STORYTELLING USING PINTEREST

**JESSICA HENRY**

DIRECTOR OF MARKETING AND PUBLIC RELATIONS

**NOT FOR SALE**

**@JESSICAHENRY**

**@NFS**