

# SHAPE

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# **Pinterest: What is it good for?**

- **Tell your brand's story in a visual and inspiring way**
- **Increase traffic to your site, drive sales, and acquire new customers**
- **Foster community and engage with fans**
- **Food porn, fitness, infographics, wedding planning, style inspiration, shopping, art, photography, puppies ... the list goes on!**

# Promotion: SHAPE & VSX Sport Red Hot Holiday Countdown

The image shows a screenshot of a Pinterest board titled "Red Hot Holiday Countdown" by the user "SHAPE magazine". The board contains 24 pins, each with a title, image, and engagement statistics (reposts and likes). The pins are arranged in a grid and cover a variety of topics related to fitness, fashion, and holiday preparation.

Pin Title	Reposts	Likes
Loving the holiday cookies but not the holiday gain? Whip up these 50-calorie treats to stay on track in 2013.	96	17
With such a gorgeous gym bag (with hidden yoga mat straps) you have no excuse not to take your workout wear with you to work.	127	33
Stay comfortable as you dance the night away in these healthy heels for the holidays.	72	19
You'll fall in love with this light-weight training tank when you're hitting it hard in the gym.	76	20
Just the gift for your super-organized gal friend.	47	23
These spunky leg warmers will give you dance fever!	42	19
The secret is never overeat at a party again.	54	18
Victoria's Secret model Lindsay Ellingson's home workout for the busy holiday season. All you need is a yoga mat and a ball.	109	24
Fashion meets fitness! VSX Sport-Knot-back Sport Bra	202	50
Get in the holiday spirit with the cran-merry margarita!	132	17
Get cozy and cute post-workout with this VSX Sport sparkle furretrack pullover	103	18
Have the back one & I love it, fit everything & I mean everything!	0	0
Sweet in style is this VSX Sport Ruched Roll-Up Jacket	88	12
Get in on the world's hottest (metabolism-boosting) food trend.	24	29
Try this reverse plank hover to melt belly fat.	482	88
Swap this ruby red for tomatoes in your next salad.	13	13
Gift ideas for the fit fashionista, domestic goddess, busy mom, and fitness fanatic in your life.	56	19
Look hot in leggings with this quick routine.	273	55
Ward a bra that will bend and stretch with you in yoga class? This high performance seamless support racerback bra is just what you need!	48	24
Sip on this to save calories at all your holiday parties this season.	5	2
Gift Ideas for the Fit Fashionista, Domestic Goddess, Busy Mom, and Fitness Fanatic in your life.	56	19
Get long, lovely lashes with this heated curler.	83	24
Monthy Shells Schneider On the look so comfortable!	0	0
Half a cup of cranberries packs tons of flavor with only 25 calories. Dig in!	48	33
10 minutes to flat, sexy abs	881	86
We hope Santa will bring us the second skin, sexy booty ultra-stretch pants for Christmas.	71	20
IF YOU DON'T TAKE CARE OF YOUR BODY, WHERE ARE YOU GOING TO LIVE? UNKNOWN	0	0

# Campaign Objectives

- **Increase account followings, capture e-mails, and drive user engagement**
- **Encourage sharing of traffic-driving content and product links**
- **Demonstrate core brand values via visual storytelling and careful curation**
- **Tap passion points of followers and inspire the community to share brand story**

Pin it 296 Like 84 Website Send

VICTORIA'S SECRET  
**VSX & SHAPE**  
SPORT  
PRESENT

# RED HOT HOLIDAY COUNTDOWN

PINTEREST CHALLENGE

WE ARE GIVING AWAY  
**\$10,000**  
IN VICTORIA'S SECRET SPORT PRIZES!

HOW TO ENTER:

1. Complete the form to the right
2. Follow @ShapeMagazine and @VSXSport on Pinterest
3. Create a Board titled "Red Hot Holiday Countdown"
4. Re-pin your favorite holiday gift ideas and inspirations to your new board, and you're done!

Visit [shape.com](http://shape.com)



# Same Content, New Story



Swap this ruby red for tomatoes in your next salad.

13 repins 13 likes 1 comment

Pinned from  
shape.com



HeBa  
i love this we call it "kaKA" its sweet and delicious



Add a comment...



Try this reverse plank hover to melt belly fat.

492 repins 89 likes

Pinned from  
shape.com



Try our 12 cocktails of Christmas!

435 repins 38 likes

Pinned from  
shape.com

# Promotion Results

- **2.9 million social impressions**
- **3,900 entries**
- **68,400+ pins & repins**
- **17 pins per participant, on average**
- **11,000+ new followers between two brands**
  
- <http://go.piqora.com/rs/pinfluencer/images/Case%20Study%20Shape%20VSX%20.pdf>

# Pinterest for B2B Brands

**GE**  
#Pinning things that inspire us to build, power, move and cure the world.  
Welcome to the official GE Pinterest page!  
www.ge.com

31 Boards   2,253 Pins   326 Likes   **Follow All**   19,302 Followers   507 Following

**Badass Machines** (321 pins)  
**#6SecondScience Fair** (6 pins)  
**From the Factory Floor** (99 pins)  
**#MadeBrilliant**  
**The Art of Innovation** (21 pins)  
**Mind = Blown** (46 pins)  
**#BrilliantMachines** (16 pins)  
**Minds + Machines**

Pin it 24   Like 13   Website   Send

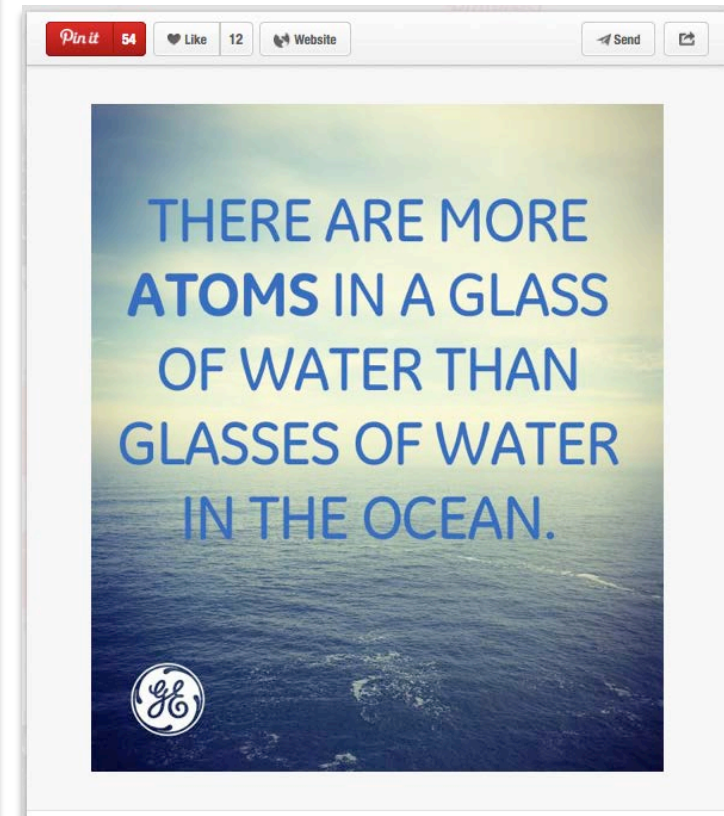
**It's Raining Data**

GE logo

Visit ge.com



# Visual Data & Information



# Tips for Small Businesses

- **Online graphic generators eg: Infogr.am**
- **Create reusable design templates**
- **Mine existing content**
- **Experiment with imagery**
- **Read the Pinterest for Business blog**
- **Follow best practices for driving traffic**

# Feature “Pin it” Buttons & Imagery Prominently on Your Website

WEIGHT - LOSS COACH | Oct 08, 2013

## Could Social Media Be Ruining Your Appetite?



By **Keri Gans**

Follow @kerigans



3



1



731



0



Not hungry after spending time on Instagram or Pinterest? According to a [new study from Brigham Young University's Marriot School of Management](#), you could be suffering from sensory boredom. In other words, you become tired of eating a food long before you even taste it.

The study recruited 232 participants; half looked at 60 pictures of sweet foods such as cake, truffles, and chocolate, and the other half perused images of salty foods




Will this pin ruin your appetite for sweets?

32 repins 4 likes

Pinned onto Trending Now

# Gather and Use Performance Data



**Secrets from Top Beauty Pros**  
121 repins 14 likes

Pinned from [shape.com](https://www.shape.com)



**tunisian**  
1 can chickpeas + 1/2 cup tahini + 2 tablespoons harissa paste + 2 tablespoons lemon juice + 1/4 teaspoon lemon zest

**italian**  
1 can cannellini beans + 1/4 cup sundried tomatoes + 2 tablespoons olive oil + 2 tablespoons lemon juice + 1 teaspoon dried oregano

**edamame**  
1 1/4 cups cooked shelled edamame + 1/2 cup tahini + 2 tablespoons olive oil + 2 tablespoons lemon juice + 1 clove garlic

**tapenade**  
1 can chickpeas + 1/2 cup pitted black olives + 1 chopped roasted red pepper + 2 tablespoons lemon juice + 1/4 cup parsley leaves

**ranch**  
1 can chickpeas + 1/2 cup Greek yogurt + 1 teaspoon dried parsley + 1/2 teaspoon garlic salt + 1 teaspoon dried dill

**cheater's classic**  
1 can chickpeas + 1/2 cup creamy peanut butter + 2 tablespoons olive oil + 2 tablespoons lemon juice + 1 clove garlic

**The Definitive Guide to Homemade Hummus**  
2,254 repins 185 likes

# Optimize Your Account for Search


Pinterest

Amanda


## Healthy Meal Ideas

SHAPE magazine 496 Pins 127,456 Followers


Unfollow Board





Healthy Eating Tip: If you want to keep the hunger monster from rearing its food-devouring head, eat a small salad before you sit down for a meal.  
132 repins 34 likes  
Pinned from shape.com



With a nutritional mix of soluble fiber and essential fatty acids, flax seeds are the perfect addition to your yogurt, smoothie, or salad.  
64 repins 13 likes 2 comments  
Pinned from shape.com



Hot sauce is a natural appetite suppressant - the hotter the better!  
59 repins 21 likes  
Pinned from shape.com



The Best Way to Peel Garlic  
28 repins 4 likes  
Pinned from shape.com

[Easy, Healthy Dinner Recipes - Fitness Magazine](#)  
[www.fitnessmagazine.com > ... > Healthy & Quick Dinner Recipes](#) ▾  
Beef Stir-Fry with Avocado Salad. **Recipe** developed by Anna Berman. Makes: 4 servings. Prep time: 10 minutes. Cook time: 10 minutes. Ingredients: 12 ounces ...

[Healthy Meal Ideas](#)  
[pinterest.com/shapemagazine/healthy-meal-ideas/](#) ▾  
25+ items - SHAPE magazine is using Pinterest, an online pinboard to ...  
Head to the garden (or farmers' market) and whip up a waist ... 12 likes.  
Maple Cinnamon Twice-Baked Sweet Potatoes: Healthy Recipes ... 45 likes.

[Quick and Healthy Recipes - Cooking Light](#)  
[www.cookinglight.com/food/quick-healthy-recipes-00412000077176/](#) ▾  
Find quick menus and fast recipes for healthy weeknight meals your family will lo

# Improve SEO via Pinterest

- **Verify profile & complete “About” section**
- **Share your pins on other social platforms**
- **Create boards that capture long-tail search**
- **Use categories and keyword-rich captions**
- **Optimize image file names**
- **Make yourself visible to search engines**

# Key Takeaways

- **Create and curate content that tells your brand's story and encourages others to share your ideas**
- **Make your content visually exciting via photos and graphics**
- **Follow best practices for businesses and use all analytics at your disposal**

# ...and puppies never hurt!



**VAIO doubling as a pillow.**

6 repins 15 likes 3 comments



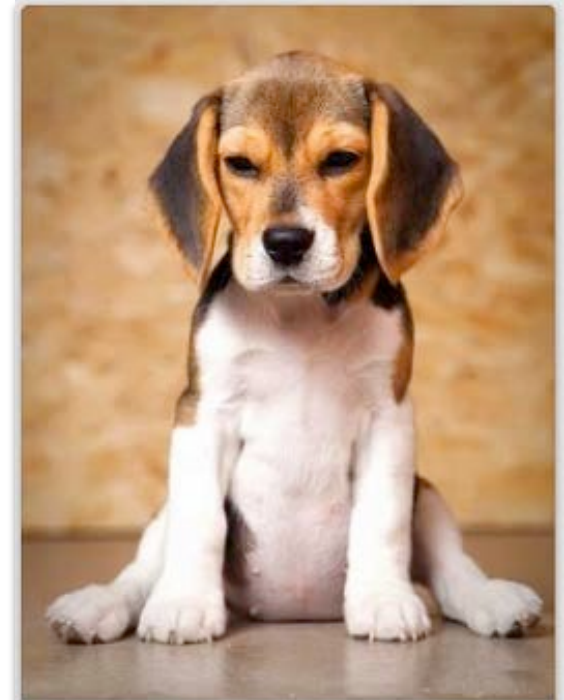
Uploaded by  
**Sony Electronics**



**15 science-backed reasons to get a puppy**

289 repins 86 likes

Pinned from  
[shape.com](#)



[a place to love dogs.com](#)

**Tired puppy looks like he could use a workout! That'll perk him up. :-)**

161 repins 51 likes 3 comments