

TELLING YOUR STORY WITH PINTEREST AND VINE

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PINTEREST AND VINE:

- PLATFORM
- HOW TO TELL YOUR STORY
- EXAMPLES
- BEST PRACTICES

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PINTEREST

- 70M USERS GLOBALLY
- 15% OF INTERNET USERS
- 72% OF USERS ARE FEMALE
- AVERAGE 98 MIN. / MONTH
- 70% USE FOR PURCHASE INSPIRATION

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GREAT CONTENT

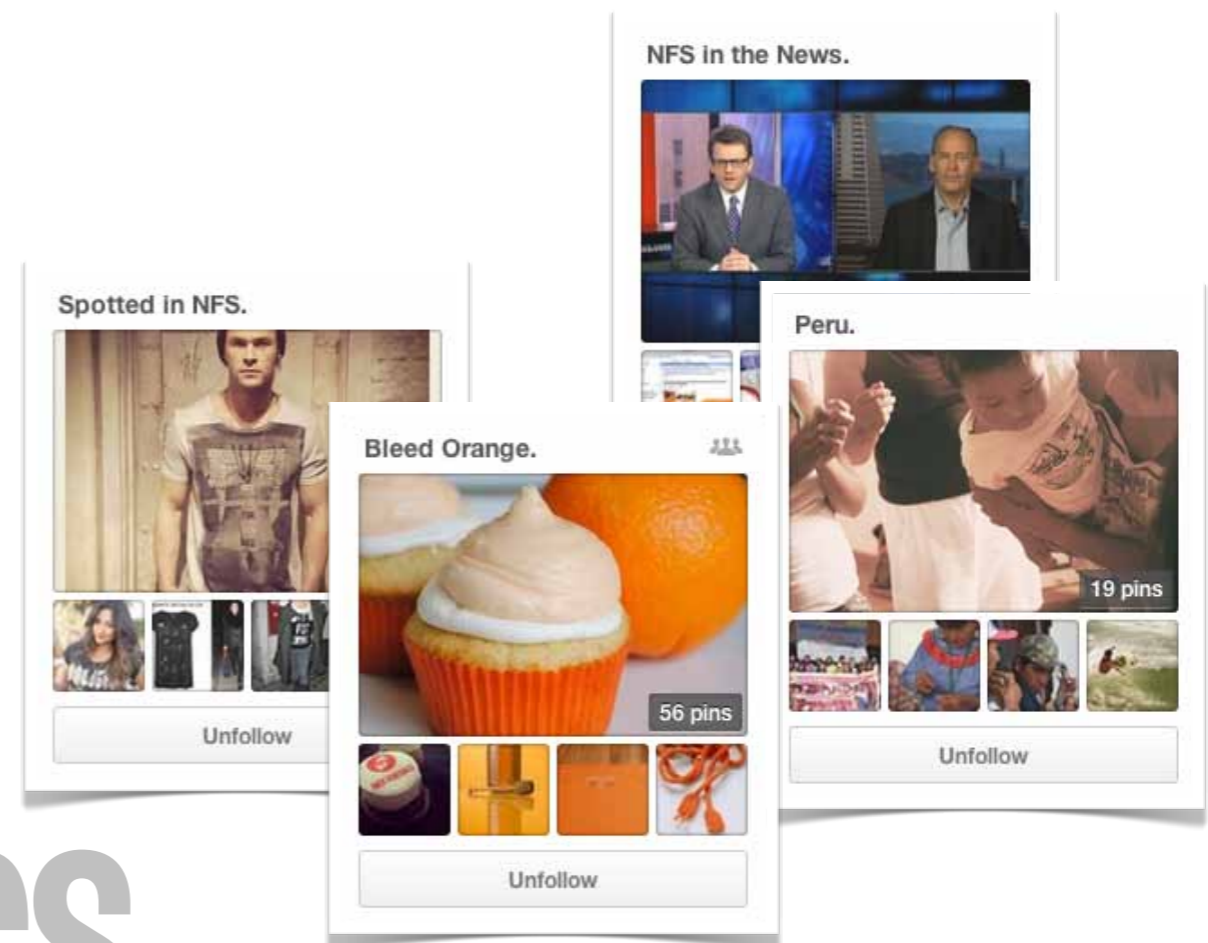
- RELEVANT TO AUDIENCE
- EYE-CATCHING & BEAUTIFUL
- HAS CLEAR DESCRIPTION
- LIMITED CALLS TO ACTIONS
- BEST THEMES: FOOD, HOME FASHION & WEDDINGS

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TELL YOUR WHOLE STORY

- GIVEAWAYS
- E-BOOKS
- VIDEOS
- HOW-TO'S
- INFOGRAPHICS
- INSTAGRAM PHOTOS



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Search



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

Repins from



T. Napoli



Martha



Emily Porter

23 Boards

1,535 Pins

333 Likes

Follow All

5,140

Must-Know Messages for P...



78 pins



Follow

Celebrate Independence Day...



29 pins



Follow

Simply Adorable Adoptables



340 pins



Follow

I <3 Pet Adoption



72 pins



Follow

Totally Tongues



159 pins



Sweepstakes and Promotions



10 pins



Amazing Pet Stories



25 pins



Yes, You CAN Find Them on ...



89 pins





Search



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

Call Me Maybe



31 pins



Retro Sony Products



76 pins



Catching the Action



33 pins



Sony Artist Style



40 pins



PINTEREST BEST PRACTICES:

- ADD BUTTONS TO YOUR SITE
- CROSS-PROMOTE ON SOCIAL
- USE GUEST CONTRIBUTORS
- PIN REGULARLY
- TALK BACK
- MEASURE

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VINE

- 13M USERS
- 6 SECOND VIDEO LOOPS
- TWITTER INTEGRATION
- CREATIVE CORE AUDIENCE
- CAN'T PRE-RECORD CONTENT
- 2X TWITTER ENGAGEMENT

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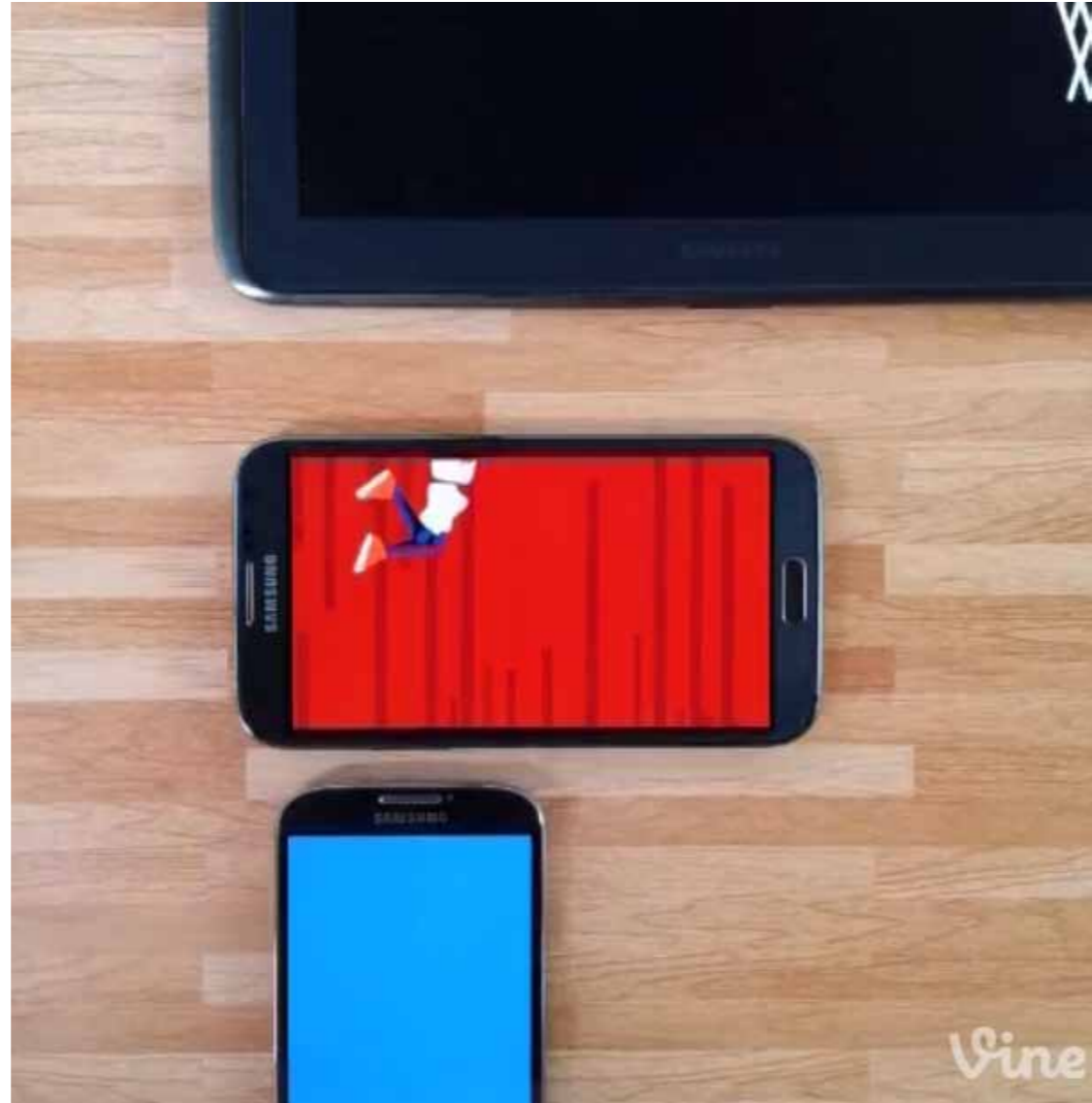
STORYTELLING ON VINE

- BEHIND THE SCENES
- INSPIRE & APPRECIATE
- SHOW FIELD RESULTS
- ENHANCE OTHER MARKETING CAMPAIGNS WITH VIDEO CONTENT

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EXAMPLES



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VINE BEST PRACTICES

- PLAN YOUR SHOOT
- DON'T FORGET ABOUT SOUND
- KEEP SELF-PROMOTION LOW
- PRACTICE SEVERAL TIMES
- CROSS-PROMOTE RESULTS
- TRACK GROWTH

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TAKE-AWAYS:

- START PINNING TODAY
- KEEP CONTENT RELEVANT
- AIM FOR BEAUTIFUL IMAGES
- VINE IS A CREATIVE TOOL
- KEEP IDEAS SIMPLE
- INTEGRATE WITH TWITTER

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LINKS:

PINTEREST:

http://semioCast.com/en/publications/2013_07_10_Pinterest_has_70_million_users

http://www.huffingtonpost.com/2012/06/20/social-media-by-gender-women-pinterest-men-reddit-infographic_n_1613812.html

<http://www.pewinternet.org/Reports/2013/Social-media-users/Social-Networking-Site-Users/Demo-portrait.aspx>

<http://econsultancy.com/blog/62189-stats-who-uses-pinterest-and-why-is-it-important-for-marketers>

<http://www.bizrateinsights.com/blog/2012/10/15/online-consumer-pulse-pinterest-vs-facebook-which-social-sharing-site-wins-at-shopping-engagement/>

<http://econsultancy.com/blog/62189-stats-who-uses-pinterest-and-why-is-it-important-for-marketers>

VINE:

<http://www.neomobile-blog.com/neomobile-infographic-instagram-video-vs-vine/>

<http://digiday.com/brands/15-stats-vine-and-instagram-video/>

<https://vine.co/v/hB05eTwLhUB> (Samsung)

<https://vine.co/v/bYwJZ7JrrEK> (Lowe's)

<https://vine.co/v/hlzWgImOq2j> (Not For Sale)

<https://vine.co/v/b5tnVIVjt2M> (Diabetes UK)

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