

Visual Storytelling With Pinterest & Instagram



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#PRNews

what we'll cover

Create visual content opportunities and integrate them into your social media strategy

Understand your customers by what they pin and how they arrange their boards

Share your brand's story on Instagram

Engage customers by encouraging them to share their content

**Create visual content opportunities and
integrate them into your social media strategy**

at-a-glance

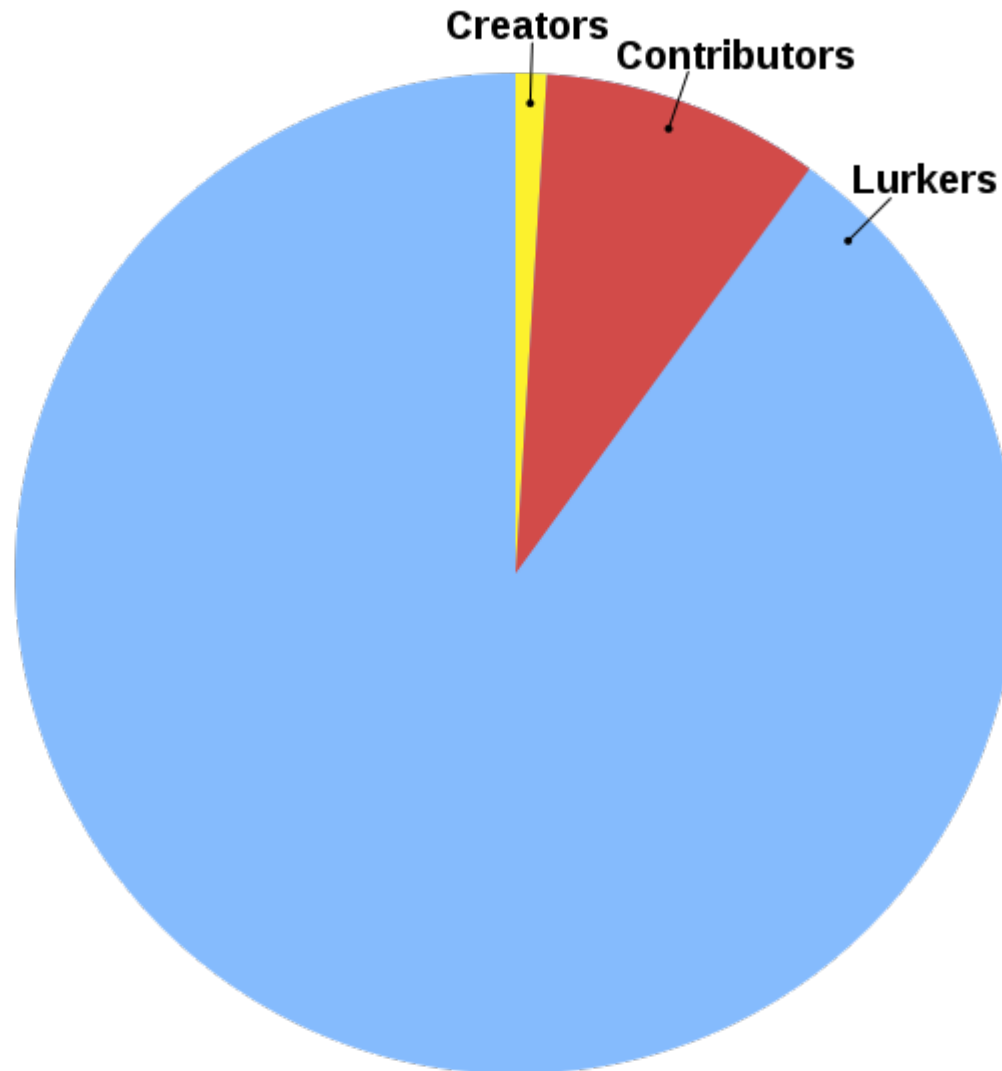
Opportunity abounds

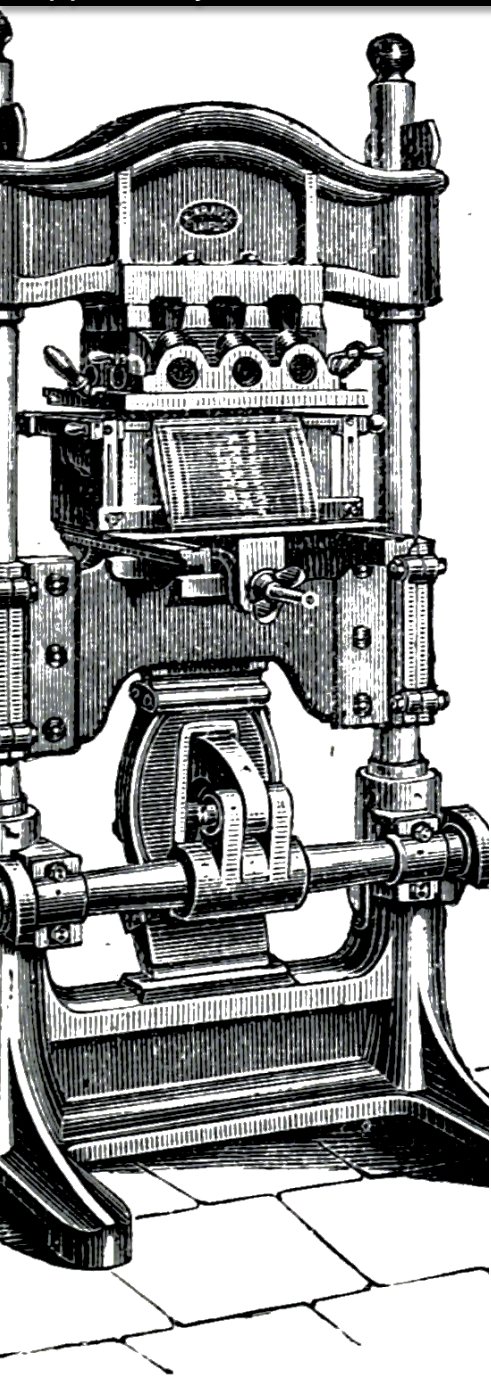
Social and mobile have changed how we create and interact with visuals

Be mindful of how your audience users your channels

Tips and tricks for bringing visuals into your existing social media efforts

The 1% Rule is Dead



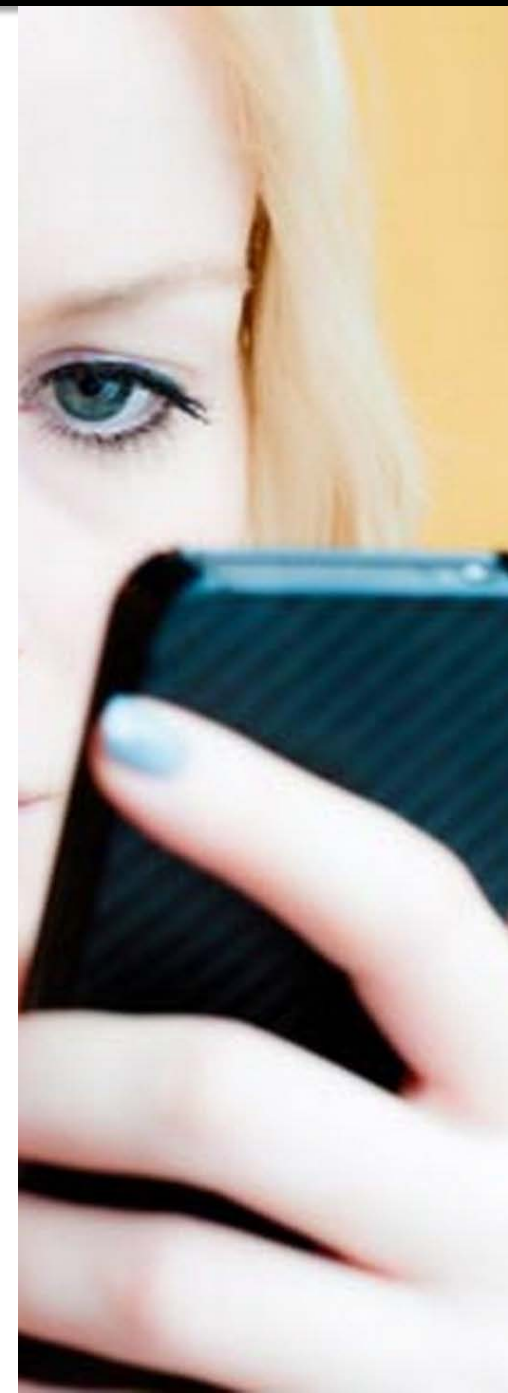


Social-mobile and content creation

This truth, which has roots from more than a century ago, has been torn down by the explosion of social media and mobile adoption.

With a couple keystrokes or flicks of the finger, we can now all create content with greater ability and mobility than at any other time in history.

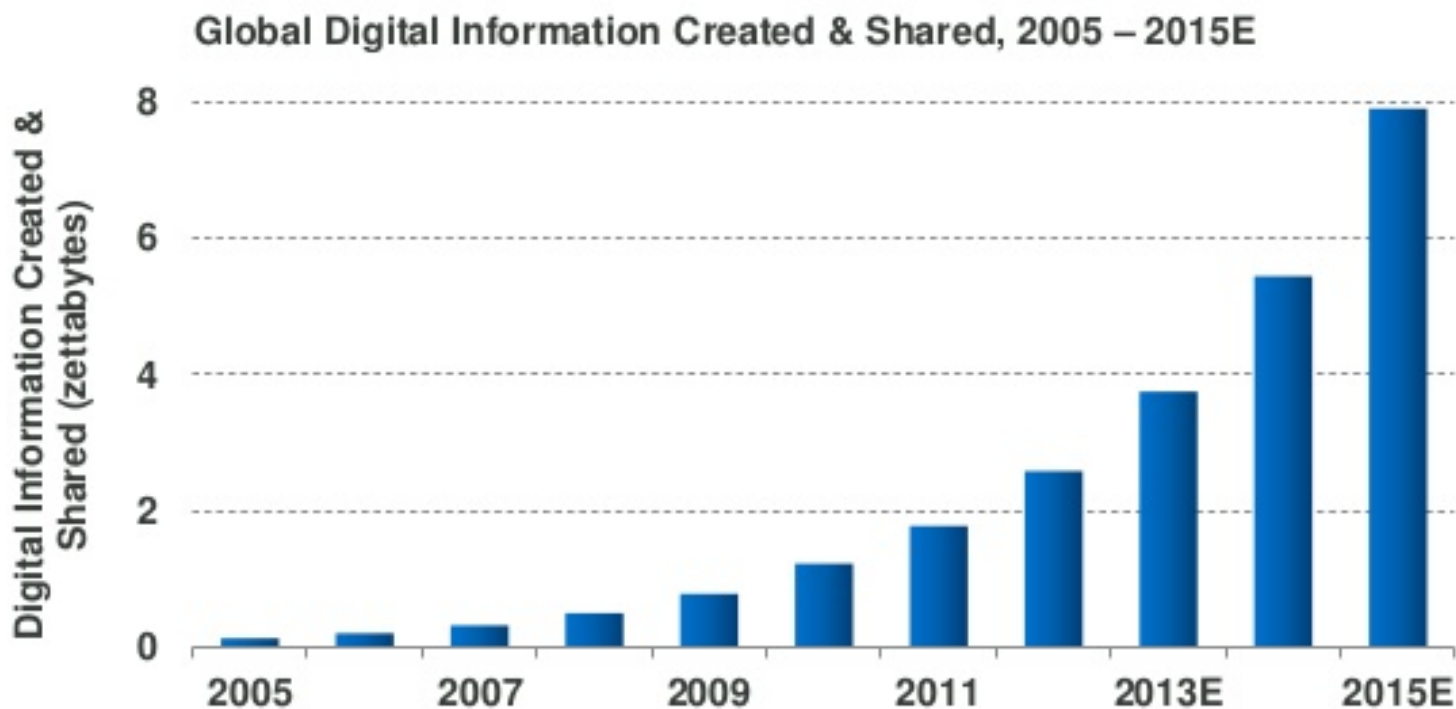
Creation itself has taken on new meaning as remix culture continues to grow and tools like Pinterest turn activities like aggregation into creation.



We're sharing more than ever

World's Content is Increasingly Findable + Shared + Tagged -
Digital Info Created + Shared up 9x in Five Years

*Amount of global digital information created & shared
– from documents to pictures to tweets –
grew 9x in five years to nearly 2 zettabytes* in 2011, per IDC.*



The incredible growth of mobile

There are almost as many cell-phone subscriptions (6.8 billion) as there are people on this earth (seven billion)—and it took a little more than 20 years for that to happen. In 2013, there were some 96 cell-phone service subscriptions for every 100 people in the world. That's more people than own a toothbrush.

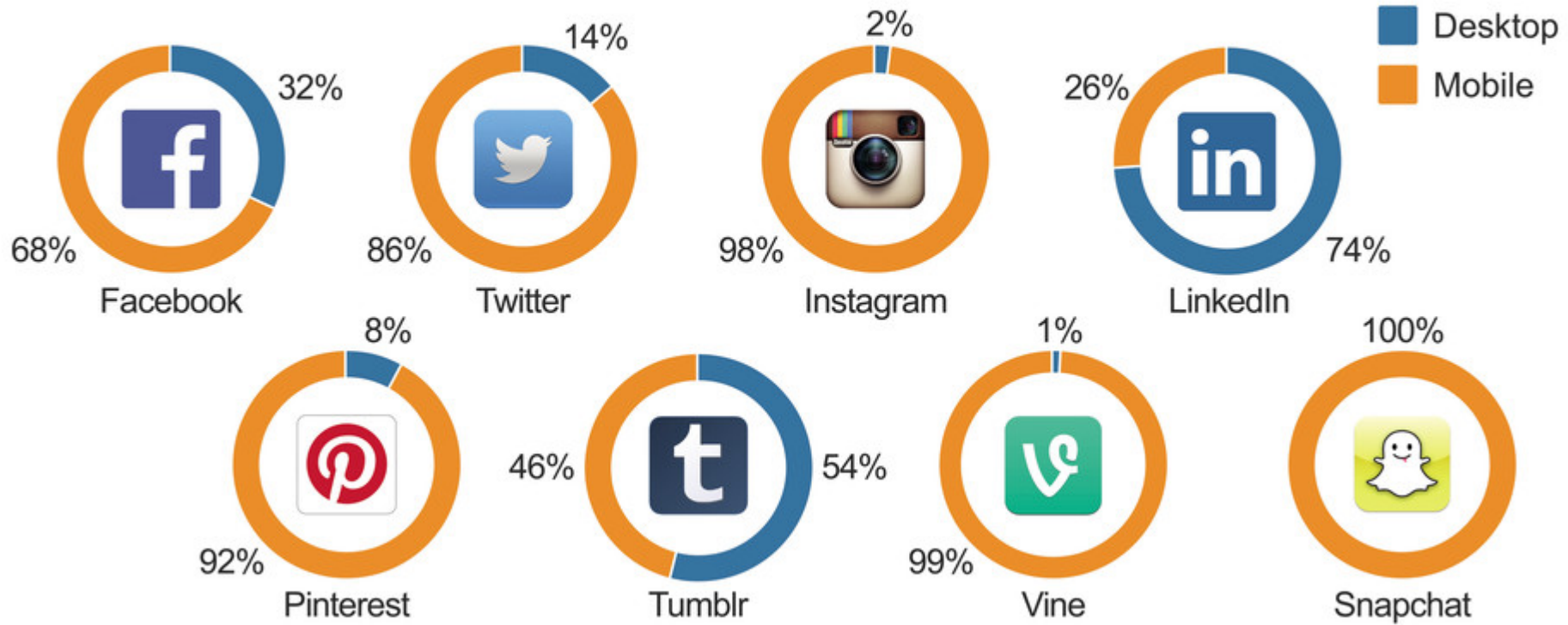
Today, almost everywhere has more mobile phone penetration than land-lines: The continent of Africa has dismal fixed-line penetration of 1.4 subscriptions per 100 people, but 63.5 cell subscriptions.

In Uganda, only 10 percent of the population has electricity, and the vast majority doesn't have microwave ovens, computers, or televisions. But more than a third of Uganda's population, about 10 million people, own a cell phone.

Mobile influences how we use social channels

Social Network Activity: Mobile vs. Desktop

% of time spent on social networks in the United States, by platform*



THE WALL STREET JOURNAL. * December 2013, Age 18+

Source: comScore **statista**

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An example

Desktop experience (8% of users):

The screenshot shows a desktop view of a Pinterest board for 'Land O'Lakes'. The board has 100 pins and 13,542 followers. It features five pins with a consistent design theme. Each pin has a teal background and a brown top section. The pins are: 1) Land O'Lakes logo with 'Help Us'; 2) 'PIN' and a leaf icon; 3) 'A Meal' and 'GIV' over 'A MEAL'; 4) A pushpin icon and 'E' over 'AL'; 5) 'FEEDING AMERICA' logo and 'Help Them'. Each pin includes a description: 'Help fight hunger with Land O'Lakes and Feeding America when you repin one of our recipes. Learn more at www.landolakes.co....' and engagement metrics (repins and hearts). All pins are pinned from landolakes.com.



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Identify your brand's visual voice



Make it a team effort

Create a Board ✕

Name


Description

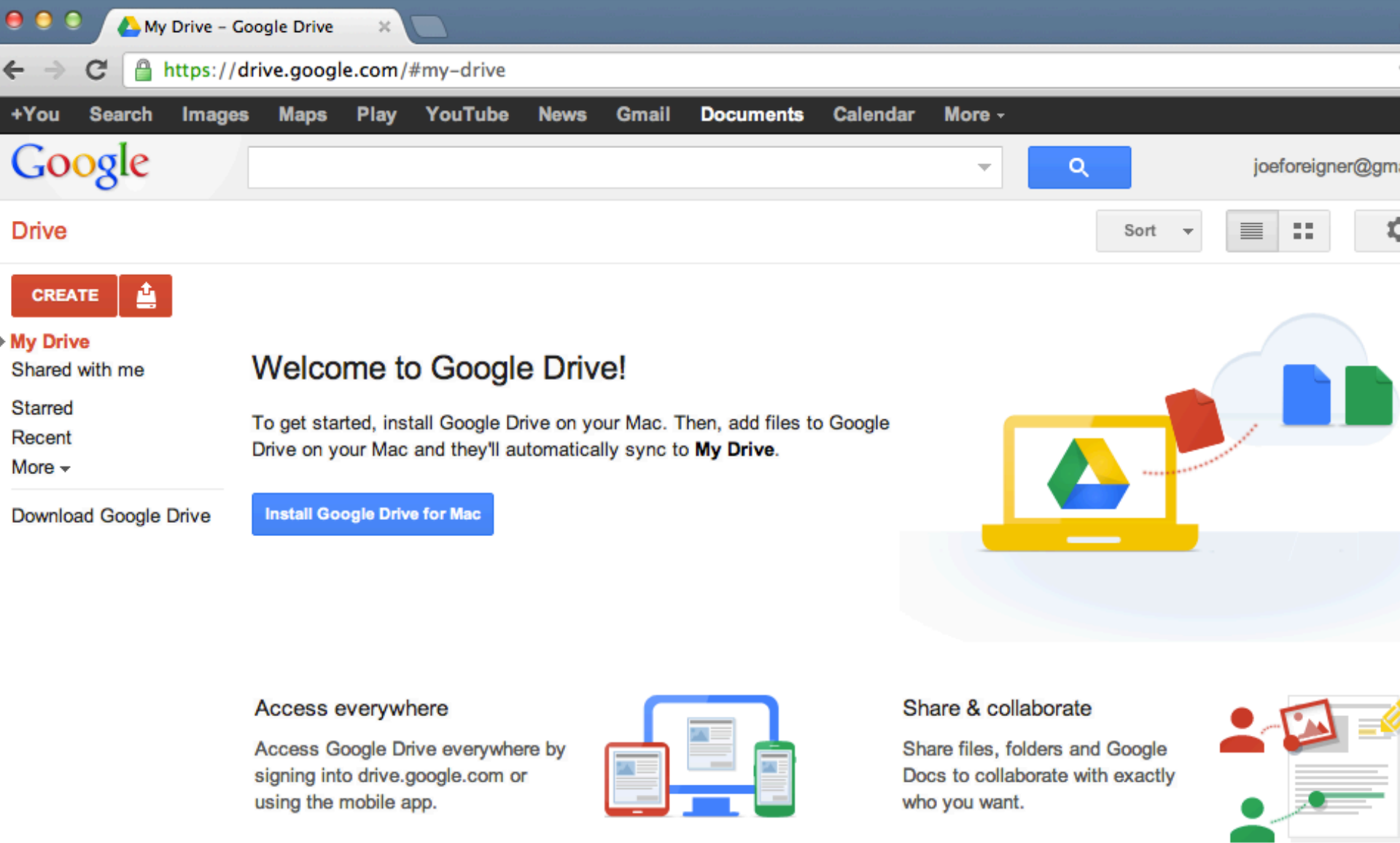
Category

Add a map? No

Keep it secret? Yes [Learn more](#)

Who can add Pins?
[Learn more](#)

 **Danny Olson**
you created this board



Build a bank of approved images

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Social Image Resizer Tool

Create optimized images for social media



| Image source: | No file chosen



Resize and crop your images for web use

Today there are innumerable uses for photos and images on the web. Websites need favicon and content images, people need Twitter pictures and Facebook profile banners, others want to create custom-sized photos for other uses – the need is endless.

To optimize images for web use, you likely need to resize, crop or change their file format type from the source image for their final use. To optimize your website for site speed, it is best to not resize large images on the fly, but to use properly sized images in the first place. Images that are typically smaller.

There are many big, complex image manipulation tools available for such work, but not everyone can afford to buy Photoshop or even know how to do such simple tasks in its cluttered, confusing user interface. Finding and learning how to use a big tool's favicon generator, Facebook profile picture editor, Twitter picture size editor, or even performing a simple photo crop is usually an exercise in frustration. Most people really need is a simple image editor tool for cropping and resizing photos and graphics.

Understand your customers by what they pin and how they arrange their boards



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At-a-glance

Audit the current content pinned from your site

Utilize Pinterest's analytics and API

Identify your engaged users and stalk them...nicely

Design your boards around their behaviors

Take stock of what's out there



0505_NA_MZ_TRAIN_Look13.jpg

Emily Julstrom
workout wear inspiration



0425_GBL_MZ_Live_Look11.jpg

Emily Julstrom
workout wear inspiration



details_flyknit.jpg (1200x400)

Tomoya Yoshida
2015_d



CDP-Jordan-041714AJXX9-FST01-1600x700-img01.jpg

Erik Hansen
My Style



air max

👍 1 ❤️ 1

Themenwoche Pfungen → ^...



Magista_W27s Lu
Sky.jpg

👍 1

Zeeshan Hakk
KICKS



NTM EB 1.jpg

Carol Bradley
Things



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Utilize Pinterest's API

You pinned, we listened

We've gathered your top TOMS Pinterest pins of the week and put them all in one place – just for you.

 Pinterest.com/toms



Color + Price + Sort By +



New! Dictionary Quotes Women's Classics
\$54 ★★★★★



New! Black Nepal Weave Women's Classics
\$54 ★★★★★



New! Navy Stars Vegan Women's Classics
\$54 ★★★★★



Utilize Pinterest's analytics

Repins ?

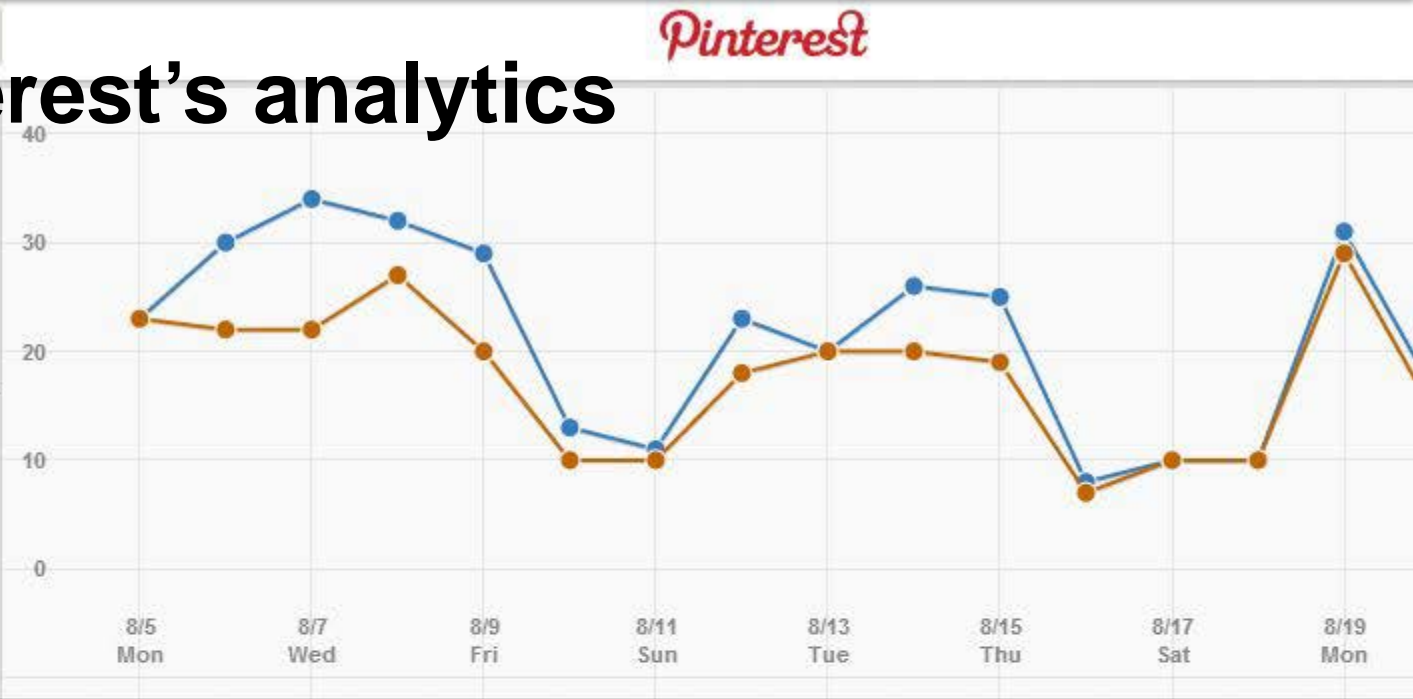
-25.73%

20

Repinners ?

-29.24%

17



Impressions ?

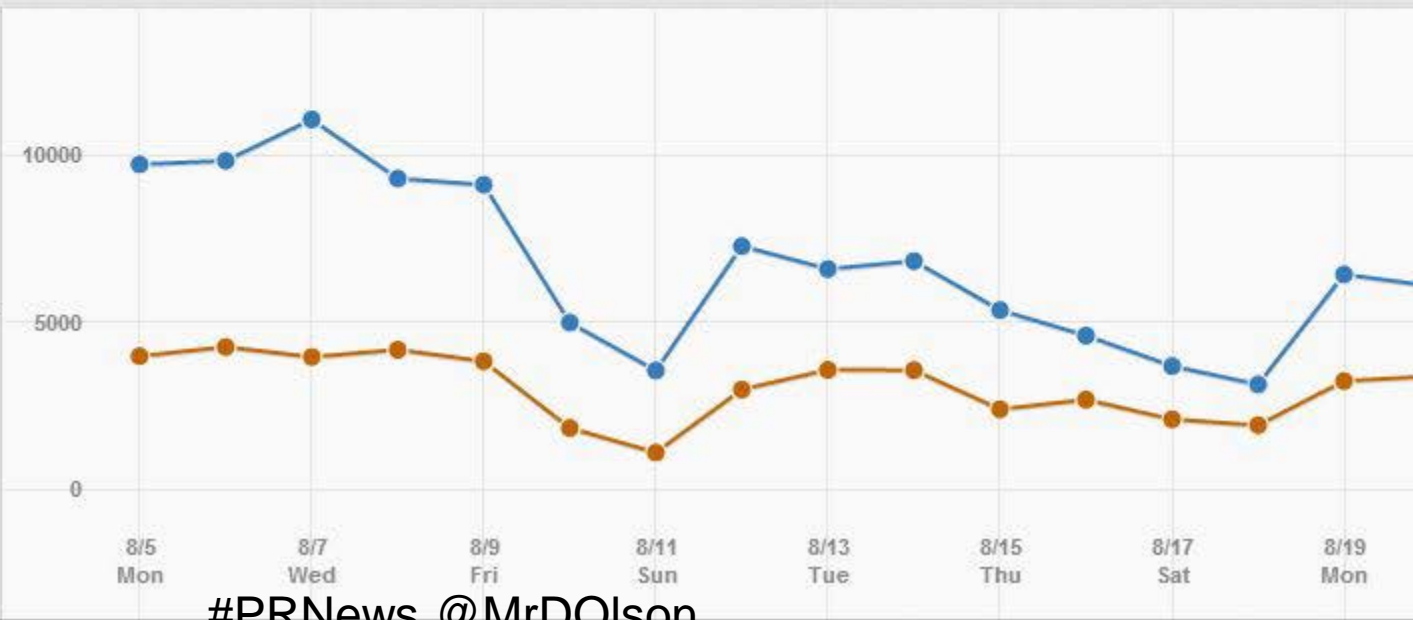
-12.62%

6,118

Reach ?

-23.01%

2,844



ID your most engaged followers

- piqora
- PINTEREST
- PROFILES
- WEBSITES
- AUDIENCE
- ROI**
- COMPETITORS
- CONTENT MANAGEMENT
- PROMOTIONS
- INSTAGRAM
- PROFILES
- HASHTAGS
- PROMOTIONS
- TUMBLR
- PROFILES
- HASHTAGS

piqora.com **EXPORT**

Website Traffic

\$48,881.94

Revenue From Pinterest In The Past 7 Days

\$2.60

Revenue From Pinterest Per Pin In The Past 7 Days

Revenue

14k

12k

10k

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Study their boards and incorporate structures



Offices

ArchDaily [Follow Board](#) [Send Board](#) 94 Pins 31,121 Followers



from ArchDaily
GT Studio / Studio Guilherme Torres
📌 11 ❤️ 1
Pinned from archdaily.com



The Studio of Bark Design Architects
📌 35 ❤️ 6
Pinned from archdaily.com



Cube House / Studio MK27 – Marcio Kogan + Suzana Glogowski
📌 104 ❤️ 15
Pinned from archdaily.com



Analog Folk / DH Liberty
📌 46 ❤️ 3
Pinned from archdaily.com



Fabric Warehouse / Fearon Hay Architects
📌 16 ❤️ 10
Pinned from archdaily.com



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**Tell your brand's story
on Instagram**



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At-a-glance

Visualize your company mission

Go native

Get Inspired

Identify and empower advocates

Give your photos a focus





Go native

@chechy27



@manolomarin05



@gilpatpar88



@gabemartincz



How Yogurt Maker Chobani Uses Instagram to Open Minds

CHOBANI, CPG, BRAND SPOTLIGHT

2 MONTHS AGO

18 NOTES

Check out best-in-class users



Let your fans do the talking

SHARE YOUR BEST UO LOOKS WITH #UOonYou AND YOUR BEST UO SPACES WITH #UOaroundYou. YOU COULD BE FEATURED ON OUR SITE!



Engage customers by encouraging them to share their content



At-a-glance

Make it easy

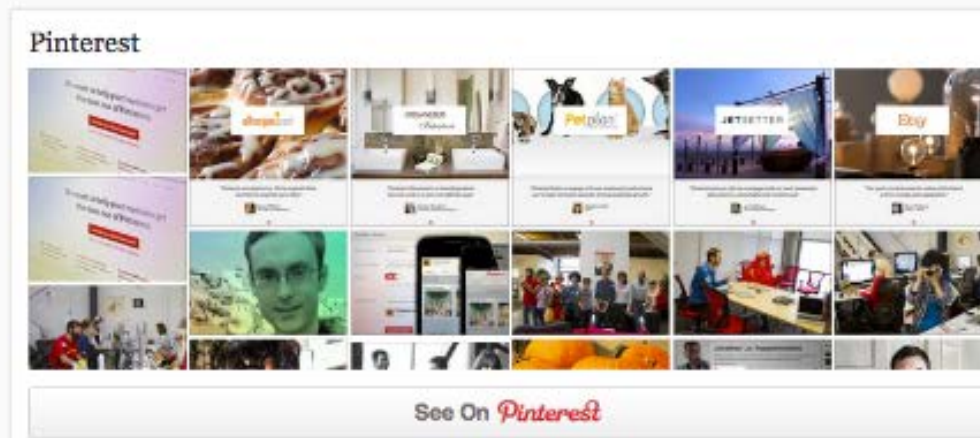
Give them a reason

Dangle a carrot

Make your site experience social

Preview


Here's what your widget will look like:



Provide value to your customers

Resources

A place for SEO guides, tools, and other information from SEOmoz




Learn SEO

Top four SEO guides

- Learning Resources
- Beginner's Guide
- Videos
- SEO Q&A

Learn to unleash the power of SEO on your web



SEO Tools

Most popular SEOmoz tools

- SEOmoz PRO
- Open Site Explorer
- SEO Toolbar
- Mozscape API

Track your keyword rankings, monitor your



Questions & Answers

Latest Q&A Posts

- How to know if a link in a direct ...
- How many times to use a keyword o ...
- External Followed Links in the Co ...
- About url shorterner like ow.ly - ...

PRO members can ask and answer SEO-

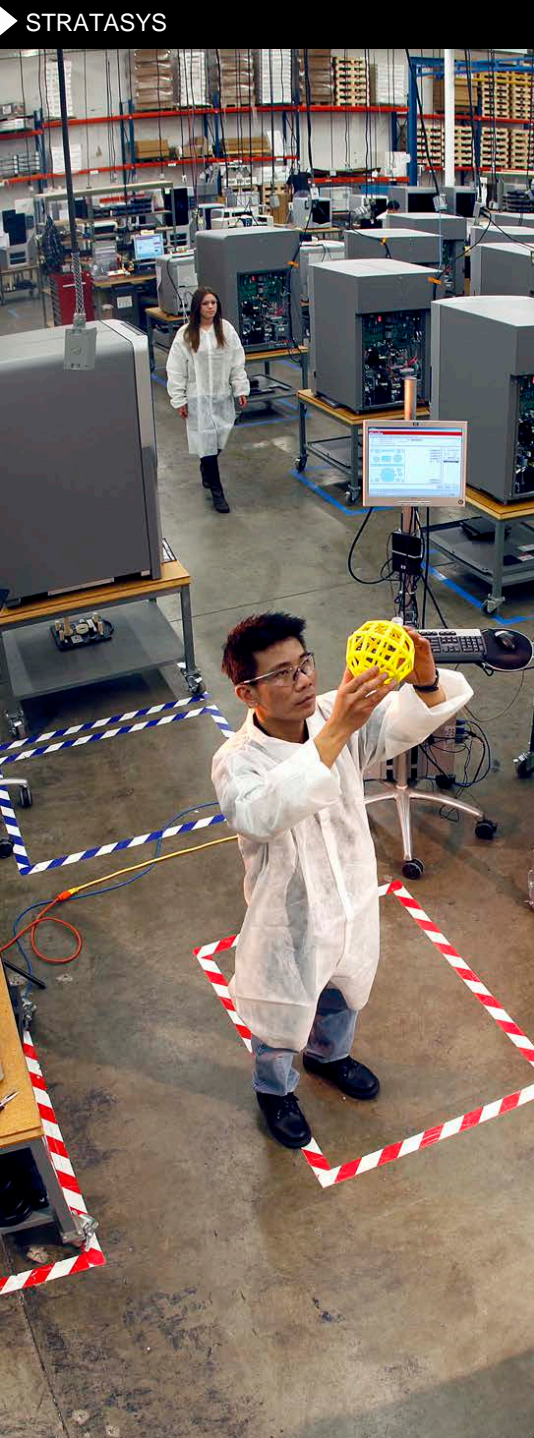
Get them involved

SHARE YOUR BEST UO LOOKS WITH #UOonYou AND YOUR BEST UO SPACES WITH #UOaroundYou. YOU COULD BE FEATURED ON OUR SITE!



Case studies



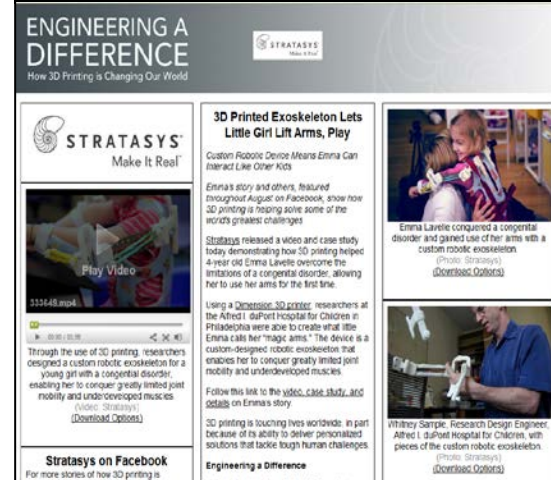
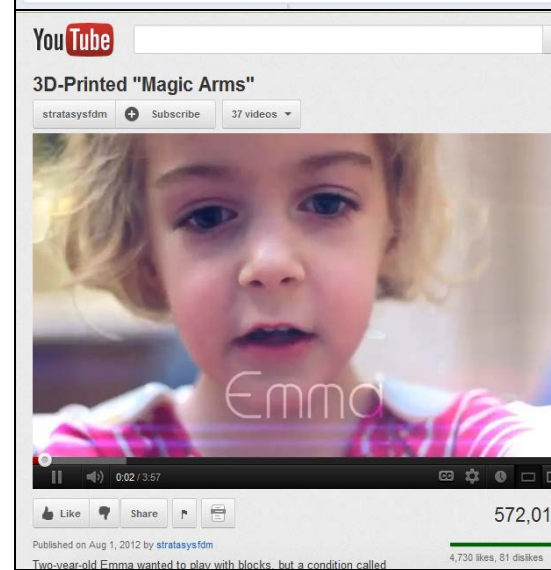


engaging difference

The world was waking up to 3D printing in a big way. And the question loomed large: Was Stratasys positioned to take advantage of the surging interest in 3D printing and affirm its industry leadership position, or would the competition strike first?

Weber Shandwick conducted an audit of competitive positioning across a variety of 3D printing companies, which revealed that no other company was telling a “what’s possible with 3D printing” story in an organized fashion. The visionary positioning was Stratasys’ to own, and a corporate storytelling campaign put the competition on its heels.

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charting a new product journey

Weber Shandwick partnered with Concur to launch Concur Breeze (recently rebranded to Concur Small Business), a solution for small businesses, and gain credibility in its new space.

The team emphasized Concur’s more than 15 years in enterprise expense management to communicate the new service’s dependability and reliability with media and SMB influencers. To make the message more friendly and relatable to small business owners and employees, humorous and light-hearted videos became key to execution.

The videos focused on small businesses’ needs and pain points. The team also expanded Concur’s online community and created new advocates by activating new social media channels. This included a Concur Breeze blog involving company representatives and third-party sources, a Twitter handle and Facebook page. Posts discussed the benefits of automated expense management.

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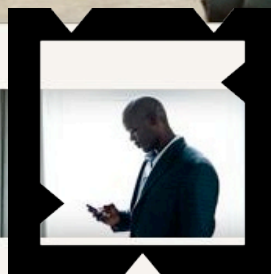
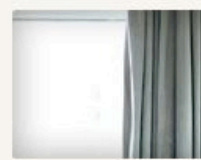
Travel & Expense -
Easier, smarter and better when combined

- » Simple expense reporting for small business
- » Integrated travel & expense for corporations
- » How it works
- » Mobile access for employees on the go

Concur Breeze +
Expense solutions designed to fit small business

Concur Premier +
Travel & Expense for medium & large businesses

Mobile Travel & Expense +
Easy access and insights at your fingertips



Concur on the go, sign up for mobile

Enjoy the freedom of mobility and ease of Concur wherever your travels take you.

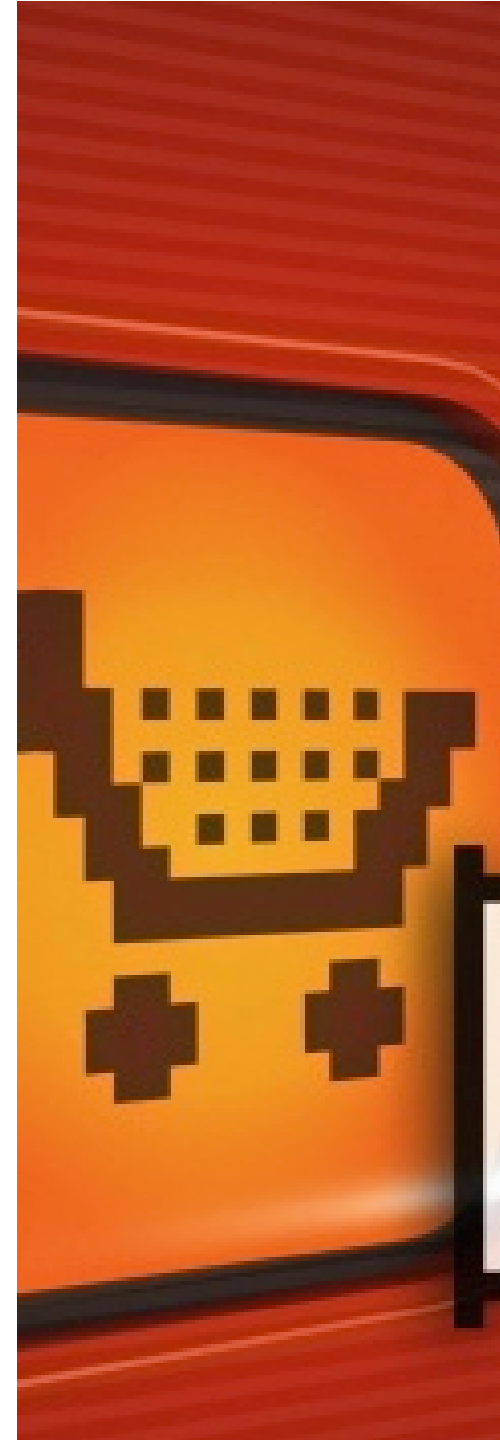
[See how Concur works on your smartphone »](#)



building brand trust

VeriSign embarked on a new strategy to narrow its lines of business, focus on its core product, and realize the value customers and consumers place in its signature “check mark” seal. Informed by research, Weber Shandwick designed and executed a thought leadership campaign positioning VeriSign as the authority on Internet Trust.

The “Cart Whisperer” campaign was an offbeat way to promote VeriSign’s “green means go” Web site validation technology and to showcase how e-commerce companies can reduce the number of “abandoned carts” from online consumers. We employed a viral video and social media and networking channels (e.g. Twitter, YouTube, and Facebook). This initiative positioned VeriSign as benign and human, building emotional bonds that reinforced brand association with Trust.





takeaways

Social and mobile adoption has shifted content marketing in visual's favor

Kick off your visual brand development, asset creation and content strategy by researching your target audience and their needs and media habits

Utilize the free resources from social networks to make your content discoverable and sharable

Use the vast amount of publicly available social data to see how your customers talk about, visualize and interact with your brand



q + a



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THANK YOU

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