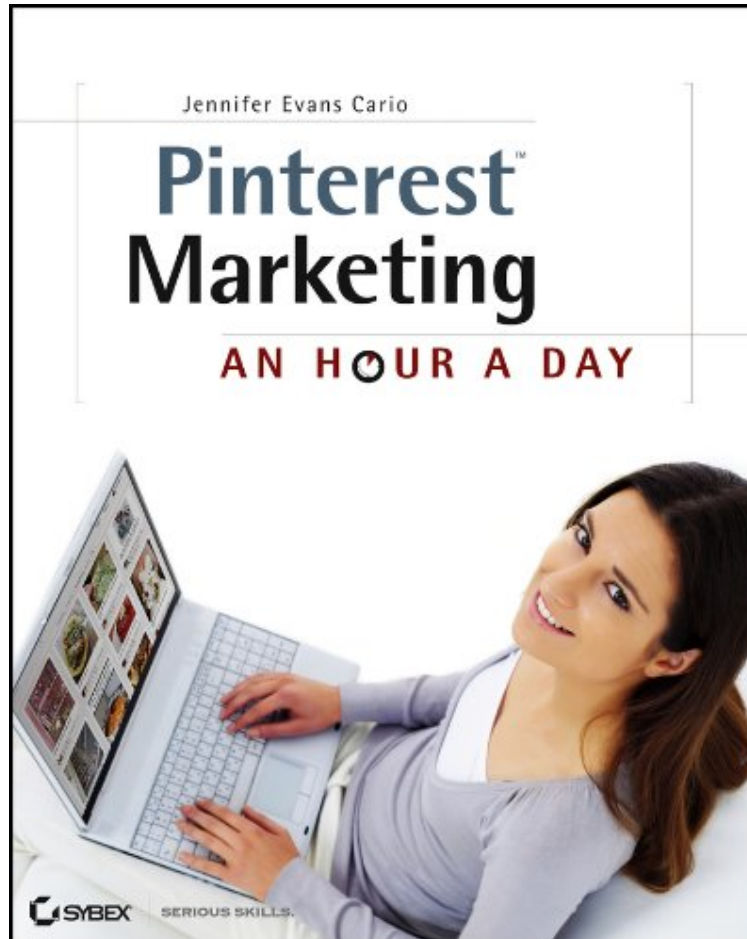


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## Pinterest Marketing: An Hour a Day

*Jennifer Evans Cario*

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**Jennifer Evans Cario : Pinterest Marketing: An Hour a Day** before purchasing it in order to gage whether or not it would be worth my time, and all praised Pinterest Marketing: An Hour a Day:

1 of 1 people found the following review helpful. Best Pinterest Book on the marketBy Book BuyerI learned so much about Pinterest from this book. Well, written, great examples. I use the strategies in this book on our clients websites.6 of 7 people found the following review helpful. Fall in Love With PinterestBy Kimberly Krause BergAs a newcomer to Pinterest, I wondered what Jennifer could possibly write about it. Boy, was I ever wrong! In her conversational writing style, Jennifer tells the fascinating story of how Pinterest came into being and the power of women in the social space. I'm sorry I missed the early glory days but thankfully she takes you into the world of this popular new form of networking with a fresh perspective. Pinterest is fun, addicting and friendly. For online marketers, it provides a brand new way to engage with your customers using photos and bit of creative writing and yes, the power of women in marketing. If you want to promote your web site and products, news, and really most anything using Pinterest, Jennifer's book will show you how. Highly recommended.3 of 3 people found the following review helpful. A practical guide to fast results!By Amber Watson-tardiffIf you've struggled to understand Pinterest and the true benefit

it can have on your business or bottom line, this book is an excellent first start. Jennifer offers very practical, how-to steps that will show you how to increase brand awareness, drive traffic and leverage Pinterest for sales. The book is easy to scan, offers lots of visuals and allows you to learn at your own pace. Using some of the tips, I was able to see immediate results and more traffic to my site right away. As a business owner, I highly recommend this book.

Develop and implement a Pinterest marketing strategy with this step-by-step guide Pinterest is the fastest-growing social media platform, with more than 80 percent of its users women between the ages of 25 and 54. Learn to reach this desirable market by following the advice in this step-by-step, task-based guide! It explains Pinterest's unique appeal and fundamentals, then shows how to develop a strategic marketing plan, set up an account, curate winning content, find followers, and track and monitor Pinterest traffic. The popular An Hour a Day format uses a detailed how-to approach with case studies, tips, interviews, and more. Learn how craft, implement, measure, and optimize a successful Pinterest marketing plan Explore the factors behind Pinterest's appeal and learn how to develop a plan based on your business's core goals, then implement it and monitor the results Review case studies and interviews with successful Pinterest marketers to use as guidelines for your own campaigns Pinterest Marketing: An Hour a Day gives you the know-how and the confidence to market your business on today's hottest social media platform.

From the Back Cover Create a Winning Pinterest Marketing Strategy A Step-by-Step Guide Pin your way into the hearts, minds—and even the wallets—of your target audience by learning how to build a smart and sustainable Pinterest marketing strategy for your business. This focused, practical book walks you step by step through the process of developing, implementing, measuring, and refining a Pinterest marketing plan designed to attract and engage your target audience on the fastest growing social network in history. Learn how to develop key performance indicators, read insightful case studies of how first adopters are maximizing Pinterest's market potential, and build a strong understanding of how to curate content that cements your relationship with consumers. Set up an account and get your pins into the right streams, including topical, popular, and product Discover the difference between personal accounts and business accounts as well as how to set up and use secret pinboards Learn which types of pins and pinning strategies are most likely to drive traffic and sales Create a strategic board structure, and use boards to build a community around your brand Understand the value of pinning versus repinning, and what each means for your marketing efforts Tie your Pinterest strategy into other social media channels, such as Facebook and Twitter Measure traffic and retention rates, analyze results, and refine your strategy You'll also find: Tips and advice from successful Pinterest marketers and from happy, engaged pinners Real-world case studies that illustrate successes to learn from and mistakes to avoid Additional Pinterest tools and resources Praise for Pinterest Marketing: An Hour a Day "This book goes beyond basic understanding of Pinterest and unleashes the power to engage. It incorporates advance strategy and tools, and it saves months of ineffective work. You will see your results within days." —Rebecca Ryan, Senior VP of Social Media at Click Media Agency, LLC. "This book gives you clear next steps on how to use Pinterest to increase sales, improve engagement, and build communities. It's an absolute must-read for today's marketer." —Joanna Lord, VP of Growth Marketing, SEOMoz "Jennifer Cario's engaging writing style makes it easy to set up, manage and measure your Pinterest campaigns. You'll have people clicking your "Pin It" buttons in no time—and driving new (and profitable) traffic to your site." —Heather Lloyd-Martin, President and CEO, SuccessWorks Search Marketing "By the end of the book you'll feel prepared and inspired to rev up your own Pinterest strategy—get ready to read, learn, pin, and repeat!" —Tori Tait, Senior Community Manager at DailyGrommet.com About the Author Jennifer Evans Cario is founder and President of SugarSpun Marketing, a boutique social media agency specializing in sustainable social media strategies, web analytics, and corporate training. She also serves as the Social Media Faculty Chair for Market Motive, a web-based training facility, and as adjunct faculty for Rutgers University's Mini-MBA programs. Jennifer has been in the industry since 1996 and has trained or consulted for a wide range of B2B and B2C companies across the United States and Canada.