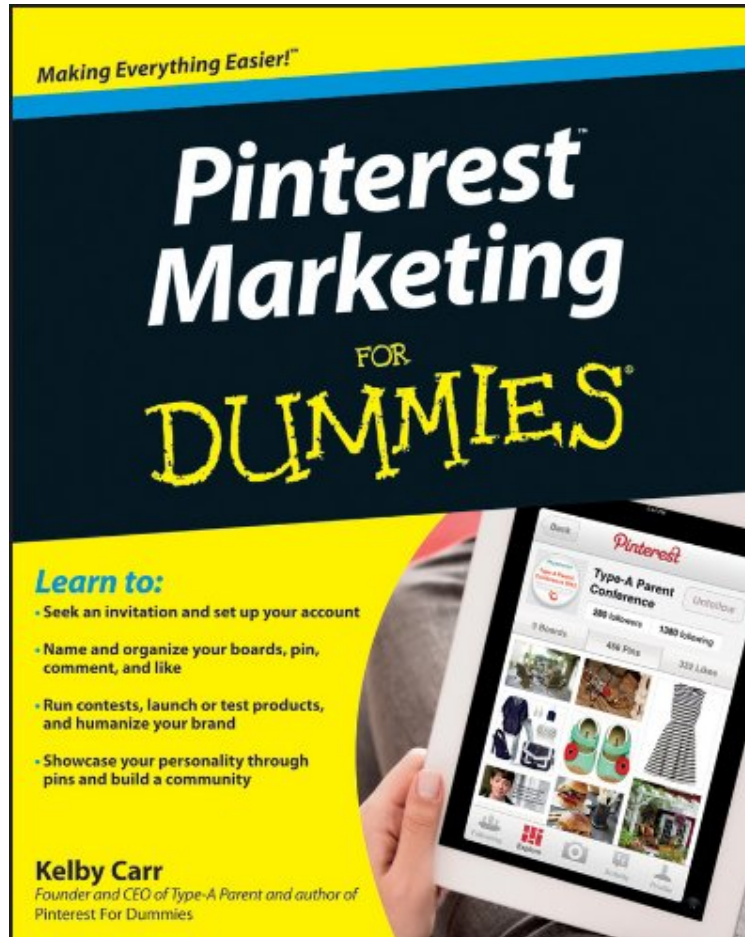


# Pinterest Marketing For Dummies

Kelby Carr

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**Kelby Carr : Pinterest Marketing For Dummies** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Pinterest Marketing For Dummies:

4 of 4 people found the following review helpful. Good Introduction to Pinterest ~ MarketingBy L. M. Keefer If you want an introduction to Pinterest and to expanding your business with the aid of this social media tool, this is a well-designed, accessible book for basic concepts. I liked the physical design of the book for clarity. Good graphics, checks, tips, light and dark print so it's well formatted. I bought several copies of this book to use for a tutorial for a client who has a clothing design business who knows nothing about Pinterest and wants help setting up her profile, naming and organizing her boards, pinning images, following leaders in her business, transporting images from design websites, blogs, magazine sites and repinning others' images. What I liked about the book is that it is written for the beginner and it has tips for marketing your business so you get two for the price of one. I have been using Pinterest for about 6 months for my interior design classes that I teach. I use Pinterest to catalog and store images which I use in class. I have 40,000 images stored on Pinterest, and over 6000 followers who follow my boards, but I still learned some essential concepts reading this book as I never read any how-to's on Pinterest. I found some gaps in my

knowledge of Pinterest which this book filled in. I've been stumbling along through trial and error, but when you are being paid to teach someone, felt I needed to find out what I hadn't discovered on my own. And there were some key activities this book taught me. It was helpful to have a couple of copies so I could send the student home with the book for homework help as she sets up her boards until our next session. The author is active on Pinterest. You can check out her profile on Pinterest. She has a board on this book and pinterest tips. The chapters in this book provide a great overview of the following material: Chapter 1: Understanding why you need a pinterest presence Chapter 2: Setting up a pinterest account Chapter 3: Following people on pinterest Chapter 4: Creating boards and pins Chapter 5: Pinning and repinning Chapter 6: Getting active on pinterest Chapter 7: Getting fans, customers and clients to follow you Chapter 8: Engaging on pinterest Chapter 9: Creating pin-worthy content Chapter 10: Generating buzz on pinterest Chapter 11: Tracking pinterest metrics Chapter 12: Ten pins that went virall I found my personal experience on pinterest corroborated what the author suggests in this book as to what works, what doesn't and general pin dynamics. Pinterest is constantly upgrading and improving, so one suggestion which the author had as to following ALL of someone's boards and then unfollowing the ones you don't want to ensure you show up as a follower of theirs I don't do. Usually there are only a few boards in each profile I am interested in for my students, so I just follow those boards and it appears that I still show up as a follower of theirs when I checked. So, Pinterest may have changed that feature since this book was written. As an introductory book, I found this book very helpful. I found it a very accessible read. 2 of 2 people found the following review helpful. Out of date By LaLaI was disappointed right away when the book tells how to get invited to Pinterest. It is my understanding that an invitation to join is no longer necessary. I simply followed the instructions on Pinterest to join. The rest of the book was not particularly easy to follow. I'm not fond of detailed instructions found in the average owner manuals or online tutorials and had hoped this book would help. So far I'm learning how to use Pinterest on my own by trial and error. 0 of 0 people found the following review helpful. A really nice book that explains a lot and gets you started ... By Heather Carder A really nice book that explains a lot and gets you started - a great resource

Tap into the marketing power of Pinterest People are using Pinterest to organize their digital lives. This hot social site lets users create visual bookmarks of their favorite things and 'pin' them on virtual pinboards. Now you can learn how to market on Pinterest with this hands-on guide. Yoursquo;ll discover how to launch new products, showcase your brand's personality, seek product approval, run innovative contests, and engage your community in a way that is difficult to replicate on other social networks. Helps you get the most out of marketing on Pinterest, a visual collection of bookmarks that you can organize into virtual pinboards Shows you how to set up an account and boards, how to pin and re-pin, use hashtags and like pins, and integrate your Pinterest activity with your other social networks Reveals how to run contests on Pinterest Gives the lowdown on launching new products Includes tips and techniques for building a community on Pinterest Market with Pinterest, it's fun and easy, and even more so with Pinterest Marketing for Dummies.

From the Back Cover Build your brand, market your products, and gain a following on social media's hottest destination Many companies are rushing to stake their claim on Pinterest and don't want to make the wrong moves. Find out how to do it right and build your brand on the fastest-growing social network with this guide. Expert tips show you how to nurture a following, encourage participation, and engage your audience as you implement effective marketing techniques! Get on board mdash; discover your Pinterest personality to best showcase your business, and then get up to speed on proper etiquette and lingo Build a following mdash; find out how to get active on Pinterest, get customers and clients to follow you, and become a well-liked member of the community Buzz, buzz, buzz mdash; generate Pinterest traffic, use tricks to track content, and then learn how to go viral as part of a successful marketing campaign The results are in mdash; get the tools to measure the results of your Pinterest efforts and determine if you've achieved your marketing goals Follow the leader mdash; view pins that went viral to see how other companies have effectively used Pinterest Open the book and find: Secrets for getting invited and setting up your account Tips for naming and organizing your boards Steps for pinning, repinning, commenting, and liking Advice on how to run the right contests Strategies for launching a product on Pinterest Ways to showcase your personality through pins How to humanize your brand and introduce followers Techniques for building a strong community Learn to: Seek an invitation and set up your account Name and organize your boards, pin, comment, and like Run contests, launch or test products, and humanize your brand Showcase your personality through pins and build a community About the Author Kelby Carr is the founder and CEO of Type-A Parent, a social network and online magazine-style blog for moms and dads. She also founded the Type-A Parent Conference, an annual blogging and social media conference. Kelby is active on Pinterest with thousands of followers and hundreds of pins. Kelby is the author of Pinterest For Dummies.