

# *Pinterest*



Presented by Barbara Deckmeyer

[www.HighDollarDesigner.com](http://www.HighDollarDesigner.com)

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## 1 - SLIDE – How to Become a Pinterest Superstar

Hi There! Welcome!

This is Barbara Deckmeyer from High Dollar Designer.

Today we're going to talk about how to **Become a Pinterest Superstar!** Welcome!  
It's great to have you here on the webinar!

You are in the right place by being here...

- if you've been hearing all about Pinterest and not sure exactly what it is or if you need to get involved with it
- you've signed up for Pinterest but aren't sure how to use it to promote your interior design business
- or maybe you don't even have a Pinterest account yet, and just want to see what it's all about

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We don't have a whole lot of time to cover all the great information I have for you, so I'm going to jump right in and get started...

In case you haven't heard my story before, I'd like to give you a little bit of quick background information about me.

(What's possible from doing my work?)

- I've been an interior designer with my own business for over 23 years specializing in designing gorgeous window treatments for very high end homes. My business is located in an exclusive beach front community in Southern California, with many famous actors and actresses that live here. (As a matter of fact, just a few weeks ago I saw Magic Johnson on the sidewalk, walking outside of a taco stand. My goodness he was sooo tall. And kind of hard to miss.)

- My clients have also flown me out of the country to work on their projects. As a matter of fact I just finished an installation a couple months ago for a client who flew me in a helicopter to their island home (and many of you have heard about that). (We tooted around on the island in a golf cart!)
- My clients have asked me to work on their second homes in luxury areas such as Palm Springs and Beverly Hills.
- I've done work for famous people you know and you've probably even worn their clothing at one time or another.

**Today in our webinar, we're going to cover...** everything you need to know about using today's "hot new social media darling" ... Pinterest... to build and grow your interior design business.

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## **2 - SLIDE – Getting to know Pinterest (Image)**

Today's webinar is going to consist of 3 parts.

#1. Start with the basics of Pinterest –

- what it is
- how to sign up and create your first boards and pins
- how to find and follow people
- and what makes a great pin

#2. We'll talk about -

- how to focus your pins in order to 'brand' your Pinterest account in order to become THE leading interior designer. The one that your potential clients see before any one else.

- How this applies if you're an industry partner or have a specialty such as – flooring, fabrics, custom cabinetry, accessories, furniture, etc.

#3 We'll talk about –

- using Pinterest to send people to your website, so you can get more traffic and make more sales!

I'm going to **give you as much juicy information** as I can in the time we have together AND **I promise to show you how you can take things further before we finish up!**

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(ID the Problem – PAIN)

You know I hear time and time again from designers wondering how to make social media work for them and how to get more clients with it. They start out strong and they invest their time and money into social media and yet they just don't see any tangible results because they peter out and stop doing it. They don't keep up with it...

- They started a blog – but they don't like to write
- They signed up for Twitter – but they don't know what to tweet
- They have a Facebook account – but it's not generating any business
- They're doing everything they think they can to get their name out there... but where are the results?

Designers have a hard time getting themselves to actually do the work that is required for social media to be effective. They're tired of feeling frustrated and disillusioned with social media.

They want to know that the time and effort they put into their social media will produce results and attract great clients!

Well... I'm here to tell you, Pinterest is perfect for interior designers! Because we are in such a visually oriented industry where looks are everything... you will LOVE Pinterest! And I'm guessing, if you're anything like me, you'll have to LIMIT the time you put into your Pinterest account! It is SO MUCH FUN!

You've heard the phrase... "a picture is worth a 1000 words"...

Pinterest will do the speaking for you! Your images and pins and boards will do the work! They will attract the high end, big budget clients.

First off... let's talk about what Pinterest is...

## Part #1: Getting to Know Pinterest

### 3 - SLIDE – What is Pinterest?

**What is Pinterest?** - Pinterest is the newest, latest and greatest social media darling. It's a social bookmarking site, similar to Digg and Delicious but it's sooo much more than that. It is especially fabulous for visual industries such as Interior Design. and that's both for designers AND industry partners!

What Pinterest does... is it allows you to save or "pin", an image from a website, which in turn shares it with your friends (followers)... And – of course, so YOU can find it later.

But Pinterest really is much more than that. One of the most overlooked benefits of Pinterest for the beginner, is the community aspect. And as a result, it offers more opportunities for interaction than other bookmarking sites. So, in that sense, Pinterest is like Facebook or Twitter.

When you are on Pinterest, you're encouraged to do 3 things –

- share (repin) the images (like a retweet)
- to "like" the images (like Facebook)
- and to comment on other people's pins (like Facebook)

As a quick note... you can also connect your other social media accounts to Pinterest so that you're able to share your pins on Facebook and Twitter.

(It's worth mentioning here that you are required to have either a Facebook or Twitter account to sign up to Pinterest, though you are not required to post your pins to either.)

### 4 - SLIDE – Why Care About Pinterest?

- Pinterest refers more visitors to your site than Google Plus, LinkedIn and YouTube **combined** .
- Pinterest ALONE amounts to almost 4% of all referral traffic Internet-wide!

That's huge! And it's just getting started.

## 5 - SLIDE – Why Care About Pinterest?

Let's add to that the fact that

- Pinterest gets, on average, 1.36 million visitors PER DAY, and has more than 12 million users.
- And Pinterest is growing at a phenomenal rate. Between May of 2011 and January of 2012, Pinterest saw a nearly 3000% increase in unique visitors.

Clearly, the Pinterest people have hit on a winning combination, and as an interior designer you really do need to get involved there.

I hope you can see how important the POTENTIAL Pinterest has for you and your business, when it comes to GENERATING TRAFFIC and GETTING PROSPECTS TO YOUR WEBSITE.

And we'll go over more of that in detail, later. But for now, I just wanted you to realize that Pinterest is not some "here-today-gone-tomorrow" fad.

It's a powerful marketing tool for interior designers, and if you're not taking advantage of it, you're really missing out.

## 6 - SLIDE – Who's Using Pinterest

**Who's Using Pinterest?** - While "everybody" might be the answer that comes to mind, given Pinterest's EXPLODING popularity, that's not EXACTLY true.

Although there are A LOT of internet-savvy people who haven't signed up yet...

- Pinterest seems to appeal primarily to women... with about 70% of its 1.36 million daily visitors... being female.
- Twenty-eight percent of users earn over six figures, according to Mashable.com, so they've got money to spend.
- Fifty percent of Pinterest users have children, and their average age is between 24 and 35.

If that sounds like your target market, then you'll want to high tail it over there and start carving out a place for you and your brand.

But don't worry, if that doesn't sound EXACTLY like your target market... stay with me. With millions of users (and more being added every second) your ideal clients will be jumping on the bandwagon at any time now.

## 7 - SLIDE – Pinterest Vocabulary

Ok, so let's talk lingo... Before we go any further, we probably better talk a little bit about Pinterest's unique vocabulary.

Just like other social media tools Pinterest has its own jargon. Where Twitter has tweets and Facebook has Likes and status updates, Pinterest has pins.

- A **pin** is simply a photo, graphic, or video that you share with others by “pinning” it to one of your “pinboards” or ‘boards’.
- A **pinboard** is a collection of pins that you group together, based on a category that you set up. You might have a board that's all about accessories, or window coverings, or architecture, furniture styles, or you can categorize by color, or by product – such as wood floors, gorgeous kitchens, or even client photos and projects you've done. It really is limitless.
- When you add a photo to a board, it's called “**pinning**.” You can pin a photo or graphic from nearly any blog or website by using what Pinterest calls a **bookmarklet**. And that's section bit of code you add to your browser's book mark bar.
- You can also “**repin**” other people's pins, and adding them to your own boards. Repins include the link to the original source, and a kind of ‘hat-tip’ to the user whose board you found it on.
- Repins by far, are the most popular form of pinning.

## 8 - SLIDE – Are Your Friends Pinning?

If you want to know what your friends are pinning, then all you need to do is to “**follow**” them! Whenever you log into Pinterest, your home page will show the latest pins and RECENT ACTIVITY from everyone you’re following.

When new users follow YOU, they’ll see YOUR pins on THEIR home page. We’ll talk more about finding and following people a bit later.

**Just like with Facebook...** Likes and comments are encouraged on Pinterest, and function just about the same way as they do on other social media sites like FB and twitter.

Your friends will be able to see what the other people in their network have liked and commented on, and that of course encourages MORE SHARING.

## 9 - SLIDE – Signing Up at Pinterest

### Signing Up with Pinterest

As of right now, Pinterest requires an invitation to join, but it’s really easy to get one.

- A. You can get your invitation from a friend who already has an account,
- B. You can go to Pinterest’s home page and ask for one!

Once you get your invitation, it’s really easy to sign up and start pinning. And that’s what we’re going to do next. Let’s take a few minutes and walk through the process.

## **10 - SLIDE – Sign Up with Twitter**

Pinterest requires you to sign up using either your Twitter or Facebook account.

They do this to help reduce spam and to help you find people you know.

Once you've signed up, you can unlink your accounts, and you're never obligated to share your pins across any of your social networks... (although that is a good idea).

And we'll be talking more about that later in more depth.

## **11 - SLIDE – Sign Up with Facebook**

Here's how you'd sign up with Facebook.

Pretty straight forward.

## **12 - SLIDE – Setting Up Your Account**

Once you've gotten signed up with either your Twitter or Facebook, you'll be asked to create a user name and password.

You can use your real name or the name of your business or your website URL.

- I recommend that you use the same name across ALL your social media networks.
- It's great for branding and provides excellent consistency and strengthens your social media presence.
- One other thing is it also prevents other people from copying or trying to impersonate you.

## ??? 13 - SLIDE – Setting Up Your Account

Categories –

\*\*\*ADD THIS TEXT HERE\*\*\*

## 14 - SLIDE – Your Boards

Next, Pinterest will ask you to set up a few pinboards. They'll help by offering some suggestions, but you can create boards about ABSOLUTELY ANYTHING you like.

For example... if you're passionate about window coverings, or custom cabinetry, or art, or outdoor living, wall coverings, gardening, lighting? You name it! It's on Pinterest.

Go ahead and get started pinning images to your boards. You can set up as many as you'd like, AND you can add more later (or delete some if you lose interest),

So don't spend a lot of time on this right now. Just create a couple of boards to play with, and as you learn more about Pinterest and how things work, you'll be adding more boards to your collection in no time.

You'll also want to be sure to comment on and "like" other people's images. Trust me, you will never run out of things to pin or comment on. It's quite addicting and a lot of fun!

## 15 - SLIDE – Fill in Your User Profile

**Let's Talk About Your User Profile** - Your Pinterest profile can be found simply by clicking on your name... in the upper right corner... and clicking on "settings."

- Once there, you can change your user name and password and also change your email notifications (more on this in a minute)...
- but what you really want to do is fill in your "ABOUT," "LOCATION," and "WEBSITE" sections.

- Be sure to use your keywords in the “ABOUT” section, and to include the URL to your website.
- Also, because your interior design business is probably LOCATION SPECIFIC... be sure to include your CITY and STATE, which will help people find you.

Your Pinterest profile is searchable by Google and other search engines. When people find your profile, they'll see your pins, along with your picture, your bio, and your recent activity on Pinterest.

So you'll want to be sure your BIO offers a COMPELLING reason to go visit your website. Make it something exciting and interesting for THEM!

Your Pinterest profile will also show them the links to your other social media accounts and your website... BUT that is ONLY if you link all your accounts together.

To do that, simply toggle the on/off buttons at the bottom of your profile page, and add the relevant information.

## **16 - SLIDE – Create Your First Pin**

**Creating Your First Pin** - There are two main ways to create a pin –

- you can pin something directly from someone's website
- or you can upload an image from your computer

And you can do both from your Pinterest dashboard.

## **17 - SLIDE – Create Your First Pin**

On your Pinterest Home Page – click on the Add button in the upper right hand corner.

In the dialog box that pops up, click “Add a Pin”

## **18 - SLIDE – Create Your First Pin**

Enter the URL of the website page you want to pin.

## **19 - SLIDE – Create Your First Pin**

You’ll see that Pinterest has pulled up some images from the page.

Using the Previous and Next buttons below the image, scroll through until you find the one you’d like to pin.

## **20 - SLIDE – Create Your First Pin**

Next, select the board you want the image to go... (or you CAN create a new board)).

## **21 - SLIDE – Create Your First Pin**

You’ll want to add a comment describing your pin, and click “Pin It” to add your first pin to the board of your choosing.

## **22 - SLIDE – Create Your First Pin**

You can also choose to share the pin on Facebook and Twitter by toggling checking the box at the bottom.

## **NEW TOPIC**

### **23 - SLIDE – Pinterest Tools**

#### **Pinterest Tools**

Pinterest is such a simple concept, it might seem like there wouldn't be any tools necessary. After all, it's not like YouTube that requires a video camera or special code to get it to work, right?

You can find EVERYTHING you need to be an active Pinterest user RIGHT on their site. But there are a couple of outside tools that will make keeping up with Pinterest A LOT easier.

First and foremost is ... the BOOKMARKLET we talked about in the Vocabulary section.

A bookmarklet is a small piece of code that lives in your browser's bookmark bar. When you click it, Pinterest opens a pop up box and allows you to pin images to your boards right then and there.

### **24 - SLIDE – Install Bookmarklet**

To install the bookmarklet -

- Log into Pinterest
- Select "About"
- then at the top of the page you'll find the "Pin It" button.
- Just click and drag it to your bookmark bar.

Now whenever you're on a page that has an image you'd like to pin, all you have to do is click the button in your browser, choose a board, add a description, and you're done!

## **25 - SLIDE – Pinterest Tools: Buttons**

While we're talking about Tools, let's take a look at couple others that are available to you. We'll be using them later.

The FOLLOW BUTTON adds a Follow Me on Pinterest button to your website. There's a snippet of code that your web designer will need to paste into a widget in your WordPress site.

When your website visitors click the button, they'll be taken to your PINTEREST home page where they can see all your pins, browse your boards, and sign up to follow you.

## **26 - SLIDE – Pinterest Tools: More Buttons**

The "Pin It" button for websites is similar, but it works by encouraging your visitors to pin the images they like from YOUR website to THEIR own Pinterest boards.

You can either use the one provided by Pinterest... or there are several WordPress plugins that offer the same functionality in a much more convenient package.

And... I'd be doing you an injustice if I failed to mention the iPhone app for Pinterest. You can download it directly from iTunes, and it allows you to easily browse and interact on Pinterest right from your phone. There is also a version for Android.

And finally... there are several browser extensions that make working with Pinterest super easy and super accessible.

## **27 - SLIDE – Pinterest Tools: Social Media**

Aside from repinning, Pinterest also makes it easy to share pins across all your social media networks. Clicking on a pin will bring up several buttons, including Facebook, Twitter, and the ability to share via email.

## **28 - SLIDE – Pinterest Tools: Embed**

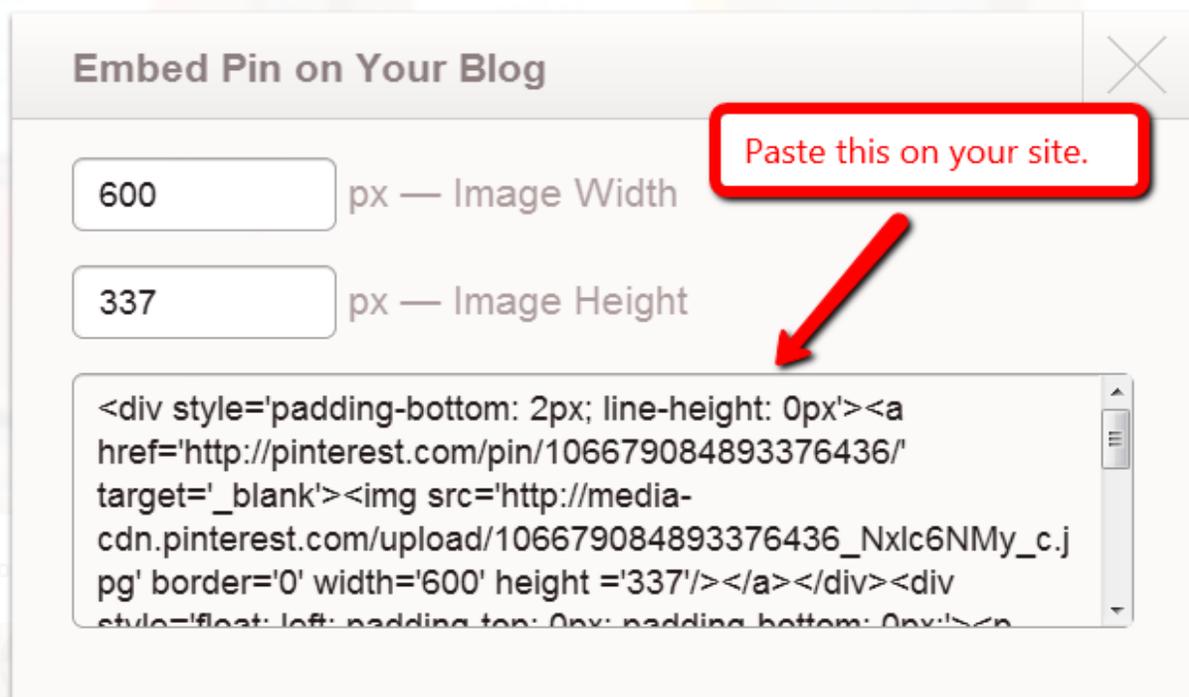
Pinterest helps you embed a pin that you like, on your own website. So if that chocolate cookie recipe you found on someone's board looks delicious but didn't turn out the way

it was supposed to... why not post the picture of how it's supposed to look and write a commentary on how it REALLY turned out.

The "EMBED" button, provides everything you need to give proper attribution for the original photo... and it will provide a link... to the original pin. Pretty cool huh?

## 29 - SLIDE – Pinterest Tools: HTML Code

Here's an example of what the html code looks like that you'll need to paste onto your site.



The screenshot shows a dialog box titled "Embed Pin on Your Blog" with a close button in the top right corner. It contains two input fields for image dimensions: "600 px — Image Width" and "337 px — Image Height". Below these is a text area containing HTML code. A red box highlights the text "Paste this on your site." with a red arrow pointing to the HTML code area.

```
<div style='padding-bottom: 2px; line-height: 0px'><a href='http://pinterest.com/pin/106679084893376436/' target='_blank'><img src='http://media-cdn.pinterest.com/upload/106679084893376436_Nxlc6NMy_c.jpg' border='0' width='600' height='337'></a></div><div style='float: left; padding-top: 0px; padding-bottom: 0px;'><p
```

## 30 - SLIDE – Pinterest Etiquette

### Pinterest Etiquette

Before we move on to how you can use Pinterest as a marketing tool for your interior design business, we need to talk a little bit about etiquette. All social media networks have their own rules and accepted practices, and Pinterest is no different.

While you won't be arrested for breaking them, you certainly won't win any friends if you do – and making connections is what this is all about, right?

To start, and in accordance with Pinterest's own user guidelines, you'll want to be very cautious about the amount of self-promotion you do. It's okay to pin your own stuff sometimes, but if your boards are filled with images from your own blog and nothing else, you're not going to have very many followers.

Save the self-promotion for your Facebook page.

## 31 - SLIDE – Pinterest Etiquette

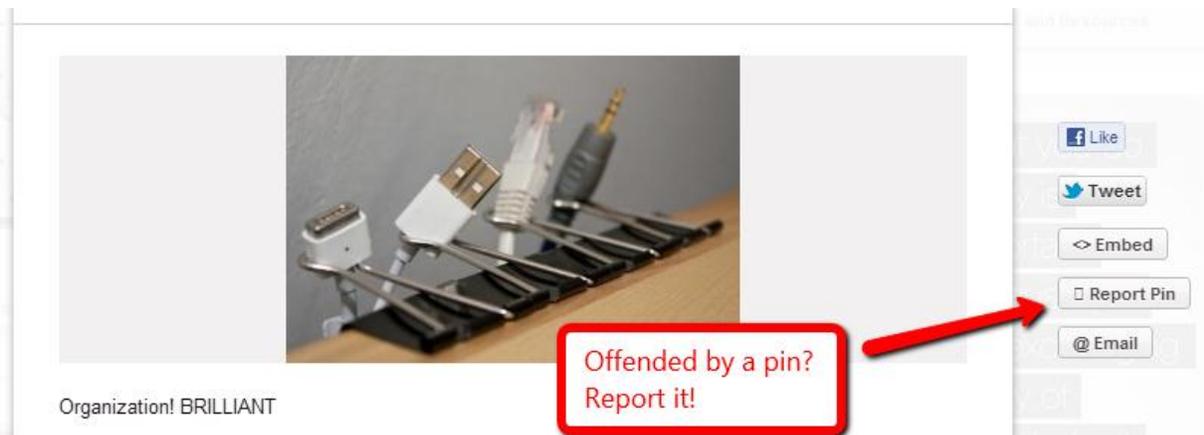
In addition to limiting the number of self-pins, you'll also need to make sure you give PROPER ATTRIBUTION to everything you pin.

- Never pin a photo from one website and link it to a different website
- And especially don't link someone else's photo to YOUR website
- Always make sure your pins are linked to the original source

## 32 - SLIDE – Pinterest Etiquette

It should go without saying – but it never does – that comments should always be polite. As your mother told you, if you don't have anything nice to say, then don't say anything at all.

If you have a complaint about a pin that's offensive or otherwise inappropriate, simply click the button on the right and report it directly to Pinterest. And they'll take care of it.



### 33 - SLIDE – Pinterest Etiquette

Be aware that there are some things you should not pin out of respect – not to mention copyright laws. Stock photo agencies are particularly nervous about Pinterest, and with good reason. They earn their living with the photos they sell, so spreading them around the Internet is definitely not so good for their business, even if they are linked back to the original.

As a result... some websites have chosen to *disable the pinning of their content*. If you come across a site where your pin-it button doesn't work, more than likely that's the case. Please respect the website owner's wishes and don't try to get around their safeguards just to pin it to your board.

One last tip: Please make sure your link source is correct.

If you're visiting your favorite foodie blog, for example, and you want to pin the recipe for low-carb pizza that the blogger posted today, do NOT pin it from the "HOME" page.

If you do that... in a few days when that post has dropped off the first page of the blog... your pin will no longer have the correct link.

Instead, go to the actual POST page and pin the recipe from there. Not only will YOU be able to find that yummy recipe again, but your followers will thank you for it!

## 34 - SLIDE –

# Part #2: Focus Your Efforts for Maximum Effect

## 35 - SLIDE – Who's Your Ideal Follower?

### Define Your Ideal Follower – Then go find Him or Her

Just as with other social networks, building a following is important for growing your influence on Pinterest. But just having a large following is pointless if all you have is a random group of strangers with little or no interest in what you do (or pin). Instead, you should strive to build a following of like-minded people in your market.

## 36 - SLIDE – Who's Your Ideal Follower?

To do that, start with your current social networks. Are your Facebook friends on Pinterest? Follow them, and they'll likely follow you back.

What about your Twitter followers?

LinkedIn connections?

Forum friends?

Bloggers you read?

All of these are excellent places to find new people to follow, but don't forget about commenters on your blog, your newsletter subscribers, and even your customers.

Since no one is – or should be – single-minded in their interests, you'll likely find many people you follow have boards that hold no interest for you.

You may very well love your friend's baking and knitting boards, but not share her love of butterflies, for example.

Pinterest makes it easy to pick and choose which boards to follow. You can follow everything a user does, or just one board.

## **37 - SLIDE – How to Follow**

To follow a Pinterest user, visit their home page at <http://pinterest.com/username>.

You'll see their picture, bio, and recent activity.

You'll also see a button that says "follow all." Clicking this will – as you guessed – follow all their boards.

If you want to be selective, however, you'll see thumbnails of all their pinboards, with follow buttons below them. Click a thumbnail to open the board, or click the button to follow it.

## **38 - SLIDE – Refine Your Boards**

When you first sign up for Pinterest, the system suggests a few boards FOR you.

Because most users, don't know what to expect when they first sign up, they simply go with what Pinterest suggested. After a while, though, it will start to become very clear how you can organize your boards better.

For business owners looking to increase their followers and their website traffic with Pinterest, it makes sense to have several boards related specifically to your niche. Remember, you can have as many boards as you'd like – so don't scrimp!

## **39 - SLIDE – Have Fun with Your Boards**

You'll also want to have some fun and get descriptive with your board names. Rather than calling a recipe board just "recipes," for example, you could call it "Easy Cookie Recipes," or "Looks Bad but Tastes Great."

Doing that will help your followers know which of your boards they're interested in, and which they can skip.

## 40 - SLIDE – Get Specific

Finally, be sure to categorize your boards. Pinterest users can browse the site by category, so you want to make sure your boards show up when they search by your category.

If you leave your boards uncategorized, your visitors will constantly be asked to help you categorize your board, which might not give you the results you'd like.

## 41 - SLIDE – Have a Pin Party

When you create a board, you'll also have the opportunity to invite others to collaborate with you. So for example if you've got a group of friends who all love chocolate cookie recipes, a group board is a great way to share all those fantastic recipes you find online.

To make a group board, under "who can pin," add the emails of everyone you'd like to invite. Just one caution: users must already be following you to be added to your board.

## 42 - SLIDE – What Makes a Good Pin?

#1 - The CURRENCY of Pinterest is without a doubt THE REPIN.

"Liking" is nice, commenting is fine, but repinning is your ultimate goal when you're using Pinterest as a marketing tool.

In fact, more than 75% of all pins are actually REPINS, so it not only pays to pin WELL... but to also provide good pin material on your website.

You've no doubt heard of viral marketing, and probably seen it in action a time or two in the past. A YouTube video that has 3 million views, or a special report that is suddenly everywhere are both good examples of viral marketing. But what makes things "go viral" isn't always clear.

On Pinterest, though, it's fairly easy to figure out just what it is that makes a pin instantly re-pinnable. There are three categories of pins that make up the majority of Pinterest content:

1. DIY
2. recipes

3. and home décor.

It seems like everyone loves a beautiful idea for window treatments or a clever way to store kids toys, so if your pin fit in those categories, you'll likely find it repinned frequently.

#2 - Good photos are a must. Pinterest is, above all else, eye candy. Browsing the boards provides a wonderful escape from the world, so make sure your photos fit the bill if you want them shared and shared again.

#3 - Be sure to add a description to your pins to help clarify what it is, how it's used, where to buy it (if appropriate) and how much it costs. This is especially useful for Etsy sellers and other boutique shop owners, because as your pin gets repinned, it can become unlinked from your original page, making it impossible for buyers to find you.

## **43 - SLIDE – What Makes a Good Pin? (2)**

### **Tagging (Use Hashtags)**

Where would we be without Twitter and the now infamous hashtag? I don't know how we searched the Internet before the hashtag caught on, but I do know that if you want your pins found in the ever-expanding Pinterest universe, you're going to want to use them.

Hashtags work similarly to tags on your blog. If you're pinning a photo of the cute baby jacket you knitted, you might tag it with #knitting #baby #debbiebliss just to make it easier for people who search for Debbie Bliss yarn to find you. You can add as many tags as you want to each pin, but too many might look spammy, So be sure to be selective.

Tags are also great places to use your keywords, because anyplace on the Internet where you can connect your name or brand with your keyword will help you with your SEO. We'll talk more about that in the next part, but for now, just remember to make it a habit to tag everything.

## **44 and 45 - SLIDE – Avoid Wasting Time**

### **Keeping Up with Without Getting Overwhelmed**

Like a lot of social networks, Pinterest can turn into a real time suck if you let it. In fact, I'd bet that the first few times you browse the boards, you'll get so lost looking at all the interesting pictures that you'll find you've wasted an hour or more before you realize it.

Obviously, that's not good for business.

Pinterest makes it easy to stay on top of what's happening on your boards and those of your followers with email updates. You can select what notifications you receive and how often by clicking the email notifications button on your profile page.

You can choose to receive a notice when someone follows you (so you can follow back), when someone comments or likes one of your pins, or when someone repins a pin.

You can also choose to receive emails every time one of these things happens, or just a daily update. I highly recommend opting for the daily update. Pinterest is growing at such a rate that your email inbox is likely to become flooded with repin notices every time you add a pin.

It's also a good idea to limit your Pinterest browsing. Don't run off to Pinterest every time you see an interesting pin in your Twitter stream. Like all social media, you have to be disciplined about how often and for how long you interact, otherwise you will find that you're wasting your day pretending to "work" while actually accomplishing very little.

With that being said, though, it is important to pin frequently and consistently, as we'll talk about next.

Finding the right balance between consistency and wasting time is tough, so pay attention to how much time you're spending on the site and what results you're seeing. It won't take long for you to figure out the perfect amount of time you need to be spending on Pinterest in order to get the great results you desire.

## **46 - SLIDE – Pinterest, Traffic and Sales**

### **Part Three: Pinterest, Traffic, and Sales**

While it might seem like Pinterest is all about fun and not so much a business tool, that couldn't be further from the truth. Sure, cute DIY projects and tasty-looking recipes are abundant on the site, but there are plenty of opportunities for the savvy interior designer or business owner to increase both traffic and sales through strategic Pinterest use.

## Become the Expert

As with most marketing, you'll find Pinterest pays off much better if you can brand yourself as the expert in your niche. If you sell window treatments, for example, you want your pins, boards, and brands to be at the top of the page whenever someone searches for window treatments on Pinterest.

If that sounds a lot like basic SEO, that's because it is – and it works about the same on Pinterest as it does on Google.

The first step is to pin early and pin often. Like a plant without water, your Pinterest account will dry up and fade away if it's not cared for. You don't have to spend hours a day nurturing your account, there are a few things you need to do – especially in the early stages – to keep your account current:

- Follow people. This might seem obvious, but you need to actively seek out new people to follow. Spend a few minutes every day following new people, and your Pinterest account will look and feel healthier.
- Interact. Social networking allows little space for lurkers. Comments, repins, and likes are all appreciated and reciprocated, so get out there and make some friends on Pinterest.
- Pin stuff. Seriously. Until you get in the habit, this might not come so easy to you, but you really do need to learn to use the Pin-It bookmarklet you installed. Next time you see a cool new product, a fabric you love, a side table you want, or a gorgeous room in the perfect color for a client... pin it! And pin generously.
- Tag your pins. As we said earlier, this will help other Pinterest users find you quickly.
- Create meaningful boards. A board with the name of "stuff" doesn't really say much about its content. Using better descriptions helps users find you, and helps to establish yourself as an authority in your specific design niche.

## 47 and 48 - SLIDE – Get Pinned. Get Sales.

### Get Your Stuff Pinned

Pinterest's terms of service don't explicitly forbid self-promotion, but they clearly look down upon it. So... you may be asking... "If that's the case, how can you use Pinterest to drive traffic to your site?"

It's easy. You simply ask others to do your pinning for you.

When we talked Pinterest tools, I mentioned the pin-it button for your website. While a good idea, it does have some limitations – like the fact that you'll need to copy and paste that code on every page you want pinned. Who has time to log into Pinterest to copy some html code every time they write a blog post? I know I sure don't.

Luckily, if you have a WordPress blog, plugin developers have come to your rescue. One I particularly like isn't just a button that sits next to your other social bookmarks, though. There is one, from CodeCanyon, that makes a "Pin It" button appear whenever a visitor hovers her mouse over a photo. It's not free, but I love the way it looks and works.

If you'd like more information on that – send me a quick email and I'll send you the link.

<http://codecanyon.net/item/pinterest-auto-pin-for-wordpress/1761839>

Of course you want your blog visitors to do more than just pin your posts. You want them to follow you on Pinterest as well. In addition to the code snippet you can copy right from Pinterest, PinterestPlugins.com also has a selection of WordPress plugins to do all the heavy lifting for you.

What about if you want to show off your pins on your site? Your Pinterest account has its own RSS feed, and you can easily show that on your blog with a Pinterest RSS widget. They allow you to specify boards and even add a "follow me" button to your sidebar. (I have one on my site that my wordpress web designer added for me).

Another way to get the ball rolling on your Pinterest promotion is simply to ask. If you have something you really want pinned and repinned, ask a few friends, and if it's good, it won't take long for your pin to make the rounds on Pinterest.

You can help this process along by sharing the pins of your stuff others have made. There's even a handy way to track down which images and posts from your site are getting pinned. Simply type this into your Google search box:

<http://pinterest.com/source/yourdomainhere.com>

Change out “yourdomainhere” for your actual domain, and Google will show you all the images that have been pinned from your site. Now you can follow the pinner and share the pins on other social networks.

Remember, the more times your posts are pinned and repinned, the more traffic you will have – and the more sales you’ll make. A little time and effort spent encouraging your network and following up, and you’ll soon be a Pinterest Superstar.

## **49 - SLIDE – More Pinterest Tips**

### **How Pinterest Helps Your SEO**

Obviously, everything that is pinned from your site offers a link back, and we all know how important backlinks are in your overall SEO efforts. But are they doing you any good? Well, yes and no. The default links are all no-follow, which means that while it is still a link, it’s not passing any “link juice” from Pinterest to your site. That’s not a bad thing, it’s just a ... thing.

But if you use the description well, you can gain another, DO-follow link. And remember, every time your pin is repinned, that’s another link. Can you see how quickly Pinterest can become a powerful tool in your SEO toolbox? I can!

### **Pinning Do’s and Don’ts**

There are a few things that should never be pinned, so you’ll want to be sure you don’t pin them, AND you’ll want to encourage your followers NOT to pin them as well.

Because pins have a lifespan of forever, the most important thing to remember is that pins should be evergreen. What I mean by that is your pins should be just as relevant in a year as they are today. For that reason it’s not a good idea to pin things like:

- Coupons
- Special events
- Sale notices
- One-off items for sale like a used car or a home

Instead, pin things that will stand the test of time. Some of the most popular pins are:

- How-to-videos
- Infographics

- Amusing or inspiring cards and posters
- Crafts
- Home Décor
- Clothes
- Project photos
- Before and After images

If you're having trouble deciding, imagine you're a Pinterest user who stumbles across your pin in six months. When you click the link to find out more, will the page still be there? Or will you get a 404 error? Or worse, will you get a "sorry, but this offer is expired" message?

## **50 – 59 SLIDE – No Product? No Problem.**

### **Pinterest for Interior Designers and Service Businesses**

It might seem like Pinterest is only useful if you blog about food or sell cute kids' clothing, but that's really not true. Interior designers, industry partners and other service provider type businesses can all benefit from Pinterest if they're willing to get a little creative.

Here are 5 great, pinnable ideas for interior designers, industry partners and service providers:

- Create a graphic and add useful tips – you can whip one up in minutes with Photoshop or GIMP (Free).
- Find or create an "Infographic" relevant to your industry – you either create them yourself or pin them from other sites and add your commentary to the description.
- Photos of you, your staff, or your installers hard at work or enjoying a much-needed break.
- Create charts showing certain statistics relevant to your customers – for example housing prices rise, or a boost in neighborhood sales, or the benefits of staging... anything VISUAL.
- Videos show casing a new product – get input and help from your reps on this one. Have them provide a sample, or go to a showroom and shoot a quick video.

## What's Next?

I hope you've found this webinar helpful as you go about setting up your own Pinterest account and start using it. I know we've covered a lot of ground today, and if you're new to Pinterest that can be quite overwhelming.

Before we started, I promised to give you as **much juicy, high value, high content information**, in the time we had together today. **AND I promised to show you how you can use Pinterest to take your interior design business to the next level and start attracting more high end clients.**

## 60 SLIDE – Pinterest Superstar Package

So before we leave, I'd like to let you know that I'll be offering our **"Pinterest Superstar Package"** plus some other great bonuses to help you get started on Pinterest.

You'll receive -

- Immediate access to the exact slides I used in today's presentation with all the notes, links, websites, tools and references included.
- A transcript of today's call – available immediately
- A fabulous 64-point bonus checklist to use as an easy reference – also available immediately so you can get started right away
- The audio from today's presentation so you can listen in your car - (Which by the way will be available on your download page tomorrow, once we get it downloaded and processed).
- AND... for the first 20 people that purchase... My web designer will install a Pinterest button, on your WordPress blog or website, at no additional charge to you! (\$85 value)

So, in review... you'll get the slides, the transcript, the checklist, the audio AND you'll have your pinterest button installed for you! With a total value of \$219... if you order today, it's only \$97.00

## **“How to Become a Pinterest Superstar”**

It's at – [www.PinterestforInteriorDesigners.com](http://www.PinterestforInteriorDesigners.com)

I hope you've found this webinar helpful as you go about setting up your own Pinterest account and start using it. I know we've covered a lot of ground today, and if you're new to Pinterest that can be quite overwhelming. So before we leave, I'd like to just go over some of the important points I wouldn't want you to miss.

1. We talked about Pinterest etiquette, and this is critical. Just as you wouldn't join a new forum and start posting right away without learning the ins and outs of that group of people, you shouldn't jump into Pinterest with both feet either. Take some time to look around and get a feel for it before you start participating.
2. Remember that Pinterest does not sanction self-promotion, so you'll need to be creative when it comes to getting visitors to pin your posts and other content. Give them the tools they need, and chances are they will come through for you. To help them, make sure your posts have interesting photos worthy of pinning. No matter how helpful your content, **it's the pictures that matter on Pinterest.**
3. Keep a close eye on what your visitors are pinning, and make an effort to do more of the same. And be sure to share with your other social networks when people pin your posts.
4. Finally, have fun. There is nothing terribly serious about Pinterest. No one's business will fail if they make a wrong choice in repinning, and the world won't stop turning just because you don't name your boards just right.

Thanks for joining me to learn more about this hot new social networking site. I've really enjoyed sharing my tips and strategies with you, and I hope you've found it useful.

Warmly,

Barbara Deckmeyer