

## Marketing on Pinterest

### Checklist

- I have completed the Marketing on Pinterest Worksheet
- I have researched my target audience and determined whether or not they are a good fit for Pinterest marketing
- I have determined how and when Pinterest marketing will fit into:
  - My overall business plan
  - My everyday routine
  - Other \_\_\_\_\_
- I have put thought into the sort of Pinboards that are likely to please my audience
- I have made note of my ideal audience's sharing preferences, when it comes to type of media they use and best respond to:
  - Text (reports, articles, worksheets, etc.)
  - Video
  - Audio
  - Infographics
  - A mixture of two or more of the above
  - \_\_\_\_\_
- I have strong graphics-creation skills:
  - Yes
  - No

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- If my answer was “no”, I plan to compensate for this by:
  - Making use of incredibly easy media effects sites such as Pinstamatic.com
  - Outsourcing
  - Other \_\_\_\_\_
  
- I have assembled at least fifteen photographs or graphics for my first three boards
  
- I have gone through my website(s) and blog(s), making sure they are Pinterest-ready by ensuring all images...
  - Are free from copyright issues
  - Do not come from a stock photo gallery (unless they are clearly designated “public domain”)
  - Were created by me
  - Have model releases signed for photos of real people where the faces are visible
  - Are allowed to be shared on Pinterest, courtesy of written permission from the owner
  - Pinned with permission (from a site with a “Pin it” share button embedded)
  - I have kept a list of my photo source URLs or other sources
  
- I have made sure the photos I have selected are:
  - High quality -- not low resolution
  - At least 300 pixels wide
  - Stir emotions as well as interest viewers
  - Contain one main focal point, to give the photo a strong identity and clear message
  - Are targeted towards my followers, subscribers, customers and social networking contacts within our common niche interest

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- I have contacted my friends asking for follows and letting them know I will follow them as well. I asked via:
  - Facebook
  - Twitter
  - Email
  
- I have dragged-and-dropped the “Pin” bookmarklet onto my browser bar
  
- I have created:
  - “Pin it” buttons and copied the code onto my relevant website(s) and blog(s)
  - “Follow me on Pinterest” buttons (or Pinterest icons) for my relevant website(s) or blog(s)
  - My first Pinboard, consisting of five photographs
  
- I understand I can press “edit” on each photo to change its order, the URL I am crediting and other data
  
- I have edited my Pinboard, with my most important and dramatic photograph as the main, larger one in the top row
  
- I am aware I can – and should – share a wide range of media, including at least three of the following types:
  - Photographs
  - Video
  - Audio clips
  - Illustrations
  - Cartoons
  - Diagrams
  - Charts
  - Mind Maps
  - Slides

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- Infographics
- Other \_\_\_\_\_
  
- I have:
  - Followed people whose Pinboards are harmonious or enhancing to my own “statement”
  - Followed friends from the social network I signed up with
  - Followed friends from my email address book (if I signed up with email)
  - Invited friends on the social network I signed up with who are not yet on Pinterest
  - Invited friends from my email address book (if I signed up with email) who are not yet on Pinterest
  - Other \_\_\_\_\_
  
- I am sharing my Pins and boards via Pinterest’s Facebook and Twitter buttons
  
- I am embedding Pins into my sites, where it is natural and beneficial to do so
  
- I have signed up for Woobox and installed a button on my Facebook Page<sup>1</sup>
  
- I am giving my Pinterest marketing a boost by using at least one or two of the following resources:
  - Repinly
    - I have joined the Repinly Directory
  - Pinstamatic
  - Pinterest Mobile App
  - Reachli
  - PinGraphy
  - Ifttt – using “recipes” combining:
    - Facebook

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<sup>1</sup> NECESSARY!!!

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- Evernote
    - LinkedIn
    - Google Plus
    - My email account
    - SMS text messaging
    - DropBox
  - YouTube
  - Twitter
  - Google Plus
  - Pictacular (formerly “Pinstagram”)
  - SlideShare
  - SoundCloud
  - Spotify
  - Shopify
  - My own blog!
  - Other \_\_\_\_\_
- 
- I have made at least one:
    - Infographic
    - Secret Board
  
  - I am cross-promoting (wisely!)
  
  - I am remembering that Pinterest Pins and Boards are permanent, and do not get lost in my “stream”, like Facebook and Twitter posts
  
  - I am spacing my social Pinterest shares wisely, and engaging with reactions expressed
  
  - I am sharing other people’s Pins and Boards
  
  - I am crediting sources with URLs

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- I have thought up a unique Pinterest identity and strategy for my business
- I am having fun!

### About the Author



Having been a successful Interior Designer herself for over 23 years, Barbara Deckmeyer works with Interior Designers, manufacturers and industry partners who are ready to up level their business and take on more clients. Or they are ready for more big-budget clients.

Her clients come from many different industries from landscape architects, mortgage brokers, dentists, churches, interior designers and so many more. The work she does helps her clients generate hundreds of thousands of dollars of revenue for their businesses.

Known for her creative and passionate approach to marketing, Barbara combines both technology based online marketing (the wave of the future for business), with tried and true offline techniques. Her client's businesses generate more leads and more money as a result. The strategies Barbara recommends and uses herself provide proven, verifiable and easily trackable results.

If you are struggling to generate proven, consistent profits with your marketing, Barbara can help. **Email [Barbara@HighDollarDesigner.com](mailto:Barbara@HighDollarDesigner.com) or call 949.342.4564 to schedule a complimentary "Online Marketing Strategy Session" today!**

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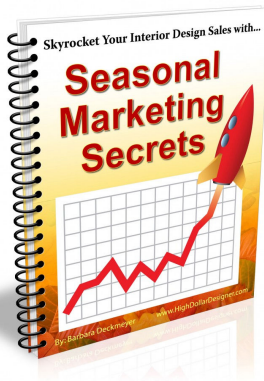
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## Additional Resources

If you would like more information or assistance with your marketing, please call Barbara at 949-342-4564 or by email at [Barbara@HighDollarDesigner.com](mailto:Barbara@HighDollarDesigner.com).

If you've enjoyed this report, below are a few of the products and programs you may also be interested in as well. Take a closer look –

## Discover the Proven “Seasonal Marketing” Methods Big Businesses Use to Attract Customers, Increase Sales, and Improve Profit Margins



When it comes to retail sales, **the holy grail of profits and income is the holiday shopping season.** You've probably attended some of the high-profile sales, been attracted to the glitzy commercials, and been swept away by the emotions and sentimentality of the season. The result of which is a parting of your money from your wallet.

Wouldn't it be nice if **you could use those same strategies in your interior design business?** Imagine eager clients crowding around, calling you and wanting your time and expertise, just like on “Cyber Monday.” What would that do to your bottom line? What if you

could easily encourage visitors to spend more through strategic seasonal tactics just like the big retailers have done for years?

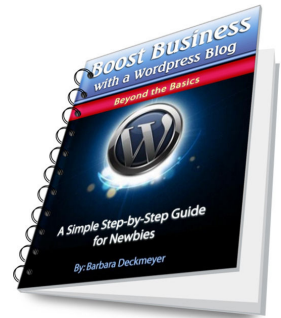
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## “Boost Business with a WordPress Blog” eBook

A WordPress Interior Design Blog is a fabulous, hard-working sales tool for your business. Use it to generate new leads, showcase your work, land big-budget clients, show off your expertise and much more! Get easy, step-by-step instructions on how to set up your own interior design blog.

Although WordPress is very easy to navigate and use, there are many things you could do to mess things up or make your interior design blog ineffective. A lousy blog is worse than having no blog. Be sure to avoid those pitfalls and get this illustrated e-book today!



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## “High-Quality, Interior Design Articles for Your Ezine”

Getting new, big budget clients in the door can be as easy as typing a few words and clicking send. When you use our specially designed email newsletter articles, your clients hear from you in one of the most effective ways available today. Email newsletters! And yet, who has the time, the energy or the desire to sit down and write blog posts 3 times a week, plus write informative and entertaining articles for your ezine newsletter every other week?!



What does it actually COST YOU in time, energy and sales to sit down and try to write your own articles? Take a look at our article packages and order today!!

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## “Postcard Design & Marketing”



Easy Postcard Marketing for Interior Designers

**Get Clients FAST with Postcard Marketing!** In this day and age, you can't just sit back and wait for clients to call or come in anymore. Use multiple avenues to get in front of potential clients.

So much advertising has gone online, which is good. However, it's important to repeat your online marketing message through a variety of avenues and stay in front of your clients. Postcard Marketing uses direct mail to get your client's attention. Stand out

from the fray, be unique. Send beautiful 4-color postcards in the mail. **Bump up your marketing and boost your bottom line with Postcard Marketing!**

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