

Pinterest

Tutorial: How To Use Pinterest to benefit business



Pinterest is a popular website that allows users to share images and ideas from all over the web with their friends. Pinterest also allows users to collect and categorize these ideas into different areas. Essentially, it is like ripping pages out of your favorite books, magazines, or newspapers and storing them in organized boxes – all on the web.

This site, unlike Facebook or Twitter, is very heavily dominated by female users and has experienced unprecedented growth in the last year. One feature that stands above other social networking sites is the opportunity Pinterest gives businesses to market their products, reach a vast consumer base, and actually generate sales.

Once an item is shared on Pinterest, it links back to the business's website, where the customer can buy the product. No other social networking site operates on a click-to-buy system like this.

Additionally, Pinterest allows a business to connect with their Twitter, Facebook, and website so that all of their fans and friends can view their products.

Demographic Information

very Pinteresting

\$100,000+

Annual Household Income

28.1% of users are well off



Average Time Spent on Site

Pinterest - 15.8 minutes

Youtube - 16.4 minutes

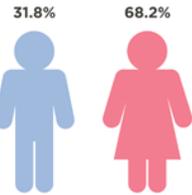
Facebook - 12.1 minutes

Twitter - 3.3 minutes



Pinterest Users with Children

50% of users have kids



Gender Breakdown

68.2% of users are women



Brands on Pinterest

Nordstrom - 9,276 followers

Whole Foods - 12,808 followers

West Elm - 10,428 followers

ModCloth - 10,678 followers

Mashable - 9,596 followers

Total Unique Visitors Increased

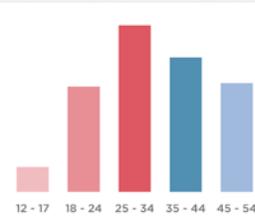
2,702.2%

Since May 2011

Unique Visitors

7,516,000 visitors in Dec. 2011

11,716,000 visitors in Jan. 2012



Age Demographics

12 to 17 - 4.1%

18 to 24 - 17.3%

25 to 34 - 27.4%

35 to 44 - 22.1%

45 to 54 - 17.9%



Facebook Fans

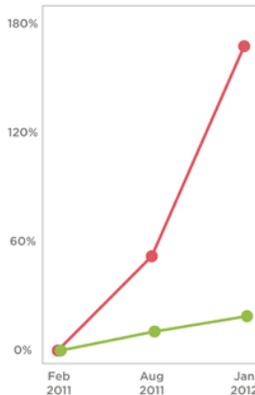
97% of fans are women



Million Visitors Every Day

Average Daily Visitors

1.36 million visitors a day



Annual Company Growth

Pinterest employees

Employees at similar companies



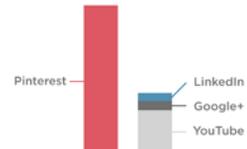
Pins by Method

Repin

Pinmarklet

Other

Pinterest has more than these combined.



Referral Traffic Percentages

Pinterest - 3.6%

Youtube - 1.05%

Google + - 0.22%

LinkedIn - 0.2%

0.98%

July

1.87%

Sep

3.83%

Dec

Apparel Retailer Referral Traffic

Rose 289% from July - Dec. 2011

Made by:

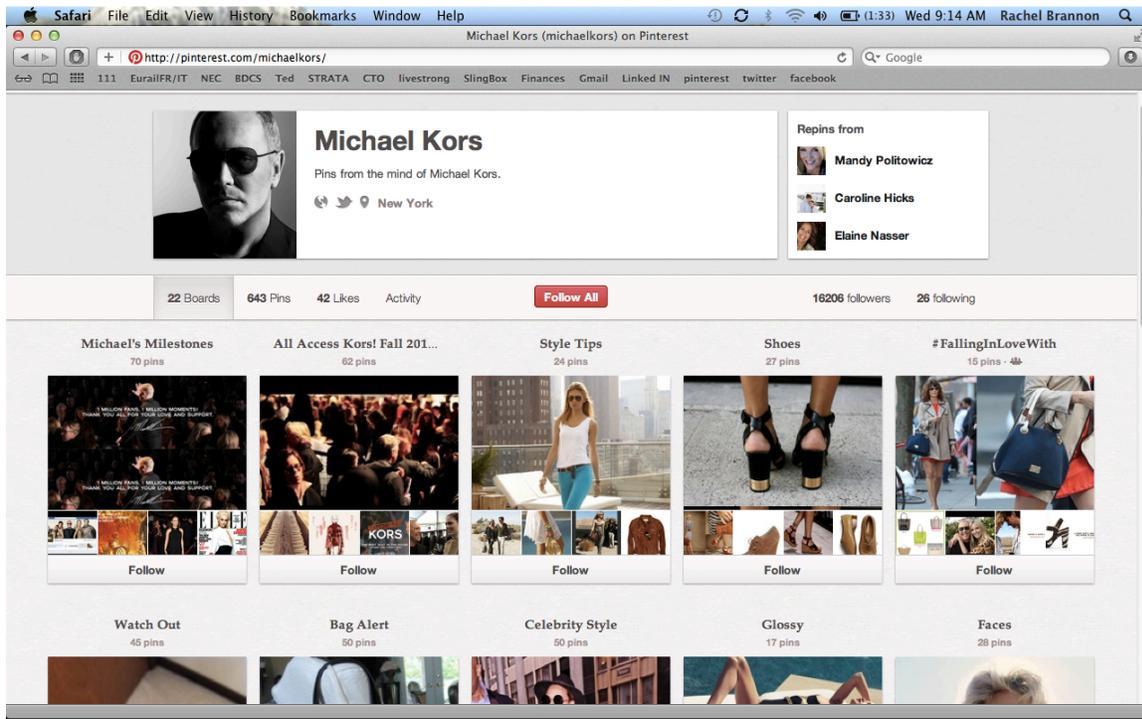
modena

Sources

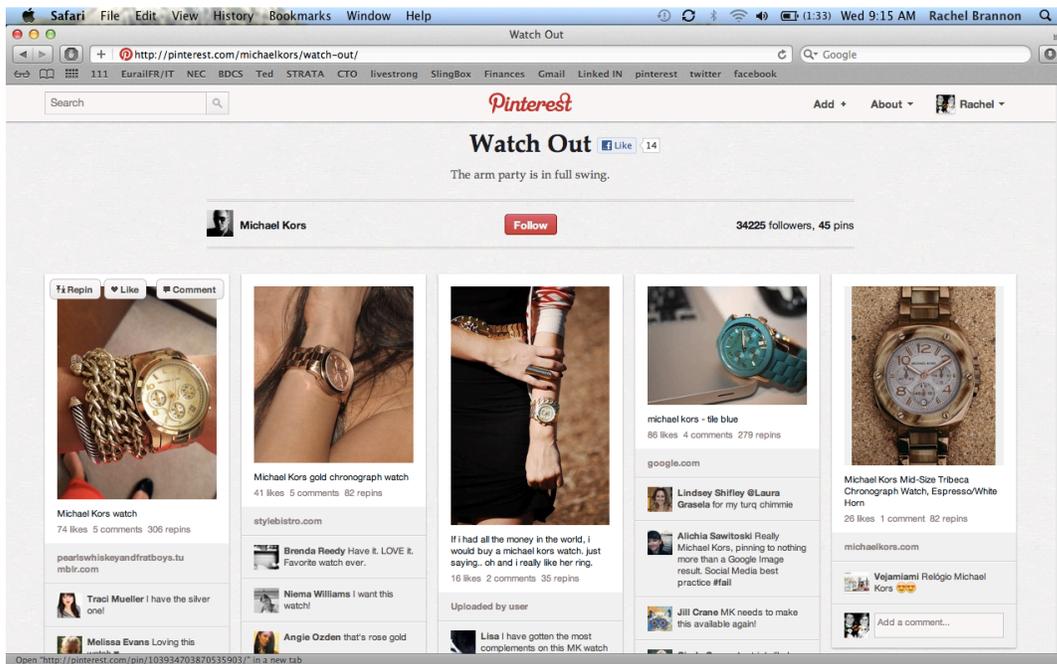
Shareaholic Blog
comScore
Tech Crunch

How It Works

(Using Michael Kors's Pinterest as an example)

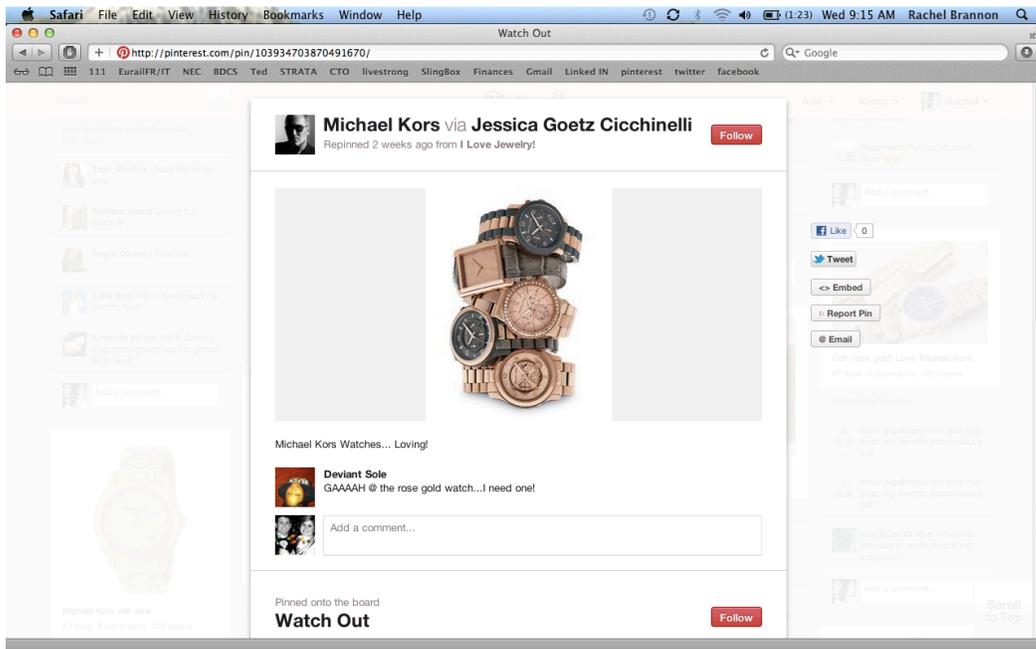


This is what a user's Pinterest account looks like. Each box, or "board", is a category containing similar images or styles. (Ex: Shoes, Watch Out for Watches, etc.)

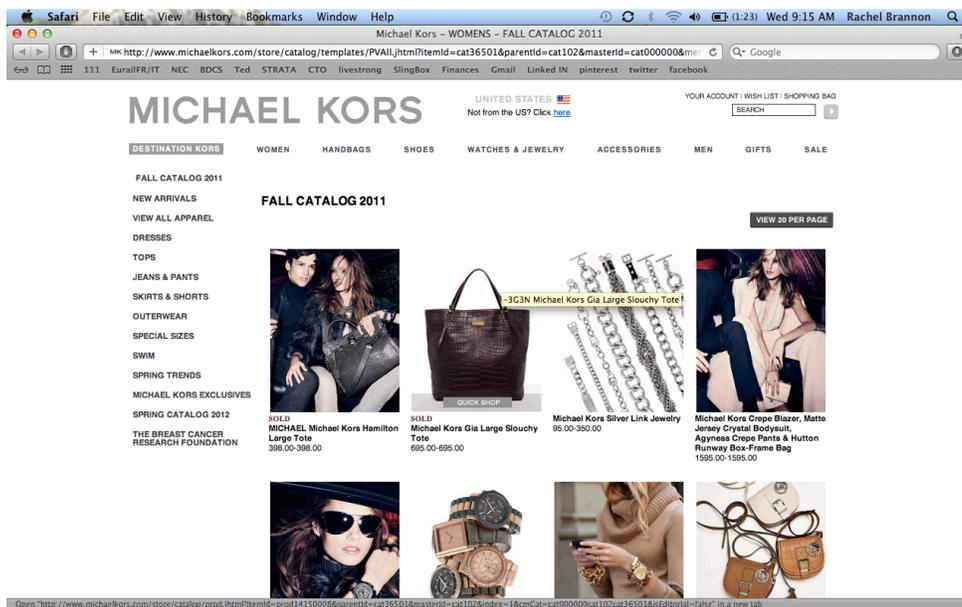


Once you click on a board, you can view all of the images and ideas posted into that category. In this example, you can view all of the watch styles. As you can see from below the images, people comment, repin (which means post to their own personal account), or like an image. They can then choose to share those things with their friends on Facebook and Twitter.

After you click on an image to view it in a larger screen, the following appears.



Once you view the image, you can see the source (at the top via ___) and click through to the website, shown below.



Then, once a user sees a product they like, they have an opportunity to purchase it without going through the hassle of searching in stores or online to do so.

The following are buttons that allow businesses to share images over social networks.

