

Pinterest Profits



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Introduction To Pinterest

Pinterest is a fast growing image-based social networking site that not only offers a unique approach to the way that people communicate, but it offers *incredible potential to maximize your business exposure and brand awareness.*

Even those who held no interest in other types of social media sites have jumped on board Pinterest simply because it offers a very innovative method to share and communicate with others who hold the same interests.

With more than 10 million visitor's monthly and over 2 million visitor's hitting the site each day, Pinterest is an extremely valuable resource for spreading your business message, connecting with potential customers, and furthering your brand.

But how exactly does Pinterest work?

Pinterest is similar to the bulletin boards that you've seen located in shopping malls, local grocery stores, and perhaps convenience stores, but on a global scale.

Similar to the way that corkboards and bulletin boards work in local shops, where people can pin up announcements, news, items for sale and of interest, Pinterest's foundation is based on providing users with the opportunity to "pin" the things that interest them.

Imagine being able to create a virtual “sticky note” for your business that is seen by thousands of visitors a day. Now consider the branding opportunity that is now at your fingertips, just by utilizing the popularity of a virtual “corkboard”.

It’s no surprise that hundreds of businesses, entrepreneur’s and marketer’s have begun to develop creative marketing campaigns based around the ever-growing Pinterest community.

Exploiting The Popularity of Pinterest

In order to create an effective marketing campaign within the Pinterest community, you need to understand the features and extended options when creating pins.

Image Showcase

One of the most powerful components of a successful pin is in your ability to create, collect and display various images from your websites, resources, and even other website’s in your niche market.

Visitor’s to Pinterest are interested in exploring relevant content pertaining to their interests, and while many of Pinterest pages are designed around specific brands, physical products and collectibles, you can easily create popular Pinterest pages around your offers, just by helping members discover your very own “themed” image collections.

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