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Titolo	Pinterest marketing : an hour a day // Jennifer Evans Cario
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ISBN	1-283-94134-1 1-118-42189-2
Edizione	[1st edition]
Descrizione fisica	1 online resource (xxxi, 302 pages) : illustrations (chiefly color)
Collana	Sybex serious skills
Disciplina	658.8 658.872
Soggetti	Internet marketing Online social networks - Economic aspects
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Pinterest™ Marketing: An Hour A Day; Copyright; Acknowledgments; About the Author; Contents; Introduction; Who Should Read This Book; What You Will Learn; What You Need; What Is Covered in This Book; How to Contact the Author; Chapter 1: Understanding Pinterest; What Is Pinterest?; Visual Bookmarking; Visual Idea Searching; The History of Pinterest; Pinterest's Quietly Explosive Growth; An Organically Formed Community; Demographics; How Pinterest Makes Money; Affiliate Links; Ad Platform Potential; Premium Account Potential; Pinterest's Long-Term Potential; Early-to-Market Advantage Third-Party Integration Sustainability for Users; Chapter 2: Who Uses Pinterest for Marketing and Why?; Why Are Companies Using Pinterest?; To Drive Traffic; To Generate (and Track) Loyalty; To Demonstrate Product Potential; To Better Understand Consumers; To Establish Brand Personality; What Types of Companies Can Benefit from Using Pinterest?; Bloggers; Retail Stores; Online Publications; Big Brands; Small Business; Nonprofits; Chapter 3: What Makes Pinterest Valuable?; Pinterest Plays Off the Impact of Imagery; Visual Bookmarking; Saved Images for Later Exploration; Driven by Impulse Clicks Pinterest Has a Low Barrier to Entry Easy Account Setup; Minimal Account Management; Freedom from Publishing Schedules; Pinterest

Provides an Outlet for Content Curators; Users and Businesses Can Share without Flooding Streams; Provides Businesses with Freedom to Share More Content; Pinterest Offers Content Segmentation to Users; Pinterest Serves as a Gateway Rather Than a Destination; Better Than Bookmarks for Users and Businesses; Pinterest Works Off Latent Click Conversions; Increased Opportunity for Traffic; Pinterest Puts All Users on an Equal Playing Field

Both Big and Small Companies Have Equal Leverage Potential How Pins Get Fed into the Stream; Potential Benefit of More Traffic with Followers; Equality in Ultimate Pins Based on Size of Posting Account;

Chapter 4: Week 1-Set Up a Pinterest Account; Monday: Create an Account; Registering for an Account; Setting Up Your Profile; Personal Name vs. Company Name; Setting up a Business Account; Tuesday:

Understand the Category System; What Are the Pinterest Categories?; Why Do You Need to Use Pinterest's Categories?; Browsing Categories;

Wednesday: Understand the Search System; Searching for Pins

Searching for People Searching for Boards; Thursday: Create and Organize Your Boards; How to Create a Pinboard; Naming and Categorizing Pinboards; Organizing Pinboard Display; Friday: Start Pinning!; Chapter 5: Week 2-Curating Content with Pinterest; Monday:

Repinning Content from Pinterest; How to Repin Content; Repinning Content from Your Friend's Feeds; Repinning Content from Category Feeds; Tuesday: Pinning New Content with the Pin It Button and Bookmarket; Spotting the Pin It Button on Websites; Installing and Using the Pinterest Bookmarklet; Using the Pin It Pop-Up Window

Wednesday: Uploading Original Pins to Pinterest

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Develop and implement a Pinterest marketing strategy with this step-by-step guide Pinterest is the fastest-growing social media platform, with more than 80 percent of its users women between the ages of 25 and 54. Learn to reach this desirable market by following the advice in this step-by-step, task-based guide! It explains Pinterest's unique appeal and fundamentals, then shows how to develop a strategic marketing plan, set up an account, curate winning content, find followers, and track and monitor Pinterest traffic. The popular An Hour a Day format uses a detailed how-to approach
