

## Using Pinterest for E-commerce Brands

Businesses use popular social media sites like Facebook, Twitter, and Instagram to promote their brand and products. But, in the competitive world of e-commerce, limiting your business promotions to orthodox marketing approaches may hinder you from reaching your commercial ambitions. With more customers preferring internet purchases over physical retail shopping, entrepreneurs need to look for opportunities online. To expand your online business ventures, you may want to delve into Pinterest advertising — consider that Pinterest has nearly half a million active users worldwide.

In today's activity, we will discover ways to maximise Pinterest for your business. You will begin by identifying the platform's role in growing your enterprise. Then, you will ease into creating content and evaluation strategies for your page. Hopefully, this exercise can help you discover other methods to generate brand awareness for your business.

### QUOTE TO REMEMBER

*“Pinterest is a search engine. It's Google, but for images. And whereas YouTube is a search engine for videos, Google and Bing...are actual tech search engines. Pinterest is the visual equivalent.”*

### Activity

#### I. Pinterest and Your Business

What do you know about Pinterest?

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Do you think Pinterest can help you grow your business? Why or why not?

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## II. Knowing Your Pinterest Goals

What do you want to achieve from your platforms for business promotions? Set concrete, measurable goals.

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Do your objectives align with your company's vision, mission, and marketing strategy?

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Who is your target audience? Why?

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What do you think are the top 5 things your target market looks for on Pinterest?

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2. 

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3. 

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4. 

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5. 

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## III. Pinterest Content Strategy

What type/s of content do you want to post?

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How often do you plan to post content? Why?

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How would you want to promote your posts on Pinterest?

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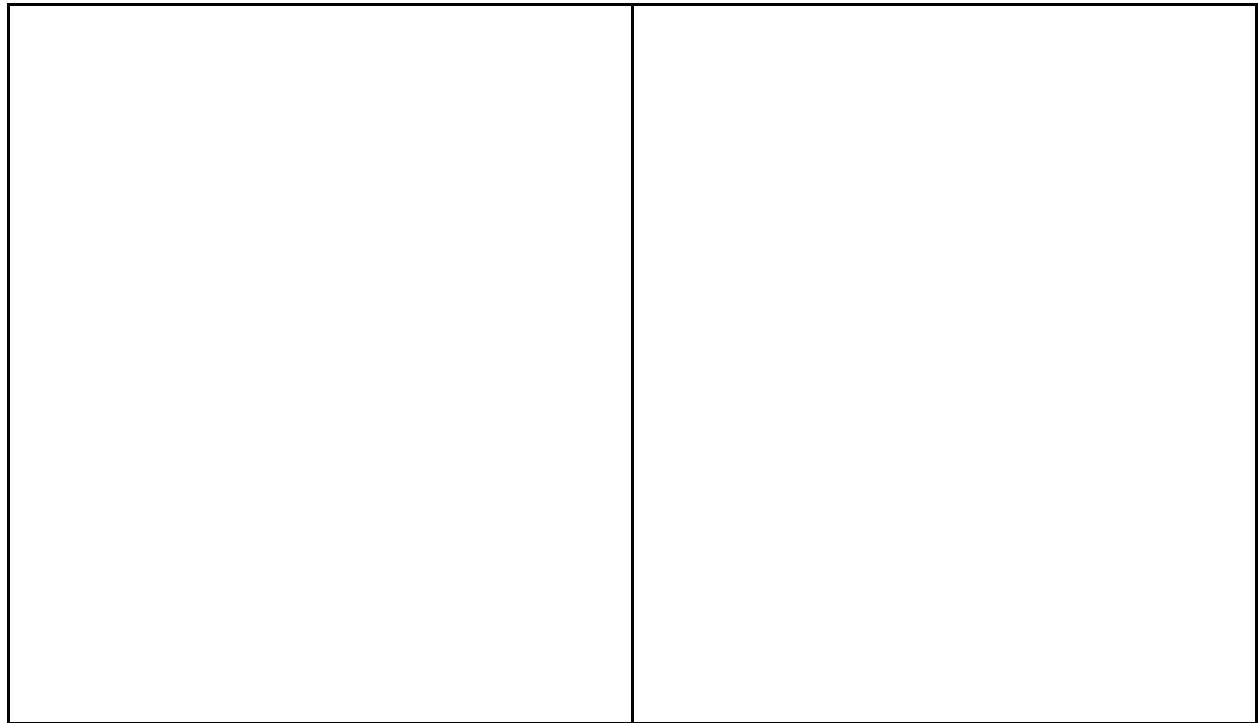
Draft your content sample for your Pinterest feed. Remember, when creating a post, your intent is essential. Your audience needs to know what to expect when they click on the image.

<b>PHOTO</b>	<b>IMAGE</b>
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# AMBITIOUS ENTREPRENEUR

*with Annemarie Cross*

Show



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Draft an ad campaign. In the box below, write a detailed plan of the execution and other factors to consider when organising the campaign.

#### IV. Pinterest Monitoring and Evaluation

What metrics should you consider to measure your success? Explain.

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How often will you analyse your results? Why?

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How prepared are you to change your strategy in response to the results?

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## What You'll Learn From The Activity

This exercise aims to help you utilise Pinterest effectively as a platform for e-commerce brands.

The first part of this activity helps you identify whether Pinterest can fit into your business plans. Most enterprises use social media to promote their brand. However, few are taking advantage of search engines like Pinterest in getting to know their target market. Those that do often misuse Pinterest.

Next, we'll identify your consumers and determine how Pinterest can reach them. Given that a business cannot cater to everyone, entrepreneurs must know their clients to construct a well-defined marketing strategy. Recognising the purpose of Pinterest in advertising saves time and resources along the way.

Once you're done with the nitty-gritty of understanding your market and Pinterest's role in promoting your brand, it's time to create a content strategy that catches the attention of your consumers. Your intent is everything when writing posts. Uploading aesthetically pleasing pictures is not enough to maximise your reach on the platform. Your content also needs to have a consistent theme and posting schedule to appeal to your chosen demographic. As such, you must plan your content and schedule the upload of each post to optimise your social media engagement.

Don't get too excited just because your boards and pins are all set! To seal the deal, you need to be on top of things. Monitor and evaluate the effectiveness of your posts regularly. An assessment of what works and what doesn't is necessary to adjust and improve your marketing strategy. With the constant emergence of new trends and lifestyles, the needs and wants of a person would naturally adapt to fit the environment. Thus, it's vital to get their opinion and immediately curtail your content based on their tastes.



While still unexplored by many entrepreneurs, Pinterest is a gem for anyone looking for ways to increase conversion rates and presence online. This can be a beneficial move, especially for budding businesses looking to get a head start against the competition.

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