By David Platz, Business Development Executive: Grow Socially





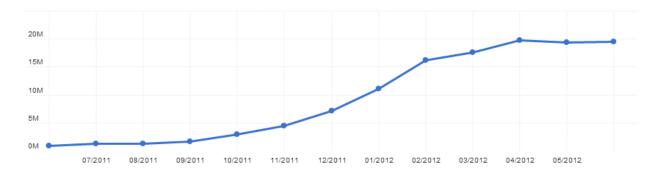
One of the hottest social networks right now also happens to be one of the newest social networks: **Pinterest**.

However, when I bring up Pinterest to prospective clients, I immediately get that "deer in the headlights" look from them. Occasionally I hear, "isn't Pinterest for people that just want to look at crafts and recipes?" While it certainly provides tremendous value for people that are simply browsing, Pinterest also offers opportunities for businesses to sell products and services. In this White Paper, I'll review what Pinterest is and how it can be utilized for marketing your tag and label printing business.

### What is Pinterest?

Over the last several months, Pinterest has been the "talk of the town" in the marketing world. The numbers and charts regarding its growth pretty much speak for themselves.

According to <u>Compete</u>, Pinterest's unique visitors have increased substantially over the past few months. Check out the graph below that reflects that jump in numbers.



\* Pinterest Unique Visitors \*

In July 2012, Pinterest made <u>Hitwise's list</u> of the top ten social networks, ranking at #4, beating out big names like LinkedIn and Google+. As with any hot, new social network that comes onto the scene, marketers are saying, "How can I use it for marketing?" This whitepaper will show you how. (Be sure to follow <u>Grow Socially's</u> and <u>interlinkONE's</u> pins for other marketing tips.)

## So what is Pinterest?

Pinterest is a pinboard-style, social photo sharing website that allows users to create and manage themebased image collections such as events, interests, hobbies, and more.

Users can browse other pinboards for inspiration, 're-pin' images to their own collections or 'like' photos.

Pinterest's mission is to "connect everyone in the world through the 'things they find interesting' via a global platform of inspiration and idea sharing."

Source: Wikipedia

## **Key Terms You Should Know For Pinterest**

- A Pin: A Pin is an image that's added to Pinterest
- **Pinboard:** A Pinboard is a set of theme-based pins
- Pinning: Pinning is the act of visually sharing content
- **Repin:** A Repin is reposting somebody else's pin
- **Pinner:** A Pinner is the person who is doing the sharing

lust like many of the other social networks, Pinners can like, share, or comment on pins they view. Also like other social networks, one of the best practices you can follow is engaging with your audiences. Interact with the pins of others and share their content, and yours, on other social networks.

## How You Can Use Pinterest to Grow Your Business

Any business that produces printed goods, such as labels, should be on Pinterest. It's a great network to show off your company and the high quality work you produce. Here are five ways you can utilize Pinterest for your tag and label business.

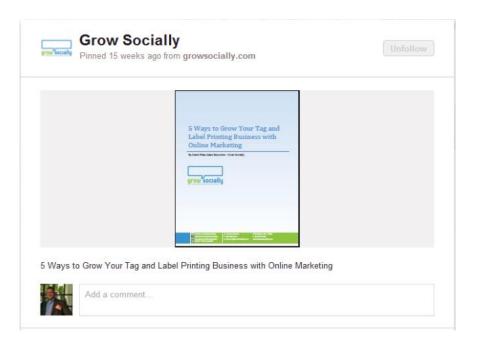
1. Virtual Art Gallery: We all know that labels are the decoration of the packaging industry. Tag and Label printing is a craft and this is an industry that takes great pride in its work. Tag and Label printers enter various competitions every year. Pinterest allows for the showcasing of your work on a daily basis.

Pinterest can be used as a virtual art gallery; it's a great network to post different examples of the high quality work you produce for both your customers and prospects.

2. Company News: Consumers enjoy getting an inside look at the companies they associate with. Using Pinterest to post different company related news is a great way to bring visitors into your site. Anything can be posted - company event pictures, a new addition to the team, a new baby announcement- that may be of interest.

This is important, and often overlooked. This tactic humanizes your company and shows your visitors that you're doing more than just trying to get their money. Highlighting the people who make your company operate is imperative because it helps build the relationship between your company and your clients.

3. Whitepapers and Press Releases: One of the great benefits of Pinterest is that everything can be linked back to your website. Writing and releasing case studies, whitepapers, and press releases is highly recommended for the simple fact that it can drive more traffic and ultimately more leads to your website. Pinterest can be a valuable tool to use for posting these. Earlier this year, Grow Socially released a white paper entitled, "5 Ways to Grow Your Tag and Label Printing Business with Online Marketing". It was posted on the Grow Socially Marketing Tips Pinboard. When a visitor clicks on the Pin they are directed to the Grow Socially Website where they are able to download the whitepaper after they enter a little bit of information about themself. By doing this, more traffic is being driven to the company website and also generating an inbound lead.



The White Paper, "5 Ways to Grow Your Tag and Label Print

Business with Online Marketing", contains practical and actionable
advice for companies that are looking to reach more prospects and
customers today.

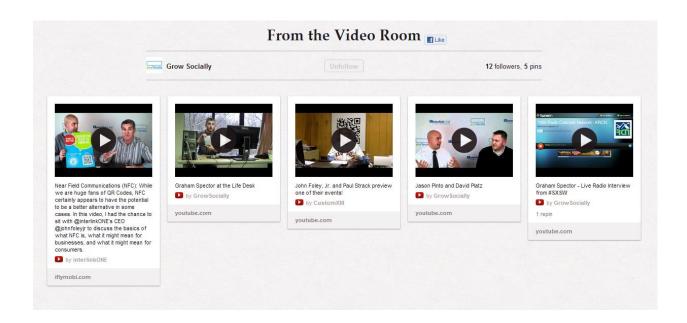
It covers a variety of topics, including social media, SEO, website design,
and more!

I absolutely think that you will find the content helpful as you try to
grow your business.

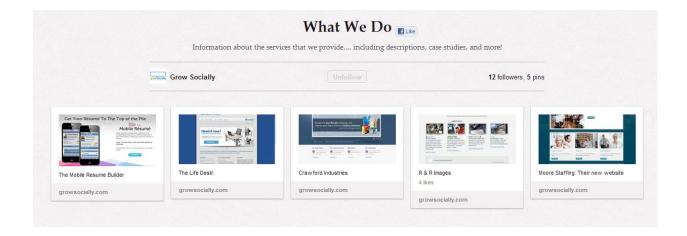
Download your copy of the White Paper today >>



4. Videos: Video is one of the best ways to get your message across. With Pinterest, you can post your YouTube Videos. YouTube is the second largest search engine in the world (Google is, as you would expect, number one. No great surprise that YouTube, which is owned by Google, comes in second.) The more videos you post on YouTube, the higher your SEO ranking will be. Click on the image below to see how Grow Socially uses video on Pinterest.



**5. Products and Services:** One of the main messages companies want to get across to their audience is what they have to offer. With Pinterest, you could create a visually pleasing graphic (which shouldn't be hard, since every print company has graphic capabilities). The graphics could highlight the different print solutions and services you offer.



Here are a few examples of the types of services you could list.

#### **Products:**

- a. Digital Print
- b. **QR** Codes
- c. Labels
- d. Extended Content Booklets
- e. Peel & Reveal Labels
- f. Coupons
- g. Instant Redeemable Coupons
- h. Tags
- i. Decals
- j. Protective Tape

#### **Services:**

- a. Vendor Managed Inventory
- b. Kitting
- c. Third Party Sourcing
- d. Fulfillment Services
- e. Material Handling
- f. Product Engineering

As you can tell by now, Pinterest is all about sharing visually pleasing material. Be creative and think outside of the box. Check out Grow Socially's and interlinkONE's Pinboards to get an idea of the look and feel that you can have. As always, don't invest the time and energy into Pinterest if you're not going to measure the results - what's the point in Pinning if you don't know the metrics?

For more information about how Pinterest and all the other social networks can help your business grow, please connect with me today!

## **About David Platz**

David has a wealth of knowledge about marketing in the tag & label printing industry. He is considered a pioneer in bridging the gap between physical print, mobile, and the internet with the use of QR Codes and social media in label printing. During his eight years in the label printing industry, David helped develop numerous marketing campaigns and the first online marketing strategy for the company he worked for, which included the use of multi- and cross channel marketing such as social media.

As a Business Development Executive at Grow Socially, David is able to work closely with a variety of companies to help them improve their own marketing efforts. This help comes in the form of strategic development of marketing plans, social media management, SEO efforts, and website design.

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Or, scan the QR Code below to access David's mobile profile!



# **About Grow Socially**



Grow Socially helps businesses and associations with their strategic marketing efforts that include online, content, and inbound marketing. Social Media being a catalyst in parts of the strategic planning. We help businesses and associations reach their target audience, grow prospects, potential members and provide a sense of community for its customers/members. From websites to email programs Grow Socially has a team of seasoned folks and experience in your business to get the job done.

Grow Socially also provides much needed solutions for your members to assist them in growing their own businesses.

## **Contact Grow Socially**

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