

DISCOVER HOW TO INCREASE YOUR BUSINESS THROUGH



SOCIAL NETWORK



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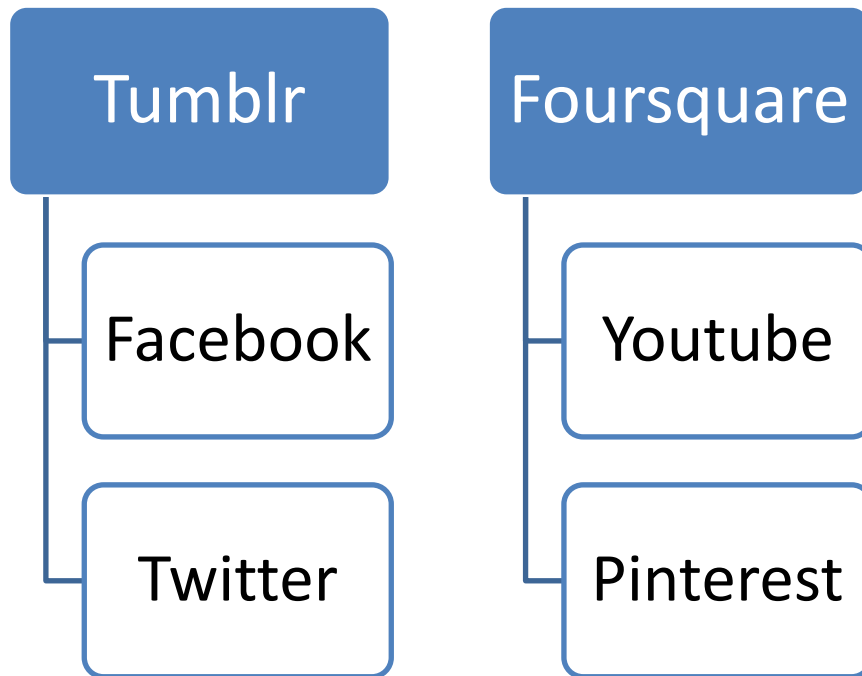
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Intro: Social Media and Benefits



The early days of internet creation only allowed people to find products and services that businesses offered through their websites and email.

While this was an effective way of doing business on the web, it relied on website traffic to bring customers to your business.

This was a change from the days of only using print medium such as newspapers, magazines and direct mail.

The internet was the new normal for both people and businesses. Then social media came along and changed things once again.

Social Media is considered the new normal these days. People use it more and more for everything from what they had for dinner to what they like in pictures, movies and where to buy the things they enjoy.

Social Media is exactly what the name implies: it is a medium in which people and businesses can interact socially with each other.

It is a natural way for your local business to have traffic – both new business and referral-type word of mouth business. In business, referrals are King. They help you grow your business quickly and inexpensively. Social media truly takes that to the next level.

The layout of the platforms and the means in which people interact is what separates the different social media platforms.

Businesses are well aware of this and the ones that are thriving are the ones that are adapting quickly. Most businesses today are on Facebook and LinkedIn, have a Twitter account and try to make the most of these platforms to increase customers and revenue.

The art of learning how to leverage these could be a course in itself. Those three social media platforms seem to have dominated the market fairly well at this time.

Businesses are earning additional revenue by offering services on social media, such as: coupons, unique deals, and other incentives and useful tips that help market and monetize their business.

One of the great advantages of Social Media is the ability to quickly and cheaply get the message out about what you have to offer to potentially millions of people on the web. Depending on the nature of your business, that could add a lot to your bottom line.

Imagine how many people would have to be on your email list, or how much the readership would have to be for a newspaper or magazine in order to be able to reach that many potential customers.

However, because things have been changing so fast in the information age, it is really no surprise that a fourth player came along in the Social Media empire that is quickly rising. It has become the fourth largest social media site.

That site is Pinterest. It is found at <http://pinterest.com>

It is a Social Media site that continues to grow and gain members. ComScore is a leading internet technology company that measures what people do as they navigate the digital world, and turns that information into insights and actions

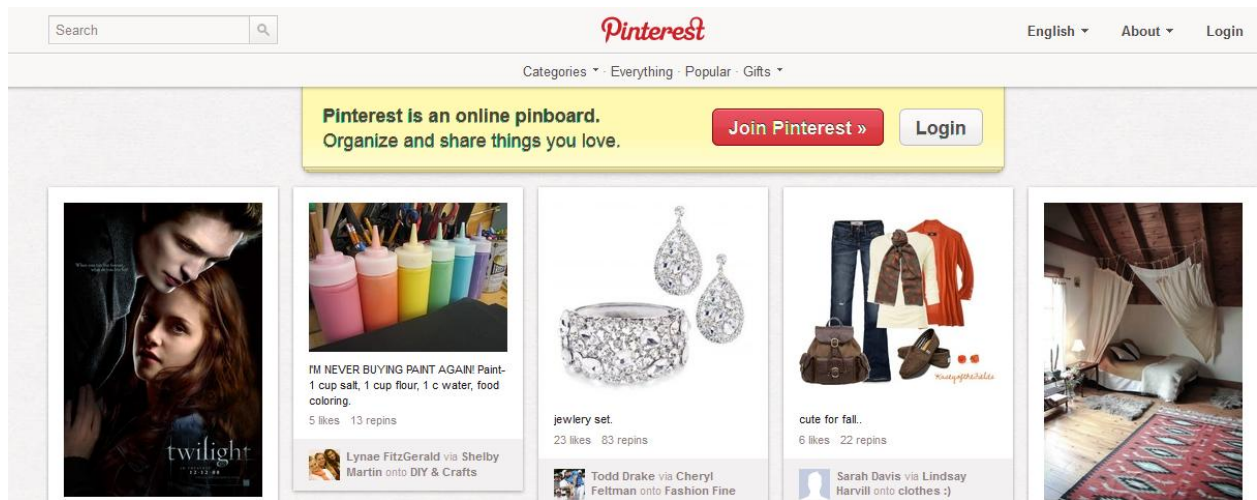
for our clients to maximize the value of their digital investments. They that Pinterest grew to 26.7 million visitors last month. That is up from 3.3 million in October 2011.

Talk about viral growth!

Can Pinterest benefit you as a business owner? Absolutely!

Pinterest just introduced Pinterest Business Pages.

What is Pinterest?



Before moving on to Pinterest Business Pages and how they can benefit you as a business owner, let's look at a basic overview of Pinterest and see why it is so popular.

It is a unique concept even among other Social Media sites. It allows you to "PIN" images and videos to "BOARDS" that you have created.

We will briefly go over what that means exactly.

If you find an image that you see on the Internet, or that you have on your own computer or even in the cloud, you can hit the PIN button and choose the board that you would like it to be posted to.

Pinterest can be used for bookmarking, sharing things and organizing individual business perfectly. Following the simple process of adding a Pinterest "Follow" or "Pin It" button will really help your local business to grow quickly and give you added income.

The logical question you may ask is why would this appeal so much to the point that Pinterest has become the fourth largest social network?

It is because people really enjoy a good picture or video. The old adage that a picture speaks for itself or that a picture is worth a thousand words is true.

People can relate to a picture in a unique way that is truly personal. The picture that is posed can be interpreted through their eyes and has a meaning all its own.

It is no wonder than that Pinterest has grown so much in such a very short time.

The truly unique thing is that under each PIN is a link to the website which it is credited to.

Local businesses were able to post pictures that were eye catching and then link it back to their website.

What someone will do when they see an interesting picture is to click through the link that is on it. When someone does indeed click through, they will go to the business owner's website and provide more traffic to the site.

When you have more traffic, you will end up making more sales, especially when the traffic has just had a personal experience of appreciating an image that they will not associate with that business.

This is truly unique to Pinterest. It is completely visually driven and involves the user's emotions in a way that can only be achieved through a visual experience.

What is a Pinterest Business Page?

The screenshot shows the Pinterest website's business page sign-up flow. At the top left is the Pinterest logo. At the top right are navigation links: "What is Pinterest?", "Blog", "Help", "Business" (highlighted in red), "Team and Jobs", and "Press". The main content area has a light gray background with the text "We want to help your business get the most out of Pinterest." centered. Below this is a red button that says "Convert your existing account". Underneath the button is the text "New to Pinterest? Join as a business." in red. At the bottom, there are four white boxes with red icons and text:

- Tell your story**: Show what you're about with rich visuals.
- Build a community**: Get to know other pinners who follow you.
- Send traffic your way**: Make it easy for people to find and share your stuff.
- Learn and grow**: See what's working well and how to get better.

The first thing to note about a Pinterest business page is that, unlike Facebook, Twitter and Google+, there is no real appearance difference between Pinterest Business Pages and the current personal page.

This is a major advantage in that the user is just surfing the site and will not be made immediately aware of the fact that they have wandered onto a Business page. This uninterrupted user experience gives a huge advantage to the business by being able to continue to relate emotionally to the Pinterest user.

When you go to sign up for a Pinterest Business Page, you are directed to a Pinterest how-to for business with helpful hints on how to utilize the site for their business.

Pinterest also has a streamlined business page sign up process, which allows for entering the name of the business when signing up, instead of having to enter a just personal information such as first and last name.

The website verification process which is the method by which Pinterest knows that the website you are referencing is indeed owned by you, can now be done more streamlined as well. It allows the business owner to put a hidden line of code into their site and then once recognized will have their profile pages recognized.

While this may seem quite trivial and not valuable on the surface, do not let this fool you. This simple looking site has powerful technology behind it that can all be used to get you more website traffic.

By allowing business to benefit and put themselves out there in a unique way of marketing themselves, small businesses can further utilize the great marketing and traffic that can come to their website and ultimately turn those visitors into customers.

Another great feature of Pinterest that was recently brought out to all Pinterest users, but clearly with a nod to business owners, is the ability to embed Pins on third party sites.

What that means is that you can take a PIN button from Pinterest and put it on your own site. If someone then goes and visits your site and likes a picture they can then PIN it.

While this button was there prior, it is clear that Pinterest is now making the feature known in its message to business owners.

That in turn again can potentially attract more visitors and ultimately more customers.

Pinterest Best Practices For Local Businesses

At the moment there are productive ideas that are connected with using Pinterest for both large and small online businesses as well as local businesses. The following enumerated practices are counted as Pinterest Best Practices.

Make the Most of Pinterest With Its Great Visual Appearance: The greatest benefit of Pinterest is the visual appearance quality anyone can get. This will put your local brand in front of your potential customer in a very positive way.

There are so many functions and qualities that have helped businesses to reach out to all to their clients and gain significant traction in regards to new business as well as marketing to their existing customers.

This is unique in that visual appearance builds more credibility and trust with your potential customer. This makes them more likely to identify with your business in an emotional way and as a result purchase more goods or service.

Join Other People's Content with your Own: By liking other peoples PINS you are in essence relating to the Pinterest community. People will more often than not like your PINS back.

A number of those people will then visit your site, thereby gaining you potential new customers.

This is a great way for you to build relationships with potential customers. Someone who feels they have a connection to your business is much more likely to buy from you than someone who does not.

Use Pinterest to Obtain Clients Feedback: You can put comments under your PINS. This can assist in branding, marketing and creating campaigns to reach your customers.

You can also use Pinterest to get customer feedback. An example of this might be if you're trying a new service or product.

You would like to know if this is something your potential and existing customers may benefit from.

What you can do then is put the items on Pinterest and note that you would welcome the feedback. That way your customers can tell you how they felt and you would immediately know whether this new item is something of value to them.

Add a Pin It Button on your Page: Pinterest makes it easy for your clients to pin an item from your existing page and put it on their own board.

People who are following you will then see what you have Pinned. They will then click through the image to your site, which means increased traffic and potentially more sales.

This is one of the key features within Pinterest and provides exceptional value to you as a business and to your customers.

Pinterest Ways to Monetize for Local Businesses

A great way for local business owners to monetize Pinterest is through the use of secret boards.

You can then dictate who you have decided to share your board with and can drive the perceived value of that board.

When customers perceive they are receiving something extra of value because it is only known to a select few, they are more likely to click through and drive more traffic to your site.

Some additional methods of monetizing Pinterest are:

Store ideas for branding. This means that you put out things specifically aimed at letting people know you're in businesses.

Creating membership Boards. You can have members of a Board. Again the idea behind this is to create a sense of added value and exclusivity.

Whenever people feel they are getting something special that is unique they feel a greater sense of loyalty to that business.

Think of that as an online rewards program of sorts for your business.

Prepare Boards for upcoming announcements related to your business. For example, if you are planning a new extension of your existing business, or offering a new campaign, then put it out in Pinterest as a special Board for that event or announcement.

Represent it in a Board of it's own for your followers and people to see.

You can also use videos to announce different things you want clients or people to know about your business. Again, the key is clarity and branding, with an emotional attachment.

If you want to be known, for example, as a quality Dentist, then put a video on Pinterest giving some tips or advice. All of a sudden, people will know you as an expert Dentist and can share that fact with others.

Create Boards to advertise to special customers only. You could offer Pinterest-only specials or discounts. They could have to print a picture from the Board as a discount coupon, for example.

Something like that has the potential to go viral quickly - imagine the extra sales you can get as a local business.

Summary of helpful tips for you the Local Business Owner

Even if you don't have any idea about starting on Pinterest, you can maximize the benefits of Pinterest. Do you want Pinterest to help you sell your product, or get more traffic to your social media websites? Allow Pinterest to do the work for you, leverage this platform and use these tips that will rock your Pinterest board.

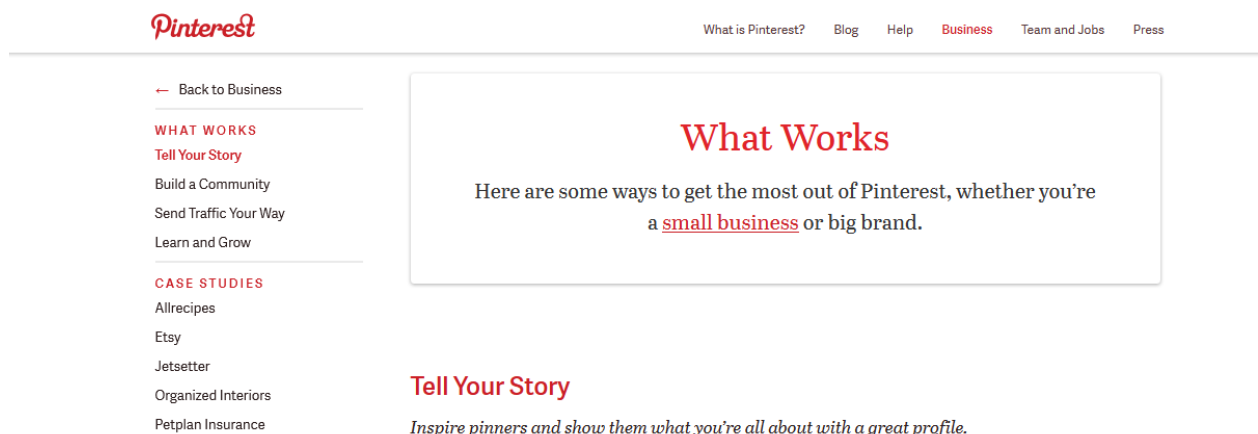
- * Use links to websites where your videos are.
- * Always pin services and products related to your field of operation.
- * Applying the free contest offer while operating on Pinterest.
- * Use a curator with your pin board.
- * Tell people about your brand.
- * Use trending topics to gain followers and traffic.
- * Allow additional growth of your brand.
- * Get people to like your boards.
- * Create a contributor's board.
- * Sneak peak on the latest and greatest about your product.

Pinterest Case Study

There have been several case studies how businesses have begun to effectively use Pinterest.

The company itself lists several companies who have used their platform to increase brand awareness and gain additional market share.

(<http://business.pinterest.com/what-works/>)



Companies such as Ideeli & Nordstrom have used it to increase growth.

One of the more fascinating companies to use this strategy is Whole Foods. They have taken an approach of putting up pictures such as kitchens and gardens. This appeals to the average Pinterest user who can appreciate the informal touch that the pictures represent.

The user does not feel like they are being sold to. Rather, they feel like the company is sharing in the community. They post things that Whole Foods could be a part of and add to what the picture is saying.

If you have a nice garden and grow vegetables, then Whole Foods, who prides themselves on organic produce, would fit quite nicely with that.

If you see a beautiful kitchen and feel inspired to cook, there are plenty of great products in the store, which you could use to accomplish this.

It is more of a natural progression and extension of the picture rather than the end in itself.

This again is certainly less intimidating and as a result will tend to resonate better with the average Pinterest user. It plays on their emotions, but in a very positive and wonderful way.

About GrowFast®:

The easiest way to start your business presence on Pinterest, the fastest growing social network in the world.

Is your brand new to Pinterest?

Do you have little success at attracting a following?

GrowFast® helps you to get your message heard by a wider audience by matching you with influential pinners that can help virally boost your content.

GrowFast® goal is to provide you with custom strategy content and the highest levels of engagement, so that you can increase on your returns even more.

Want To Know How To Set Up Your Pinterest Business Page?

Let Us Help You With That.



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Resource Appendix

Pinterest:

<http://pinterest.com/>

Pinterest Business Pages:

<http://business.pinterest.com/>

Pinterest Business Case Studies:

<http://pinterest.com/pinterestbiz/pinterest-case-studies/>