



# Pinfluence: The Complete Guide to Marketing Your Business with Pinterest

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## DESCRIPTION

### How to effectively use Pinterest to market your business, product, or service

Pinterest, the rapidly growing social networking site that allows users to post and share images and videos on "pinboards" (a collection of "pins," usually with a common theme), is providing businesses and savvy entrepreneurs with a new platform to market their products and services. And, as with any new platform, learning what works best and what doesn't when it comes to marketing can be a challenge. *Pinfluence* is a complete guide to Pinterest marketing that will teach you how to effectively raise awareness for your brand, product, or service, drive traffic from Pinterest to your website, and connect with current and potential customers.

You will learn:

- How to create a powerful Pinterest profile, your Pinterest brand strategy, set up boards, pin and repin images, and get into conversations in the Pinterest user interface.
- Pinterest marketing techniques, including great content creation, how to optimize websites and blogs for pinning, and how to start growing your followers.
- How to integrate Pinterest with other social media tools (including Facebook, Twitter, and blogs) and how to track trends and monitor conversation on Pinterest.

- Advanced Pinterest marketing techniques, including how to grow your audience, how to use the Pinterest iPhone app, advice for special types of businesses (B2B companies and nonprofits), and how to make your pins and boards “sticky” so they capture public attention and influence people to change their behavior.

- Pinterest copyright issues

*Pinfluence* is for anyone who wants to join the likes of companies like Whole Foods, Gilt, West Elm and others, and harness the marketing power of Pinterest to grow their business.

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## ABOUT THE AUTHOR

**BETH HAYDEN** is a nationally known speaker and social media expert, and founder of Blogging With Beth. She regularly contributes to the web's top social media blogs, and her featured post on Pinterest marketing for Copyblogger.com is one of the site's most shared posts. Beth frequently speaks about blogging, content marketing, and Pinterest at conferences and events across the country.

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