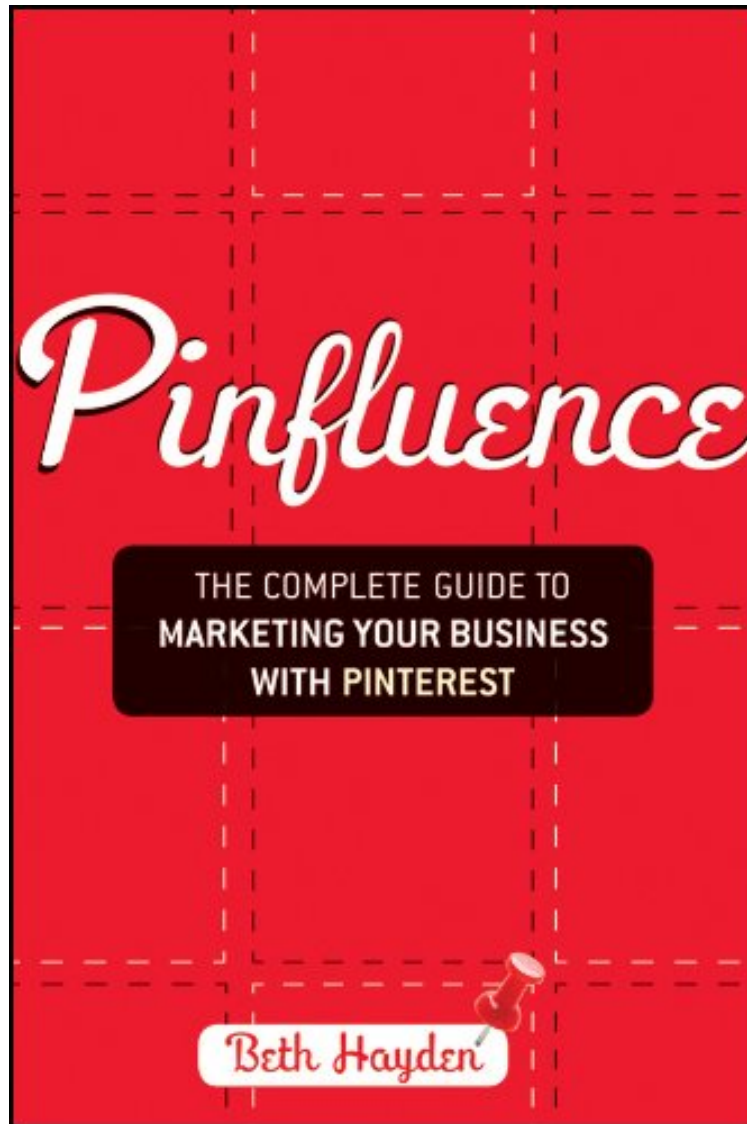


# Pinfluence: The Complete Guide to Marketing Your Business with Pinterest

*Beth Hayden*

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**Beth Hayden : Pinfluence: The Complete Guide to Marketing Your Business with Pinterest** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Pinfluence: The Complete Guide to Marketing Your Business with Pinterest:

20 of 21 people found the following review helpful. Do NOT Open A Pinterest Account Without Beth's Book! By Deb Baker I purchased this book 3 short days ago and have literally ripped through it. If you are doing any sort of online business, whether it's selling your products or services or just recommending other people's stuff...then you NEED this

book. I kid not. I've been online since 1999 with my health site (y2khealthanddetox.com ) to complement my practise of now 34 years and have spent a minor fortune in mentoring, courses, software, etc. I've written articles for ezine, Tumblr, Squidoo, Hubpages, etc., done the Digg thing, Facebook personal and pages and Twitter, etc. All have helped to some degree establish a presence for me. Oh, yes and I've ridden the waves of Google's histrionics, through their Smackdown, Panda (not as cute a bear as I once thought) and managed to get unceremoniously relegated to their sandbox with a couple of my small sites..\*sigh\* And if this wasn't crazy-making enough, I lather, rinsed, repeated the whole ball of wax for my fantasy book series, The Persephane Pendrake Chronicles (Book 1 is here on .) The Persephane Pendrake Chronicles: One - The Cimaruta. Then a few months ago, I started to hear whispers about this "Pinterest" thing on a few membership sites I still belong to. Busy, busy...I really didn't have time to check out yet another social site..so I thought. It was Brilliant Beth's article "56 Ways to Market Your Business on Pinterest" from Copyblogger which appeared in my Facebook feed that finally drove me to Pinterest. So I opened an account for my author name of Lady Ellen and created a few boards following the steps in her article. It drove traffic to my site the same DAY! Ok, I was a fan. Let's face it, Pinterest is a blast, great fun and my fave...visual. Love that. But did you know that as of Jan 2012, Pinterest drove more traffic to websites than LinkedIn, Google Plus, Reddit and YouTube..combined!?!? Beth's book "Pinfluence: The Complete Guide to Marketing Your Business with Pinterest" is the best information and education you'll could ever receive short of sitting at a guru's elbow ( that would be Beth) on a daily basis. Beth starts with the basics, gets you up and running, helping you to build an effective profile, pinning to your first boards, then to optimizing your sites and blogs for others to pin from, and grow your followers. You'll see how to link to your other internet real estate such as your Facebook and Twitter accounts and on to advanced techniques, even using the iPhone app. It's all here. I highly recommend this book to anyone who wants to benefit from the avalanche of traffic and activity that today is called Pinterest. 4 of 4 people found the following review helpful. The New Bible on Pinterest for Business! By Tamara Suttle Whether you are the hobbyist who might one day become an entrepreneur, the artist who is already selling your work on Etsy, the psychotherapist (like me) who works with the general public, a Fortune 500 marketing guy, or the non-profit group out to save the world, Pinfluence is a must read. The author has packed a whole lot of practical strategies into a tiny little book (

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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