

Pinterest Explodes with Marketing Success: It Can Only Breed Exponentially From Here

131, March, 2017 Kendall Davis

Sample Content Marketing Blog



Pinterest is shining as a m-commerce trendsetter. Shopify made a move to join their efforts after analyzing its own store data. It is a well-known fact in the digital marketing world that mobile-only users began to outweigh desktop users in 2015. Not only does Google rank mobile-friendly websites higher, Google is polling people about their mobile experience first and desktop experience second this year. M-commerce is here to stay and growing yearly. [Pinterest](#) wanted a slice of Shopify's m-commerce and ecommerce pies, and together they created the Pinterest Sales Channel.

Think twice if you think Shopify is just a web platform. Some B&M stores find that they make more in-store Shopify sales than from their Shopify ecommerce platform. Two of the best reasons to use Shopify and Pinterest together as an m-commerce sales funnel are:

The average order value of sales generating from Pinterest is \$50.00 which is higher than any other major social platform.

Shopify excels at customer service and marketing, plus they publish large, valuable quantities of up-to-date research and statistics on the retail industry.

Add the two together to consistently make higher order sales, plus more mobile-only consumers, and you equal 93% of Pinterest consumers who use the social outlet to plan purchases and 2 million Pinners who pin Product Pins a day.

ONLY free stuff, free samples, free trials, free in the mail ~ anything that is a freebie or 100% free can be found here!

<https://www.pinterest.com/closetsamples/free-stuff/>

SHOPIFY DID WHAT?



Shopify analyzed over 529,000 of their stores and discovered that Pinterest made up the second largest source of social media traffic to online stores. Repins on Pinterest have a residual factor, and your products continue to advertise long after you placed your first Product Pin.

Neil Patel, of [Kissmetrics](#), Crazy Egg, and Quick Sprout, discovered that retailers must gain five new shoppers to equal the sales of one repeat customer. Neil advises businesses to offer ongoing support and specials to repeat customers. Sixty percent of customers will pay more for better service. A consumer goes through a series of thoughts and actions beginning at desire and ending at check out called micro-moments.

Example:

- \$ Your Customer is in your store
- \$ Compares prices on phone
- \$ Checks product reviews on phone

\$ Checks product on Amazon/eBay for free shipping on phone

\$ Will your store price-match?

or

\$ Your customer is on your website

\$ Compares prices on competitor site(s), eBay, Amazon

\$ Checks product for free shipping on eBay, Amazon

\$ Checks product reviews

Then the customer either buys from you or buys from your competitor. Your store has the ability to compete on a long-term basis with Shopify and Pinterest and for free in many cases.

Get Free Stuff at The Free Stuff Page on Pinterest
<https://www.pinterest.com/freestuffpage/?autologin=true>

THE DEVIL IS IN THE DETAILS



Before we move on to the sales incentives of this marketing strategy for your product-based business, you must have a Shopify account and be U.S. based. Shopify has competitors with the same features and with certain absences of Shopify features like no transaction fees. However, Pinterest joined with Shopify, not its competitors. [Shopify's plans](#) range from \$9 a month for their Shopify Lite Plan to \$29, \$79, and \$299.

If you are a Shopify client, all you need to do is set up the Pinterest channel. Products need to meet Pinterest's product requirements, your store must have a refund policy, and include some Pinterest information in

your store's privacy policy. To track sales data, you can take advantage of the Pinterest tag.

Favorite freebies samples, freebies by mail, freebies printable, freebies for baby, & more!

Why pay when you can get it for free, right? Long live freebies! :)

<https://www.pinterest.com/freefindingmom/freebies/>

EXCITING SALES INCENTIVES AND DEMOGRAPHICS



Shopify and Pinterest designed extremely attractive sales incentive packages. Pinterest moves your product with a “Buyable Pin”. The “Buyable Pin” is a “Buy It” button or a “Rich Pin Buy It Button”. There are no other costs to sell or list products on Pinterest.

Your customers can buy your products and checkout from within the Pinterest mobile app. That means that Shopify will not reroute them to your online store. When Google updates their [mobile-friendly algorithm](#), they hope to add mobile-specific, page-speed as a ranking factor. Anything that provides automation and speed adds value to shopping by device.

Shopify synchronizes all of Pinterest's orders, products, and customers in your Shopify admin. Shopify's Pinterest tag permits you to track clicks to buyable Pins, views of close-ups to buyable Pins, repins of buyable Pins, and top buyable Pins of repins and clicks.

One unique and alluring Pin feature allows you to place “Buy It Pins” on any of your products already Pinned on Pinterest by you or anyone else. Piquora reported that 50% of “Product Pin” visits happen after it has been Pinned for 3.5 months. Sales and traffic from Pins turn into long-term advertising campaigns, again, gratis!

Pinterest trekked the extra mile and created “Buy It Pins” with six versions of [Rich Pins](#) that contain additional information on the Pin via meta data. The “App Pins” feature an install button so Pinner can download your store app without leaving Pinterest. “Article Pins” show the headline,

author, and story description. “Product Pins” let customers know what is in stock and real-time pricing.

“Recipe Pins” do almost everything but cook for you by including cooking times, ingredients, serving amounts, and even more information. Pinner can read reviews, cast members, and ratings with “Movie Pins”. “Place Pins” let Pinner see exactly where a Pin is located, and it can include a map with an address and phone number.

Coupon.com Inspiring savvy shoppers with savings tips, recipes, DIY projects, and more!
<https://www.pinterest.com/couponscom/>

WHO'S PINTREST WATCHING?



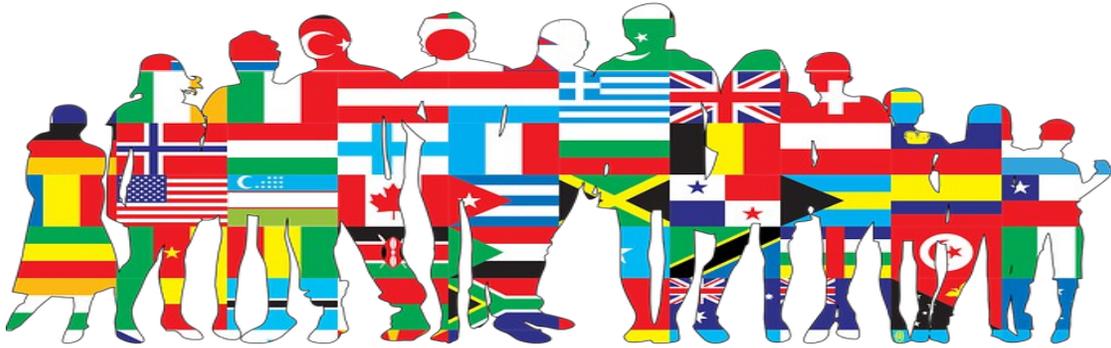
Every retail, product-based business, from corporation brands to small businesses, associated with online marketing is watching Pinterest. Eleven months ago [The Next Web](#) predicted that the number of “Recipe Pins” will double in usage to 4 billion. The number of “Movie Pins” was at 33 million then. [Small Business Trends](#) curates a large, growing archive of their Pinterest articles. [TruConversion](#) says that one Pin is worth 78 cents in sales and the traffic from Pinterest is 10% more likely to convert than traffic from Facebook.

Pinterest’s top-browsed categories are so valuable that they have not been freely published online since 2015 when food and drink, DIY and crafts, and home decor ruled as the most popular categories. Pinner love these [keywords](#): DIY, cup and recipe.

Michelle Held, an internet marketer, operates [Pintalk.net](#) which is dedicated to Pinterest marketing advice, and she receives commissions on purchases made through her SEMRush links on that site.

Simple tips for finding the programs that offer free groceries every week. You do not need to extreme coupon to get these hot deals
<https://www.pinterest.com/pin/63050463510759215/?lp=true>

IT'S HARD TO IGNORE PINTEREST DEMOGRAPHICS



Pinterest achieved attracting 150 million, active, monthly users last July, which is up from 100 million in Sep., 2015. The number of men using Pinterest comes in at one-third of all Pinterest sign-ups, 75% of Pinner use a mobile device, and 93% of Pinner shop online.

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WHAT WORKS ON PINTEREST



Google is rich with information for businesses on how to market through Pinterest. For example, Pinterest [posts](#) with CTAs have an 80% increase in engagement than those without CTAs. The number of people who see your Pins is greater than your number of followers on any social media. Pins with prices get 36% more likes. Images without faces get receive 23% more repins. Advertisers who “Promoted Pins” saw that Pinner repinned an average of 11 times after each “Promotion Pin”.

Reddish-orange images on Pinterest posts receive twice as many repins as bluish ones. Those with multiple dominant colors get 3.25 more repins than those with one color. Medium-light colored images are 20 times repined than darker ones. Images with a smooth texture are repinned 17 times more than rough textured ones. There is so much information on how to strategize, make higher conversion rates, and make sales on Pinterest that it would be almost impossible for you to fail if you invest in the free advice offered by Shopify, Pinterest, and many other online marketing companies.

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<https://www.pinterest.com/freestuffpage/?autologin=true>

LIMITATIONS AND PAID ADVERTISING



All these demographics and statistics do have some limitations. This platform is optimal for B2C businesses. Product categories will not pin your sales upward exponentially or immediately. A Pinterest campaign deserves a long-term investment because Pins will last as long as Pinterest lives. Pinterest offers two advertising options that involve a marketing budget.

The reservation style “Promoted Pin” for a company that sells salad dressing will show up on Pin boards with salad recipes or ideas in their title. Auction based “Promoted Pins” or self-serving “Promoted Pins” utilize a bidding system. You pick what you want to pay in cost per click. Pinterest places your Pins in better positions for more pay. You are not charged for repins or when someone clicks on your Pin board until they click through to your website.

Favorite freebies samples, freebies by mail, freebies printable, freebies for baby, & more!
Why pay when you can get it for free, right? Long live freebies! :)
<https://www.pinterest.com/freefindingmom/freebies/>

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gclid=Cj0KEQIAzsvEBRDEluzk96e4rqABEiQAezEOoNB8rHH5hXhdv2K4k
6QuEJKVIDrTsgfx_HFbW__23twaAkhQ8P8HAQ](https://www.thinkwithgoogle.com/articles/speed-is-key-optimize-your-mobile-experience.html?gclid=Cj0KEQIAzsvEBRDEluzk96e4rqABEiQAezEOoNB8rHH5hXhdv2K4k6QuEJKVIDrTsgfx_HFbW__23twaAkhQ8P8HAQ)