

# Attract Customers Using Pinterest: Part 1

*In the first of a two-part series, key insights from Pinterest's conference.*

**D**id you know that Pinterest is the second top search engine behind Google and the world's first visual discovery engine? Pinterest is a platform for the future. In today's digital society, we are all in discovery mode, searching for inspiration as we dream about, plan, and prepare for the things we want to do most in our lives. Your customers are on Pinterest, too, making decisions about what they want to create, what they want to purchase, where they want to shop, and with whom they will do business. How can you help your customers looking for custom framing ideas and lead them to your business? It all starts with visual search and inspiration—and for businesses, that's where Pinterest comes in!


About 450 million people—150 million in the US alone—use Pinterest. These users have saved 16 billion inspirational home decor pins, including art, custom framing, design, and tips for styling gallery walls. Ninety-five percent of users state that Pinterest is a place that sparks ideas and inspires action. The bottom line: your customers are searching for what inspires them most. It is where people

### Success at any budget

Organic Pins
Paid ads

Create free Pins to get your content onto Pinterest. Choose from formats like images, video and product Pins.

[Learn about ads](#)



Last 90 days

**296**  
Impressions

**39**  
Saves

**21**  
Link clicks

go before making decisions.

So, what does this mean for your business and digital marketing strategy? Successful businesses spend their marketing efforts where customers are starting to plan, in the moment of inspiration. We need to be where they are, harnessing opportunities to build awareness, capture, nurture, and convert new customers on Pinterest.

Recently, Pinterest launched a global virtual marketing conference, Pinterest Presents, with their leadership and chief creative team as well as special guest Dan Levy of the Emmy Award-winning comedy "Schitt's Creek." I will share a few takeaways from the conference here and, in an upcoming second article, will go into greater depth around specifics for setting up and optimizing your Pinterest business account, effective strategies for ranking first in online search, traffic and lead generation, list building, and cam-

*Pinterest has a wide variety of options for business owners looking to get their products in front of consumers, from free "pins" to paid ads.*



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paign management, as well as tips to streamline your digital marketing efforts.

## Pinterest Growth Marketing

Levy is an incredibly creative professional who says Pinterest has been the greatest method for communicating creative language. He uses moodboards to create visual reference guides when building out set design, character costumes, or storylines for “Schitt’s Creek.”

“Sometimes we don’t have the words to describe what we’re looking for,” said Andrea Mallard, chief creative for Pinterest. “Words don’t have the same kind of power as imagery. But Pinterest opens your aperture, your perspective in design.” Mallard added that Pinterest serves as a road map for what’s possible.

Storytelling has become a more inspiring brand service. Levy said that storytelling often has purity, vision, and honesty of intent. From a creative marketing standpoint, he advises business owners should “go with something that means something, as opposed to playing it safe in terms of how you create your advertising. Audiences are smart; authenticity and diversity are key. Be sure to represent everybody.”



Key takeaways from Pinterest’s recent conference include how to use the new sponsored StoryPins feature and future predictions about the app and its users’ preferences.

## Pinterest Predicts

Global brand team member Celestine Maddy shared that Pinterest users represent all age groups and demographics. Sixty percent of its global audience is women, with men and young adults (Gen Z) increasing usage 40 percent year over year. Men in the US created 13 million inspiration boards and saved pins, so don’t forget about them—they’re planners and looking for ways to express themselves, too!

Boomers, or mature audiences, are searching for nomadic ideas and getaways for life on the road. Young adults in Gen Z are actively rallying around the future, with 15 million new boards; they are using Pinterest as a life planner with in-

spiring bucket-list travel ideas and lifestyle trends. Millennials, who are now largely in their 30s, are curious, multi-dimensional, and adaptive. Maddy said they are “getting ready for a renaissance. They need a roadmap.” Your business can be the brand that shows them how to design and style with art and custom framing!

## Pinterest Premieres Video Tools

Pinterest users are obsessed with video; video tools increased engagement up 800 percent! Pinterest launched its StoryPins video feature because it is less about what someone else did, and more about what you can do. This appeals to users, who want to act (in other words, buy!).

Sponsored StoryPins walk viewers step by step through a do-it-yourself process. For example, IKEA recently partnered with decorators to promote decorating for the holidays. They created quick video highlights showing the professionals’ designs and how to recreate the look at home with IKEA products. Since sponsored StoryPins don’t disappear after a period of time the way they do on other platforms, the company can reuse this content effortlessly when

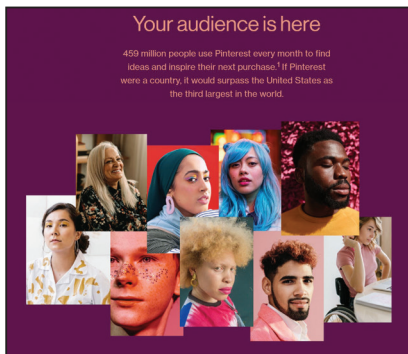
## Calling all creators

You have great ideas. We have the people looking for them. Creators, it's your time to shine.

[See creator resources](#)

A collage of four images: a plate of food with a fried egg, a person with red hair holding a magnifying glass over a small object, a person with pink hair, and a close-up of a flower.

Take advantage of Pinterest’s resources for business owners, including access to the company’s media experts (“Pinterest Partners”), who can offer experience and guidance.



*Hundreds of millions use Pinterest to inspire their next projects.*

consumers are looking to decorate for the holidays. This is big-picture, long-range marketing you can model year round.

## Pinterest Shopping Experience

Consumers have a window-shopping mentality; we want to enjoy online shopping, not just “add to cart.” It is up to you to provide inspiration, magic, and value to the online consumer experience.

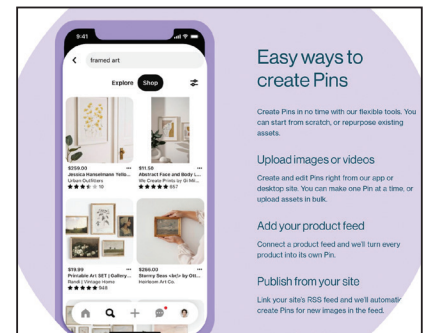
Customers enjoy curating their interests as a reflection of themselves. Yet, as we find products and services of interest, we tend to want to get to the source quickly and easily for the next step in the purchase. Pinterest partners with ecommerce brands to bring their products

across mainstream channels, integrate more seamlessly into social media experiences, and provide click-to-cart opportunities. Look to “Pinterest for Business” solutions to create meaningful ads and shopping solutions with access to analytics and measurement.

Many independent businesses benefit greatly from Pinterest’s media experts (called Pinterest Partners), agency resources for specialists, and tools for outsourcing and automation. Take full advantage of the resources available to you, and don’t be afraid to outsource digital marketing or partner with specialists that can help your business thrive while you do what you do best in your gallery, frame shop, or other creative business!

## Pinterest Positivity

Pinterest’s executive team advises business owners to design their marketing campaigns to offer users inspiration, not interruption. When deciding what campaigns to put on Pinterest, keep in mind that people on the site are in a shopping mindset. When an ad is done right, it doesn’t even feel like an ad.

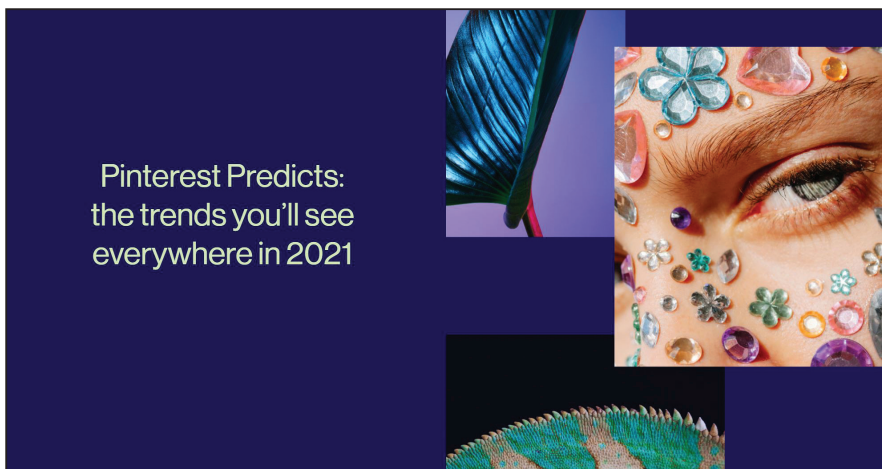


*The site has made it easier than ever to upload content from your business.*

It’s also important to consider the future of “influence.” Small business owners of all kinds can take cues from larger brands in this facet of marketing. Aya Kanai, former editor of Marie Claire and current head of content and creator partnerships at Pinterest, strives to deliver storytelling that resonates with consumers, is authentic to the brand, and forwards the business’s goals seamlessly. At the conference, Kanai spoke about the future of influence and highlighted the importance of brand influencers in that future. These influencers, who can be anyone from local designers to national personalities, have a trusted voice that is amplified on platforms like Pinterest to drive customer traffic to a certain business or product.

For me, the most important takeaway from the conference that relates to independent businesses is how important it is to be mindful in your marketing efforts. Influence must be tied to purpose, and positivity is a business decision.

In part two of this two-part article series, I will delve into the nitty gritty of how to set up your business’s Pinterest account and how to make it work for you like a star employee. Stay tuned! **PFM**



*Another benefit of joining Pinterest? Access to the company’s data-based insights into upcoming design and decor trends.*