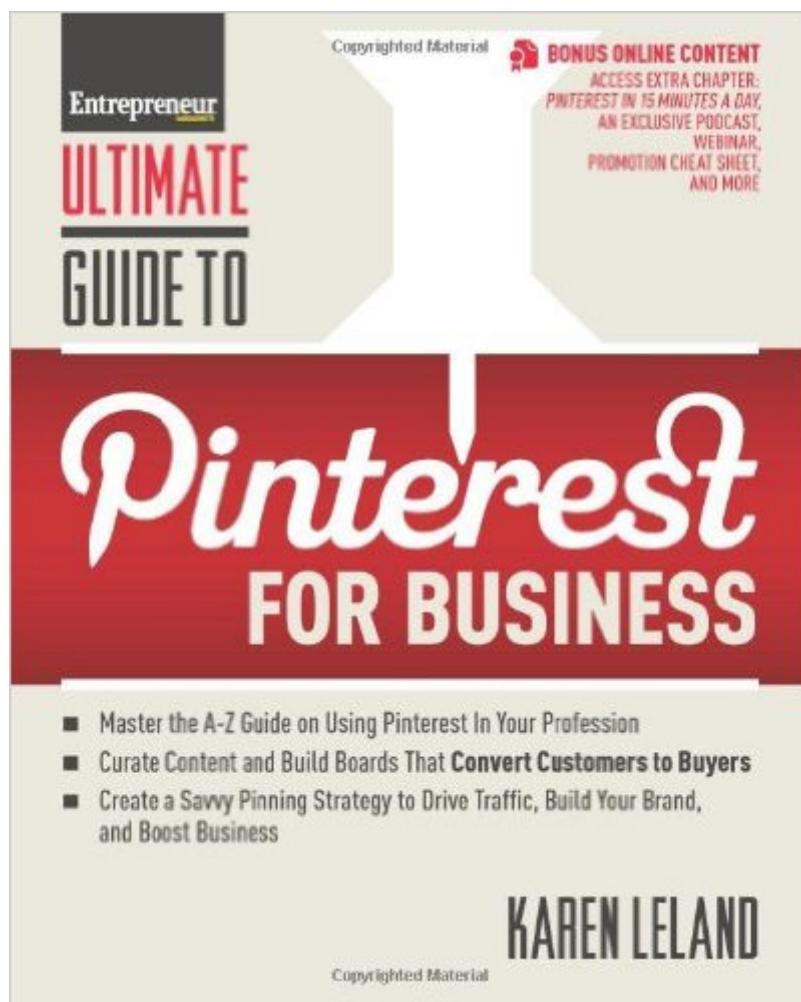


The book was found

# Ultimate Guide To Pinterest For Business (Ultimate Series)



## Synopsis

With 4,000 percent growth in just six months, 17 million + users, and a record for more referral traffic than YouTube, Google+, and LinkedIn combined, Pinterest delivers an unbelievable opportunity for business owners and marketers like you . . . if you know how to effectively use it. Karen Leland acquaints you with the newest social media kid on the block, covering:the ins and outs of signing up and getting startedbuilding boards that get noticed, drive traffic, and convert fans into customerscreating a Pinterest community through power connections, contests, social media outreach, and smart pinning strategiesstrategies for becoming a power Pinterest user and creating an enthusiastic followingbest practices for pins that promote, including image optimization, consistent branding, social media integration, and high-value contentPinterest etiquetteLearn to expand your business and brandâ™s success &#151; one pin at a time.

## Book Information

Series: Ultimate Series

Paperback: 300 pages

Publisher: Entrepreneur Press (May 1, 2013)

Language: English

ISBN-10: 1599185083

ISBN-13: 978-1599185088

Product Dimensions: 7.9 x 0.6 x 9.9 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 starsÂ See all reviewsÂ (24 customer reviews)

Best Sellers Rank: #781,444 in Books (See Top 100 in Books) #336 inÂ Books > Computers & Technology > Business Technology > Social Media for Business #564 inÂ Books > Computers & Technology > Internet & Social Media > Social Media #1182 inÂ Books > Business & Money > Marketing & Sales > Marketing > Web Marketing

## Customer Reviews

I chose to read this book because I'm a multimedia-based marketing professional. It's important for me to stay up-to-date on the latest social media trends so that I can place my clients at the forefront of their industry. I also love Pinterest for myself as well! When this book claims to be the Ultimate Guide, it's not lying! Karen Leland covers everything starting from the basics of how to set up an account and how things work. Once readers get the hang of it, she moves on to strategy, user guidelines (like copyrights, ethics, etc.), and bonus features. Then, she explains how Pinterest can

be used for business or career professionals, and even shares some helpful ideas for specific industries. If you haven't yet jumped on the Pinterest bandwagon, I highly recommend reading this book to show you what all the hype is about. Throughout the book, Leland shares helpful and intriguing statistics that explain the major advantages of using Pinterest as part of your marketing mix. I thought the various case studies were also helpful. I recommend reading this while having Pinterest open in your browser in order to explore the case studies she mentions and fully understand how it all ties together. I have spent so much time on Pinterest that I found 90% of the book to be already familiar to me. The new items I learned included converting a personal profile to a business/brand profile. This was great. (How did I not already know this?!) Upon doing so, I didn't see very much difference other than the buttons for my website (which I've already put in place with various plugins). I learned about a few sites that give "Pinterest analytics" and show user influence on the site.

My daughters started using and talking about Pinterest almost from the start. I shook my head. One more social media gimmick to waste time and overwhelm me. Obviously, I didn't see any use for my business. Then one day I had the opportunity to review the book. This quote caught my attention. "Great business brands are about telling compelling, congruent stories, and Pinterest is at its core about storytelling in pictures," says Leland. I love storytelling in pictures. Leland goes on to say, "Pinterest has tapped into this visceral lover of visuals, and no small business, entrepreneur or corporation can afford to miss the boat on bringing what they offer beyond words and into images." I am a solo social entrepreneur with leadership development educational products intended to plant and cultivate the seeds of children's unique leadership that are both visceral and beautifully illustrated. Therefore, my interest was piqued. Personally, I find the internet is a noisy place that is difficult and expensive for the small business owner to keep up on all the latest social media trends . . . let alone navigate successfully. And through the years, I have become skeptical about the plethora of get rich quick type guides to internet marketing and social media. So I began reading with skepticism and quickly turned into a fan. Ms. Leland presents a sound approach to Pinterest that helps the reader think through or rethink their use of social media in general terms of business branding. More importantly, this Guide portrays a consistent message throughout of social etiquette. This was my favorite part. I equate social etiquette to integrity and ethics when doing business.

Title: Entrepreneur Magazine's Ultimate Guide to Pinterest for Business  
Author: Karen Leland  
Publisher: Entrepreneur Press  
ISBN: 978-1-59918-508-8  
"Pinterest - as the name aptly

indicates - is about pinning images of interest to both you and your customers. The content you feature (your pins) and the way you organize it (your boards) are what define and promote your brand in your audience's eyes," Karen Leland states in her book, "Entrepreneur Magazine's Ultimate Guide to Pinterest for Business." This one hundred and eighty-seven page over-sized paperback is Leland's eighth book in her twenty years of marketing and branding strategy background. Inventors Ben Silbermann and Paul Sciarra are reaping the benefits with Pinterest having over ten million users, of which seventy-two percent are women and sixty-six percent are over thirty-five years old. This guide is a helpful instructional tool for businesses who want to promote and expand on the well-known website to that demographic of people. Based on setting up a personal or business profile, within the seventeen chapters are step-by-step how-tos, sidebars, examples, studies, interviews and tips that are geared to the novice or veteran pinner. Starting with how to set up an account, build a board, pin, repin and price, it gives details from a business perspective on how to do videos, enhance the look of a board, follow and be followed by other pins, boards and users along with liking, hashtags, commenting and tagging. The author says not to be too broad, vague or big in the scope when naming a board but to be specific. With the proper etiquette, one should give source recognition when pinning items of anything that stimulates, excites or impresses you.

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