

Pinterest is Growing Faster Than any Social Media Site

Pinterest is fun, entertaining, and highly addictive. Perhaps that's why it is the fastest growing social media site ever. In fact according to TechCrunch it hit 11.7 million unique monthly visitors from the U.S. That put it across the 10 million mark faster than any other standalone site in the history of the internet.

In fact, Pinterest users are so busy sharing their favorite photos on Pinterest that only Tumblr and Facebook have more social media time. So what demographics are responsible for this sudden demand and growth? It might not be who you think. The largest market is American women between the ages of 18 and 34.

According to comScore, the average user on Facebook spends 7 hours, on Tumblr 2.5 hours, and on Pinterest 98 minutes per month. ComScore says that Pinterest is the fastest growing site of any on the web. Pinterest strongholds are much different. Today's strongholds are in the West North and East South Central States like Missouri, Mississippi, Minnesota, and Kansas.

The next question that will need to be addressed is when should the Pinterest site begin to monetize with items such as brand pages and branded pin. Pinterest is currently earning money through affiliate links, although the method they are using is quite interesting. It seems they have created they are utilizing an app that looks to outgoing links to see if those sites offer affiliate programs. If they do it secretly creates its own unique identifier and begins to get paid as an affiliate. That's clever!

You could say Pinterest is the evolution of social media. It's no wonder users are so mesmerized with Pinterest – all those pretty pictures are just downright addicting. Most of us are so busy that reading things is just another drain on our time. What better than to flip through pictures like you are flipping through a catalogue? Suddenly you can see a person's entire lifestyle at a glance. Pinterest is a reflection of the society we live in, and a natural evolution of the need to be able to cover more information in a shorter period of time.

It seems those investors that got in on the ground floor will not be sorry since Pinterest's valuation has gone from \$40 million in September to a whopping \$200 million in just a few months. Where will it go from here? Pinterest is in its infancy, and only time will tell if this is going to be the next wave of social media, or whether we will face yet another big change. In the mean time most of us are going to really enjoy what Pinterest has to offer.

The Most Successful Brands are Pinning on Pinterest

Pinning on Pinterest – that's almost as much a tongue twister as "Peter Piper picked a peck of pickled peppers." Pinning sounds like something you might do on a corkboard. Actually, when it comes to Pinterest it takes on a similar meaning but in a digital format.

Rather than pinning a picture to a corkboard, you are going to pin a picture to a digital board. In addition, you are going to create the different pin boards that you will pin to. This is where Pinterest can

become a lot of fun for users. Users create as many pin boards as they liked, based on their own interests.

Pinterest can be a very valuable tool for businesses that want to promote their brand. In fact, the most successful brands are pinning on Pinterest. While Pinterest is just a young site, and its true return on investment remains to be seen, it's showing great promise.

Companies that are using Pinterest to promote their brand have seen a significant increase in their site traffic. Pinterest offers an interesting visual way of cataloguing information, and this has great appeal to the masses. Pinterest is an excellent medium to connect business and audiences, which are potential customers.

Whether your brand is based on sports or fashion, you can find followers on Pinterest, and you will have the opportunity to show those followers what your brand is all about. For example, according to the data provided by Monetate the referral traffic from Pinterest to five specialty apparel retailers' websites jumped by a whopping 389% from July 2011 to December 2011.

Chobani Greek yogurt is an excellent example of a company that is using Pinterest correctly. Chobani does far more than just feature the different yogurts it offers. It share recipes, ways to use the different products, and it even has a pin board that shows fun pictures that go with the brand image.

Oreck, which is a vacuum cleaner brand, is another business that has done a great job of putting Pinterest to work for their company. For example, Oreck has a board that's about the beautiful flooring styles available, which is not directly linked to the product they sell, but it is helpful and fun so people are likely to repin, and that is how you are going to both promote your products and create brand.

Pinterest is a powerful marketing tool. Its full potential is not truly understood as of yet. That means you can experiment, and be one of the first to reap the benefits.

How to Use Pinterest as a Marketing Tool

Pinterest is the "new kid on the block," in the world of social media. In the past few months, there has been a lot of buzz around this very unique social media site that is based on visual images. It's a powerful tool for business once they understand how to use Pinterest as a marketing tool.

There are a number of ways you can use it as a marketing tool. One of the easiest things you can do with Pinterest is learn to understand the needs and interests of your customers by viewing the pin boards of your customers. It's quick and easy to do and it can tell you so much.

There's another way to use Pinterest to determine the interests of potential customers, and that is to look at a specific Pinterest category and look at what potential customers are interested in. If you are thinking about adding a new product this can help you decide if there is even any interest for that particular product. If you are considering adding a new product but aren't sure what that might be, then this can give you some potential ideas.

You might want to invest in an integrated marketing software program that will track which traffic gets to your site through Pinterest. It will also follow them via the buying cycle. This will allow you to spot behavior trends, and how you can nurture those leads to increase the likelihood of success. With this type of information, you can email your new leads and send them into your sales funnel, using a custom message you design that will make you stand out as a leader in your industry.

Pinterest is new and only a handful of businesses are taking advantage of it. This is your opportunity to get ahead of your competition. You have the opportunity to make your business the go-to Pinterest account for pins on a particular topic in your industry.

For example, if your business is about internet marketing then you could create a pin board that displayed top-notch visual examples of some of the best online marketing. Let's look at another example. Let's say you sell wool. You could create a pin board that features some wool creations. You might even invite your customers to post what they've made.

Pinterest can become a powerful marketing tool once you learn how to use it to its fullest capacity. It's new, it's in its infancy, and it's a perfect opportunity to jump ahead of your competition.

Include Links in Your Pinterest Descriptions for Marketing Value

Pinterest is the newest in social networking that everyone is talking about. Pinterest itself is only a couple of years old, and up until recently, it really wasn't getting a great deal of attention. It's a site where by you must have an invite in order to set up an account. If you don't have anyone that can invite you then you can request an invite from Pinterest, although this is a much slower method.

Pinterest is a valuable marketing tool that to date is only being used by a handful of companies and internet marketers. One of the ways you can gain a great deal of marketing value from your Pinterest pins is by including links in the description.

Whenever you can, you should include a link back to your website and your landing page(s). This will drive targeted traffic back to your site. You will want to keep track of the traffic referrals as well as the leads that are generated as a result of Pinterest. This information is key to discovering how well these links are performing compare to other marketing methods, including other social media campaigns.

Marketing analytics are very important in all of your marketing campaigns. Otherwise, you would be wasting time, money, and efforts on something that is not working for you. By using marketing analytics you can determine what is not working well and change it, along with what is working really well so you don't change it.

If you are pinning something live from your site, the process of link is easy as it will be to the page where you are pinning from. However, if you are uploading a photo you will need to choose a link that makes sense and is relevant and place that in the pin description.