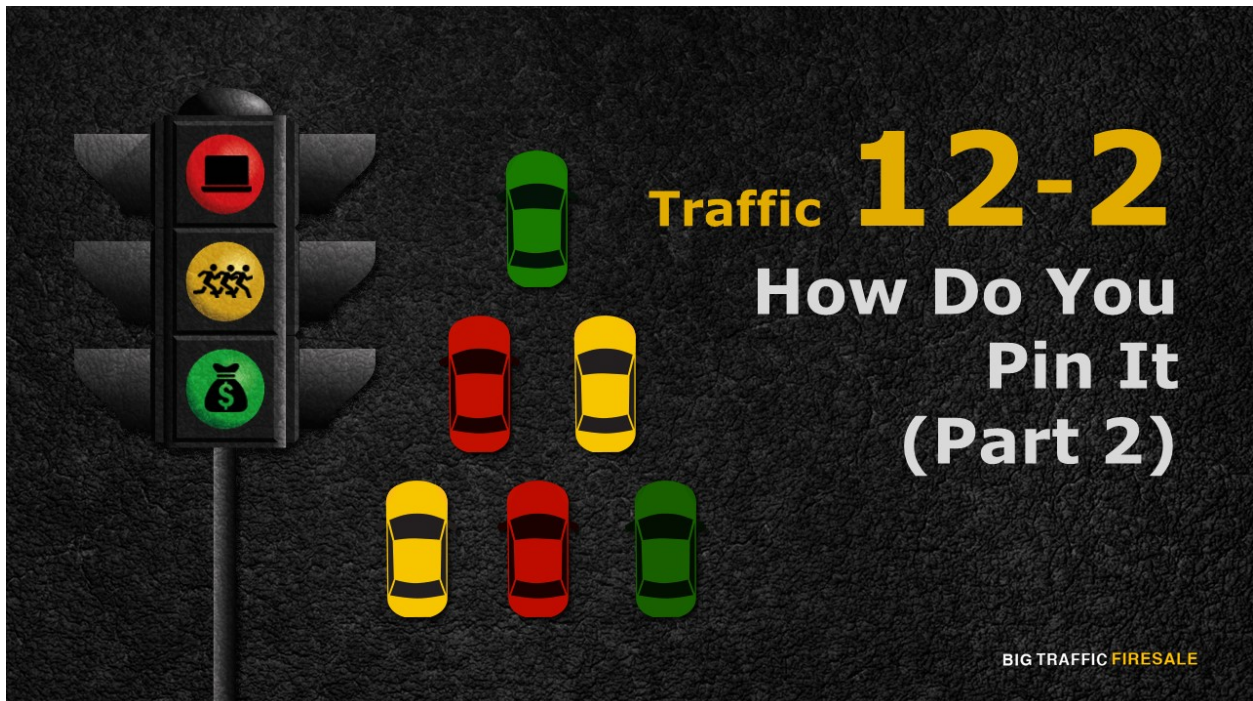


12-2 - How Do You Pin It (Part 2)



S1: Hi and welcome back.

Pins & Boards

- ▶ Pins are post, images, links, news, anything with permalink that are posted in Pinterest and is reflected by a certain image.
- ▶ Your recycling service company has a main website allowing users to interact further with your staff and purchase available recyclable items

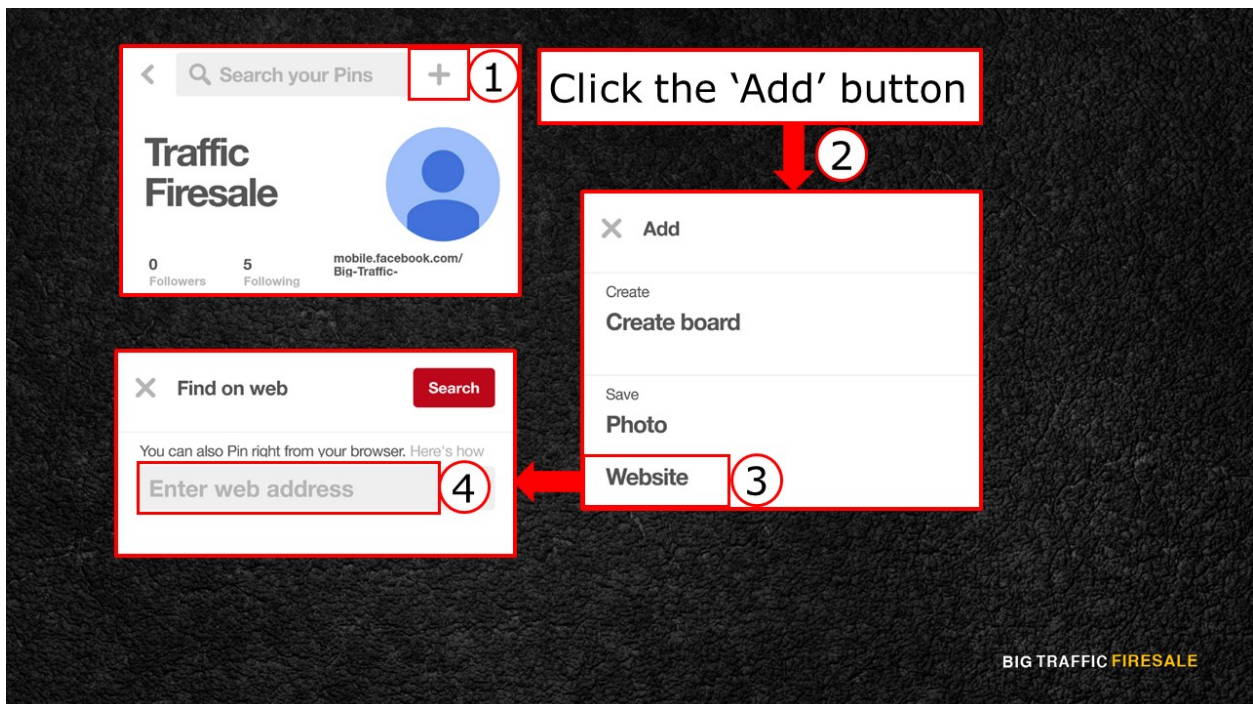
BIG TRAFFIC FIRESALE

S2: Your profile is nothing without any relevant Boards reflecting your business. Consecutively, a Board is nothing without the pinterest-ing stuff inside. You will need Pins. These Pins are the main key ingredient to generate traffic for you.

What are Pins exactly? They are post, images, links, news, anything with permalink that are posted in Pinterest.

If you notice, Pinterest is a visual driven application. Every Pin is reflected by a certain image. That image will be the frontline of your post. It is supposed to attract users to click your pins and actually give it a like, re-pin, and a follow, a purchase or a click to your main site. These are the items you need.

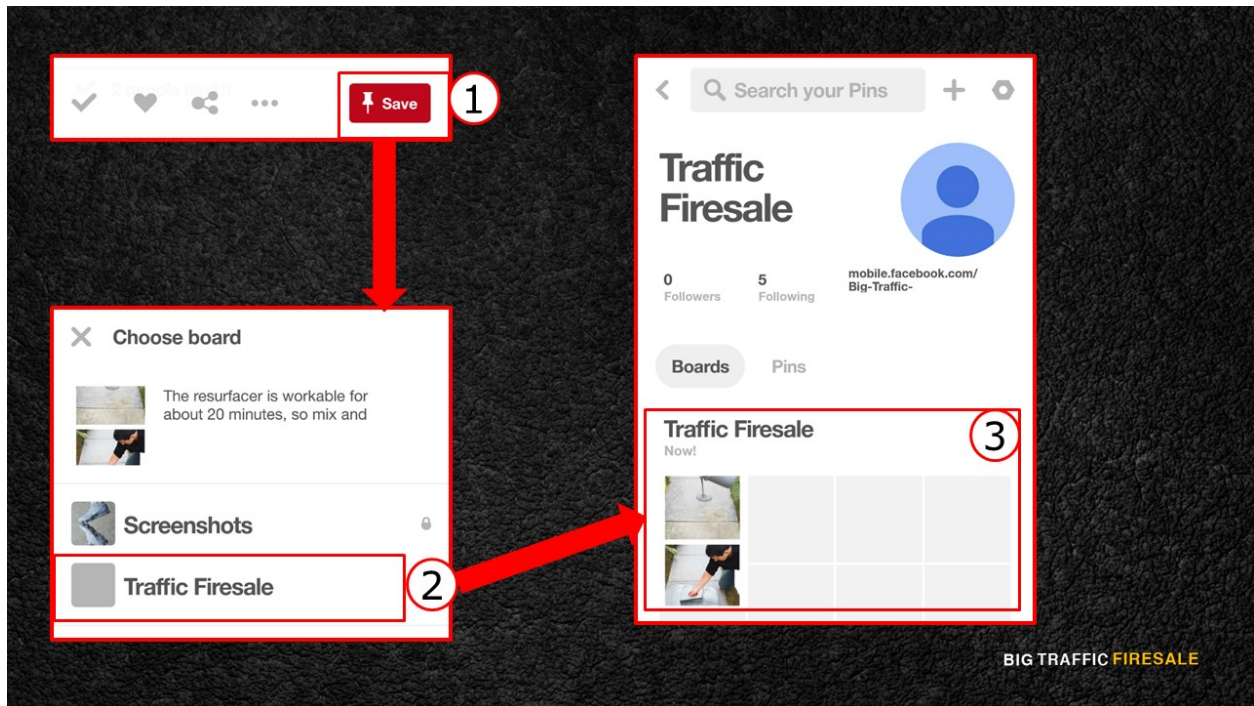
Say for example, your recycling service company has a main website allowing users to interact further with your staff and purchase available recyclable items. You want to promote users into buying this new recyclable notebook and you link it to your Pinterest account.



S3: Step one, go to your Pinterest profile page and click the 'add' button on top right of the screen. You have 3 options to choose from; a new Board, add Photo or Website. Adding 'photos' gives the option to upload a photo from your current device.

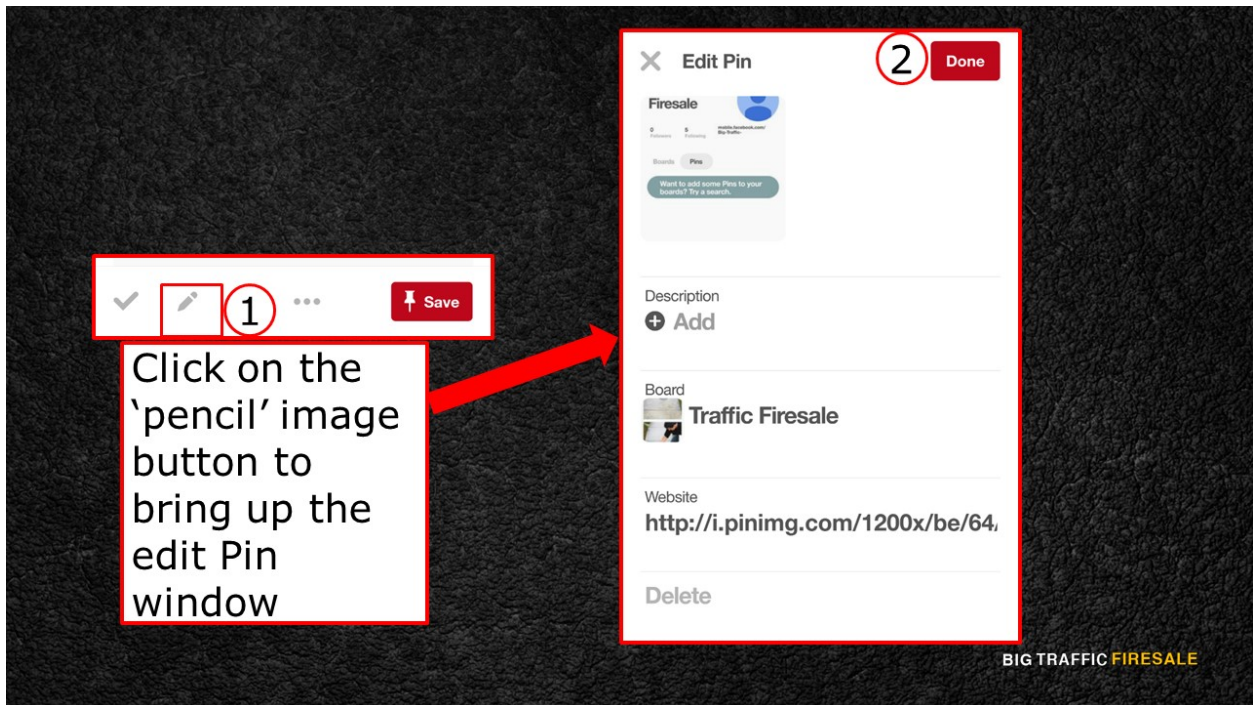
Since you are linking a website to market to users, click on the Website option.

Add the link of your website into the box provided. Once you paste the link, Pinterest automatically detects relevant images from the link. Choose the most significant image.



S4: Next, choose your preferred Board to put that Pin into. If it falls under your 'Your One-Stop Recycled Store' for example, click on that Board and a notification will pop-up, notifying you that you've successfully saved it.

Sometimes you receive a prompt if you want to save other Pins. You may do so, but if you don't, click the 'X' button on the top left corner of the prompt window.



S5: If you want to edit your saved Pins, click on the Pin and you will see 5 options underneath your Pins. Click on the 'pencil' image button to bring up the edit Pin window. Once you're done, click on the Save button and you are all set.

However, how does Pinterest assist you in generating traffic using the Pin you just created? When will you know that it is being 'liked', 're-pin' or even 'shared'? We will cover this in our next module.