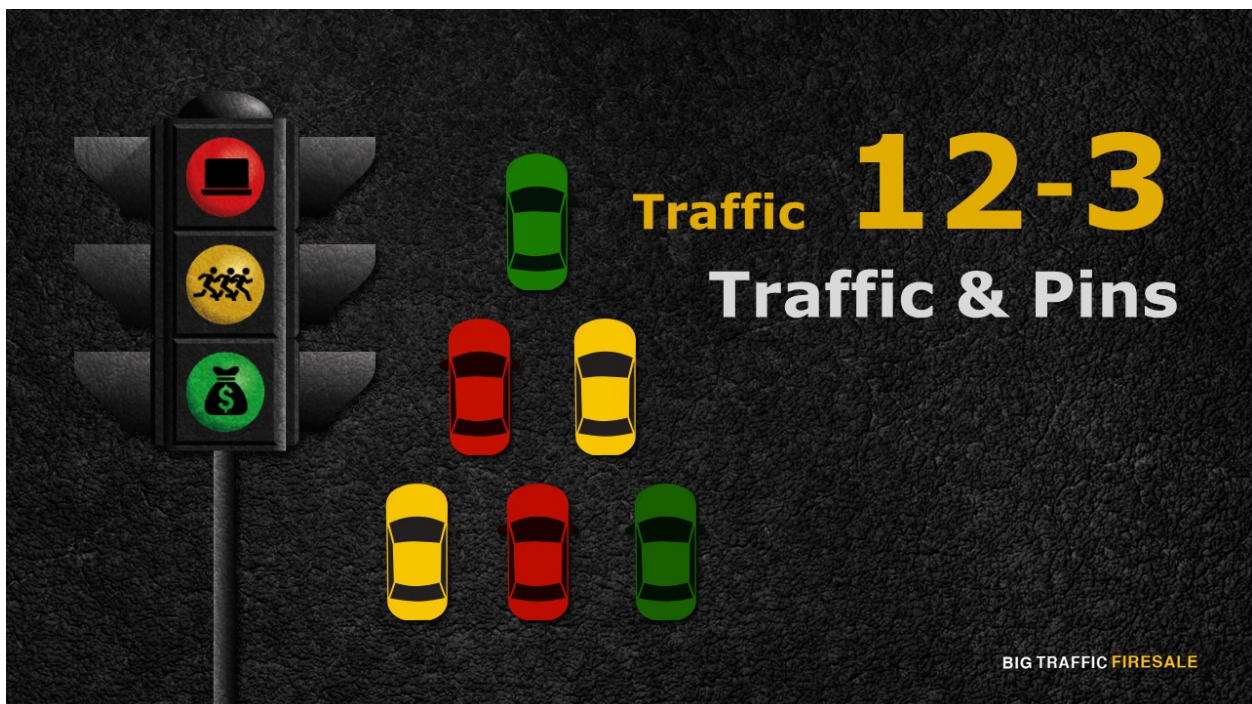


12-3 – Traffic & Pins



S1: Hi and welcome back, in this final module, you learn the relationship between Traffic and Pins using Pinterest.

Focus Of Pinterest

- ▶ The whole idea of Pinterest is to assist in generating traffic.
- ▶ Once a post is re-pinned, followers of the user or their circle will have the chance to see it too.
- ▶ Over 80% of the Pins in Pinterest consists of Re-pins. There is a possibility your pin, could already be circulating on Pinterest

BIG TRAFFIC FIRESALE

S2: You've learned how to post in Pinterest. It is important to know Pinterest focus is more towards links or website. The whole idea of Pinterest is to assist in generating traffic.

So, how does your Pin like to users out there?

It is the same as how you look at other posts. Users have the options to like it and re-pin it. Once a post is re-pinned, followers of the user or their circle will have the chance to see it too.

Did you know over 80% of the Pins in Pinterest consists of Re-pins?

There is a possibility your pin, could already be circulating on Pinterest. You receive notifications for every like, re-pin or saved in your profile page.

The Users Of Pinterest

- ▶ According to studies, 80% of Pinterest's users are women, followed by men at 20%. Hence Nike's decision to create an account only for their NikeWomen's line.
- ▶ To attract most of the users in Pinterest, you need an eye-catching high definition image and a working link.
- ▶ Publish high likeability pins that encourage other users to share, like and re-pin.

BIG TRAFFIC FIRESALE

S3: Here is something to consider when using Pinterest. According to studies, 80% of Pinterest's users are women, followed by men at 20%.

The highest searched Pins are, Art, Food, Makeup, Fashion and Gifts. Hence Nike's decision to create an account only for their NikeWomen's line. Smart move!

To attract most of the users in Pinterest, you need an eye-catching high definition image and a working link. Remember to aim for 'likeable' Pins rather

than Pins filled with comments. Likeable Pins usually end up 'Saved' to users' boards.

Posts on Pinterest won't show you how many 'likes' a post has, but it will show the number of 'saved' to others' boards. That is your aim.

To sum generating traffic using Pinterest, publish high likeability pins that encourage other users to share, like and re-pin. You will see your list expand and so will your followers.