Proposal to Increase Brand Visibility on Pinterest

Objectives:

- Attract followers and new clients on Pinterest
- Publish original content
- Increase brand visibility

Strategy:

The Data
With 70 million active users, Pinterest has become a prime social networking tool for brands to expand their visibility and increase traffic to websites. At 68%, women make up the majority of pinners, with most falling within the 25 – 34 age range, and the second largest grouping within the 35 - 44 age range. Top categories for pins include Food & Drink, DIY & Crafts, Fashion, Holidays & Events, Design, Art, Travel, Health & Fitness, Tech and Film/Music/Books, to name a few. Pinterest has a higher referral traffic percentage (3.6%) than Youtube, Google+ and LinkedIn combined (~1.47%).

Original Content
The advantage of Pinterest is that images are directly linked to the original content and users can comment on the images. Its effectiveness is in the quality and frequency of content posted, and the vision that it creates for visitors to the page. There are two different categories for "original" pins: Unique and Sourced.

Unique pins
These pins would be created directly from content developed by [--] and solely distributed through that Pinterest account. This would include any videos and images that are produced through the company – there is no means by which anyone else could call these their own, except [--] and the client, and each of these pins would be directly linked to the [--]website. Methods for creating unique pins:
- Photo editing of stills from commercials/videos
- Photos from production stages
- Description of the pin to include relevant information regarding the context of the image, such as mention of the client and the vision of the project, an explanation of what is happening in the image, the process behind it, etc.
- Stock photos (purchased) or [--] generated photos with overlayed text featuring pertinent tips or facts