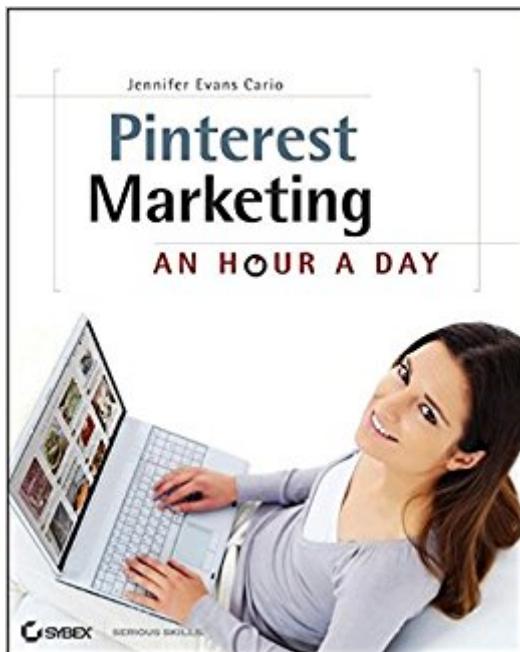


The book was found

# Pinterest Marketing: An Hour A Day



## **Synopsis**

Develop and implement a Pinterest marketing strategy with this step-by-step guide Pinterest is the fastest-growing social media platform, with more than 80 percent of its users women between the ages of 25 and 54. Learn to reach this desirable market by following the advice in this step-by-step, task-based guide! It explains Pinterest's unique appeal and fundamentals, then shows how to develop a strategic marketing plan, set up an account, curate winning content, find followers, and track and monitor Pinterest traffic. The popular An Hour a Day format uses a detailed how-to approach with case studies, tips, interviews, and more. Learn how craft, implement, measure, and optimize a successful Pinterest marketing plan Explore the factors behind Pinterest's appeal and learn how to develop a plan based on your business's core goals, then implement it and monitor the results Review case studies and interviews with successful Pinterest marketers to use as guidelines for your own campaigns Pinterest Marketing: An Hour a Day gives you the know-how and the confidence to market your business on today's hottest social media platform.

## **Book Information**

Paperback: 336 pages

Publisher: Sybex; 1 edition (January 29, 2013)

Language: English

ISBN-10: 1118403452

ISBN-13: 978-1118403457

Product Dimensions: 7.4 x 0.7 x 9.2 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 starsÂ  See all reviewsÂ  (16 customer reviews)

Best Sellers Rank: #535,236 in Books (See Top 100 in Books) #83 inÂ  Books > Computers & Technology > Web Development & Design > User Generated Content #227 inÂ  Books > Computers & Technology > Business Technology > Social Media for Business #404 inÂ  Books > Computers & Technology > Internet & Social Media > Social Media

## **Customer Reviews**

As a newcomer to Pinterest, I wondered what Jennifer could possibly write about it. Boy, was I ever wrong! In her conversational writing style, Jennifer tells the fascinating story of how Pinterest came into being and the power of women in the social space. I'm sorry I missed the early glory days but thankfully she takes you into the world of this popular new form of networking with a fresh perspective. Pinterest is fun, addicting and friendly. For online marketers, it provides a brand new

way to engage with your customers using photos and a bit of creative writing and yes, the power of women in marketing. If you want to promote your web site and products, news, and really most anything using Pinterest, Jennifer's book will show you how. Highly recommended.

If you've struggled to understand Pinterest and the true benefit it can have on your business or bottom line, this book is an excellent first start. Jennifer offers very practical, how-to steps that will show you how to increase brand awareness, drive traffic and leverage Pinterest for sales. The book is easy to scan, offers lots of visuals and allows you to learn at your own pace. Using some of the tips, I was able to see immediate results and more traffic to my site right away. As a business owner, I highly recommend this book.

Pinterest is without a doubt a social media phenomena that has businesses everywhere wondering how they can effectively utilize this relatively new medium to market themselves. Look no further than Jennifer's excellent book!"Pinterest Marketing: An Hour a Day" will provide you everything you need to know about marketing your business on Pinterest. It is a must-have resource that is well written and provides step-by-step advice that any business, no matter how small or large, can implement in order to have an effective Pinterest marketing strategy.

This is the one book you need to learn everything about Pinterest and how to use it to market your business. The book walks through this popular social platform and makes it easy to use and understand. I highly recommend this book.

Jennifer has always been one of my favorite social media marketing teachers. She has a wonderful way of making complex topics accessible to readers, without talking down to them. Pinterest Marketing: An Hour a Day has her signature style, she walks you through exactly what Pinterest is, and how to get started using it as a tool to connect with your customers, and grow your business. It's well worth the investment and will be a constant resource for you as you begin, and later with Jennifer's help, become an expert at Pinterest marketing!

As a marketer these days, it can be challenging to stay on top of all the various mediums available to proliferate marketing content. Pinterest exploded and many businesses and individuals are scrambling to figure out how to take advantage of it. What "Pinterest Marketing: An Hour a Day" does is explain the power of the medium and offer a practical guide to using Pinterest to position

your brand's personality. As a social media veteran, Jennifer does a great job of walking readers through best practices and tips to jump in and start using Pinterest now!

Jennifer's book is just what most businesses need to get the most from Pinterest. I can say this because I've read the book and because I know Jennifer's history in the industry. She is a solid, authoritative resource, and this book follows her personal trend of providing useful, factual and actionable advice. Whether you're thinking about getting into Pinterest as a marketing channel, or are already in there, you can learn from this book.

I was already a fan of Jennifer's teaching and writing style so when I saw this book was available I immediately picked it up. After reading it from front to back I was astounded by the thoroughness of the useful strategies and how easy it was to digest. I highly recommend this book for anyone interested in making their Pinterest usage more effective for their business(es).

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