

# How to Use Pinterest to Increase Holiday Sales!

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## How to Use Pinterest to Increase Holiday Sales

Increasingly, social media is playing a larger and more important role in consumer shopping habits than ever before.

If you are looking to use social media to increase your holiday sales this year, Pinterest is a great

place to start.

### Why Pinterest?

Unlike other social sites, Pinterest users are developing a more active consumer approach to the site than do other social sites.

While you may use other networks — like Facebook or Twitter — strictly for leisure or relationship based purposes, on Pinterest you're able to connect with consumers at a unique stage of the buying process: the looking and browsing stage.

In fact, 47 percent of US online shoppers say they bought something as a direct result of a Pinterest recommendation.

By designing the right Pinterest strategy, you'll be able to reach holiday shoppers at the critical time when they are looking for the perfect gift and are ready to buy.

**One of the best ways to use Pinterest to reach holiday shoppers is to create boards with unique or unusual gift ideas.**

Creating boards with gift ideas will draw attention to your own products and services, while also providing a service to your customers as they pick out gifts.

To get started, you'll need to think about the specific people for whom your customers may be shopping.

As is the case for presumably all of your customers, they will be shopping for parents, children, friends, co-workers, teachers, etc. Pinterest makes it easy to create boards with gift ideas for all of these different audiences; helping to save your customers time and generate sales for your business.

**It is helpful to think about some of the unique characteristics people might be considering when searching for gift ideas.**

For example:

- Age: People will be shopping for their younger brother, older sister, grandparent, etc.
- Interests: What are the different interests that your products could fulfill?
- Relationship: Your customers may be shopping for a new boyfriend, a lifelong friend, a new acquaintance, etc.
- Location: People may be shopping for someone who lives near them, then for someone else who lives so far away that they aren't able to see them during the holidays.

**You'll also want to think about the specific challenges your customers may face , and how you can simplify their holiday shopping experience.**

This could include:

- Difficulty finding a certain gift
- Uncertainty about the *type* of gift to give
- Finding gifts for certain special occasions
- Shopping on a budget
- Accessibility to your business and products
- Finding gifts on time

**With all these details in mind, you can create fun and engaging ideas for your holiday boards.**

Here are a few examples of how all this information can come together to create the perfect board:

- Gifts for the Friend Who Has Everything
- Gifts to Impress Your New Boss
- 20 Gifts Under \$20
- Last Minute Gift Ideas Your Mom Will Love
- DIY Gift Ideas
- Grandparent gifts
- Fun Gift Ideas for Your Holiday Party
- Easy-to-ship Gift Ideas

**Once you have a list of ideas for your holiday boards, you can set up some of your favorites *right away*.**

The more work you put into your holiday Pinterest boards early, the less time you'll have to spend pinning when the peak holiday season finally arrives.

As you create your Pinterest holiday boards, remember that many of the people who interact with your Pinterest site will be *ready to buy now*. Make sure your board enables these potential customers to take action, and directs and guides them easily through your website to where they can place their orders.

**As you start to build your holiday boards on Pinterest, there are simple steps you can take to maximize your holiday marketing results.**

Here are some actionable steps you can consider:

## **1. Add a “Pin It” button to your site**

Adding a *Pin It* button to your site will allow your website visitors to easily pin and save your products to their own Pinterest boards.

Maintaining your business' Pinterest channel is important but it's not the only place engagement with your brand will happen.

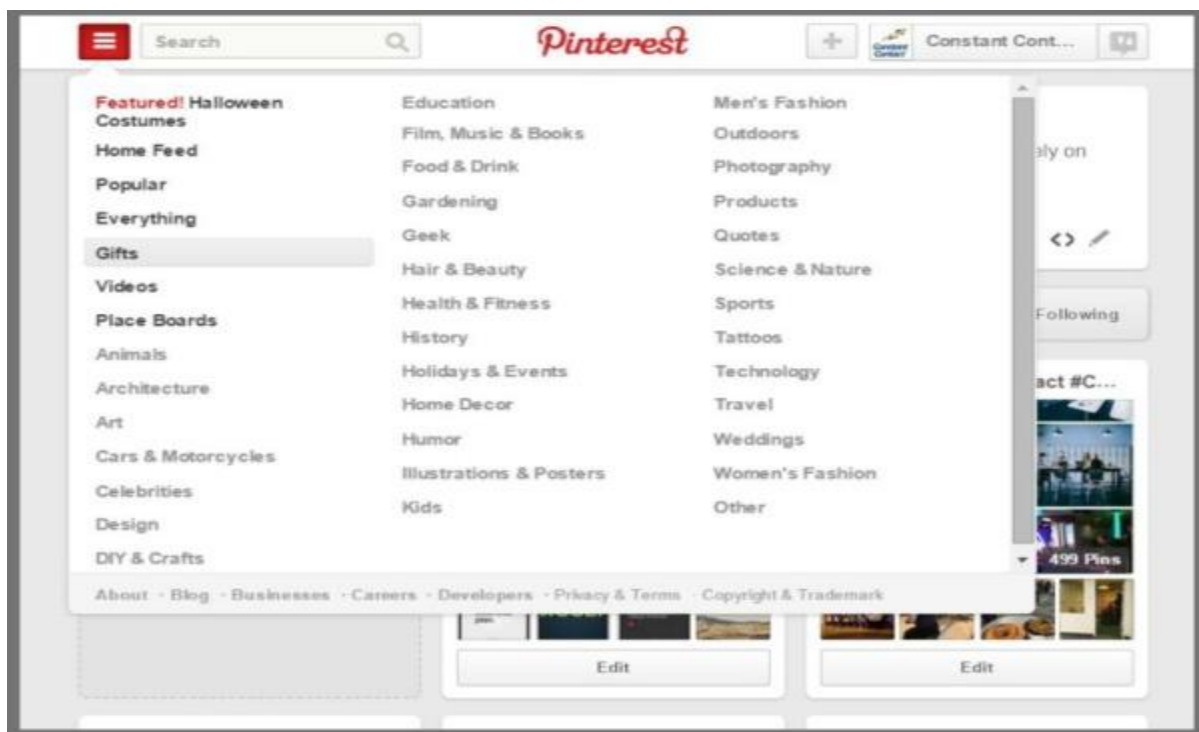
Approximately 70 percent of brand engagement on Pinterest is generated by users, not the brands themselves.

There's a good chance people might already be pinning things from your website without you even knowing it! Check for yourself by typing [pinterest.com/source/yourwebsite.com](https://pinterest.com/source/yourwebsite.com) into your browser to view anything pinned from your website. (Example: [pinterest.com/source/blogs.constantcontact.com](https://pinterest.com/source/blogs.constantcontact.com)).

## **2. Use Product Pins**

Product Pins are one type of Rich Pins that you can set up, which will automatically add important information like real-time pricing, availability, and details on where to buy a gift. One of the best parts of Product Pins is that when someone pins or re-pins the item from your website, you can initiate an email notification to that customer if the item goes on sale.

Earlier this year, Pinterest also introduced a Gifts Feed to make shopping on Pinterest even easier. Only Product Pins will appear in this feed, so it's important to set these pins up in time for the holidays.



### 3. Promote gift ideas with email

If you are already using email marketing, you know that finding new and creative ways to promote your products can be a challenge. Promoting your Pinterest boards through email allows you to showcase your products without having to fit all of the details and pricing information into only one type of message to your customer.

By linking to your Pinterest gift idea boards in an email, you can increase engagement by encouraging customers to pin their favorites. You can also look for opportunities to segment your email list, and send targeted emails promoting your boards to all of the different audiences you want to reach.

#### **4. Embed boards on your website**

Rather than linking to Pinterest from your website or blog, embedding a board with the Pinterest widget builder allows users to engage with your Pinterest content right from your website.

#### **5. Leverage other social networks**

Pinterest makes it easy to share your content and extend your reach across other social networks. This is termed cross-marketing. Be sure to promote your new boards on any other social network you are active on. You can share a link to a board on Facebook, or schedule tweets with information about your different collections of gift ideas.

#### **6. Promote your top pins in-store**

If you have a brick-and-mortar business, take advantage of any extra foot traffic from Pinterest this holiday season by merging your customers pinning activity with their in-store experience.

Call out the most popular pinned content with an in-store sign on potential gifts. You can use Pinterest Analytics to determine your business' most popular pins or simply scan your boards for pins that have high engagement.



Even if your store visitors haven't engaged with you on Pinterest, calling out popular items will instantly draw attention to that potential gift and may help undecided buyers make a decision or motivate them to check out your Pinterest channel.

Here are some examples of signs you could use in your store:

*(You can save these images and use them in your store! They are easy to save by simply right-clicking on an image contained in this article, selecting "Save As", and adding them to your computer.)*