

How To Get Traffic From Pinterest

(Without Looking Like A Spammy Marketer)

**Free Gift For Subscribers Of
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www.AcceleratedNicheProfits.com**

Recently I shared three ways that putting images on my health blog has increased my traffic by 100+ visitors per day. In fact, some days I get 200+ unique visitors purely because of the images I have.

For example, I get traffic from people finding my images in Google Images, from people "borrowing" my images and linking back to the original source (me!), but most importantly from people Pinning my images to Pinterest.

You can read that blog post in full at the link below.

[Unique Free Traffic Strategy Generates 100 Visitors Per Day](#)

Or copy and paste the below link if that doesn't work:

<http://www.acceleratednicheprofits.com/unique-free-traffic-strategy-generates-100-visitors-per-day/>

At the end I promised to share exactly how you can generate traffic using Pinterest in a future update, and here it is...

Although this update isn't from me. Well, not really.

You see, a day after publishing the above blog post, I got an email from one of my favourite marketers revealing that she'd just written a guide about using Pinterest as a marketing avenue... and she was selling the private label rights to the report.

Since she is pretty much the queen of social media, I thought it stupid not to take her up on her offer, so I purchased the private label rights so I could share the report with you guys.

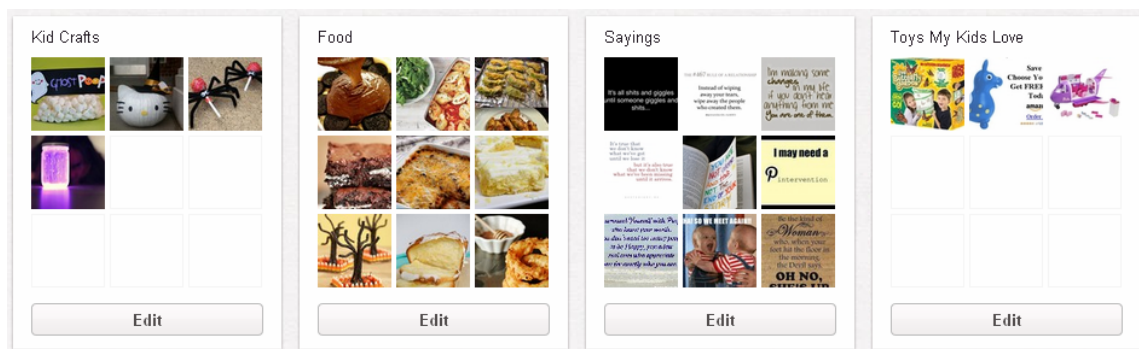
Below it is all in her words (I'm not allowed to reveal who she is due to the terms of use) as she reveals how to get traffic - and brand yourself - using the power of Pinterest... without looking like a spammy marketer...

[Pinterest](#) is where ordinary men and women are now going to "pin" their "interests." This isn't some spammy marketer site. And please don't ruin it for everyone and make it one! It's really nothing more than a bookmarking site, but the way this place did it is unlike anything I've ever seen before! Even celebrities are Pinning.

It's become an addiction. There's even a running joke that people need a Pintervention (a Pinterest intervention) to break their Pinterest habit. People are hosting Pinning parties. When people get on the site, they don't bounce like they do other spammy sites. They sit - for HOURS - pinning stuff and following people and going through ALL their boards. They make up "Pinterest" words like "Pinjavu" for "Didn't I see that on Pinterest?"

The design makes it look like you have a pinboard - and it's colorful and viral because it encourages you to "repin" other people's stuff, which is then shown to THEIR followers on Pinterest and in other places. It's a mix of pictures and videos that lead to the original blogs or websites.

So basically, you have a Pinterest account with as many Boards as you want to create. Boards are categories with sets of Pins in them. For instance, I might have a board for wedding cake ideas. And then I would pin a bunch of wedding cakes I'm considering on there. A repin is when someone else comes along and pins my pin to their OWN board. They can also Like or share the pin, without putting it on their board. Here are a few of my boards:



I have a Kid Crafts board, one for food, another for sayings, and one for toys my kids love. I have more, but I just want to give you a snapshot of what a board is. Each one of those images you see on there represents a Pin - some I found on my own and some I repinned from other people.

So let me back up and explain it from the very beginning from a branding perspective.

What Is Pinterest?

Pinterest is more than a bookmarking service. Those were places where real people simply bookmarked things they wanted to return to later and marketers paid money to have people link to - nothing really exciting for anyone.

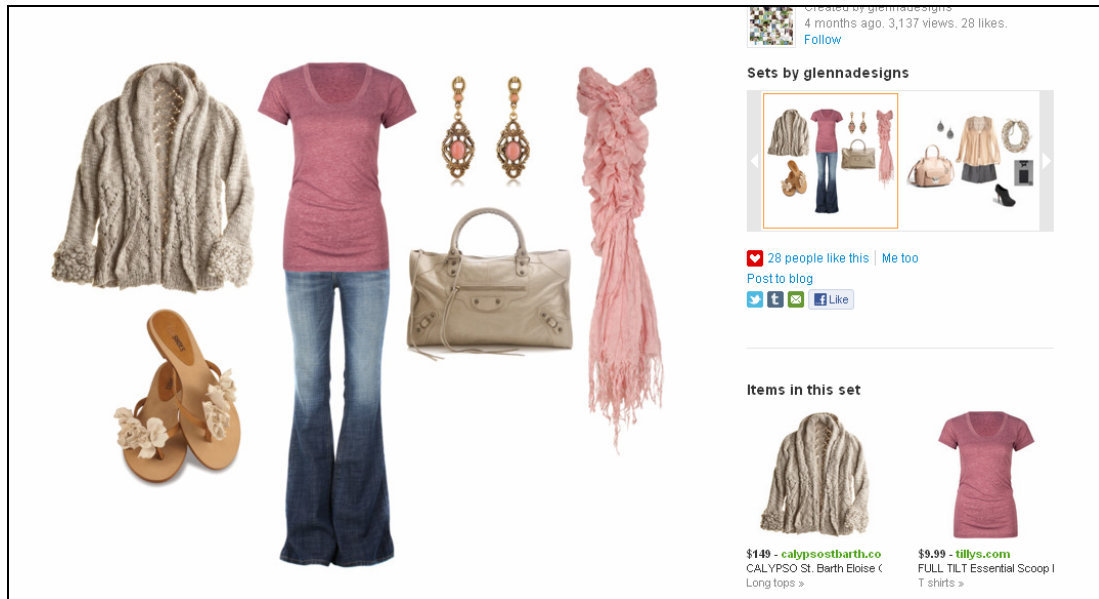
With Pinterest, the whole goal is to show off what you like to other people. Yes, it also lets you come back to it later - which is a big perk, but really it has a big emphasis on sharing and following people on this site.

So let me give you a walk-through example. One thing I see pinned a lot is in the style category. So let's say you have an Amazon Associates blog that promotes clothing for women.

You could put together a page like this:

http://www.polyvore.com/ruffle_ivory_rose_casual_outfit/set?id=37589665

Now notice something on that page - it has ZERO text. They just took images of certain clothing items they felt would go well together. But on the bottom right, there are links to go buy those individual items.



So that above could be your site. (I'd suggest some text too - but that's the relationship marketer in me wanting to inject my personal commentary about the outfit).

Now what happens is, you use your Pinterest account to "Pin" that page on Pinterest.

When it gets Pinned, everyone who follows you can see that board. All that's on the board is the image - and we'll talk about the importance of images in a bit.

But the Pinterest community clicks through on the image to see your original blog. This sends traffic directly to you. Pinterest acts as a funnel for you.

Below the image, there are social marketing methods. You'll see where people comment on the Pin, see who all "Liked" the Pin, and see who Repinned it for you.

You're also given the ability to Like, Tweet, Embed or Email the Pin on the right side. (It can also be reported, so make sure you follow the TOS).

A screenshot of a Pinterest pin interface. At the top, a user named Lauren Snider has pinned a photo of shoes with the caption "Lovin the shoes!". Below this, Cathy Tovarez has pinned a photo with the caption "Love the pink.". To the right of the pin are social media sharing buttons: "Like" (with a count of 1), "Tweet", "Embed", "Email", and "Report Pin". Under the pin, there is a "Likes" section showing a grid of 16 small profile pictures of users who liked the pin, followed by the text "+ 387 more likes". Below the likes, there is a "Repins" section showing two users who have repinned the pin: Shayna Mehner and Cathy Perez Russo, both with the caption "onto My Style".

Now this particular Pin with the clothes has been Repinned over 2,000 times! This is what people see whenever they open up their Pinterest page for the day:

A screenshot of a Pinterest pin for a clothing ensemble. The image shows a collection of items: a beige cardigan, a pink t-shirt, blue jeans, a beige handbag, a pair of brown shoes, a pair of gold earrings, and a pink scarf. Below the image, the text reads "Love it" followed by "403 likes 3 comments 2615 repins". Below this, there are two repins: one by Angel Triplett with the caption "onto My Style" and another by Stacey Salamone with the caption "comfy and stylin! love it!".

Below the Pin snapshot, you'll see how many liked it (403), how many commented on it (3), and how many Repins it garnered (2,615). You see a few below the image - like Angel Triplett Repinned it to her own My Style board.

Stacey Salamone commented that it as "comfy and stylin! love it!"

This type of social proof is great for business and branding. And there's a specific etiquette that Pinterest people are strong-willed about - giving credit to the ORIGINAL blogger whenever you pin something. They WANT you to get credit for something good you share. And yes, they even have a "poster pin" encouraging this etiquette.

You don't even need your own site in some cases. You can create an affiliate from Amazon and promote it right from Pinterest! I'll show you how later. Let's go through a couple more examples from various niches before I show you how to get set up and maximize your use of this site:

A tangible example from the décor niche:



This friend of mine bookmarked a bunch of lighting fixtures she found online so she could buy one (she's rebuilding her home that she lost in the Texas fires this summer) - and get feedback from her friends about them.

Imagine if you ran a tangible affiliate site via Amazon, how you could Pin things you liked and possible make sales?

A possible info product

Here's a lady who runs a low carb diet site - and she has an opt in for her email marketing list on her right sidebar. But on Pinterest, this is all she needs to go viral.

Her logo got pinned, and what I really like is that is has her URL built in - which is great for branding purposes and

getting people to remember your name. As you'll see on the image below, she has had 132 likes, 12 comments and 798 repins.



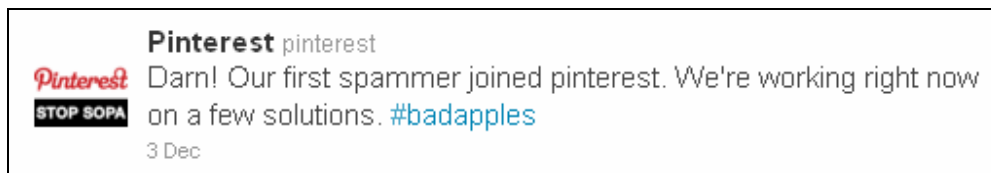
Now I don't think she has a specific info product listed on her site yet, but perhaps she's working on one. Or maybe she promotes it via her email list.

How Can Pinterest Benefit My Brand?

It makes people want to share their interests with others - and it doesn't just get shared on Pinterest. When people Pin things, it usually posts to their Facebook automatically (they can turn this off but most people don't, according to my feed on Facebook).

They can also share it on Twitter or via email, too. My Mom is always Pinning things for me and my kids and sending me the Pin in some viral method.

This is a place for real brands and people to make their products go viral. They're already tuned into the possibility of spam. Look at one of their Tweets here:



So already the bad apples are spoiling it for the rest of us! Don't go there. Keep your Pinterest clean and real - with real sayings, real recipes, and real recommendations to your sites.

I've already seen several Pinterest products and marketing blog posts teaching people how to manipulate the system. Ugh! It's not necessary.

Pinterest isn't against branding your business - they're against Spam. There's a big difference.

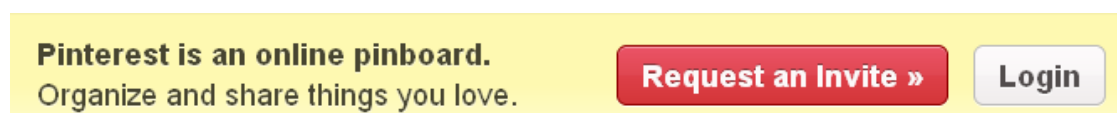
I want you to read this Pinterest traffic success story here:

<http://unskinnyboppy.blogspot.com/2011/11/power-of-pinterest.html>

For those interested in site backlinks, the Pins are currently DO follow, so you get some link juice from those pins and repins. I don't get into all that - I build a formidable following through relationships and being a trusted sharer of information, and I suggest you do the same.

Setting Up Your Pinterest Account

Pinterest is still in Beta, which is perfect for marketers! You have to request an invite like this:



You'll be taken to a page that lets you enter your email address. It notifies you via email whenever you're able to get inside - there's a waiting list, but I don't think it made me wait long (2 days?).

There's also a way to invite friends, so you can send me a message with your email and I'll try to send you an invitation so you don't have to wait. I'm not sure if they limit our invitations - it shows 4 right off the bat, so I'll go through the list as I gain more.

You're going to fill out your profile once you're accepted and include things like your email preferences, website URL if you want to, and a profile picture. I personally wouldn't use my website in here. I want each Pin to stand on its own.

You'll be able to turn on a connection of your Pinterest to Twitter or Facebook and hide it from search engines if you prefer. I wouldn't hide it unless you're doing something you don't want anyone else to see.

Have a Mix of Branding and Personal

I cannot stress this enough. PLEASE do not just create an account to just promote your own stuff. Make this an account where you share everything you like - INCLUDING your own brand!

Here's a list of things I recommend you share:

- Books you've read or want to read
- Recipes you love or want to try
- Sayings you think are cute or so true
- Wish lists of items you'd like or places you want to travel to
- Cleaning tips for specific things, like cleaning a bathroom
- Relationship tips or strategies
- Kitchen products you use or think are cool
- Décor you like - from a wacky light fixture to built in bunk beds
- Funny pictures of things that are just too cute

You'll notice that people have different things they post a lot of. For example, I fall in love with the recipes I want to try. I've baked several of them and subscribed to several blogs where they originated from!



I baked these and my family just about died. They're called slutty brownies - horrid name, I know - but oh so fitting.

They're a mix of chocolate cookies on the bottom layer, topped with double stuff Oreos, and topped even MORE by a layer of brownies. They

were gone as fast as I cut them into pieces.

Why do you want to waste time Pinning real stuff you like? Because that's what Pinterest is all about! It's not about stinking up the place with spam links only. It's about developing friends and followers who like one or more of your interests.

If business only has just been branded into your brain cells for too long, then force yourself to start sharing real stuff. Do it on a schedule if you need to! Like this:

Monday - 1 book I love, 1 product you promote, 1 recipe you want to try (can be a repin)

Tuesday - 1 place you'd love to travel to someday, 1 product you promote, 1 cleaning strategy

Wednesday - 1 cute posterboard saying, 1 product you promote, 1 funny picture you found online



...and so on. I loved that little picture above so I repinned it. I wouldn't start posting a huge list of Pins unless you want people to unfollow you - they like a natural progression - share a little, repin a little, browse a little.

Follow Your Target Audience for Two Reasons

When you're on Pinterest, you can find people who are into what your brand is promoting - and follow them! What happens is they get an email notification (usually) that you followed them.

That also links to your profile, so they can then check out your Pinterest account and see if you're worth following. That's one reason it's important to not just be a spammy marketer - people don't voluntarily follow those, do they?

You can Follow All of a person's boards, or follow certain boards in particular. I like this! But usually, I follow all. If you unfollow someone, they don't get notified. If you click under the person's profile pic where it says Follow, then you'll be following all of their boards. If you go to their boards and click Follow under one board, then you'll just be following that board.

Another great thing about following your niche is that you get to see what they're into. If you're into the wedding niche, for example, follow people who have Pinned wedding stuff - and then you'll see what their tastes are, what issues they're looking to solve, and so on.

For example, when I search "wedding cakes" (without quotes) in the search bar, I get to see that miniature, individual wedding cakes are huge right now - and I also saw a new idea called "organic wedding cake" that might spur a niche product idea in me.

You can also notify your followers and people you're following of certain pins you create by using the @ symbol and choosing their name. You can do this in comments or in the description area when you're pinning something.

Tips to Pin Your Site's Pages

I wouldn't go out and pin 1,500 pages of your site tonight. Nothing screams "spammer" more than too-fast growth. Start out by creating categories for your site.

For example, going with the wedding niche again - let's say you have a wedding blog where you sell a "Weddings on a Budget" eBook and also promote some tangibles on Amazon.

Have categories for wedding cakes, wedding centerpieces, wedding shoes, and budget wedding tips, for example. I would repin some things from other people that you genuinely admire and also pin some things from your site, too - categorizing it carefully.

Encourage others to pin your pages, too!

Pinterest has a [Goodies page](#) where they let you add buttons and banners, but I also installed the Pinterest "Pin It" Button plugin on my WordPress blog so that others can pin my blog posts that speak to them to a board, and then revisit them whenever they want to!

So here's what it looks like on my blog posts now:



You can see the Pin it button with the rest of the social bookmarking options.

Pin Your Videos

Pinning your videos is easy. You simply go to the video on YouTube, grab the URL and click the Add button at the top of the Pinterest site. It will ask you for the URL and it will choose an image from the site.

If it tells you there's no image, you can make a still shot of the video and save it to your computer, then upload it to Pinterest and link the video to it.

G Rated Pins Work Best

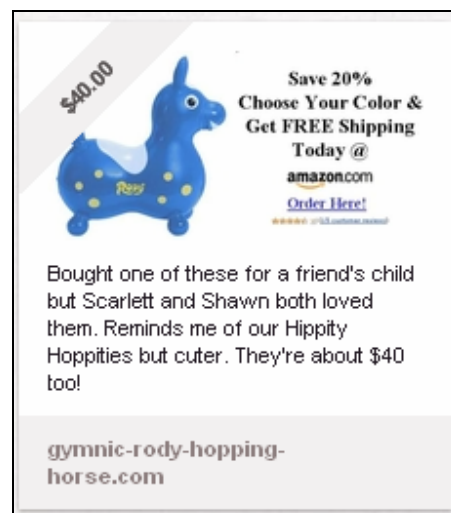
There's been a big movement among Pinterest users to keep the filth off the site - like naked women or the F bomb. Now I went broke trying to use a cussing penalty jar, so that doesn't bother me personally - and some of my repins use bad language - but I don't recommend branding your business this way, unless you don't care and it's appropriate for who you are.

Getting Your Links in the Gifts Section

This one is simple. Right now, all you have to do is add the price in the description! That's it. It will automatically show up in the right gift category, which is separated by amounts, like this:

Gifts ▾
\$1-20
\$20-50
\$50-100
\$100-200
\$200-500
\$500+

When you add the amount, it puts a little diagonal banner across the upper left side of the screen for you. I took one of my toy sites and made a Pin to it (for a product I've actually bought my kids AND bought for my friends' kids), and when I learned this tip, I went in and added the price and it created the banner like this:



Start utilizing Pinterest to help brand your business, products and services in a community that LOVES sharing its special finds!