



## Pinterest Marketing

By Gabriela Taylor

Createspace, United States, 2013. Paperback. Book Condition: New. 201 x 124 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Learn How to Leverage the Power of Visual Marketing If your customers are on Pinterest, you need to be there too! I know: You re too busy running your business or trying to figure out how to market your company on yet another social media site. Pinterest, however, is not just another pretty (digital) face. Pinterest is a snapshot of personality and it also just may be one of the best tools ever invented to increase sales for your business. This site wasn t even conceptualized until 2009; it now has 25 million unique monthly visitors and a valuation of \$2.9 billion as of February 2013--up a cool billion from May 2012. If headlines such as Pinterest Users Spend Way More Money Than Facebook Users haven t gotten your attention, perhaps you ve been busy doing the wrong things to market your business. When a fashion website studied the habits of 50,000 of its shoppers, it found that those clicking over from Pinterest spend an average of \$180, compared to \$85 for those routed from Facebook. The site...



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