

Using Pinterest to Increase Revenue

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Are maximizing web page conversions, driving sales, and increasing revenue important to your business? If so, you need to develop a Pinterest account for your company. Pinterest currently has over 45 million users, a number that is expected to reach 60 million by 2019. Many businessmen may consider Pinterest a social media outlet "for girls," merely for sharing the latest fad diet or an awesome pair of shoes. While many current Pinterest users are female, the outlet is experiencing a major shift. More than half of new Pinterest users are male. Pinterest provides many opportunities to connect with your customers, both male and female.

Pinterest is an excellent tool to maximize web page conversions. Pinterest offers businesses a unique way to share bits of their website and online activity through easy-to-share graphics and links. According to Social Media Today, "Conversion rates for Pinterest traffic are 50% higher than conversion rates from other traffic" (Polard, G).

Leading potential customers back to your website is an ideal method to introduce them to your business' products and services. You can also create pins featuring your products, leading directly to your e-commerce web page. Considering "Pinterest buyers spend more money, more often, on more items than any of the other top 5 social media sites" (Polard, G., Social Media Today), using Pinterest to share your products or awesome content related to your business is an excellent way to sell what you offer.

Not surprisingly, Pinterest generates more revenue per click than both Twitter and Facebook (Polard, G., Social Media Today), which is especially important given the prominence of cost-per-click campaigns in the paid digital advertising world. Pinterest offers promoted pins, which are pins that you create a pay to increase their reach.

Given that the Pinterest user base is rapidly increasing and, compared to other social media outlets' users, more interested in making purchases, it's incredibly beneficial for your businesses to invest some time and energy into developing a Pinterest account and a solid strategy.



WHY PINTEREST?

47 MILLION
PEOPLE ARE ON PINTEREST

WITH AN
EXPECTED
INCREASE TO
60 MILLION
USERS BY 2019



PINTEREST GENERATES
4X

MORE REVENUE

THAN TWITTER AND 27% MORE THAN FACEBOOK

PINTEREST USERS SPEND

MORE MONEY

MORE OFTEN

on

MORE ITEMS

ARE YOU ON

PINTEREST?



THIS INFORMATION CAME FROM SOCIAL MEDIA EXAMINER AND SOCIAL MEDIA TODAY.