



Pinterest Marketing: An Hour a Day

By Jennifer Evans Cario

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This comprehensive guide empowers businesses and marketers to craft, implement measure and optimize a successful pinterest marketing plan. The first chapters lay an important foundation and explore what factors make pinterest unique and so appealing that it's become the fastest growing website ever. The book then gets readers up to speed on pinterest's fundamentals, showing readers how to set up an account, curate winning content, find followers and track and monitor pinterest traffic. Table of contents: understanding pinterest who uses pinterest for marketing and why? what makes pinterest valuable? week 1: set up a pinterest account week 2: curating content with pinterest week 3: find and attract followers week 4: purposely propagating pins on pinterest week 5: track and monitor pinterest traffic week 6: developing a successful pinterest strategy week 7: leveraging boards for better reach week 8: using pinterest to attract traffic week 9: using pinterest to engage with fans week 10: pinterest marketing through contests week 11: measure and refine your strategy the future of pinterest marketing appendix 1: pinterest marketing resources appendix 2: pinterest tips from top marketers

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