HOW TO

OPTIMIZE AND MEASURE YOUR PINTEREST BUSINESS ACCOUNT

Step-by-Step Instructions on How to Optimize Your Pinterest Presence for Pinterest Marketing Success
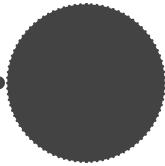
IS THIS BOOK RIGHT FOR ME?

Not quite sure if this ebook is right for you? See the below description to determine if your level matches the content you are about to read.

INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. Check out our introductory ebook, How to Use Pinterest for Business, to learn the rudiments of Pinterest.

INTERMEDIATE   *This ebook!*

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.

ADVANCED

Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

Share This Ebook!

WWW.HUBSPOT.COM

HUBSPOT'S ALL-IN-ONE MARKETING SOFTWARE

HubSpot brings your whole marketing world together in one, powerful, integrated system.

- √ **Get Found:** Help prospects find you online
- √ **Convert:** Nurture your leads and drive conversions
- √ **Analyze:** Measure and improve your marketing.
- √ **More:** See marketplace for apps and integrations
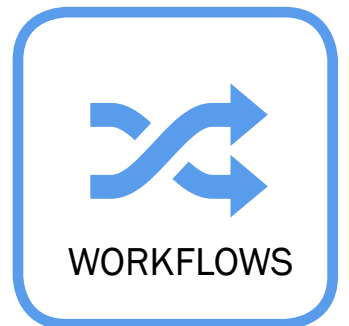
Request A Demo   **Video Overview**

CONTACTS DATABASE

SOCIAL CONTACTS

EMAIL MARKETING

WORKFLOWS

SMART FIELDS

ANALYTICS

Share This Ebook!

WWW.HUBSPOT.COM

HOW TO OPTIMIZE AND MEASURE YOUR PINTEREST BUSINESS ACCOUNT

By Brittany Leaning

Brittany Leaning is HubSpot's Social Media Manager. She is responsible for creating, managing, measuring, and scaling organic social media efforts across HubSpot's various accounts in order to generate leads and grow reach. Brittany is also a regular contributor to HubSpot's award winning Internet Marketing Blog, where she writes about various inbound marketing topics.

FOLLOW ME ON TWITTER
@BLEANING

Share This Ebook!

CONTENTS

Introduction

A few months back, Pinterest rocked marketer's world by releasing business accounts. Now, they've rolled out free analytics for those accounts.

Hallelujah. But why is this important? Here's a fun stat from comScore that might sway you: **Pinterest buyers spend more money, more often, and on more items than any of the other top five social media sites.**

For this reason and more, we've put together this ebook that will dive into how you can set up your business account, optimize it, and measure the success of it.
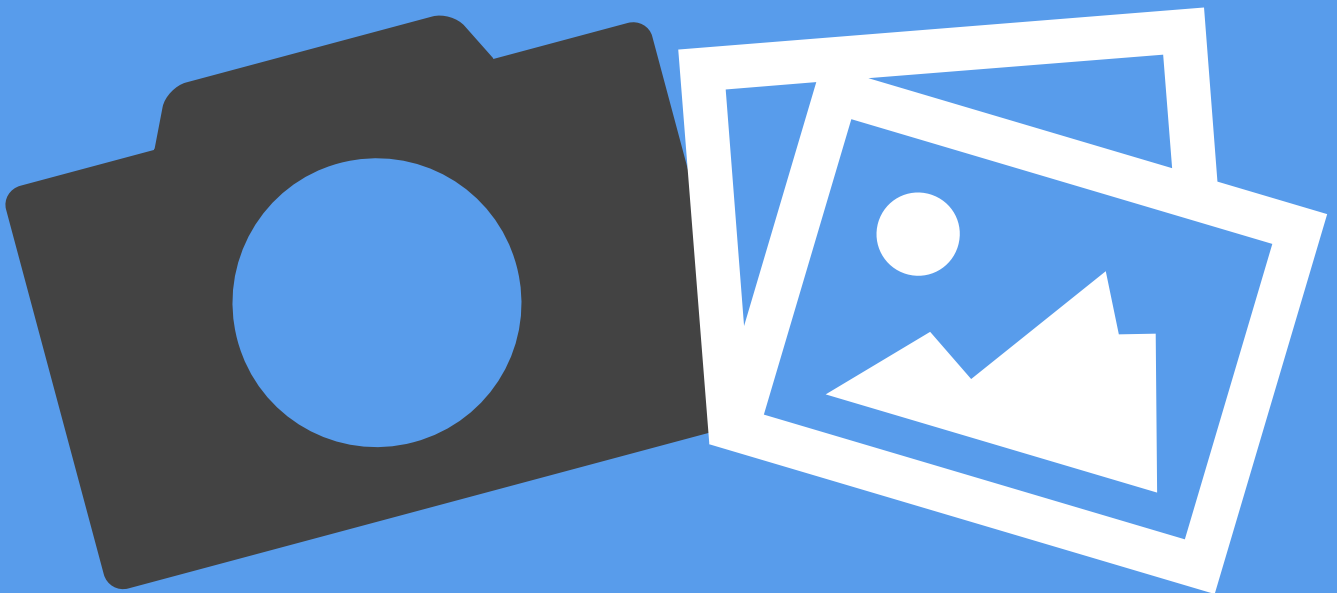
HOW TO CONVERT YOUR PERSONAL PINTEREST ACCOUNT INTO A BUSINESS ACCOUNT

1 Step 1: Convert Your Account

Go to business.pinterest.com, and click the red 'Join as a Business' button.
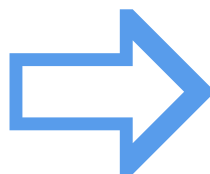
2 Step 2: Input Basic Information

Next, select your 'Business Type,' and update your 'Contact Name,' and 'Email Address,' if necessary.

Convert to Business Account

Business Type	Choose a business type...
	Professional (e.g., photographer, blogger, designer)
	Public Figure (e.g., politician, athlete, musician, actor)
Contact Name	Media (e.g., magazine, newspaper, tv news)
	Brand (e.g., Coca-cola, SF 49ers, Grey Poupon)
	Retailer (e.g., Anthropologie, Pottery Barn)
Email Address	Online Marketplace (e.g., Etsy, Amazon)
	Local Business (e.g., restaurant, boutique)
PROFILE INFO (	Institution/Non-profit (e.g., Smithsonian, MoMa)
	Other

Business Name

Pinterest also guides you through the 'Business Type' choice that's most appropriate for you by providing parenthetical examples next to each type. Also note that the 'Contact Name' can be anyone -- it's not publicly shown. For your email address, you should use a company email address if you aren't already so it's not tied to any one employees' personal email address.

Step 3: Profile Info

Still on the same page, fill out the next section, 'Profile Info.'

Profile Info (shown publicly)

Business Name	HubSpot	How you will appear on Pinterest
Username	http://pinterest.com/ HubSpot	
About		160 characters remaining
Website		ex: yourwebsite.com

None of this needs to change unless you didn't fill it out when you first set up your account, or you want to make edits. All of this is publicly displayed on your Pinterest profile right now, and it will not appear any differently on your new business account.

4 Step 4: Agree

Scroll down to the 'Agreement' section, and read the agreement.

Then, agree to it.

Once you've accepted Pinterest's terms by checking the check box, the 'Convert Account' button will turn red, and you can press it to change your former personal Pinterest account into a business account!

Voila! That's it -- You're done.
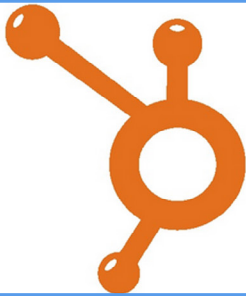
HOW TO VERIFY YOUR WEBSITE

HubSpot

HubSpot is All-in-One Marketing Software that brings your whole marketing world together in one powerful, integrated system. We also like to have some fun!

✓ www.HubSpot.com/   🐦 📍 Cambridge, MA

In a nutshell, this feature lets you highlight your full website URL on your business account, and is intended to let other pinners learn more about the people they're following on Pinterest. When you have successfully verified your website, you will see a checkmark next to your domain in search results and on your profile.

So let's walk you through how to verify your website, because although the feature is pretty straightforward, the process gets a little sticky if you're not super tech savvy.

Step 1: List Your Website

Log in to your Pinterest account, and go to 'Settings.' Check to ensure you've listed your website here before clicking the 'Verify Website' button.
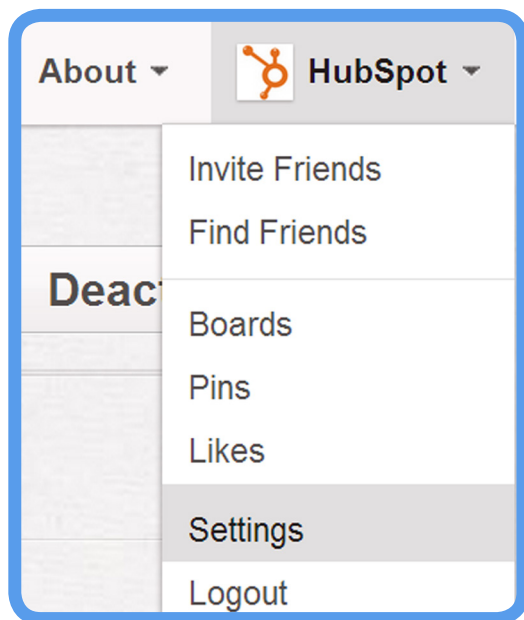
Note that Pinterest only supports verification for top-level domains, like www.hubspot. com, or www.yourcompany.biz. Also, if you're an ecommerce business who uses sites like Etsy, Shopify, or eBay as your main site, you won't be able to verify your website on Pinterest at this time because they don't allow you to upload HTML files -- a key step in this process which we'll cover in Step 3.

Similarly, certain content management systems, HubSpot's included, won't let you add a file to the root folder, meaning verification isn't possible at this time. Pinterest IS working on a solution to this, though -- verification through meta tags -- so stay tuned.

Share This Ebook!

2 Step 2: Download HTML Verification

Download the HTML verification file and follow Pinterest's instructions (don't worry, we'll show you how).

1. **Download the HTML verification file** (pinterest-732b4.html).

2. Upload this file to your web server (hubspot.com).

3. **Click here** to complete the process.

Click the bold 'Download the HTML verification file' to download the file, which will take you to a confirmation screen. When you click 'Go To Pinterest,' you'll end up back on the 'Download HTML verification file' screen and may continue on to the next step from there.

Looking good! You are ready to return to the verification page and complete the process.

Go To Pinterest

Share This Ebook!

Step 3: Upload

This step is a bit strange. You'll have to upload that file you just downloaded to your web server.

Be sure not to upload the file to a subfolder, or Pinterest won't be able to find it. If this is confusing to you, find your office techie with access to your server, and he or she will be able to do this in a matter of minutes.
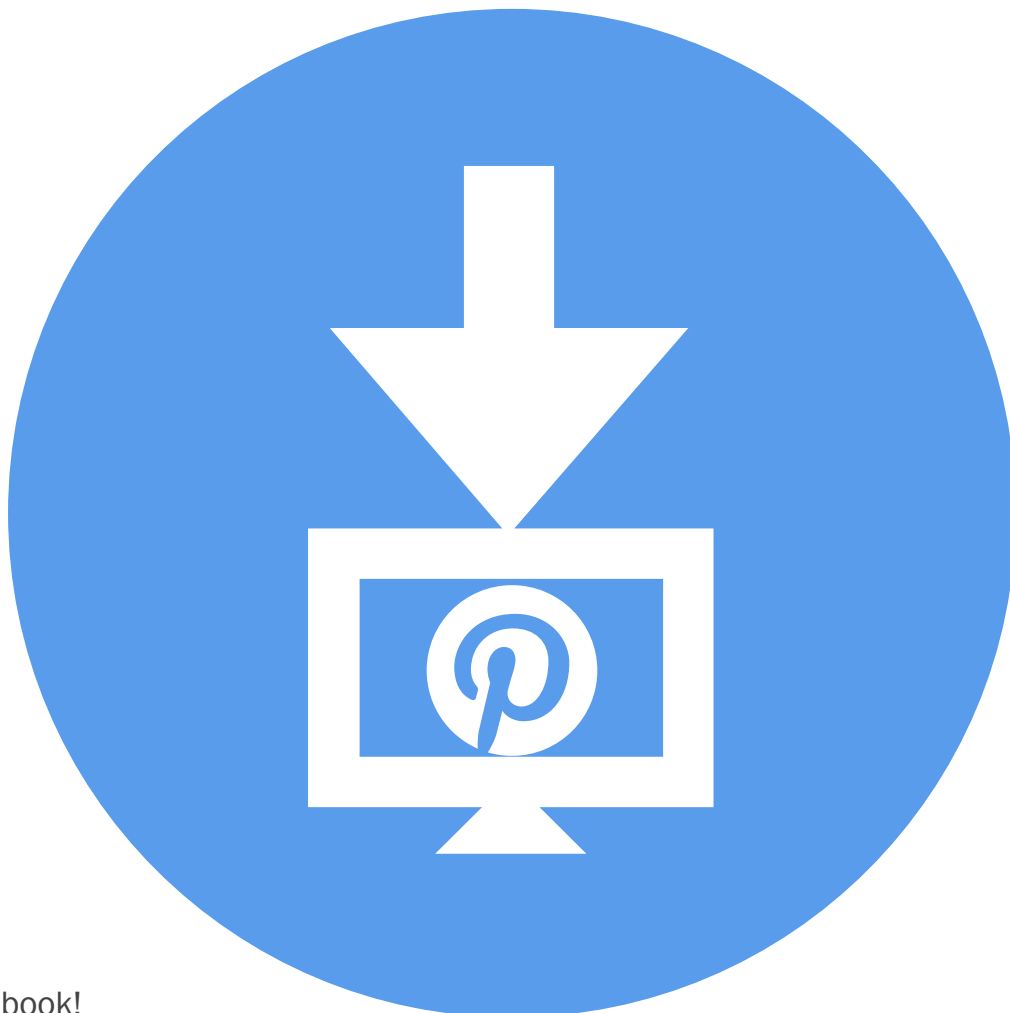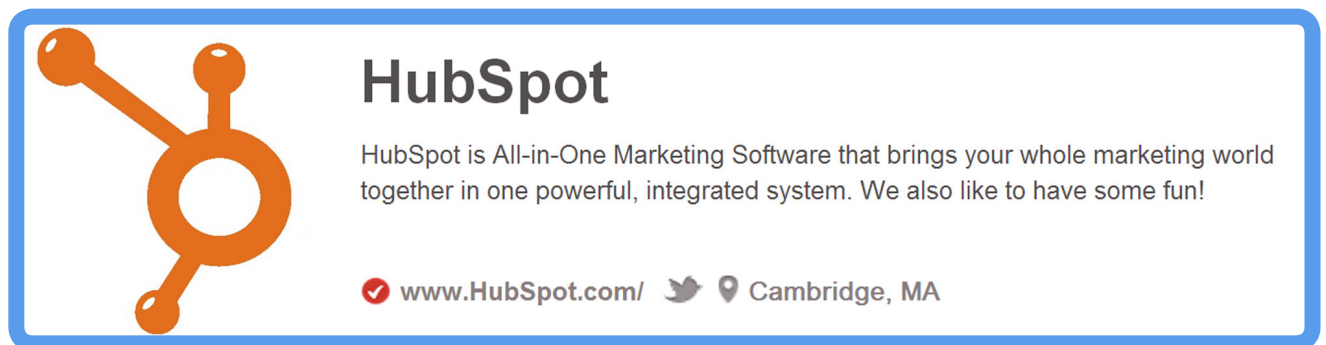
Step 4: Complete

Complete the process by clicking the bold 'Click here' text you see on the verification screen.

Pinterest will then check your website for the HTML file they gave you, and verify it. You'll see a success message once the process has completed. Now, your Pinterest Business Page will look like this:

HubSpot

HubSpot is All-in-One Marketing Software that brings your whole marketing world together in one powerful, integrated system. We also like to have some fun!

www.HubSpot.com/　🐦 📍 Cambridge, MA

HOW TO VERIFY YOUR WEBSITE IF YOU USE HUBSPOT'S CMS

For HubSpot customers whose website is on the HubSpot CMS, the process is slightly different.

Here's how to verify your website with HubSpot:

1   Log in to your Pinterest Account and go to Settings>Profile>Website.

2   Click on the 'Verify Website' button to the right.

3   Download your HTML verification file. (Hint: It should look something like this: pinterest-xxxxxx.html)

Share This Ebook!

4 Upload this file in your HubSpot portal in the File Manager.

5 Navigate to the Page Manager, and create a new page.

6 Change the URL of your new page to include your Pinterest HTML file (For example: www.hubspot.com/pinterest-xxxxxx.html)

7 Go back to the File Manager and click 'View/Edit.' Copy your Pinterest verification file's HTML.

8 Return to your page with the Pinterest HTML file in the URL, and create a new HTML Module.

9 Paste the HTML you copied in the File Manager into the module, and click the 'Go to Pinterest' button after you enter it.

Share This Ebook!

WWW.HUBSPOT.COM
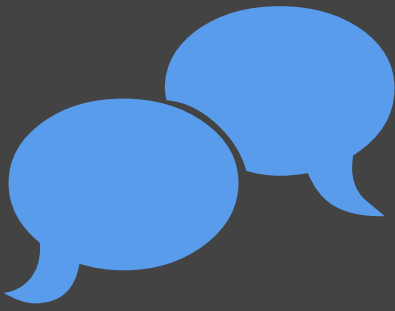
TURN SOCIAL MEDIA INTO A POWERFUL CHANNEL

Are you tracking every social interaction you have with your leads? HubSpot not only lets you track every click on a link in a social message, it also lets you use that data to segment leads and trigger emails. Welcome to the first social media tracking system of its kind.
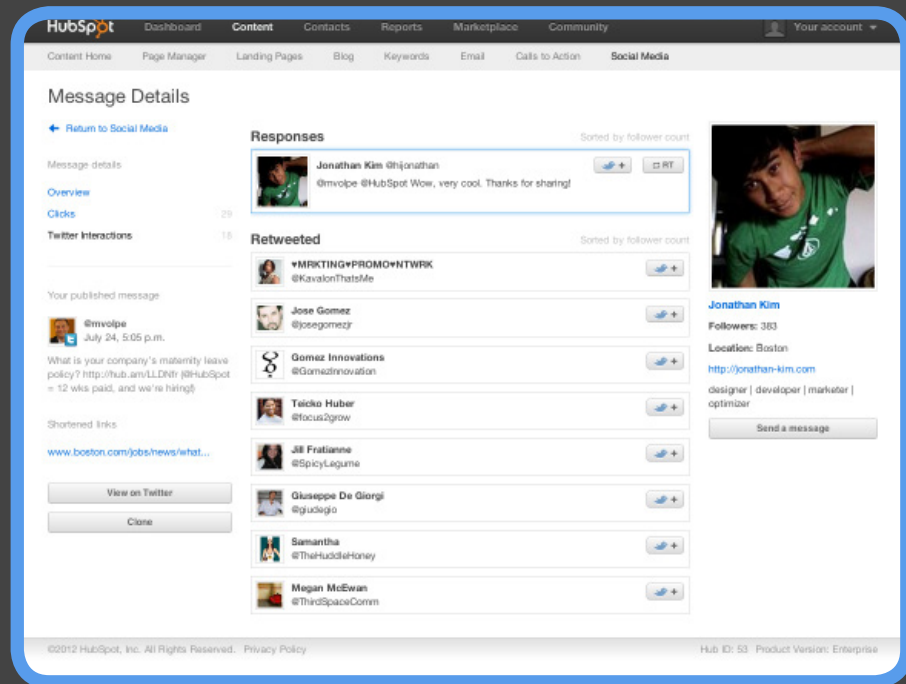
REQUEST A DEMO   **READ MORE**

✔ **Lookup:** Automatically look up social information for your leads.

✔ **Listen:** Listen to chatter and track clicks on all of your social posts.

✔ **Segment:** Segment your leads based on the social activity.

✔ **Trigger:** Trigger emails, update profile information, and adjust your lists based on social interactions.

10 TIPS FOR OPTIMIZING PINTEREST FOR SEARCH (SEO)

10 Tips to Optimize Pinterest for Search

Once viewed as a niche player in the social space, Pinterest has become one of the fastest growing social networks ever, harnessing both an increased user base, and its exponential growth as a referring site, to become a considerable force in the marketing world.

Equally important for businesses to consider is the buying power behind Pinterest: Pinterest users purchase items more often and in greater quantities, spend more money, and shop more frequently than any other social network. So if your initial trial of using Pinterest for business has yielded positive results, and you think Pinterest is a viable social media marketing platform for your business, you know what the next step is, right? Optimization!

To get you started, this chapter outlines 10 great tips to optimize your business' Pinterest presence for search.

1 Choose an Optimized Company Username

Pinterest launched Pinterest business accounts in November 2012, which made registering for a business account (or converting a personal account into a business account, as we've mentioned) easy and painless. Going the "business" route also makes it easier to verify your website, add links to your Twitter and Facebook accounts, and add Pinterest buttons and widgets to your company site or blog -- which we describe in the next chapter.

The first step in optimizing your Pinterest business account for search is to choose a straightforward username. While there is no character limit in the company description field, usernames are confined to 15 characters. As you can see below, usernames are also displayed as the Pinterest account header. If your full company name fits -- fantastic. But if it doesn't, choose something memorable, keyword-conscious, easy to spell, and clearly associated with your business.

For example, The New York Times has amassed over 44,000 followers using the username "NYTimes," while Martha Stewart Weddings in the Middle East chose "MSWeddingsME" to differentiate itself from other Martha Stewart properties, while still capitalizing on search traffic for weddings.

2 Optimize Your Account's 'About' Section

The Pinterest 'About' section provides you with 200 characters of prime keyword real estate, so use this space wisely. In addition to being descriptive and keyword-sensitive, your 'About' section should also be simple, succinct, and specific. Two hundred characters is plenty of space for a keyword-rich overview that covers the who, what, and where of what you do, so use it smartly. Don't forget to add your website URL in the space provided.

Edit Profile

Business Name	HubSpot
Username	http://pinterest.com/ hubspot
About You	HubSpot is All-in-One Marketing Software that brings your whole marketing world together in one powerful, integrated system.
Location	Cambridge, MA
Website	http://www.hubspot.com/

Visit **Account Settings** to change your password, email address, and Facebook and Twitter settings.

Cancel | **Save Profile**

3 Include Links Back to Your Website

Pinterest re-pin links used to be "dofollow" links. However, last year Pinterest standardized their practices with other social networks in the space, and adopted "nofollow" links. In other words, Pinterest links do not pass any SEO authority. Even if those these links won't give you any extra SEO oomph, we still recommend optimizing for user experience and brand awareness.

Always include a reference link back to your website with your pins. If you re-pin a post that features your content or products, edit the description to include a full link. (Pinterest is known to mark pins containing shortened links as spam, so don't use a URL shortener for these links.) Including a link back to your website will not only reinforce that the image is associated with your brand, but it will also open up a direct pathway to purchase your product or learn more about your services.

On Pinterest, links provide a next step for pinners -- they can find an image they loved enough, and click, re-pin, Like, or comment on it. Use links to shorten the distance between the pin and the content/product, so you can improve the experience of your users and eventually drive more traffic and awareness to your site -- social signals that search engines may end up picking up on in their algorithms over time.
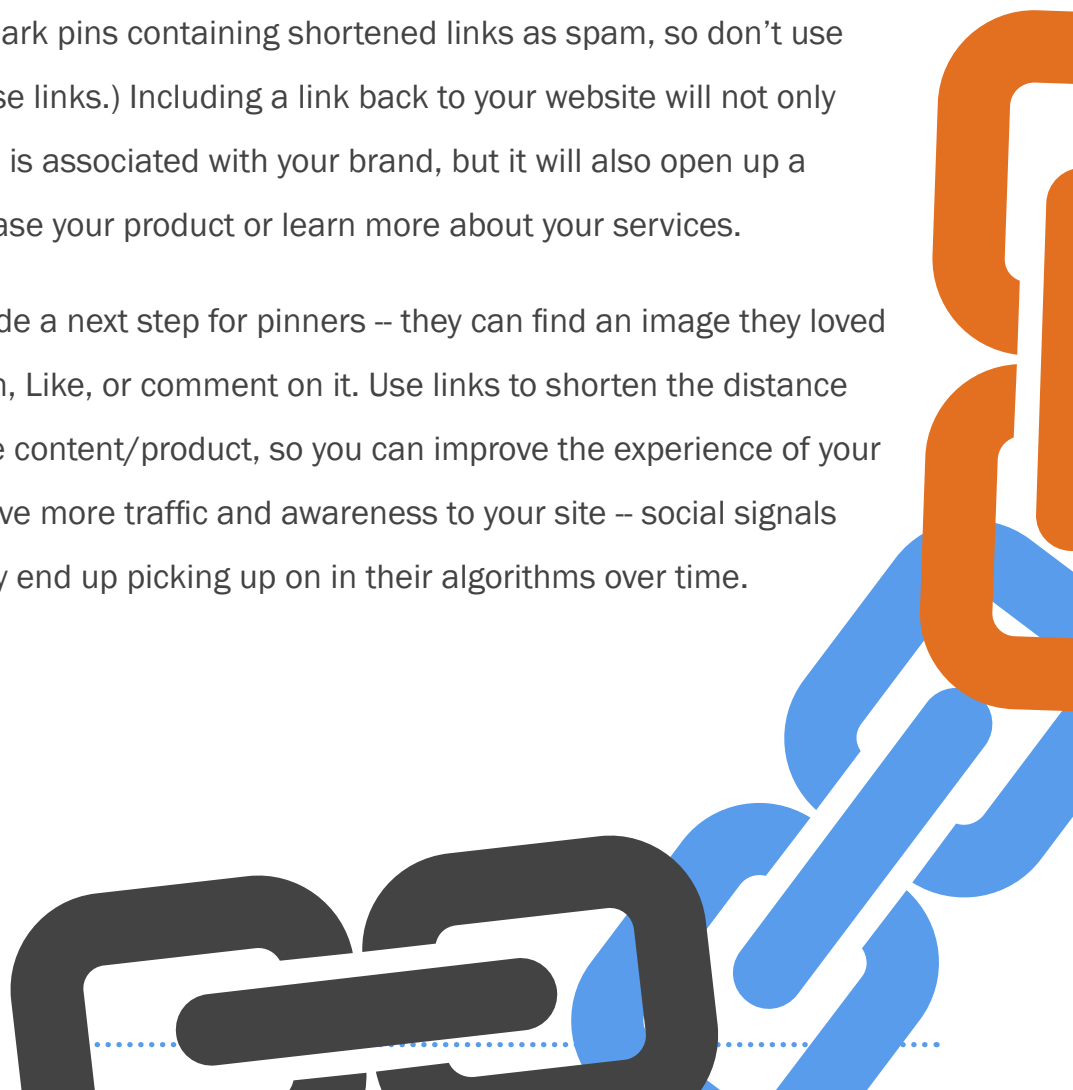
4   Differentiate Your Pinboard

By default, Pinterest offers some general pinboard options to get users thinking about how to bucket and organize their pins into different boards. For businesses, however, getting more specific and unique in your board descriptions is critical to helping you get found on Pinterest. According to a study by RJ Metrics, **more than 3% of pinboards are titled "For the Home," followed by "My Style" and "Products I Love,"** all three of which are default board names recommended by Pinterest

Break through the pinboard name clutter and be specific and keyword-conscious in the selection of your board names. If you're an interior designer, replace "For the Home" with "Modern Kitchens" or "Children's Bedrooms" so that potential search terms align more closely with what end users might be looking for. Thoughtful board names will help you stand out from the massive clutter of default -- or just plain unoriginal -- board names.

> **More than 3% of pinboards are titled "For the Home," followed by "My Style" and "Products I Love."**
>
> -RJ Metrics

5 Speak Your Customer's Language

Pinterest is not a place to play inside baseball and use expressions that are unique to your company. Your 'About' sections and board names should all be optimized using terms your target customers and buyer personas actually use in their everyday lives.

Being relevant on Pinterest means understanding what your customer is looking for, what he or she is most interested in buying or pinning, and what related industries or topics the pinner might be seeking out. Your boards should not feel like an advertising board for your products; instead, it should feel like a comfortable space that's curated around the style, needs, and lifestyle of your potential clients.

Consider your customers' buying habits, average age, and lifestyle, and build your pinning strategy around their terminology, interests, and potential search terms.

For example, if you're a real estate broker, Pinterest is a great place to pin images or videos with helpful tips for buying a home, but it's also a great place to showcase your knowledge of your local community. Boards featuring local schools, attractions, restaurants, and parks will help potential customers understand the markets where you sell, and build trust that you understand their needs. Create authentic boards that connect to your clients and how they live, and use terminology that is straightforward and relatable. The search engines, your audience, and Pinterest will thank you for it.

Share This Ebook!

6 Use Your Pins' Descriptions Wisely

The biggest opportunity for text-based content on Pinterest is the description area for each individual pin. You get 500 characters to describe each pin, and people pay attention. HubSpot Social Media Scientist Dan Zarrella researched 11,000 pins and found that the most re-pinned and commented on items were accompanied by descriptions ranging from 200-310 words.

Effect of Description Length on Repins

Takeaway: **Descriptions about 200 characters long are the most repinnable.**
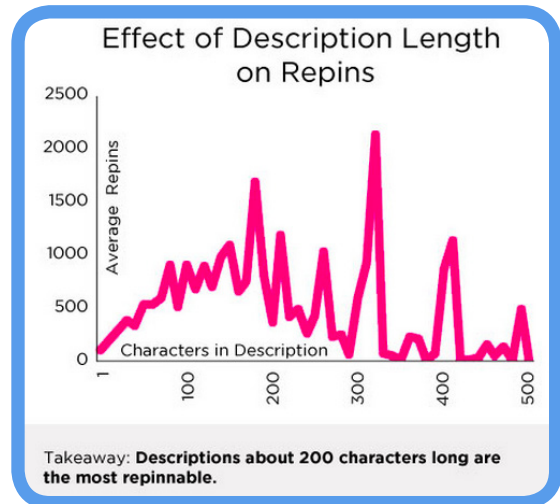
Knowing that, don't be shy about describing your pins. Include terms that your users will relate to and use on their own, add links to the original product or content, and consider adding instructions on product usage or care. The great balancing act with descriptions is ensuring that you do that, while also including SEO-relevant keywords, relatable context, and easy-to-follow links to the content featured in the post.

One of the single biggest mistakes companies make on Pinterest is being lazy about their pins' descriptions. Ignoring the descriptions altogether, using language that your customers don't understand, linking to irrelevant content (or not linking out at all), or just repeating keywords over and over again is a great way to get lost in the SEO shuffle. Instead, focus on creating remarkable descriptions that help you stand out from the pack.

Share This Ebook!

7 Make Sure Images Have Descriptive Names

Given that Pinterest is a highly visual platform, using interesting imagery, and then formatting and naming these images correctly, can have a significant impact on both the success of your boards and the success of individual pins themselves.

Many companies make the mistake of uploading photos using their default names. For example, an image named "1.13.13ShootImage722.jpg" doesn't help you at all in search, while a clearly named "Boston-townhouse.jpg" can help a search engine decipher what your image is about much more easily. Similarly, if you pin an image from your website, make sure that image has clear alt text associated with it. The same pin descriptions rules apply here: Use naming conventions your customers will identify with. If a product you're pinning has an obscure name, isn't broadly known or intuitive, skip it in favor of a potential keyword search term.

Make an effort to optimize your images sizing for Pinterest. While Pinterest does not place any restrictions on the height of an image, it does constrict the width of images to 554 pixels. Dan Zarrella's analysis shows that **taller images are more re-pinnable** -- likely because they take up more space in users' Pinterest feeds -- so use that to your advantage.

8 Incorporate Hashtags

Hashtags are no longer just for Twitter. In fact, hashtags on Pinterest not only allow you to organize pins by a specific theme or campaign, but they also make your pins a lot more searchable.

For example, Rollins College in Winter Park, Florida knows that wedding planning is one of the most common uses of Pinterest. As a result, pins on their "Weddings @ Rollins" board, which includes photos of alumni getting married in various locations throughout campus, are organized using hashtags such as #RollinsCollege, #KnowlesChapel, and #WinterPark to ensure that brides searching by city, college, or a specific destination on campus can easily find images of their potential venue.

This maximizes awareness of Rollins College's wedding venue offerings, while staying top of mind for brides searching for those terms. And these integrated efforts have definitely paid off: The Weddings @ Rollins board ranks on the first page of a

Front door of #KnowlesChapel Memorial Chapel at #RollinsCollege

Google search alongside its homepage for the search term "florida wedding rollins", giving engaged couples great visual content to drive interest and purchase intent as they plan their weddings.
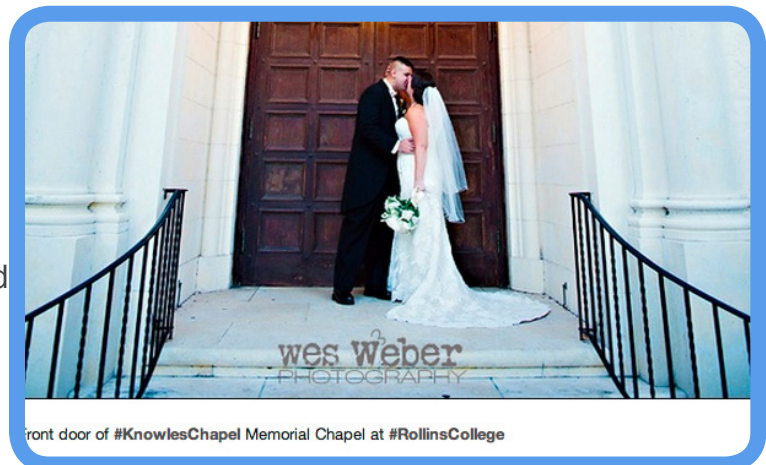
9 Leverage the Long Tail

The long tail success of big brands like Amazon, Google, and Netflix, has taught us that this isn't just a niche strategy for small businesses. Take a page out of their books when you put your pins' descriptions together. According to Repinly, **food and drink still represent more than 11% of all pins,** so if you're trying to get found by pins about chocolate chip cookies or wine, for example, writing a short, literal description of your pin is not going to help you stand out from the universe of wine pins out there. Instead, identify niche, long-tail terms that your customers might pin around, and get more granular with your descriptions.

To help you master the long tail, consider adding your location, product use case details, or the audience you'd like to target.

When it comes to descriptions, think about long-tail keywords for your business and industry. Identify keywords that are slightly more specific than "chocolate chip cookies" or "insurance companies" to help people find you more readily, and to help you stand out from the crowd in search results. For more information about the long tail, check out our ultimate guide for mastering long-tail search.
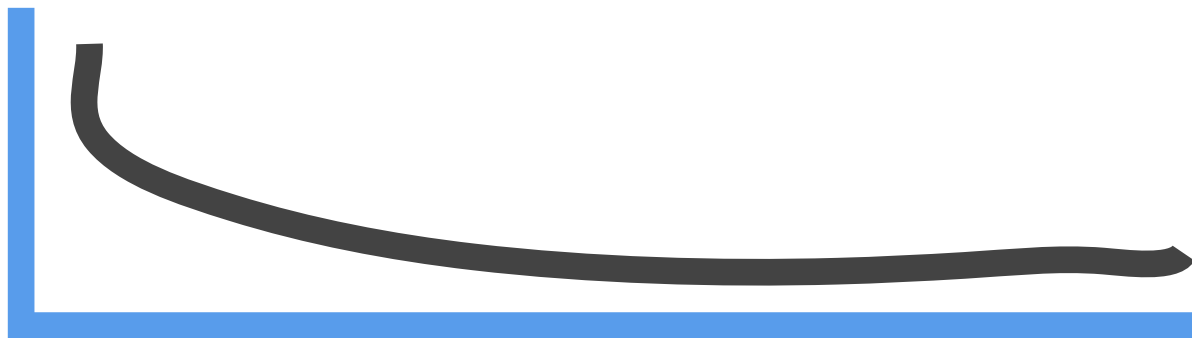
10 "Pinjack" Relevant Search Terms and Images

Although the number and engagement of male users on Pinterest is growing, Pinterest's core user base demographics skew toward female users, so "pinjacking" trends and events relevant to avid (female) pinners can be a great way to increase your organic search. For example, one of the top organic Google search results for "DIY Halloween Costumes" comes not from Walmart, Target, or some costume shop, but from Goodwill Industries of Western Michigan.
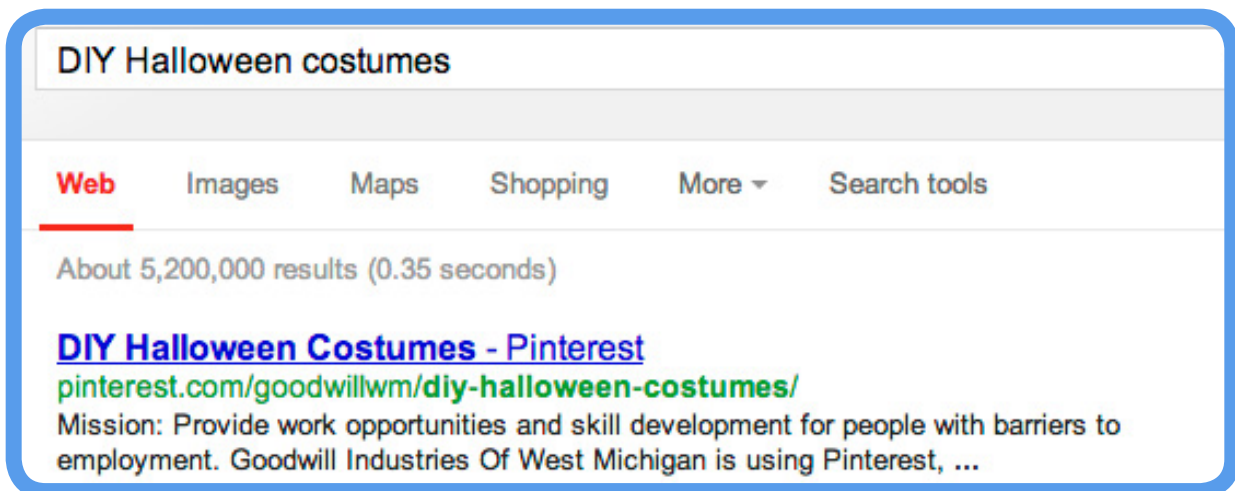
By combining highly shareable imagery from other highly trafficked sites, trendy costumes, and great board descriptions, Goodwill Industries has managed to improve its overall online presence and increase visibility outside of traditional terms like "Goodwill locations" or "shopping at Goodwill" by taking advantage of pinjack-able trends (think newjacking, but for Pinterest!) and timing around Halloween to maximize their online awareness and traffic.

HOW TO ADD PINTEREST BUTTONS & WIDGETS TO YOUR SITE

The Four Pinterest Widgets:

1. Pin It Button

2. Follow Button

3. Profile Widget

4. Board Widget

This section will teach you what these buttons and widgets are, why they're useful, and how to create the embed code you need to make them appear on your website. The code for all of these buttons and widgets can be generated on Pinterest's Widget Builder page.

1 Pin It Button

The Pin It button lets people pin an item from your website to Pinterest. It will help site visitors share your site's visual content more easily on Pinterest.

To create the button, select if you'd like the pin count number to appear above or beside your Pin It button, or not at all.

Then select whether you want the button to appear by just one image, or by all images on your website. If you've selected all images on your website, then you're done, and Pinterest will generate the embed code for you to copy and paste into your site HTML.

If you selected just one image, insert the page URL that image appears on, the image URL (right click on the image, select 'View Image Info,' and copy and paste the URL under the 'Location' field), and write a short description of the image.

Then, Pinterest will generate your embed code to copy and paste into your site HTML wherever you want the button to appear. We used this button in a recent blog post for an image we thought was particularly pin-worthy.

2 Follow Button

The Pinterest 'Follow' button lets site visitors follow your business on Pinterest, and it helps you grow your social reach.

To get the embed code for your website, simply enter your Pinterest user URL and name, and copy and paste the embed code Pinterest delivers into your site HTML wherever you want the button to appear.

Follow button: Invite people to follow you on Pinterest from your website.

Pinterest User URL: http://pinterest.com/pinterest/

Full Name: Pinterest

Preview

3 Profile Widget

Pinterest's 'Profile' widget lets you show up to 30 of your latest pins anywhere on your website.

It's valuable to businesses trying to grow their Pinterest following, and need to display the value of their Pinterest account to their site visitors to do so.

To generate the embed code for your own 'Profile' widget, simply insert your user URL, which will then pull in the 30 most recent pins from the URL. Copy and paste the embed code Pinterest delivers into your site HTML in the location you want this board to appear.

4 Board Widget

Pinterest's 'Board' widget lets you show up to 30 of your favorite board's latest pins.

It's useful if there's one board in particular that will appeal to visitors of a particular page or section of your site, giving you more targeted content options.

To generate the embed code for your own 'Board' widget, simply insert the URL of the Pinterest board you'd like to display on your site. Pinterest will generate the embed code you need, which you can copy and paste into your site's HTML wherever you want that board to appear.

PINTEREST'S RESOURCES & DOCUMENTATION

Pinterest has an arsenal of resources and documentation on pinterest.business.com that marketers can and should reference. Here are the most important ones:

Business-Speficic Terms of Service (TOS):

Instead of having one giant TOS for personal and business accounts, this new TOS is written specifically for businesses using Pinterest for marketing.

Case Studies:

Pinterest has released five case studies from companies using Pinterest well: Allrecipes, Etsy, Jetsetter, Organized Interiors, and Petplan. These case studies state the business' goal so you can find the case study that best aligns with your Pinterest strategy, and highlights the things these companies are best at, like engaging their audience, using group boards, or driving referral traffic.

What Works:

Pinterest has compiled brief best practices in a section called "What Works" to help get you up to speed on how to tell your brand's story, build a Pinterest community, send traffic to your site, and improve your Pinterest presence.

Buttons and Widgets:

Pinterest has released some new widgets -- a Profile Widget and a Board Widget -- that they've explained how to use along with their other sharing and follow buttons in their technical documentation section. Refer back to Chapter 3 for more information on how to create and use the embed code for these buttons and widgets.
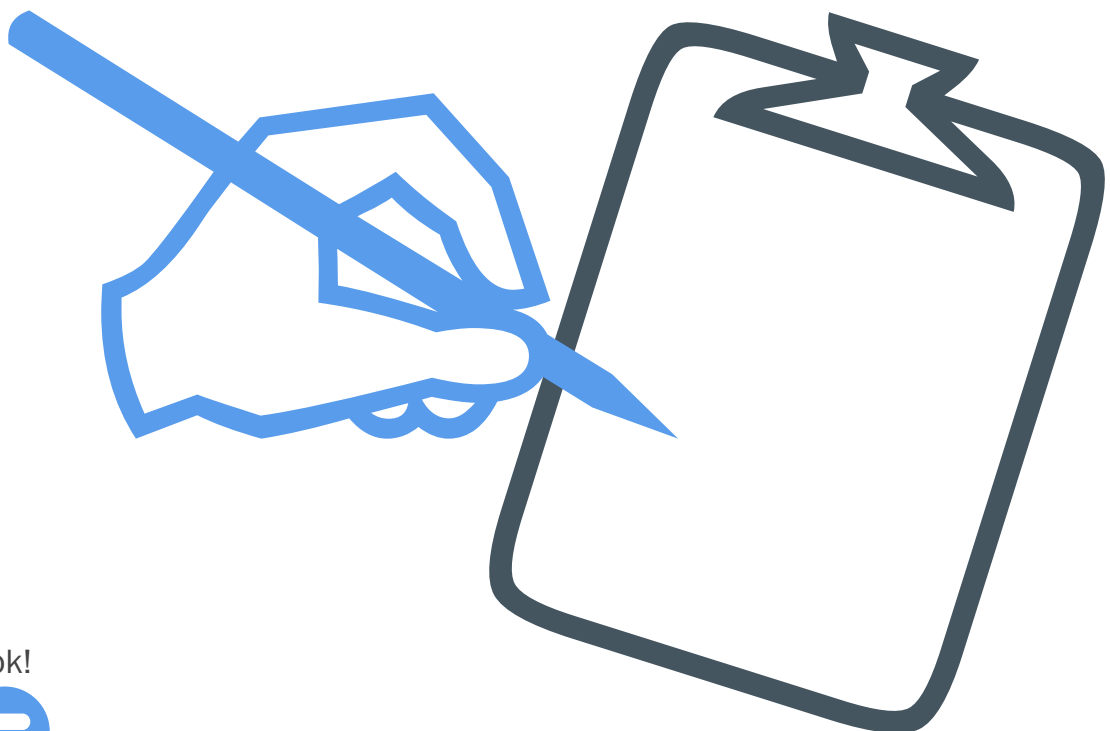
HOW TO MEASURE PINTEREST MARKETING SUCCESS

The Two Most Important Measures of Pinterest Success

When it comes to measuring your Pinterest success, look at two avenues:

1   How You Pinterest Account is Performing on Pinterest

You want to understand how your actual business account is performing on Pinterest itself. This will provide insights into how well your strategy is performing in terms of engagement, following growth, and overall reach.

2   How Your Pinterest Account is Contributing to Your Overall Marketing

Just as important as your success on Pinterest is how well you integrate your Pinterest efforts with your overall marketing. As we say time and time again, none of your marketing efforts should live in a silo. Understanding the role Pinterest's plays in your marketing strategy can illustrate how many visitors, leads, and ultimately, customers Pinterest is driving for your business. This will help make decisions on how to allocate your budgets and resources to Pinterest compared with other channels.

How to Measure the Success of Your Pinterest Presence

As we mentioned above, Pinterest has finally given the world analytics, completely free of charge! Analytics are available as long as you've verified your account. (If you haven't verified your business account yet, head back to Chapter One to learn how.)

To find the Pinterest Analytics tool, log in to your account and go to drop-down menu on the top right corner of your screen. If you haven't switched to the "new look" yet -- you'll know you haven't yet if there's a prompt in your drop-down menu that says "Switch to the New Look" -- go ahead and click that.

You'll get a pop-up message that looks like the screenshot below. Click "Okay."

Now that you have the new look, you'll be able to get access to your verified account's analytics. Just go back to that drop-down menu, and you'll now see "Analytics" in your menu.
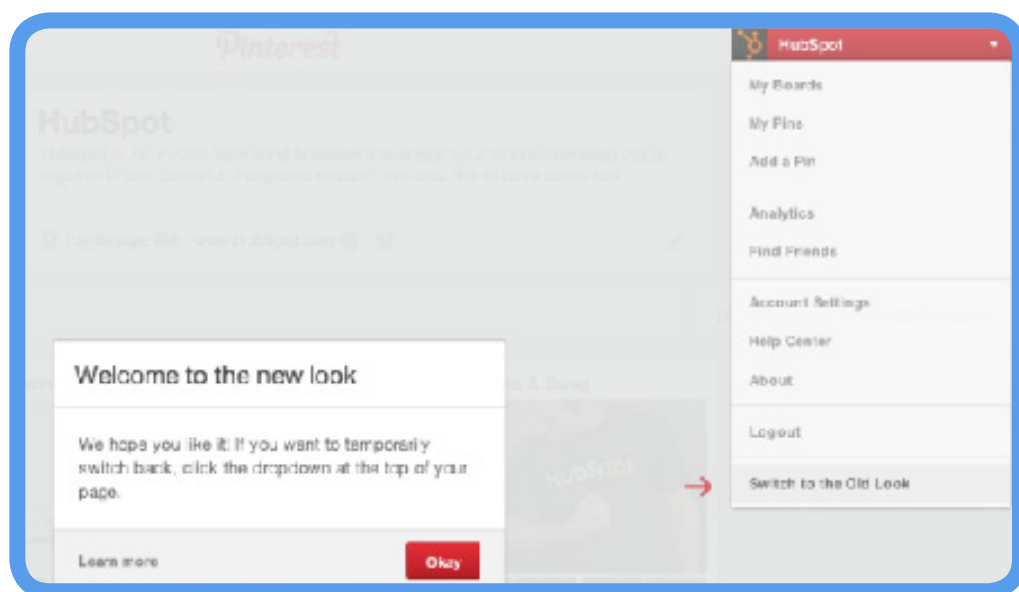
What You'll Find in Pinterest' Analytics Tool

Now let's dive into Pinterest's analytics tool, and highlight the types of information you can find there. This is what it looks like before you drill down into anything specific:

What You'll Find in Pinterest' Analytics Tool

Pinterest Analytics allows you to select from a different tabs on the top of your screen.

If you remain on the first tab -- Site Metrics -- you'll have access to these metrics:

- **The daily average number of pins, and the daily average number of people who pin from your website**: This metric can help you follow trends in your Pinterest content. For example, if you pin a picture of a baby kitten, one day, and ferocious lion the next day, this graph could show you which strategy worked better. If you saw a spike on day one, but not on day two, you'll know the kitten was a better choice for your Pinterest content strategy.

- **The daily average number of times pins from your website were repinned on Pinterest, and the daily average number of people who repinned your pins:**
For comparison, the difference between daily average pins and repins is similar to the difference between a Twitter mention and retweet. While a Twitter mention or Pinterest pin lets you know how many people are sharing content related to your account, a retweet or repin shows what content is most engaging with your audience -- the people likely already following you.
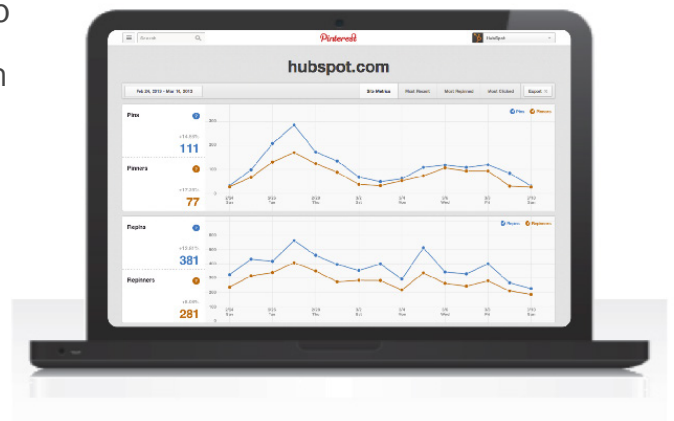
The daily average of times your pins appeared on Pinterest in the main feed, in search results, or on boards: Think about what knowledge you would acquire if Facebook told you exactly how many time your status updates appeared in the Facebook News Feed.

Pinterest is essentially sharing insight on it's equivalent with this metric. This will help you gain an understanding of your reach -- how popular is your content, does it ever reach the main Pinterest feed, does it land in Pinterest search results, and is it being pinned/repinned on boards?

The daily average number of people who saw your pins on Pinterest: As you can probably guess, this report highlights how many people actually saw your pins. This metric is beneficial in measuring your growing visibiliy on Pinterest, and how many eyeballs are actually viewing your visual content.

The daily average number of clicks to your website that came from Pinterest: Pinterest is now helping track how many clicks your pins are actually sending your website. This is vastly different from how other social media analytics tool work, giving you further insight into the benefit of using Pinterest for your business. (We'll dive into a more business-focused method of analyzing this metric later in this chapter.)

In addition to the graphs above, you can also select a variety of additional tabs -- Most Recent, Most Repinned, and Most Clicked -- to get metrics on your most pinteresting pins. Here's what the 'Most Clicked' tab looks like, for instance:
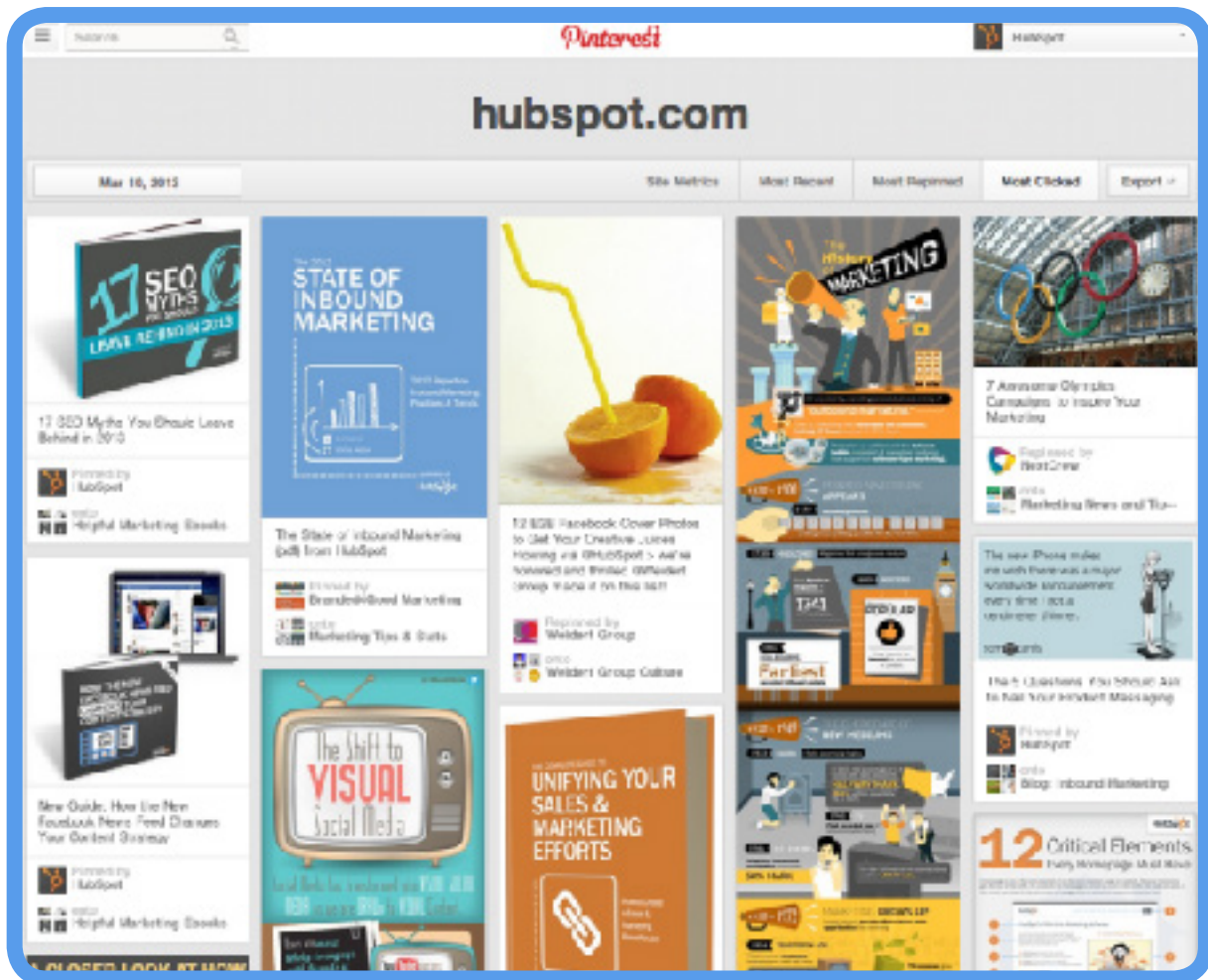
Here you see all of the pins you've pinned that get clicked on the most frequently. Pinterest is the first social platform to display analytics in such a visually pleasing way -- who knew data could be so pretty?

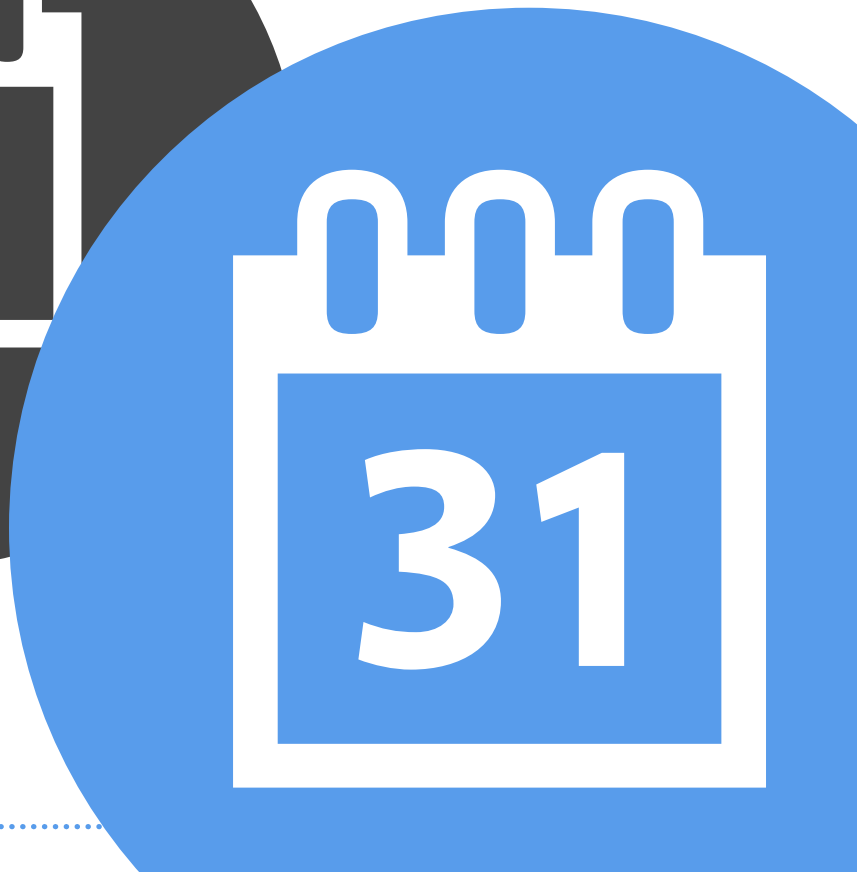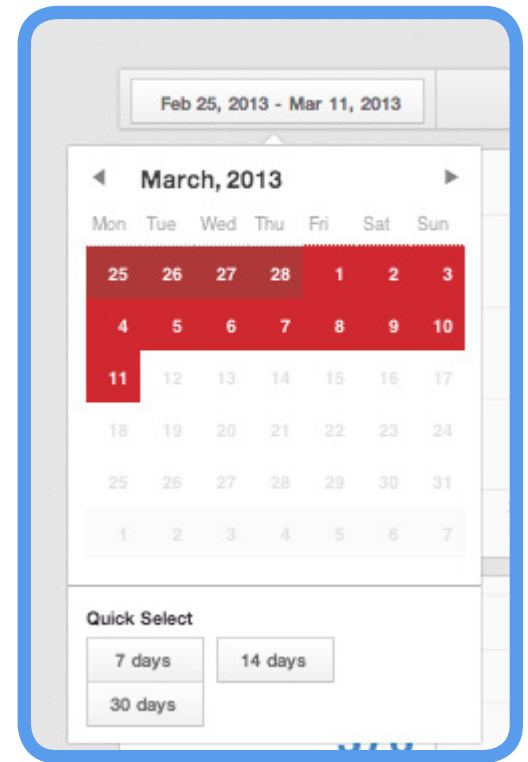You'll also notice that you can adjust the time frame for any of these metrics. You can review a snapshot of a day, a week, or a month, to help you align with any marketing campaigns you might be running.

Better yet, all these metrics can also be exported to a .csv. That way, you can put your Excel skills to work for further analysis.

Track Your Pinterest Growth

Now that you've gandered at your free Pinterest analytics, you want to ensure you're measuring your success with all the information available.

Use the following formula to keep track of your own Pinterest reach and growth every month:

Pinterest M/M* Growth =

(This Month's Followers - Last Month's Followers)/Last Month's Followers

This formula tracks how your following on Pinterest is growing each month. How high or low the percentage is the first time you calculate is irrelevant. What's important is how that percentage changes over time -- obviously, you want the percentage to grow.

Let's plug in a few test numbers to see how this works.

Let's say HubSpot's Pinterest account had 1,284 followers last month, and has 1,720 followers this month. Now plug these numbers in our equation:

Pinterest M/M Growth =

(1,720 - 1,284)/1,284

The result is 0.339, or 33.9%.

*M/M stands for month over month.

Update this formula monthly to see how your Pinterest account grows over time. One valuable way to track this growth is to start an Excel or Google Spreadsheet. Set it up as follows:

	January	February	March	April
Followers	1284	1720		
M/M Growth		33.9%		

TIP: When working out of a Google Spreadsheet or Excel file, you can have automatic formulas setup that will do all the work for you. When you put in the formula in your column, just be sure to be an equal sign before it.

How to Measure Pinterest's Contribution to Your Marketing Strategy

In addition to measuring growth on Pinterest itself, you want to see how all that repinning and clicking translates into results for your business. Set up proper analytics tools that can help you track your social media traffic and leads from Pinterest to your website.

While Pinterest's analytics shows you how your Pinterest profile is performing, it doesn't paint the full picture.

There are five key overall engagement metrics you want to focus on analyzing from a broader business perspective, and then fold in how Pinterest supports these goals.

Before we look at each, you need to ensure you set up tracking tokens so your analytics system can actually give you these five metrics. (HubSpot customers, HubSpot's analytics and social media tools automatically add these tokens and track the following five metrics for you, so all you have to do is understand what they mean!). Here's what the tracking token should look like:

/?utm_medium=social&utm_source=pinterest

This token should be added to the end of any link you share on Pinterest. The token tells your analytics software 1) which channel your visit, lead, or customer came from (in this case, social), and 2) which social source the person came from (in this case, Pinterest).

Share This Ebook!

WWW.HUBSPOT.COM

While understanding the amount of traffic coming from your Pinterest marketing is important, you should also look at which pieces of visual content are driving the most Pinterest success. That's where campaign tags come in.

Here's an example of a campaign tag for an infographic shared on Pinterest:

/**?utm_medium=social&utm_source=twitter&utm_campaign=infographics**

As you can see, in addition to the source tag, this also includes "&utm_campaign=" tracking token so you can compare how various Pinterest tactics perform. Here are some example campaigns you could tag:

- Photos with Quotes
- Infographics
- Product Screenshots
- Ebook Covers
- Fun Facts

- Memes
- Videos
- Cartoons
- Event Pictures
- E-cards

The list could go on and on, but these ten should help give you some good ideas for what you can be tracking.

Now that you have your tracking tokens set up, let's look at the five key metrics to follow with these tokens in place.

1 Visits

You want to understand how your actual business account is performing. This will provide insights into engagement on Pinterest, following growth, and overall reach.

2 Contacts/Leads

Contacts refers to the number of new people (which you may or may not classify as leads for your business), who have shown interest in your company. This interest is displayed through a conversion on a form on your website. As a result, this visitor has now been added to your contacts database, and classified as a lead/contact.

Whether these people became contacts by downloading an ebook, providing their information for a coupon, or submitting an application for a job, or came to your site driven from a pin, they have shown actual interest in your brand. In HubSpot's software, for example, the 'Contacts' metric emphasizes the "new" concept, since conversions are only counted in the Contacts metric if they are net new leads -- as opposed to re-conversions.

Either way, these are your potential customers. By becoming contacts, they are now a fresh opportunity for your sales team to convert into a customer.

3 Visits-to-Contacts-Rate

While visits are important for understanding the traffic Pinterest is sending to your website, and a raw contacts number is important for understanding all the new opportunities created for your sales team, in order to measure your marketing effectiveness, you also need to track the rate at which your visitors are converting into contacts.

In other words, your visit-to-contacts conversion rate. This will not only enable you to analyze your Pinterest success month-over-month, but it will also allow you to spot problems in your Pinterest strategy. For example, if your traffic volume is high, but your visits-to-contacts rate is low, you have a conversion problem. On the other hand, if your visits-to-contacts rate is high but your raw number of contacts is lower than you'd like, you have a traffic problem.

4   Customers

In the analytics world, your customers are the dollar results of your Pinterest marketing efforts. To follow the path we've already described, a customer that can be attributed to Pinterest is someone who came to your website from Pinterest, converted into a contact/lead, and then ultimately closed as a customer.

Tracking this number is the true measure of your Pinterest marketing ROI. After converting, be sure you sustain your relationship with these customers via the engagement metrics discussed in the earlier section. And according to BlogHer, **47% of U.S. online consumers have made a purchase based on recommendations from Pinterest**. Be sure to keep those customers coming back for more.

> **"47% of U.S. online consumers have made a purchase based on recommendations from Pinterest."**
>
> -BlogHer

Share This Ebook!

5 Contacts-to-Customers Rate

Last but not least, review your contacts-to-customers conversion rate. As we mentioned with the visits-to-leads rate, while it's important to look at a raw customers number, it's even more important to look at the rate at which your leads are turning into customers.

This metric can help you identify problems in Sales' ability to close your Pinterest contacts as customers. For instance, if you notice your contacts-to-customers conversion rate is on the low side, it might make sense to talk to your sales team to diagnose the problem. Are they having trouble working these types of leads? Should these leads be entered into a new lead nurturing workflow in order to better prep them for a sales conversation? Whichever the case, this can help you make important decisions in your Pinterest marketing prioritization.
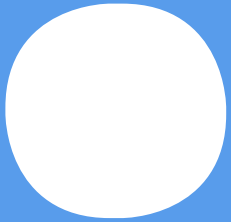
CONCLUSION & ADDITIONAL RESOURCES

Remember, **47% of U.S. online consumers have made a purchase based on recommendations from Pinterest.** Now imagine what happens to that percentage when you factor in actual business accounts and analytics!

Whether you're a new or seasoned pinner, you should spend some time optimizing your business account and following the new metrics you now have available.

Good luck, and happy optimizing!

Share This Ebook!

INTEGRATE PINTEREST WITH THE REST OF YOUR MARKETING

Connect your Pinterest marketing with your overall strategy by adding Pinterest share buttons to your landing pages and emails. Simply sign up for a free demo of HubSpot's social media tools today to learn how.

http://bitly.com/HubSpot-Demo

Share This Ebook!