



## The Pinterest Phenomenon

- Since its conception in March 2010, Pinterest hit 10 million unique monthly visitors faster than any other independent site in history
- 136 million visitors per day
- Unique visitors increased 2,702.2% since May 2011
- 1/5 Facebook-connected users are on Pinterest daily
- Average time spent on the site: 15.8 minutes (compared to 12.1 minutes on Facebook, or 3 on Twitter)

## Who is the average "Pinner?"



- Women! In 2012, 97% of pinners were female.
- Most active pinners are 25-34 years old
- 28.1% have a household income of \$100,000+
- 50% of users have kids

## "Online Window Shopping"

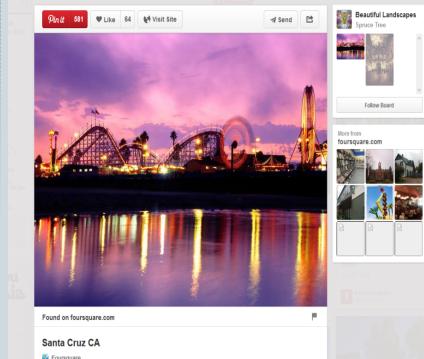
### What is the Point of Pinterest?

"Online Window Shopping"

<ul style="list-style-type: none"> <li>• Pinterest is meant to be:           <ul style="list-style-type: none"> <li>○ Light-hearted</li> <li>○ Organized by interest</li> <li>○ Fun</li> <li>○ Educational</li> <li>○ Inspirational</li> <li>○ "Digital memory enhancer"</li> </ul> </li> </ul>	<p><b>"Pinterest isn't made for you to be online, it's made for you to get offline."</b></p> <p style="text-align: right;"><i>-Brene TV</i></p>
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## The Importance of the "Pin"

- A pin is only as good as its origin.
- Clicking on an image directs the user to its original source so they can view/learn more.
- Driving people to your website/blog? A pin can do just that.



**But  
Pinterest  
in Real  
Estate?**

Have an interior design board? A 'dream home' board? A DIY board? Exactly.

- Outlet to continue communication with past clients
- Prove your RE business has value and passion further than a final transaction
- Drive new leads to your website
- Display your expertise on a topic
- Become a “local” expert

*Is this business or personal?*

Pinterest recently released “business” accounts.

- Allows you to view Pinterest analytics and track activity
- Can view 4 graphs: Pins, Repins, Impressions and Clicks during date ranges
- More importantly, it tells you WHO pinned/clicked/etc.
- You “verify” your website so your pins look more official with a “check mark”
- [Business.pinterest.com](http://Business.pinterest.com)

*let's get pinning...*

- **MAKE A STRATEGY - HAVE PURPOSE**
- **BOARDS ARE CLEVER & SPECIFIC – HAVE CONSISTENCY**
- **DON'T PIN JUST TO PIN - HAVE QUALITY**
- **RE-PINS VS ORIGINAL PINS – HAVE A MIXTURE OF BOTH**
- **KNOW WHERE YOUR PINS GO – CREDIBILITY & TRAFFIC**
- **WRITE RICH DESCRIPTIONS - MAKE VALUABLE**
- **LET PEOPLE SEE YOUR PERSONALITY – HAVE FUN!**

## What are valuable "boards" for Real Estate?

- Home Improvement / Remodeling Ideas
- DIY Projects for the Home
- Interior Design / Home Staging
- Landscaping
- Organizing / Household Tips
- Entertaining Guests / Hosting Parties
- Pets / Kids / Family Activities
- Real Estate Tips
- Local Attractions

## Best Practices aka Pinners

### Shawn Mandersheid Real Estate Team

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• 619 Pins</li> <li>• 631 Followers</li> <li>• Boards include:           <ul style="list-style-type: none"> <li>○ Home Décor Ideas</li> <li>○ Color Palettes</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>○ Kitchens, Bathrooms, etc.</li> <li>○ All Things Houston Heights</li> <li>○ Houston Restaurants</li> <li>○ Houston Photographers</li> <li>○ Houston DIY</li> </ul> |
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### Shawn Manderscheid Real Estate Team

Top producing and tech savvy husband and wife real estate team, your Inner Loop and the Heights Houston Tx area Experts. We hope our boards and pins inspire you to make a change or try something n...

Houston, TX • [www.realestatehou.com](http://www.realestatehou.com) • •



**"Place Pins"**

The “Rich” pins of Pinterest

You can add a map, address, phone number to the board/pin – but you have to apply to get this feature  
This board has 520 followers!

**Lee Cuellar**

Lee Cuellar is a Realtor® in Pasadena, CA. Lee's specialty and passion is for mid-century modern architecture, decor and fashion. visit Lee at [www.mistermidcentury.com](http://www.mistermidcentury.com)

- FEATURED BY NAR IN REALTORMAG
- LEE PUTS UP LISTINGS AS EXAMPLES, NOT FOR LEADS
- HE USES PINTEREST TO SHOW CLIENTS WHAT HE CAN DO FOR THEM
- PINS HIS MARKETING MATERIALS, FLYERS, BROCHURES
- ITS LIKE A PORTFOLIO OF HIS BEST WORK

## Pin it to Win it

**Pinterest Success**



Pin it | 17 | Like | 2 | Visit Site | Send |

Found on [osgoodteam.com](#)

Osgood Team - Rocky Mountain Real Estate Advisors • 28 weeks ago  
Kitchen looks onto two-story great room - perfect for family living and entertaining.

**Pinterest Fail**



Pin it | 7 | Like | 4 | Visit Site | Send |

Florida Suncoast Realtors realtors help real estate search buyers buy a second home or buy a home and foreign nationals real estate in Pinellas county, Florida realty 727-777-0534. Beach house decor

Florida Suncoast Realty, LLC • 1 year ago  
Home Staging and Redesign o...

## Pin it to Win it 2

**Pinterest Success**



Pin it | 1 | Like | Visit Site | Send |

Found on [knoxvillerealestateteam.wordpress.com](#)

Jamie Smith's Knoxville Real Estate Team • 21 weeks ago  
11328 Fords Cove Lane, Farragut, TN Home for Sale 4 BEDROOMS 4 BATHROOMS (3 full, 1 half) 4500 Square Feet REDUCED!! The Cove -at- Turkey Creek. Location, Location and energy efficient was the thought when bldg. this custom French European Home. Located within walking distance to shops, food and more.

**Pinterest Fail**



Pin it | 7 | Like | 4 | Visit Site | Send |

Found on [realtor.com](#)

Outer Banks Real Estate VANDERMYDE TEAM • 1 year ago  
Find this home on Realtor.com #757fishcrow #corolla #corollarealestate #outerbanks #outerbanksrealstate #remax #remaxoceanrealty #vandermydeteam #heathervandermyde

## *That's Pinterest-ing...*

- Get more involved with the new “Group Boards”
- Keep board names less than 20 characters
- Put the most popular pins at the top or as covers
- Install “Pin-It” widgets to your website/blog
- Use “Secret Boards” to prep boards before making them public

The Pinterest logo, featuring the word "Pinterest" in its signature red, cursive, sans-serif font.

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