



## A Social Media Marketing Approach

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Pinner's you follow · Everything ▾ · Videos · Popular · Gifts ▾

Pinterest is a pin-board style social sharing site



ture

Maire Hunter via Allison  
Martin onto Future



l colors!



red and blue



Lynette Forrest via Michelle  
Sanchez onto Navy, Red And  
White



50 uses for vinegar.



Marcia Miller via Amy  
Murphree onto For the Home



Dr. Oz's Just 10 Challenge! Just  
Rule #1 : Cut Out Soda Period. S  
full of caffeine and high fructos  
syrup. In addition to contributing  
weight gain, soda increases yo  
of diabetes, bone weakening an  
decay. Just 10 | Rule #2 : Stop E  
Least 3 Hours Before Bed The  
closes 3 hours before bedtime.  
Schedule your dinners and eat  
table where you can be consci  
what, and how much, youre ea  
Just 10 | Rule #3 : Move for 10



Rosemary Buerger vi  
Jessye Grebe onto W  
Loss





82% women



# Demographics

28% household income  
\$100,000+



50% have  
children



A spiral-bound notebook with a black metal spiral binding at the top. The notebook is open to a page with a light blue grid pattern. A black pencil with a yellow eraser and a sharpened lead tip lies diagonally across the page, pointing towards the top left. The text "Construct a marketing strategy on behalf of Pinterest" is written in a black, cursive script across the middle of the page. In the bottom left corner, there is a faint, hand-drawn sketch of the Pinterest logo, which consists of a stylized 'P' inside a circle.

Construct a  
marketing strategy  
on behalf of  
Pinterest





# Constraints and Criteria

Non  
Intrusive

Clean

Easy  
Interface


Value  
Added

Reduce  
Friction

Discovery  
Centric

Justin Townes Earle - Ain't Waitin'

YouTube Share More info



Close Video >

:10

### What's This?

These brief videos help keep Grooveshark free and support emerging artists.

### Other Options

If you'd like to provide support in other ways click "View Options" below to learn more about our monthly subscriptions.

View Options

Already have an account? [Login](#)

Need Help?

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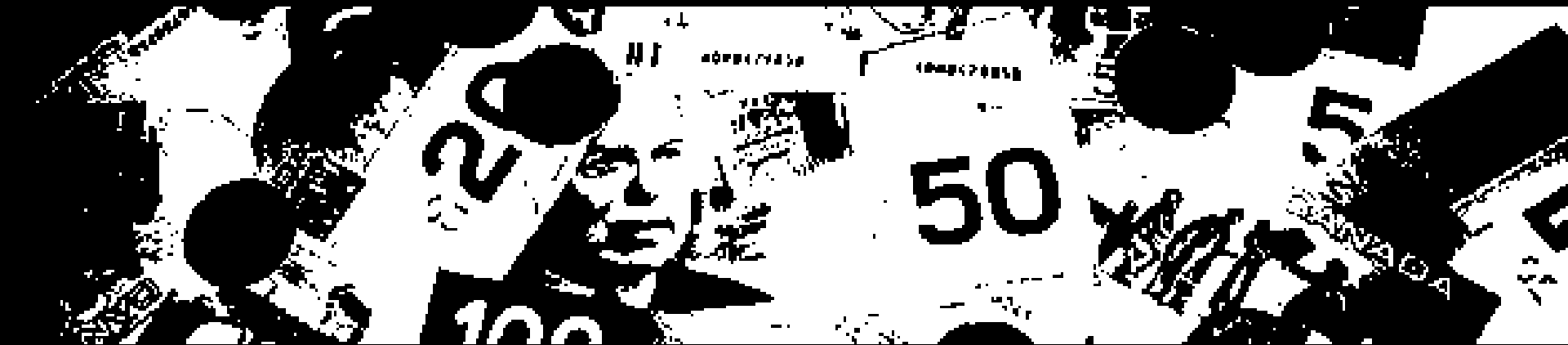


Buy Button

Recently Bought

Brand Pin Board

## Implement the Buy Button



Tell people what their friends bought



Ads on clicked pinned posts







Pinners you follow · Everything ▾ · Videos · Popular · Gifts ▾

ed following



onto



sunny

3 likes 4 repins



Brandon Lesley onto Indoors



A Quincy Jones

2 likes 1 repin



Brandon Lesley onto Indoors



upper windows

6 likes 16 repins



Brandon Lesley onto Indoors



wood and glass

2 likes 4 repins



Brandon Lesley onto Indoors



laguna road

4 likes 15 repins



Brandon Lesley onto Outdoors



open

3 likes 11 repins



Brandon Lesley onto Indoors



# Products I Love



Jelly H

[Follow](#)

68 followers, 35 pins

## FATHER'S DAY GIFT



## & FREE PRINTABLES!

*Shanty Chic*

Father's Day gift idea with FREE  
Printables!!

1 like 3 repins

[shanty-2-chic.com](http://shanty-2-chic.com)



coach

1 like 9 repins

[macys.com](http://macys.com)



Drying Lotion



**Kristina Do**

Pinned 2 minutes ago from [25.media.tumblr.com](#)

Follow



Like 0

Tweet

Embed

Report Pin

Email



Add a comment...



[75% off Dance Lessons](#)  
Waterloo

Pinned onto the board

**all things dance**

Follow

Scroll  
to Top



**Monitor trends. Leave room for growth.**

**Positively impact the buyers and vendors.**

**Improve economy. Help the environment.**





Questions?