

Pinterest Profiteer

Learn How To Turn Those Pins Into Profit



Pinterest Profiteer: Learn How to Turn Those Pins Into Profit

Chady Dunmore

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Pinterest demonstrates some of the strongest user engagement, retention, and virality metrics I have ever seen in an online business...If the company's performance to date is any indication, however, it will surely be a start-up to watch in 2012 and beyond.

Robert Moore, RJMetrics,

Author of the 2012 Pinterest Data Analysis Report



Hello Fellow Internet Marketer!



Thank you very much for purchasing my product. I hope you are excited about what we are about to discuss because within the pages of this report lies a system that will increase your earnings, if you take action.

Who doesn't remember all the times that some start-up company came on the scene and they missed the boat in using it for marketing when it was hot and hip? Well, now is your chance to learn how to use one of the hottest new services on the Internet for your business or product promotion before a thousand poor quality offerings dilute it.

Everything on the Internet has a shelf life. Just look at the rise plateau and fall of former giants like MySpace and LiveJournal. It is rare that a start-up arrives on the scene that reviewers are not already predicting the demise of before they have even publically opened membership. Pinterest is not only generating buzz and interest among users, it has reviewers and analysts anticipating its future with a kind of excitement that hasn't been seen since Facebook took off.

Pinterest is both the same and different from what has been offered before as a social network. It's got all the bits and pieces you would expect – the friends, the followers, the ability to share – but then it adds a twist that is going to change the nature of the Internet Marketing game forever. Read on and learn how you can get in and get Pinterest working for you!

Chady Dunmore

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Why Pinterest?

I have never been an early adopter when it comes to this whole social media stuff. It took me ages to get on Facebook, but once I did, I quickly wanted to figure out how to utilize it to make money. So what do I do on Pinterest? And what the heck is Pinterest?

Pinterest is a service that lets you bookmark websites in a visually appealing way by pinning what interests you to one or more boards you have created. The “pinning” phenomena is spreading from its modest beginnings to appearing in national media outlets. There are over 2.5m monthly active Pinterest users on Facebook. A co-founder of the site already has over 500,000 followers on Pinterest. Ron Conway (an investor in the site) remarked that Pinterest’s user growth rate is what Facebook’s was five years ago. Earlier in 2011, it was valued through venture financing at \$40m and, most recently, just a few months later, at around \$200m.



Pinterest offers a unique bookmarking system plus it offers the usual network possibilities of friends, followers, and following. This last one comes with a twist, you can follow all of the boards a person has created or only the ones you want.

Despite the vertical growth of the service, doubts still exist. Where’s their revenue? It’s likely they won’t make this a focus until the product and backend systems are complete, but note that they already route affiliate links to online shops and are believed to drive incredible traffic to Etsy.

On the front-end, users can discover and organize things they like. On the back-end, it’s a data company, where the company can capture rich metadata around each image.

What Can You Do With Pinterest?

Pinterest is rapidly becoming a staple in the social networking world. There is no doubt this is a site you need to become familiar with and here's a few reasons why.



Backlinks



SEO



More Exposure



More Traffic



High PR Links



The possibility of your site going viral and more...

What does this mean to you as a blogger or webmaster? It means with the hundreds of thousands of folks joining Pinterest **DAILY**, that you need to be tapping into this new media!

Here are some really cool ways to use Pinterest.



Keeping Track of Useful Resources

This one is a biggy for me, as I am a very, visual person. With Pinterest, I can create a board for each group of resources I want to collect and pin whatever I find online to the respective board. In the long run, I hope to replace my messed up bookmarks with Pinterest Pins.



Planning

Planning a special event? Opening a new business? Getting Married? Baby shower coming up? Pinterest can help to organize things visually and keep track of the great ideas / inspirations you found online.



Wishlist

Does your significant other know what you want for your birthday or Christmas? Would they know what to get you as a spontaneous gift? On Pinterest you can create a Wishlist Board and point him or her to it for ideas. This gives you a better chance of getting what you want.



Affiliate Links

Oh really? Yes, really. Now you may have figured a way to make money. One key trick to remember with this site is that there is a larger concentration of women with accounts. If you check out the stats in Alexa for Pinterest you'll find that over 80% of Pinterest users are female! If you are promoting products that are targeted to the female population, you'll probably have success making money with it.



Do-Follow Links

Pinterest links are dofollow links. Now don't go wild and 'pin' all of your sites, I don't think that a) they carry much 'juice' and b) if Pinterest gets overwhelmed by spammers all the outgoing links will be become nofollow overnight. It's happened to Twitter and other major social networks, it's bound to happen to Pinterest sooner or later.



Get Real Visitors to Your Site

People do click through from Pinterest to the source site. If your site has visual appeal and caters to the right audience you should showcase it on Pinterest. Just be careful not to overdo it, sometimes less can be more. Make sure to post only your best work.

How to Use Pinterest

This is a short run down of what you can do with Pinterest, how to get an invite and some workarounds to get what you want.



Pinterest Invite and Waiting List

To join you need to ask for an invite (handy link here: <http://Pinterest.com/landing/>). Then wait a bit, or a bit longer until your invitation arrives and then you can register your details. This guarantees that the system runs smoothly and isn't overwhelmed by sudden mass-registrations, for example if all my zillions of readers decide to join the same day it would crash the server (just kidding). In case you want to have a Pinterest invite **NOW**, I have still some left. Just leave a comment with a working email address on www.PinterestProfiteer.com indicating that you want an invite and I will send it to you right away. Or, you can hang around on the waiting list until your turn comes.

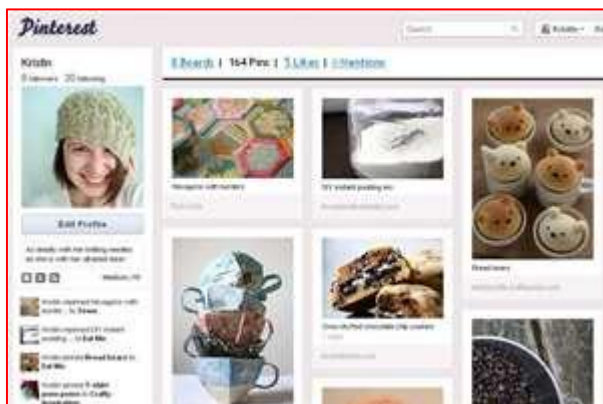


Fill Out Your Profile

Like all social media of any shape or form, your profile is there to give people some info about who you are and what you look like. The good thing is that you can edit/fill out your Pinterest profile as much or as little you want. Use common sense when it comes to online privacy. If you want, you can hide your profile from the search engines. Pinterest is certainly 'safer' than Facebook in that respect.



Create Your First Board



Creating a board is as easy as Add, Create a Board, Name and Category and you're done. I set all my boards so that only I can pin to them, but you can also set the permissions to allow others to pin to each specific board. This could be cool for projects you plan to do with others.

After you have created your first board, you can edit it to add a description and start with pinning away.

What is a Pin?

A pin is simply an image link added to Pinterest that links back to your site. You can add this to any of your pages or posts so that your users can bookmark your site via the pictures on it. It's a great tool for SEO as well as building backlinks to your site.

Pins can be 'liked', 'commented on' and, most importantly, re-pinned. That means if you have a great pin it can easily go viral and be re-pinned by people over and over again.



There are two main ways to pin things to your boards, one by simply doing it on their website and one by using the Pinterest bookmarklet. Both work well and are pretty self-explanatory. Here are some workarounds if things don't seem to work how you like them.

Useful Workarounds for Pinterest

'No Large Image found' comes up sometimes when the URL you have specified doesn't provide any large images. What you can do is to go directly to the image URL you want to use and let Pinterest 'find' that image, pin it and then edit your pin putting the URL you want to use in place.

The second workaround is to upload a saved image as a pin and then edit it to include the reference link.

Re-arranging Pins

Unfortunately, you can't re-arrange pins as easy as you can re-arrange the boards (by drag and drop). Your newest pin always ends up on the top and pushes the older ones down. The only way I know of to avoid this is to re-pin the ones you want to keep on top to the same board, making them the first one, and deleting the duplicate that is further down. It is also a good idea to bear in mind the space limitations. In the overview, only the first nine pins for each board are visible. In the board view only the first four are above the fold. Taking the time to plan things out a bit and starting more boards instead of cramming everything onto a few might be a wise move.

Be careful when re-pinning and deleting pins that have already been 'liked' and 're-pinned' by others, they will lose their counts and you will start from scratch again. Pins that have many likes tend to end up on the frontpage of a search and attract even more re-pins.

Claiming the Discovery

The single most important aspect of this site is that it has tapped directly into an important shift in consumer and purchasing behavior. As we make a decision to search for or buy something online, we are trained to go to Google (or Amazon), search by keyword and sort through the results before eventually making the transaction. In return for that sorting, Google charges for advertising, but in order for it to work, we users have to signal our intent by initiating the search.



For example, let's say I enter in the search phrase, "White Addidas Shoes." That starts the ball rolling, but how did I decide I wanted these particular white running shoes in the first place? While Google makes money at the bottom of the decision funnel, after you have found what you want, Pinterest is focused on the top of the funnel where the discovery happens. It's much wider at the top of the funnel, with more choices,

less user direction and it's harder to pin down (pun intended) where the thoughts originate that will lead to the purchase.

The Pinterest thinking is if they can (1) get their users to take pictures of things in the real world with their mobile app, post them online with data then (2), they can leverage image-tagging tools such as Stipple to bypass intent-based searches based on just a small fraction of online transactions - - they could have a huge cultural and financial success on their hands. This is the promise of Pinterest. Of course, there's still a long way to go in realizing that dream and there will be other opportunities to create discovery engines for different types of users, whether broad or niche.

Search engines provide significant utility, but we still have to exert energy to find what we need after results are algorithmically surfaced. There is just too much information online and too many pages filled with stock images with no context. The new crop of social media companies, including Pinterest, help discovery come online and threaten traditional search methods. With their new tools, users are able to clip and collect the bits of the web that they are most interested in and, in the process, disregard the rest as noise.

Perhaps most notably, though it will surely take a while, Pinterest is already poised to monetize, as those Midwest homemakers are already using it for shopping discovery. Pinterest profits off their purchases by taking attribution for transactions that originate off its platform. I know several friends who've purchased stuff spontaneously via random discovery on the site. I expect Pinterest to be thriving a year from now (my guess is 30 million users by next Thanksgiving) and to also spawn hundreds of copycat startups in other verticals ("Pinterest for that").

Note these numbers are approximations and do not count the significant traffic the service sees from its mobile app (Pinterest's app currently takes the #6 social spot in the iTunes store). Also my guess is that a lot of its unique visitors arrive out of network (from Facebook or Twitter), and many of these uniques leave Pinterest without registering (more on this below); so it's tough to know their exact user numbers.



By now you may be re-thinking your initial opinion of, "I never figured I'd be the kind of person to enjoy using Pinterest." Besides everything I have talked about, Pinterest also offers the usual stuff found on a social network. You can make connections, follow the people and boards you are interested in, re-pin stuff and more. Make sure to check out the handy search function in the top left corner, this lets you find things and people you might be interested in.

Here is an Example of How it Works

After a while, I noticed some people listing their favorite books on their boards, which gave me an idea. Why not make boards of books I recommend, and make a little profit as well?

I created two boards: One for Social Media Books, and another for Public Speaking books. On both boards, I added links to some of the books I personally recommend, **BUT** I also had affiliate links with them (and I clearly disclose this in both the board description and the description for each book).

By doing this, I dramatically increased the amounts of clicks I got for my Amazon Associates links. The process below is for Amazon Associates, but can easily be adapted to almost any other affiliate system.

1. Click on the "Link to this page" button in your associate's window, then click on "Text only." Click the text link on that page.
2. Use your "Pin it" bookmarklet to grab the picture and link. Note that sometimes the bookmarklet won't work, so you'll have to grab it manually through Pinterest's website.
3. Describe why you're recommending the product. I don't add books I don't recommend myself, so I explain what I liked about the book, or what was important about it.
4. Add a disclosure that your link is an affiliate link. This is quite important; we wouldn't want the FTC knocking down your door.

The best part is that you're doing several services at once. You're providing people with products that can help them, allowing others to put your pins on their boards (and **YOUR** links) and making yourself some commission while doing all of this. Now it's important to remember that this only works for referral links with an image of the product on hand (and it has to be a decent-sized one or else Pinterest doesn't like it).

Again, I must stress to **DISCLOSE THAT THEY ARE AFFILIATE LINKS**. Don't get yourself in trouble by forgetting to put that disclosure.

How Do You Make Money With Pinterest? (part I)

This is how I see you making money with it for now. Since you can pin up pictures and it generates a link back to the page you snagged the picture from, you can use this to drive sales to an affiliate page.

For instance, if you have a blog that promotes treadmills and someone clicks through on your link from Pinterest back to your blog site and ends up buying a treadmill, you make money.

This method is pretty simple.

Moreover, it's a great way to get traffic to your blog or website. So if you need more traffic, I highly suggest coming over to Pinterest and posting as many pictures from your websites as possible.

Some Early Tips For The Best Results With Pinterest

I've already noticed with Pinterest that you need to have unique pictures or inspiring pictures to get attention. For instance, a picture of a baby playing a piano would get

more attention than a picture of a TV remote; a cute picture of two kittens playing would get more attention than a picture of a set of muddy shoes, and so on.

So far, the pictures I see doing well on the site are pictures of:



Landscaping



Beautiful homes



Attractive people



Unique foods (pretty cakes, etc.)



Cute pets and animals



Photography studio pictures



Interesting quotes



Unique gift ideas



Hair and design



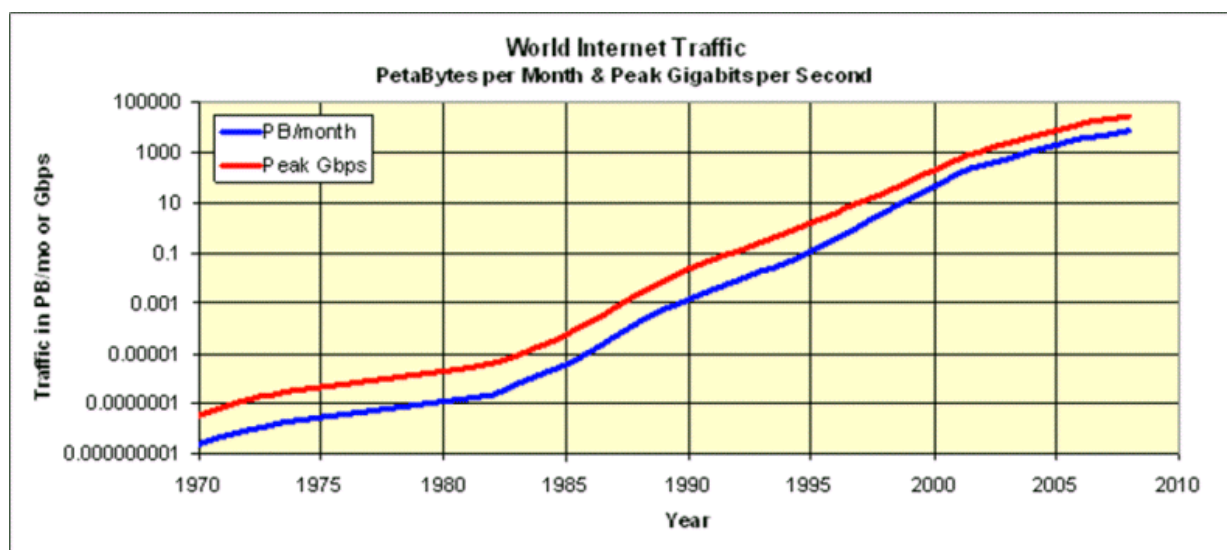
Art

If you own a business (either a personal business or affiliate work-at-home style business) I think you'd do well making money with Pinterest.

I think the gift area has some real potential to be a moneymaker unless Pinterest turns off any ability to link to things at some point.

I also think using their site to get traffic to places like YouTube videos and other video sites will be extremely useful.

I was checking one video still frame that was posted on Pinterest that lead back to a YouTube video about hair braiding. This video had over 180,000 views from Pinterest alone in the last few months! That is substantial!



If only 1% of those viewers clicked on just one of your ads that would be 1800 clicks. I am not sure how many people click the ads from Pinterest or what they'll go on to buy as of now but I will say this --if you're not on this site testing it out now, you're missing out!

So if you're looking to drive more traffic to you site or make money Pinterest might just be a nice, free way to attract new visitors! Go give it a try for yourself. It'll take a few days to get an account approved but it's worth experimenting with (at your own risk as I am not 100% sure on their rules yet – it's not clearly defined, but I see other people using it commercially).

Some Recent Testing

I tested posting direct affiliate links on the site for a few days. I used direct Amazon products. I found that all male products did terribly. This is what I assumed would happen. Female products with bright colors did well and I actually had quite a few repins of the products I posted. I posted about 20 pins total (nothing crazy) and made about \$10.18 with only about 15 minutes of total work. I expect the few pins I put up will make more money over time.

That's not awesome but what it does tell me is that from clicks on pins put on Pinterest you can make money. From this small test, you can scale up the pins and links to generate more income.

Not to repeat myself, but what I suggest is this - make your own blog based on a female oriented niche market and put good pictures on it for every product you promote on the blog. Then simply pin those images to Pinterest. You'll want to promote as many images as possible; the more the better. Note that so far, bright and vibrant colors tend to catch the female viewers eye more.



5 Tips to Double Your Traffic with Pinterest

Pinterest.com is a becoming force to be reckoned with so here are a few tips that will let you tap into what may be one of the best tools for building targeted traffic on the web today!



Make sure to build relationships with those who have many followers and who follow many... Sort of a follow the leader tactic and judging by the Twitter powerhouse, this is a proven technique.



Use **REAL** images of useful products/tips etc. For instance if you are touting a recipe, take a picture of the real finished product not just an image of the ingredients. The example of what “Mine could look like” is a great way to get interested folks to click.



Combine social networks. These days this might be a no-brainer but these social networks do work, so use them.



Start Pin based games and contests like a Pin-it to Win-it kind of theme. In addition, you could do a “pin of the day” to keep your visitors coming back daily and pinning.



Become a resource for interested patrons about a specific theme. For instance, if you sell red shoes, be the **ONLY** Pinterest friendly site promoting red shoes and make sure you are very specific about what kind of red shoes. If you just promote shoes there is much more of a chance you will end up disappearing in a search.

Market Don't Spam

One of the reasons that the beta version of Pinterest is invitation only is they are struggling to resolve the issue that eventually faces all social networks – how to attract business accounts without attracting spammers. Spamming can be defined in a number of different ways. Most of us think of spam as the unwanted emails that arrive in our inboxes or blatant comment pumping to spread links. On social networks, spamming also includes accounts whose sole action on the site is advertisement or promotion.



Handling your Pinterest account like a spammer is a sure fire way to at least lose followers and potential sales, and at most get booted off the service. Pinterest realizes that their continued success is dependent on the quality of the interactions that occur. And users have grown savvy as well, you won't retain followers or get many repins if you are perceived as only being in it for yourself. Why is this? Because of a phenomenon common to these sites called – Social Proof.

Social Proof

If you are going to be successful at using Pinterest to promote your business or product you must completely understand the concept of Social Proof. Often unkindly known as “the herd mentality,” social proof is the driving factor on all social networks. Essentially, what it means is that recommendations must come from a friend (peer)

rather than from the company (superior). This means that promotion and advertising moves horizontally, rather than vertically. A horizontal movement means the information is passed between two people who are on equal ground. With vertical promotion, the information comes down from above to “the little people.”

When a user repins something from your board they are activating this horizontal movement. Because they have liked, repined or commented on your product their friends will be inclined to assume that the product is worthwhile and desirable. This is why spamming will not work on this site. Spam is based on vertical promotion (although it tries to imitate horizontal by arriving under the guise of a message from a friend). Users can spot a “fake friend” a mile away and in the same way that social proof can make something seem desirable; in the reverse, it can destroy a product’s reputation.

So how do you influence social proof in your favor? Act like a human being. Don’t just fly in and pin an image. Take an extra 5 minutes a day to interact with your followers – comment on their pins, like some and even repin others. Engage them on a personal basis beyond just the product. If you look at all the list of hints and tips I have included throughout this book, you’ll see that I almost always redirect you to interacting with your followers on a personal basis. How your followers perceive you will also determine the level of social proof for your product or business.

One tactic that is very successful is to engage your followers about the product itself. Ask for ways they would improve it, add to it or change it. Not only will you gain “proof points” for engaging them on a meaningful basis, studies have proven that when consumers feel like a company values their opinions their sense of brand loyalty dramatically increases.

Learn about your main followers (those who repin the most) beyond their interest in the product. If you sell red shoes and your main repinner also really likes dogs, find something about dogs to pin and share with them. That kind of engagement is priceless because it will buy you a kind of product placement and promotion on that wonderful horizontal level that you can’t create on your own.

How To Promote Your Business With Pinterest

Promoting your business is one of the toughest tasks for owners these days given the current economic climate. Why not make it easier on yourself and start using Pinterest to help get the word out!

First, start thinking about the web from an image stand point. Most companies do not attack the SEO game with a strong emphasis on images and that is exactly what Pinterest is all about. Here is what you gotta do:



Attach unique pictures of your products and services to your webpages so that when users search, for example, a landscaping idea your website comes up. If your image is unique and well done then people will pin it to their Pinterest account so that all their friends can see it and that will generate traffic.



Make it easy for them to pin the images by using a plugin or script that will add a button to every post or page you have created. Go to <https://Pinterest.com/about/goodies/> for this, you can just copy and paste the code to your template.



Use Facebook and Twitter in conjunction with Pinterest. As image optimization becomes more popular, your competition will catch on and blast every social media option out there -- so beat them to the punch.



Last but not least, cater to women. Over 80% of the Pinterest users out there are women. If you have a product that appeals to women then focusing on Pinterest and image optimization is a **HUGE** advantage for you!

At this time, all you need to do aside from regular link building and general SEO is to win the image optimization game. Just remember to add “Alt Text” tag to **ALL** of your images and make sure it matches the searches your customers are putting in Google to reap the benefits.

Top 5 Pinterest Plugins

Pinterest is rapidly becoming one of the most popular social networking sites on the Internet. WordPress is the most popular publishing platform so by all means we should have a list of the best Pinterest plugins that will work with WordPress, right?

So here we go!

Pin It On Pinterest – this is one of the plugins used on this site. Basically, it adds the ability to pin an image straight from your website. Some report small bugs, but overall it works pretty well.

Super-simple Pinterest Widget – This just displays a list of your recent pins. I used it a while back and it worked pretty well.

Slick Social Share Buttons – This adds social media buttons to your site and just happens to include Pinterest. Personally, not a big fan of this one but it does work well.

Subscribe/Connect/Follow – This is my personal favorite social media plugin. Works well with most themes and also has Pinterest.

About Me 3000 – This little widget adds a bit of info about you from all your social media outlets.

So far, these are the plugins you have to choose from in regard to Pinterest. I'm sure there will be many more in the near future.

Final Thoughts About Making Money with Pinterest

Pinterest.com may just be one of the most profitable social networking tools out there today. Facebook and Twitter do a great job of driving traffic and linking, but Pinterest drives a slightly different kind of traffic -- the kind that spends money!

Why Pinterest Is The Best Social Media Tool For Your Blog

Pinterest drives people to your site based on the image they see on a pin board. These people are coming to your site expressly to find out more information about the product or service they have seen. In many cases, they are in the right state of mind to



purchase. This is because they liked what they saw in the picture for one, and/or their friends have it or they want the product. The point is the traffic coming to your site from Pinterest is, for lack of a better word - interested.

Facebook and Twitter do a great job of diluting your promoted material under everyone else's promotions, only sending you traffic from time to time, but Pinterest has a much more effective method of categorizing material (pin boards). This way your patrons can find the things they like and want to buy much faster which in turn can make you much more money! Like I said, Facebook and Twitter do a great job but Pinterest is going to blow them all away. For the folks who are actually selling something tangible and not just information, Pinterest is their best bet for sales.

How Does One Make Money With Pinterest? (part II)

In all honesty, no one knows what all we will be able to do with Pinterest in the future. There are many very bright people out there who will most certainly build apps, create lightning fast pinning tools and mass marketing products that will highlight what Pinterest has to offer, but for now, here is what you can do.



Attach unique images to all your posts/products and make sure they highlight the image in a way nobody else has done. For instance: if you sell custom hair bows, then create an image of your hair bows on anything interesting that other people would think is cute and would want to pass along.



Make sure to use a Pinterest friendly storefront like Pinterestshop.com to promote and sell your products.



Make sure someone can pin an image on all of your pages/posts/products.



Make sure all of your images have a descriptive “Alt Text”



Be someone people want to follow on Pinterest and follow popular people.

More Reasons Why You Should Use It:

For one, it hasn't been saturated and ruined by business yet. It actually has an invite only system that has been successful at keeping it low key. It was ranked as one of the top 100 sites on the Internet and has been doubling in members every month. Its core demographics are females between the ages of 15-40. It is like dynamite for spreading the word on any product you have that looks pretty. Local restaurants have profited tremendously from this because all it takes is a picture of a tasty looking dish pinned to

one person's profile and by the end of the week 1000 people who also thought it looked nice pinned it as well. This converts into great word of mouth, a good reputation for your company, and overall excitement about that dish. If I had to compare it to something it would be to Stumbleupon. As we all know, things that are visually appealing and new always catch on fastest.

This is even a great tool for real estate, just think of a board filled with all those beautiful listings and how much those images will get repinned!

Should You Use It Even If Your Consumer Isn't Image Driven ?

Odds are that if you run a quality business there are people who are interested in it on Pinterest. If, for instance, you run a mortgage company (and mortgages aren't exactly sexy any more) you can put good quality content on Pinterest about **ANYTHING** and it will drive traffic back to your site in the long run. At the end of the day, Pinterest is still a strategy that takes less than 10 minutes a week to work but that can get your site ranked higher on Google and other search engines than hours of generating SEO content.

Still skeptical?

It's easy to be skeptical when someone comes shouting that there is a new website that will change your life. Everyone said it about Facebook and to be honest, getting rich off Facebook marketing isn't easy and it isn't a sure fire strategy.

Here is why I like Pinterest and think it's a win-win situation for most businesses. If you are already on Facebook it improves your Facebook strategy. It is estimated that one of every ten Pinterest posts is shared on Facebook at least once. The good ones, the especially visually appealing ones, can get shared over 100,000 times. It takes less than 1 minute to pin an image, but could get more traffic to your site than all of the paid SEO you do.



It's Free



It's New



It's Exclusive



It's Great

If your target market is female (they are adding more male themed categories too) or if your target market is young and hip, you'll find them on Pinterest. If your product photographs well you will have an even greater advantage over your competitors.

STILL Skeptical?

If you are still skeptical about the growth and profit possibilities with Pinterest, check out these facts about the service.



RJMetrics reported that as of January 2012, Pinterest is retaining and engaging users as much as two to three times more efficiently than Twitter did at the same point in their development.



PRDaily reported that as of January 2012, Pinterest generated more referral traffic than Google+, LinkedIn and YouTube combined. Pinterest owned 3.6 percent of **ALL** referral traffic, up from the 0.17 percent they had at the same time last year.



97% of the current 10.5 million Pinterest users are women, ages 25-34.



AllTwitter reports that users stay on the site almost 3 times longer than they spend on Twitter (1hr 17 mins to 36 minutes). Money can't buy that kind of attention and engagement.



Monetate reports that the unique visitors to Pinterest jumped by 429% between September and December 2011. This proves that word of mouth is going out about the site and generating tremendous interest.



Over 80% of pins are re-pins, demonstrating the tremendous virality at work in the Pinterest community. At a similar time in Twitter's history, only about 1.4% of tweets were retweets. (RJMetrics)



Since January 2012, Mashable says that daily Pinterest users have increased by more than 145%



75% of Pinterest users have a bachelors or higher degree and a household income of \$25,000 to \$75,000. (Ignite)



Top interests on Pinterest in the U.S.: crafts, gifts, hobbies/leisure, interior design, fashion designers/collections. (Ragan.com)

The Numbers Game

Over the next 6-months or so, expect to see a change in the reported stats on Pinterest. Most likely, you will hear reports of a slight degrading or slowing down of growth – but don't worry. Let me explain how start-ups work on the Internet.

When a site first launches, if it is as good as Pinterest, it begins to generate a buzz on the other social networks. Usually, the people who come over are the standard group from the West and East coast who are always game to try the latest and greatest. With Pinterest, there was a shift in the demographics of its first time users. Beyond being almost entirely comprised of women, the majority of its early adopters came from the middle states -- East South Central (Mississippi, Alabama, Kentucky, Tennessee) and West North Central (Minnesota, Iowa, Missouri, Nebraska, South Dakota and North Dakota).

Analytics show that when someone comes to Pinterest, signs up for an account and makes their first pin they have started on a pattern of action that so far, shows no sign of stopping. Once a person pins, they keep on pinning. Stats for users who were active and then became inactive show that this group is very small – another point of difference from the other social networks when they started up. Twitter had an early spurt of growth, activity and retention of users, but the activity of their users fell off dramatically around the same timeframe of growth that Pinterest is experiencing. Twitter eventually evened out at a 20% active user level. Pinterest is still showing consistent and active use by its old and new members.

But...

And here is the “but” in all this and why I am telling you that reports of Pinterest leveling off may appear over the next 6 months and you should ignore them. The more buzz that is generated about a new service, the more people come over to it out of

curiosity alone. These people are outside of the established demographic that Pinterest successfully engages. They sign up for accounts, may poke around for a day but then never return. They don't pin, repin or comment. The presence of these wide swaths of curiosity seekers can skew the stats about a site's growth. Eventually, the stats will recover because the site will develop other niche appeal products to engage the curiosity seekers and create retained and active users. Right now, Pinterest is focused on its existing and proven demographic of women. They are working on developing niche products aimed at men. In fact, in the UK the majority of Pinterest users are men, so it is only a matter of time before they can successfully combine the products for the two demographics under one roof.

Don't Miss the Boat

Like always, the key to success lies in taking action.

Pinterest is new and exciting and looking like it will be the service that will finally make marketing products a successful venture on a social network. But there won't be any success for you unless you take action and start building your Pinterest presence now.

You now have all the tools you need to get out there and get going. Take my advice, draw up a plan for yourself that not only includes any changes you have to make to your web sites to make them "pin-friendly" but create a schedule for yourself about when you will be engaging with your followers online. The Pinterest demographic thrives on social interaction and attention. You will only be as successful as the "friends" you make on the site. It won't take much to do this, but you have to do it consistently.

Go sign up for your invitation today or leave me a comment on the Pinterest Profiteer website and I will send you one of my extra invitations immediately. Don't forget to come follow me too -- <http://pinterest.com/chadydunmore/>.

Pinterest is taking off. Jump on now or you'll get left behind.

I hope this eBook has helped to get your brain thinking about all the possibilities to becoming a Pinterest Profiteer. And I hope that your experience on Pinterest brings you great success!

Like always, you have to take action. I hope you have used this to help get your brain thinking about all the possibilities to becoming a Pinterest Profiteer.

Chady Dunmore



www.PinterestProfiteer.com

