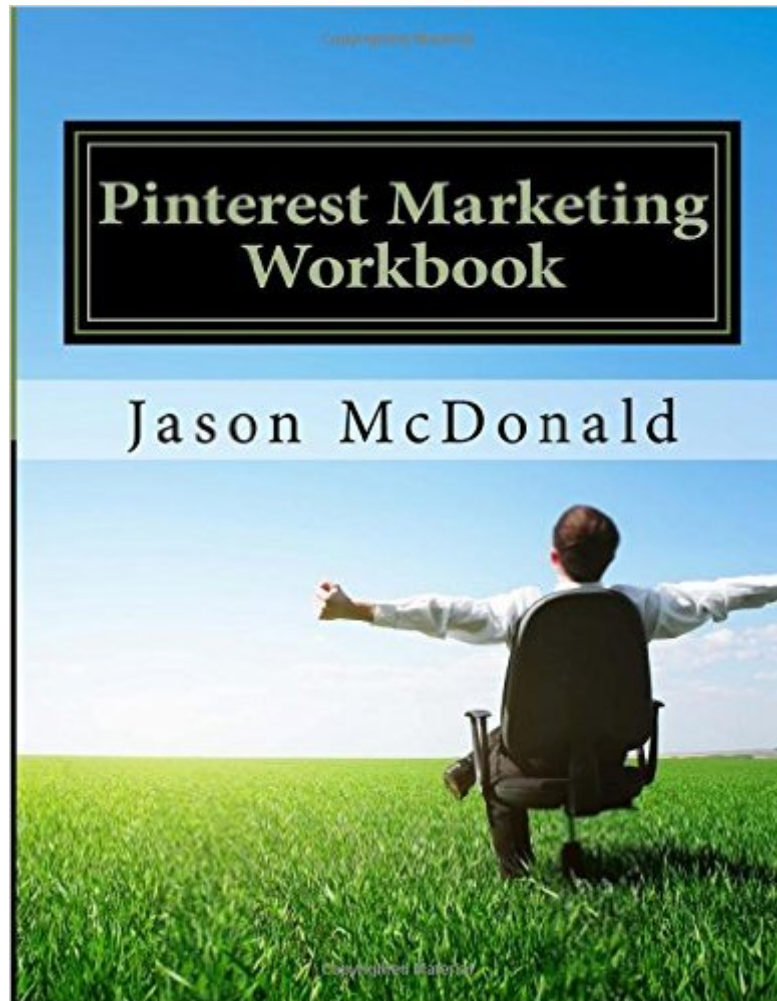


The book was found

# Pinterest Marketing Workbook: How To Use Pinterest For Business



## Synopsis

Pinterest Marketing Workbook 2016 Learn how to market your business on Pinterest for free A best-selling Pinterest marketing book from a best-selling author on Internet marketing: Jason McDonald Pinterest is a 'must do' social media for any marketer or businessperson in retail, do-it-yourself / crafts / hobbies, and/or the female shopping demographic. With its unique concept of 'idea boards,' Pinterest allows users to brainstorm ideas for their next camping trip, the ideal products to buy for their college dorm room or destination wedding, ways to be a better knitter, and even dog toys for their favorite black Labrador retriever, Buddy. By setting up a company Account on Pinterest, creating 'idea boards' that help your customers preview and pre-experience related products and services, and by being an active 'Pinner' of not only your own products but those of others... you can use Pinterest as the ideal social media to drive traffic to your eCommerce online store. If you know how... Small businesses and large businesses alike can leverage Pinterest for amazing free marketing opportunities. Even better you can research Pinterest, discover it is NOT for your business, and sleep easy at night free from Pinterest GUILT, that nagging feeling that if you're not "on" Pinterest, you're missing out. If you want to learn how to use Pinterest for business, this is your book. With up-to-date information on how to market via Pinterest, the Pinterest Marketing Workbook includes SOCIAL MEDIA MARKETING - an easy explanation of what social media marketing really is, and how to "think" about social media marketing. Pinterest MARKETING STEP-BY-STEP - an explanation of how Pinterest works as a marketing tool, how to research your competition on Pinterest, how to set up and optimize your business Pinterest account, and more. All in one easy-to-read Pinterest marketing book. PINNING STRATEGY - how to brainstorm the best idea boards, how and what to pin and why. FREE Pinterest TOOLS - as part of Jason's SOCIAL MEDIA TOOLBOOK, you get complete access to not only FREE Pinterest tools but hundreds of FREE social media tools as well - a \$29.99 value! Pinterest Marketing Worksheets This isn't a fancy book. This isn't a pie-in-the-sky Pinterest marketing book. This is a practical hands-on book, with links not only to free tools but to step-by-step worksheets. By the end of the book, you'll have a Pinterest marketing plan ready for your business. Got questions? Just Google Jason McDonald and send him an email - he's happy to help. About the Author Author Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 â “ online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as social media marketing and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and

fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. When heâ€™s not surfing the Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area.

## Book Information

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## Customer Reviews

Let me begin by saying that I enjoy Pinterest and have used it, for several years. I currently have 42 Pinterest "Boards", which are mainly used for the collection and sharing of recipes, DIY Products/Projects/Crafts, Health Tips, Household Hacks and other great topics. I found the site to be very useful and far reaching, as so many people view the content. Wow, I thought it would be a fantastic way to try and market the business ventures I had begun. Well, I was not at all successful - because I didn't know how to use Pinterest properly. So, I was thrilled to be given a free copy of the Pinterest Marketing Workbook, to review. The Pinterest Marketing Workbook is a wonderful tool, for anyone who wants a clearer understanding of how to use Pinterest, to their best advantage. The workbook is an aid to developing a step-by-step marketing plan, it describes how to access free Pinterest marketing tools (tips and secrets), how to access worksheets to build a plan, explains how to register to get a copy of the Social Media Toolbook, provides links for additional information and helps to explore Pinterest, in order to fully understand your options. The workbook is easy to understand and is large print, so is easy to read, with plenty of room to highlight information or write notes. It is not overwhelming, as some manuals can be. It is written in a direct manner, with a touch of humor, that puts the reader at ease. I wish I had had it, to begin with, when I was trying to use

Pinterest to market my business endeavors! My honest opinion is that I would recommend the workbook to others, who wish to take advantage of all that Pinterest and other social media have to offer. It is a terrific guide and will help to clear a path to better success, in marketing.

As a relative newbie to social marketing (alright, a complete beginner), I found this book to be VERY helpful. I like Jason's fun voice and the ways that it makes you feel that you can do this. My only suggestion and complaint is that I wish there was a glossary for all of the terminology. All of the abbreviations are still very new and are hard to keep up.

I have contemplated setting up a Pinterest account for my small publishing company for years, but would always leave the website in confusion after being overwhelmed by the details of setting up boards, etc. Now I have a clear road map on how to proceed. This book gives an introduction to how to interact with social media - theory and practice, and moves on to explaining Pinterest and how it works, how to attack Pinterest and optimize your Pinterest site, and also provides you with Pinterest tools. It's everything you need to set up your own Pinterest business strategy.

I love this workbook! Before picking this up I had no experience with pinterest but Jason makes it so simple that now I feel like a pro. I am always eager to find every free tool (or roughly free) tool that's out there for internet marketing so when I saw this book I had to pick it up. All of Jason's books are so easy to read and have tremendously helped my business success in our internet marketing endeavors. This workbook is unique; I have yet to find another concerning Pinterest specifically. I HIGHLY recommend all of Jason's internet marketings books and workbooks, and for the price? Who can beat it!

I'm a new, small business owner whose products will appeal to crafty women -- perfect for the Pinterest setting. But I had no idea how to navigate my way through the Pinterest jungle as a business owner to promote my business. This workbook is well organized and easy to understand, plus gives lots of links to free Pinterest tools. I highly recommend this book - it's a wealth of information at a bargain of a price!

This book describes marketing through Pinterest and as expected really does the job. With Pinterest being fairly new and such a success already, it seems like a great endeavor to take on. This book explores how Pinterest actually works and how to capitalize that as a company. It sets up a great

way to organize your page and how to set up a strategy on pinning. It also shows you how to use the search feature to expand your target reach. The explanations of the tools that are offered and how to use the analytics are extremely helpful for understanding just how far you are reaching out. In no time this could be a wonderful way to market a company or brand. Received a free review copy

I needed simple instructions for how to use Pinterest for my small business. This author really explained me everything important about Pinterest from the start to the point, where I get attention of many potential customers. And I haven't spent a lot of time for all that! I read about all the newest tips and tricks which you can use to get on the top. Definitely the best book to start Pinterest for your business and success is guaranteed!

I thought this book was great in helping to market products on Pinterest. This site is very popular in different aspects of helping a beginner of the internet and a person starting a business. Pinterest for me has help in getting my products out there near and far. But after reading this book it has help me understand more of what I can do with this site as for marketing my business. Another awesome book from Jason McDonald. Pinterest Marketing Workbook: How to Market Your Business on Pinterest

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