

PINTERESTED in growing your business?

Perhaps you've seen pinterest popping up in some of your facebook posts and wondered what this latest wrinkle of social media is and how you might benefit from joining its growing ranks of users. Like most social media tools, they start out being used by individuals, then morph into valuable marketing tools for businesses. Now is a great time for savvy marketers to jump on board.

This new site has been growing exponentially since its launch in March 2010 with nearly 20 million unique visitors according to [Site Analytics](#).

For those who are unfamiliar with Pinterest, it is the social networking of visuals. Pinterest allows people to “pin” pictures that they like onto their virtual boards. Most people use these photos and boards as a way to plan an event, such as a party or wedding, because it allows them to see the color scheme and overall theme of the event all in one place.

People not only have the ability to pin things they see onto their Pinterest boards, but they can comment on photos, like photos, and follow certain subjects or certain people. In other words, the site has a social media feel.

Below are some of the reasons that every business can benefit from Pinterest.

Visibility and SEO: Every image that is pinned will include a link back to the website where it originated. This helps to spread the word about your company and what your company can offer. Not only will this improve the visibility of your brand, but there are SEO perks because the links will count as inbound links.

Photo Popularity: People are more interested in photos than they are articles. Part of the reason most articles on the Web are accompanied with a photo is because photos can grab the attention of readers. Infographics are also extremely successful because they are an alternative to blocks of text. So if a site centered around photography is only going to continue to grow.

Interaction: The site will allow you to interact with customers, clients, and others in the industry in the same way other social networks do. This will help you build connections through a medium that is comfortable for your customers. Unlike some of the other social networks, Pinterest extremely simple to manage, so this will help save you and/or your employee's time while still building relationships.

Target Audience: People choose which topics they would like to follow and which topics interest them. If they choose “business,” for example, as a subject that interests them, then your photos and/or infographics will come up. This means, you will be getting the right sets of eyes looking at your material. Because everything links back to your site, this should be a great way to find potential customers.

Once you've decided that your company can benefit from Pinterest, there are a few steps you need to take. The first thing: You still have to be invited. If you would like an invite write to me

at rhazlrigg@gmail.com with Pinterest in the subject and I will send you an invite at my nearest convenience.

The site is extremely simple to navigate, but if you are still not sure how to get started? Call for your Social Media Tune Up – Robert Hazelrigg The Graphics Guy at (732) 513-6807.

Robert Hazelrigg is a marketing professional with over 25 years of advertising experience. Learn more about his business at www.roberthazlrigg.com or [www.fb.com/thegraphicsguy](https://www.facebook.com/thegraphicsguy)

