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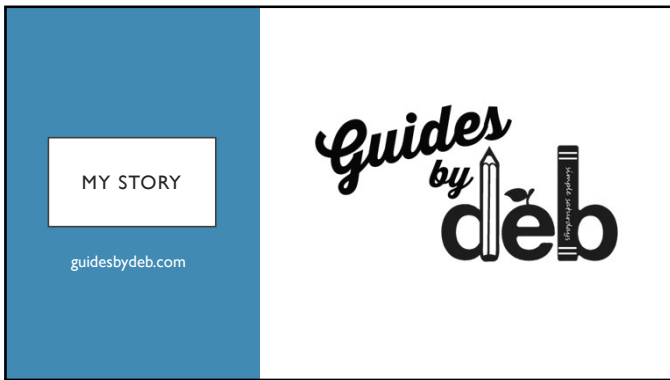
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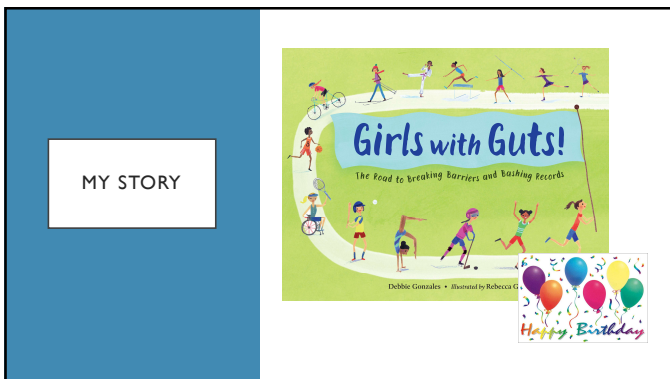
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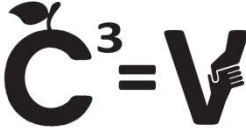
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MY STORY



content. consistency. community  
equals visibility

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MY STORY

*The Let's Get Social Marketing Series*  
May 11-14 | 1:00 EST | Via Video & Zoom | Fee: \$75

  
Learn to speak the language of  
**Mastering Zoom**  
(with a sweet overview of LinkedIn)

  
Why newsletters are still so important  
**The Essentials of the E-Newsletter**  
access [www.debbiegonzales.com](http://www.debbiegonzales.com) to register

  
How to grow your business on Instagram  
**Platform Building with Instagram**

  
How to create a content strategy  
**Establishing a Personal Plan for Success**

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FUN FACTS

- Pinterest is one of the largest website traffic drivers in the world.
- Pinterest is 80% more viral and 3x more effective at generating leads than Twitter.
- Sometimes it's good to think of Pinterest as a big, visual search engine.
- Pinterest drives traffic (and lots of it).
- Because every pin includes a link, it makes it easy to lead it back to the source of the image.
- Discover what your audience loves.

<https://strongcoffeemarketing.com/quick-tips/6-reasons-you-should-be-using-pinterest-for-business/>

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CASE STUDY

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BASIC DEFINITIONS

What is a Pin?

Pins are graphics & ideas that people on Pinterest create, find, and save from around the web.

<https://help.pinterest.com/en/guide/all-about-pinterest>

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BASIC DEFINITIONS

What is a Board?

The Pins you save live on your boards. Name your boards and arrange them on your profile however you want.

<https://help.pinterest.com/en/guide/all-about-pinterest>

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**BASIC DEFINITIONS**

### What is a Personal Account?

A personal account has no access to ads or analytics tools.

<https://help.pinterest.com/en/guide/all-about-pinterest>

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**BASIC DEFINITIONS**

### What is a Business Account?

A business profile has access Analytics and other tools that help grow your professional presence on Pinterest.

<https://help.pinterest.com/en/guide/all-about-pinterest>

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**BASIC DEFINITIONS**

### What is Tailwind?

An online software add-on designed to enhance social media reach

**tailwind**

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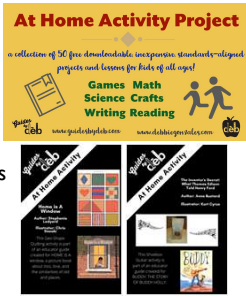
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BASIC  
DEFINITIONS

### What are Trends?

Niche-specific, trends anticipate or predict content one's audience might prefer at any given time



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BASIC  
DEFINITIONS

### What are Pinterest Analytics?

Pinterest Analytics helps you understand your overall presence on Pinterest. It shows you what content, both paid and organic, resonates most on Pinterest.

<https://help.pinterest.com/en/guide/all-about-pinterest>

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BASIC  
DEFINITIONS

### What are Pinterest Analytics?



<https://help.pinterest.com/en/guide/all-about-pinterest>

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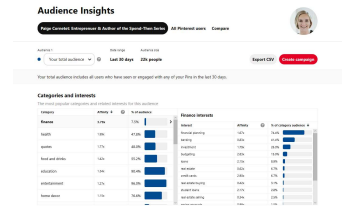
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BASIC  
DEFINITIONS

### What are Pinterest Analytics?



<https://help.pinterest.com/en/guide/all-about-pinterest>

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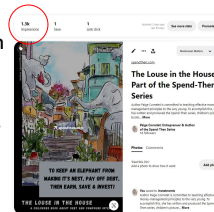
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BASIC  
DEFINITIONS

### What is an Impression?

A metrics measurement, an impression measures the number of times a pin has been seen on Pinterest.



<https://help.pinterest.com/en/guide/all-about-pinterest>

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BASIC  
DEFINITIONS

### What is a Save?

A metrics measurement, a save is the number of times people saved your Pin to a board



<https://help.pinterest.com/en/guide/all-about-pinterest>

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BASIC DEFINITIONS

### What is a Link Click?

A metrics measurement, a link click is the number of Pin clicks that drive to a destination, on or off Pinterest



<https://help.pinterest.com/en/guide/all-about-pinterest>

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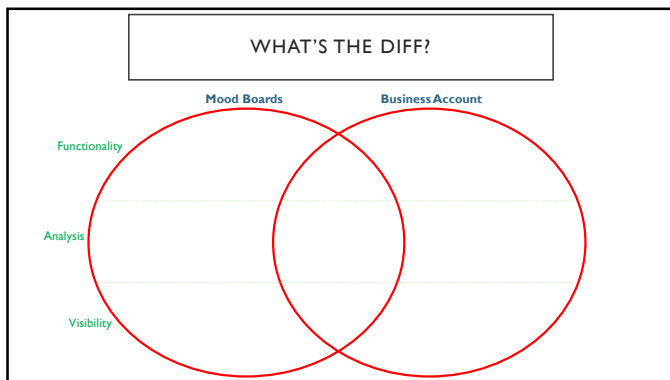
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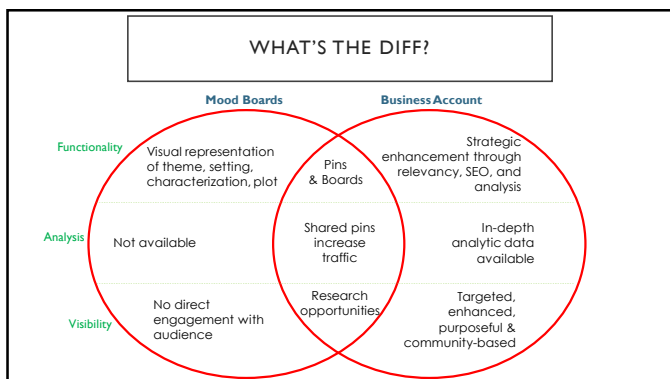
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ADDITIONAL RESOURCES



Simple Pin Media



Amber Peterson



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NEED HELP?

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



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