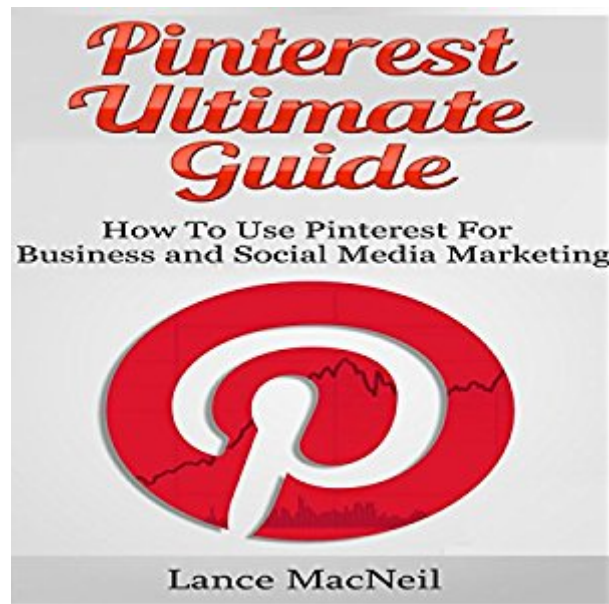


The book was found

# Pinterest Ultimate Guide: How To Use Pinterest For Business And Social Media Marketing



## Synopsis

One of the hottest social networking sites today is Pinterest. Although the site still lags behind global behemoths Facebook and Twitter in terms of number of registered users, Pinterest has nonetheless had a steady and progressive rise over the years, thanks in large part to its heavy focus on gorgeous images. The site's enormous success is definitely one for the books. Latest figures show that Pinterest has over 70 million registered users across the world, with a huge bulk of them - or more than 50 million users - coming from the United States alone. According to webpage ranking service Alexa, Pinterest is the 27th most frequently visited website in the world. Without a doubt, Pinterest definitely counts as a total force to reckon with in the social media sphere. That's a giant leap from its initial days in 2010: the year it was founded by Paul Sciarra, Evan Sharp, and Ben Silberman. With over 300 people currently employed by Pinterest, it continues to forge ahead as it battles it out for social media supremacy against both new and established competitors.

## Book Information

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## Customer Reviews

I wanted to promote my arts business on Pinterest, and was looking for a crisp, compact guide which would teach me the craft of using the platform. This book delivered on the need beautifully. It teaches specific techniques on how to leverage features of pinning, making boards and how to network with fellow pinners. I found the insights on Pinterest Analytics, Tagging and Cataloguing, really helpful for my business. It also gives great examples of SEO optimized pin descriptions. I have been using these ideas for a short while now, and like the impact.

The Perfect Book For Me! I am about ready to move into Pinterest. I have seen some results that are very impressive. But the understanding Pinterest courses are expensive. This short information-pack book provided everything I needed to know to get started in promoting my business on this exciting new medium. You get the usual origin, history required for this type of book but then it takes off. Giving you a swift over view of the many faceted Pinterest. A step guide to understanding the subject but then the author invests several chapters on the many ways you can use Pinterest in your business. I am sure there is a lot more to learn about Pinterest but this was all I needed to get started. If you want to know about Pinterest I highly recommend this book.

Using the techniques in the book can really increase your following. The book encourages the reader in pursuing their goals. It is an easy to follow guide with powerful techniques. The author gives solid advice about attracting the right followers for your interests.

Wow this is a very short book--only 21 pages. Size of the type is larger than typical. I think it's more like a bound essay. Only 6 Chapters. I can't believe no one mentions this in reviews. I should be able to read this in about 30 minutes. I will be surprised if I learn anything new from it.

Picked up this book a week ago and have already used a few of the tips. I am in online marketing and, although I wasn't expecting it, I've seen a small jump in sales already just by using pinterest optimally, as in the book. Definitely a great guide to a great new platform

I could have gotten this on Kindle for free but I like to have a "real" book & it was only \$5.99 so I went ahead & ordered it. It goes into a lot of detail about what Pinterest is & who uses Pinterest & what you "can" do with Pinterest...but it doesn't really share any information on how to do any of this. Much of the information is repeated throughout. There are several paragraphs that are repeated almost word for word in different sections. I was hoping for a guide to tell me how to get the most out of Pinterest to help my business grow & what I got was a book about how wonderful Pinterest is. I suppose I'll just figure this out on my own.

Pinterest is definitely a social media website that has been overlooked. There's always a way to expand your back links and traffic to your website using social media and I think this book definitely gives you a perfect guide on how to maximize traffic in order to gain more business.

If you are a fan of this website, this book tells you how best to use it. Appears to be written by the people very familiar with Pinterest or people from Pinterest itself. Nevertheless, the book is useful for those who want to get the best out of Pinterest. It tells all about usual stuff like posting your routine photographs and all that, but it also deals with business promotion through Pinterest and this may be useful for those who are or planning to enter the online e-commerce

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