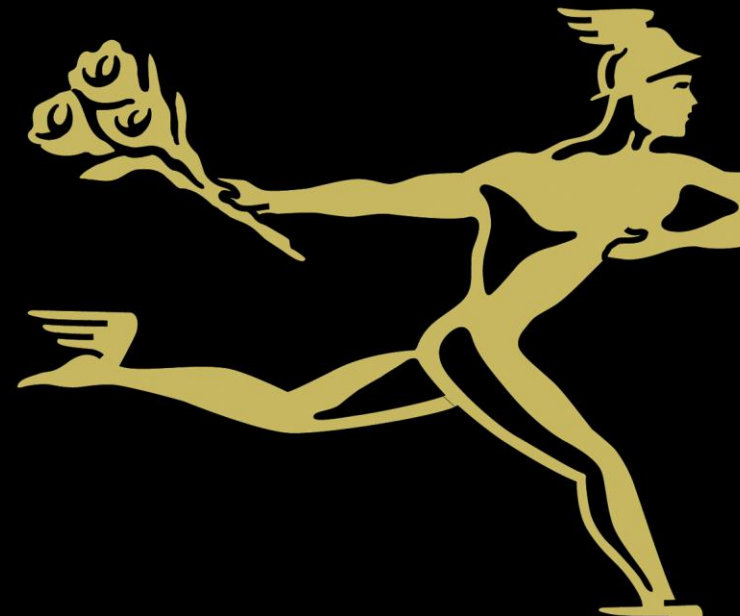


What's The Interest In Pinterest?

Jeff Corbin AIFD, AAF, PFCI

April 14, 2015





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Flowers say it better. FTD says it best.™



What ... Why ... When

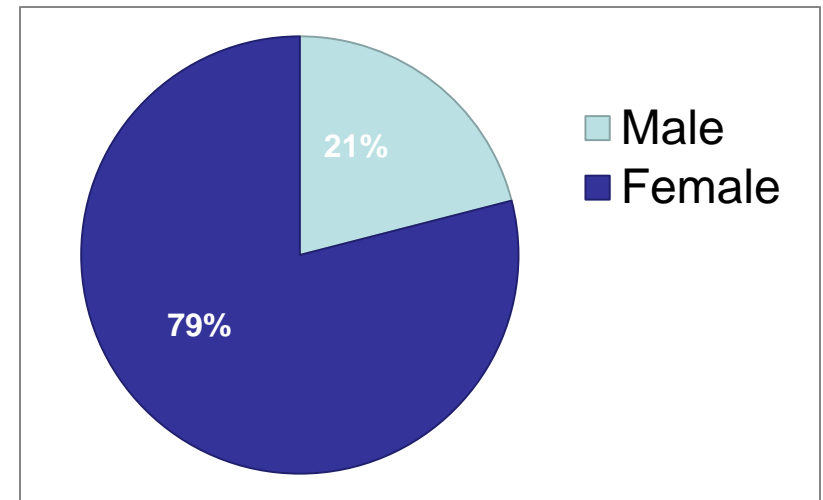
What is Pinterest?

- Online shared bulletin board
 - Highly visual
 - Interactive
- Pinterest is a *tool*
 - Draws people to your website
 - Exposes your product
 - Keeps your business in their minds



Why is Pinterest necessary?

- Your business needs to be where the people are
- 70+ million users
- Continue rapid growth



When do I have time for Pinterest?

- Less time-consuming than other social media platforms
- Lasting results
 - Residual effect
- Beneficial without being on it every day





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Getting Started

Getting Started

Open Account

- Takes less than 3 minutes
- Easy
- Free



Pinterest

He used Pinterest to start his collection

Join Pinterest to find (and save!) all the things that inspire you.

f Continue with Facebook

or

Email

Create a password

Sign up

Creating an account means you're okay with Pinterest's [Terms of Service](#) and [Privacy Policy](#).

Start here!



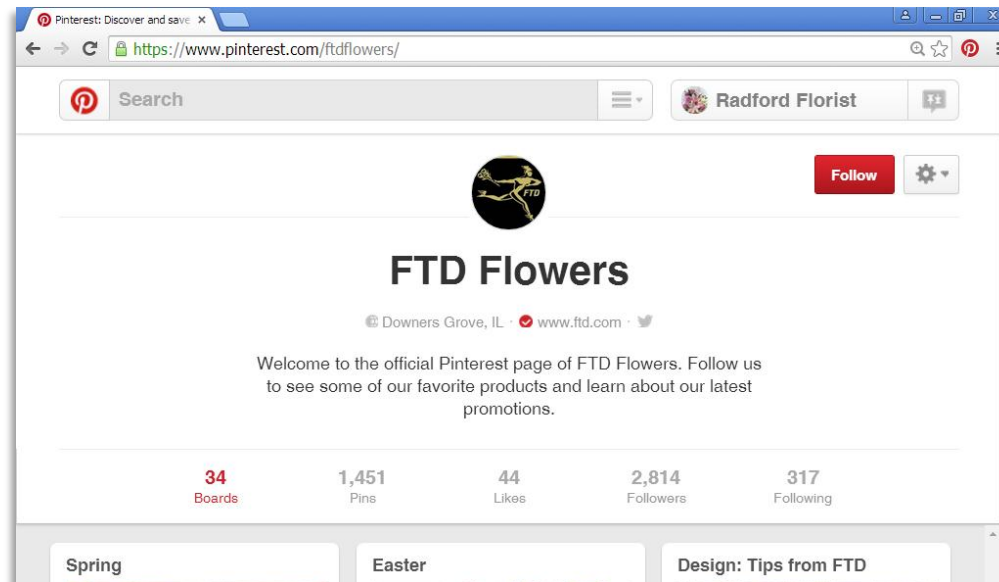
Business Account vs. Personal Account

- Business account
 - Analytics
 - “Rich” pins
 - Allow pricing
 - Future enhancements
 - Terms of service
 - Read etiquette
- Personal accounts easily converted



Visit Pinterest to gain inspiration

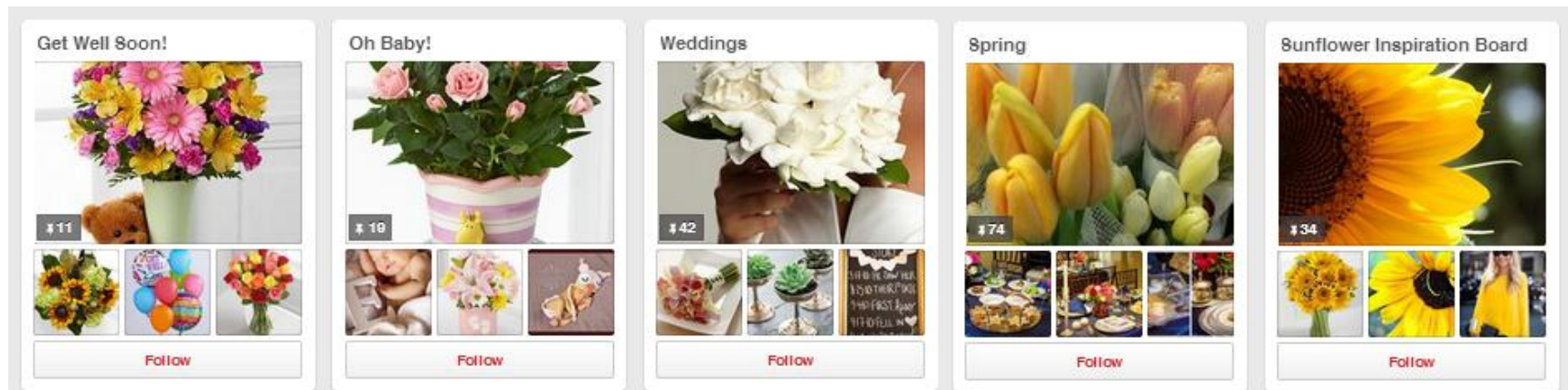
- FTD Flowers
- Florists' Review
- Smithers-Oasis
- Syndicate Sales



Getting Started

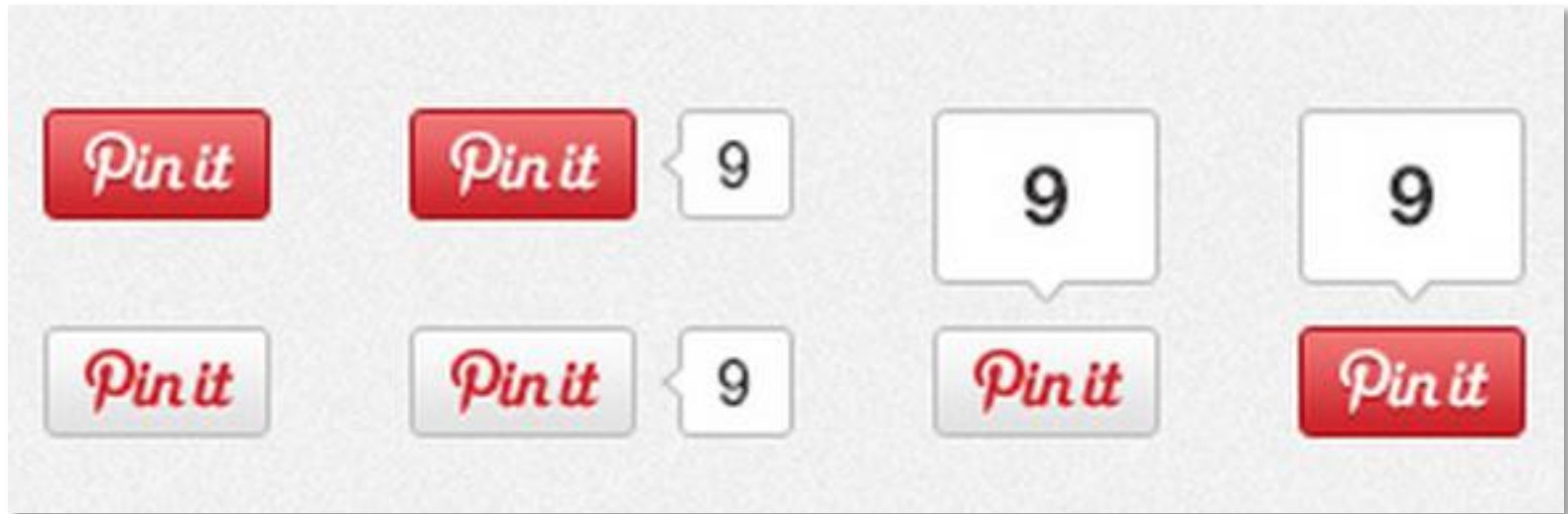
Create Boards

- Life events
- Holidays
- Products
- Seasons
- Specific flowers



Install “Pin it” buttons on your website

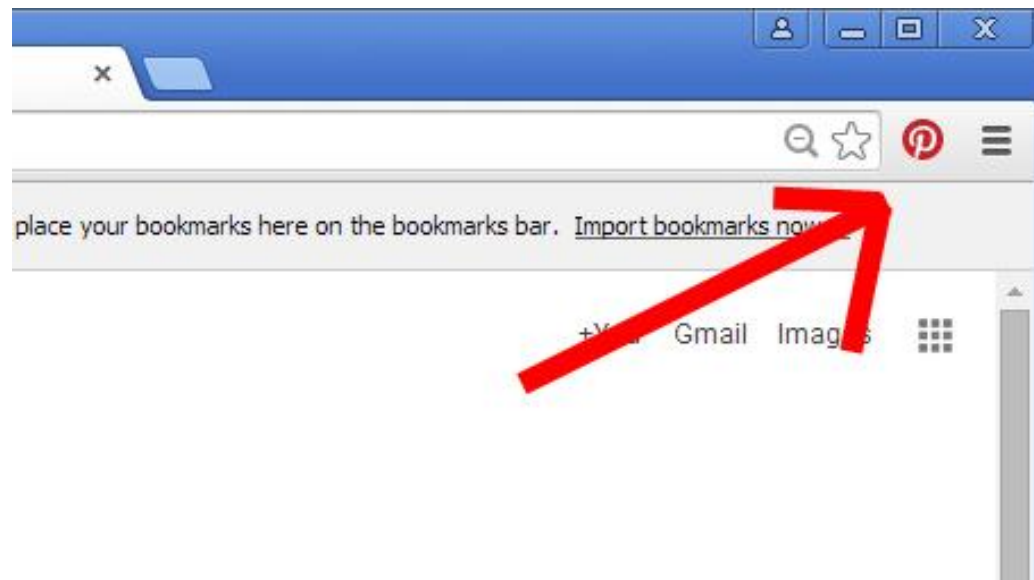
- Allows customers to “Pin” easily if they do not have “Pin it” installed on their browser



Getting Started

Install “Pin it” button on your *web browser*

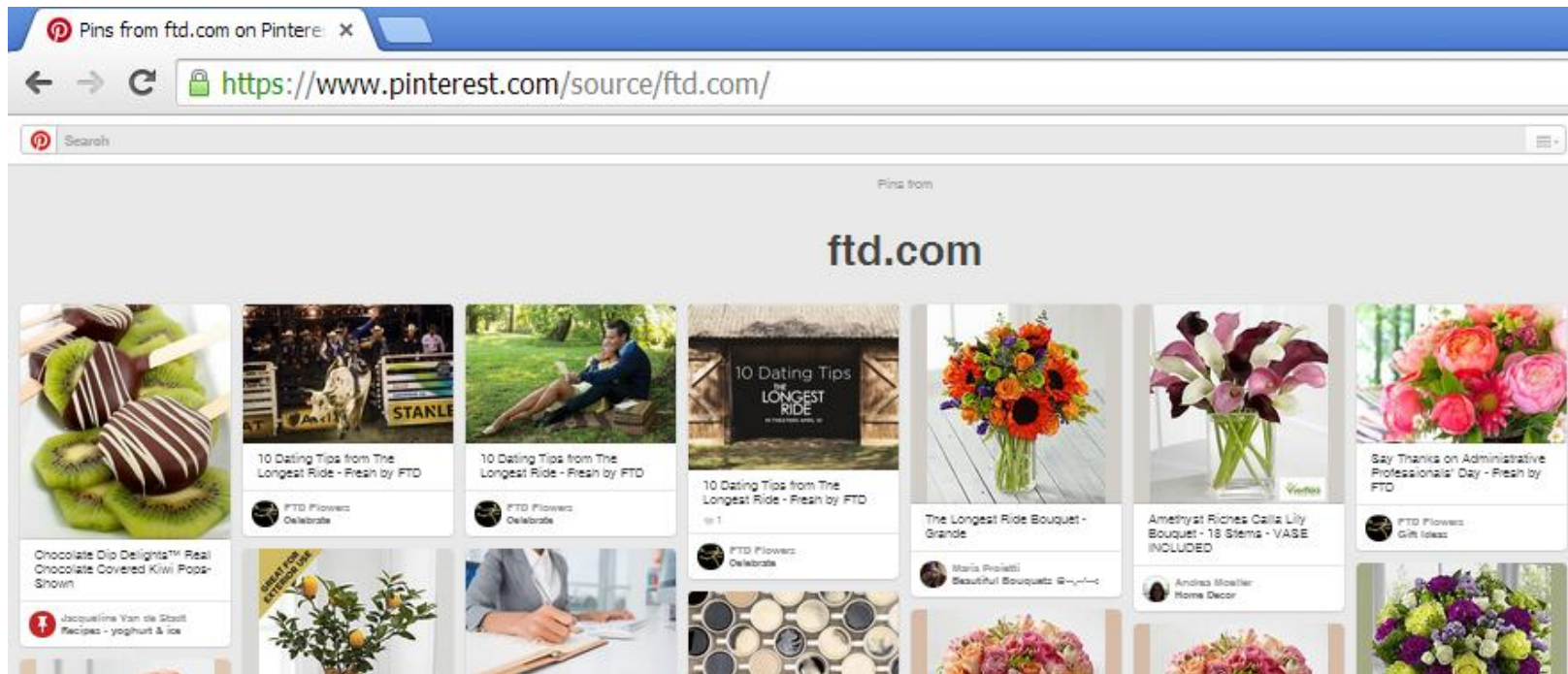
- Allows *you* to pin efficiently



Getting Started

Do you already have pictures on Pinterest?

- <http://pinterest.com/source/yourURL>
 - This will show images from your website that have been pinned





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Adding “Pins”

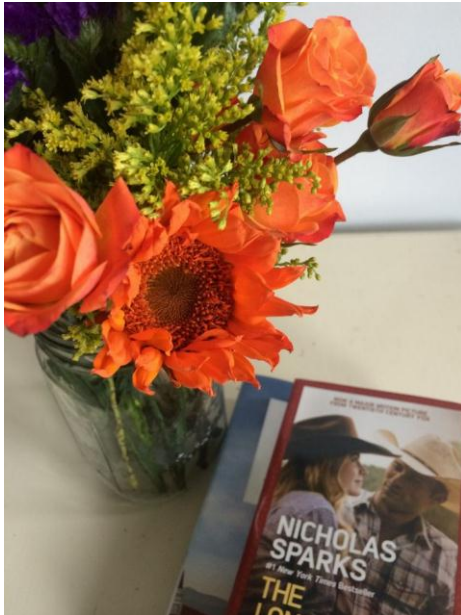
Pinning

- “Repin” vs Original
 - “Repin” is easiest
 - You need some for visual interest
 - Negatives
 - 80% of pictures have been repinned
 - If images do not originate from you, you do not benefit when repinned from your boards
 - Original
 - “Pin it” vs uploading
 - Description/meta information
 - Average pin gets repinned 11 times



Original

- Quality
 - Pinterest is visual
 - Image quality needs to be excellent
 - Learn to use photo editing software

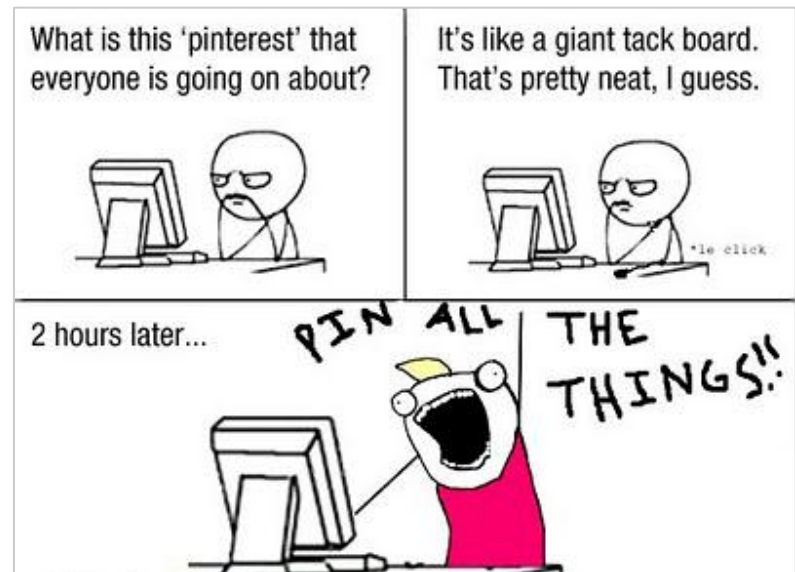


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Types of Pins

- Infographic
- Tutorial & How-to's
- Pin Videos from YouTube
- Results & Testimonials



Adding Pins

Infographic

- Provide value
- Establish credibility
- Build a relationship
- Great for wedding info
- Make them TALL
 - They will stand out

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BULK FLOWER CARE INSTRUCTIONS

Caring and maintaining your shipment of bulk flowers can be easy and enjoyable. It is a great idea to be well informed on how to care for the flowers you've ordered prior to your shipment's arrival.

GENERAL TIPS

- 1) Prepare buckets with warm temperature water and flower food. We recommend about three buckets per box of bulk flowers.
- 2) Cut at least 1 inch off the bottom of each stem.
- 3) Strip the bottom foliage from the stem of each flower so that no foliage will be submerged in water.
- 4) Place flowers in water as soon as possible. (Please allow your flowers 24 hours to properly hydrate).
- 5) Remember to check water levels every couple of hours to insure your flowers have the proper water supply.
- 6) Keep flowers in a cool area, around 65 degrees Fahrenheit, out of direct sunlight and away from drafty areas.

WHAT IS AN INFOGRAPHIC?

AN INFOGRAPHIC IS:



THE VALUE OF AN INFOGRAPHIC



Publications that use infographics
grow in traffic an average of

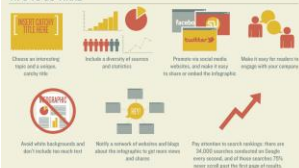
12% more

than those who do not
use infographics

Every business can benefit from infographics

An infographic titled 'Publications that use infographics grow in traffic an average of 12% more than those who do not use infographics'. It features a bar chart with five bars of increasing height, each labeled with a business sector: TOURS, BOUTIQUE, REALTOR, JEWELRY, and SEO. The bars are colored in a repeating pattern of yellow, red, and grey. Below the chart, a red banner states 'Every business can benefit from infographics'.

TIPS TO GO VIRAL



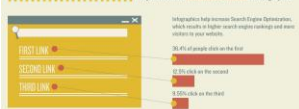
HOW TO MEASURE SUCCESS



INFOGRAPHIC POPULARITY GROWING BY THE NUMBERS



2 MILLION BLOG POSTS ARE WRITTEN EVERY DAY
think how many of these include infographics

[illegible]

Tutorials & How-to's

- Great for flower shops
- 42% greater CTR (click through rate)
- Overlay text on image
 - “Call-to-action” buttons
 - Increase engagement by 70%
 - Use a watermark



Examples of “Call-to-action” buttons



Pin Videos

- Utilize YouTube
 - Your own or shared videos
 - Your own videos are best
 - Helps with your website SEO
 - More content can be included vs. a static image



Results & Testimonials

- Before & after's
- Bridal testimonials
- Professional references





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Gaining Followers

- “Pin it” on website products
- “Follow Us” badge on website
- Announce it on other social media platforms
- Follow to be followed
- www.Woobox.com/pinterest
 - Adds a link from Facebook to Pinterest





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Live View



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Recap

- Review recommended sites
 - Find your own inspirations
- Set up business account in Pinterest
 - Minimum 12 boards
 - Minimum 25 pins per board
 - Set up hidden “work board”
- Install “Pin it” on your website & browser
- Connect Pinterest with Facebook



- Plan each board to include at least one of each type pin: infographic, how-to and video, results & testimonial
 - This offers visual variety – more viewer interest
- Dedicate 1 hour weekly to Pinterest
- To evaluate your repins:
<http://pinterest.com/source/yourURL>
- Pinterest *Help Center*.
<https://help.pinterest.com/en>





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Questions???

Email: Jeff@JeffCorbin.com

Handouts are available at:

FTDi.com/FTDUniversity/webinarmaterials.htm

Webinar will be available to view at:

FTDUniversity.com