

# **Promoting A Book And Blog Using Pinterest**

**Choosing the Right Tips and Tools**



***Honestly, “Hell hath a tech department” pretty much sums up my feelings about the Web and the massive changes that the Internet dictates we must follow.***

Hours spent handling tasks that should have taken less than an hour to complete,  
But delayed by sudden software issues, Whoops, Oops and Error screens, Remember Me check boxes with faulty recall, incompatibility with platforms, unexplained login lockouts...sometimes for months, clear as mud user manuals. and a litany of other Techno Twilight Zone situations often commented on with a familiar phrase from tech support, “I have never heard of something like that happening before!”

The decision not to engage in social media platforms, with the exception of my blog, in large part to curtail the

list of

aggravations just described, was an easy one to make.

So when an email arrived last month about a free Pinterest Webinar,

*Drive 122, 547 Targeted Visitors to Your Kindle Book..* I was less than thrilled.

Then I saw John Kremer's name and paused.

I'd sought Kremer's advice on my blog and books before and had not

forgotten he'd made suggestions, which I would not have thought of and had proved fruitful.

For example, his advice to contact a particular kind of site, which I did not initially think would work, had eventually resulted in thousands of visits.

But I later neglected blog marketing while I juggled other responsibilities. And I knew I had to find a strategy I could stick with on a regular basis.

John Kremer has a reputation as a go-to book-marketing expert. I reasoned that my turning down the offer would have been stupid. I decided to attend the webinar.

**So glad I did!**

Don't get me wrong, social media and technology are not now my new BFF's

But I like [dare I say love?] the overall Pinterest concept.

It's a fun, educational, addictive, at times, exhausting hunt.

Time spent n my Windows XP laptop has increased exponentially in my search for eye-grabbing images with an interesting or useful story.

**Takeaways from the Free *Drive* Webinar**

- Overview of Pinterest Popularity
- Pin creation Do's and Don'ts
- Using the Pinterest as a marketing tool

- Q & A Pin frequency

The *Drive* webinar cut through the hype and buzz that I had previously tuned out.

Pinterest was not merely scrapbooking on the Web but could be used as an effective marketing tool that fits my skill set.

I studied my notes and wanted to learn more about the concept. The search term "Pinterest Business Use How-to" listed 139 million hits.

A comparison of *Drive* notes versus an extensive number of online references; from articles to videos to forum sometimes revealed dated, contradictory or questionable content. Not even the Pinterest Guide or Terms of Service covered all the questions I had. So it's little wonder that many people are confused about how to use the platform properly.

I was indeed grateful I'd taken the *Drive* webinar because I don't think I would have signed up for Pinterest otherwise. In fact, based on some of the tips found, I thought the writers had to be joking if he or she thought I was going to follow the pinning schedule advised.

Creating or choosing impressive images for marketing purposes is not as simple as it seems. If, for example, one refers to the helpful Copyblogger primer about Pinterest, understanding which tips would apply, and which ones to ignore or adapt is key.

Effective pinning involves marketing and communication skills, two areas that require knowledge and training, or time-consuming trial and error.

There are still things about Pinterest that I don't understand. Meanwhile, I will continue to pin and evaluate results. I have elected to try Pinterest on until I can replace my equipment and non-wireless hookup.

And the *Drive* webinar will be first on the list for training.

What was impressive was the value of the free content.

Check out the webinar information and free download.

**Note:** I do not receive a fee for mention of any organization or business in my writings.

### **First 30 Days:**

**Pinterest Results:** Tiny, gradual, noticeable...

**Note:** Based on minimal pinning activity: And only a general idea of what the heck I'm doing, even using remarks heard on TV as inspiration for ideas for meaningful pins.

- Launched board "Tip Entrepreneurial" and gained a follower before I'd even posted content.
- Invited to join a Teachers Pay Teachers (TpT) group board trio after the first few days of solo pinning.
- Gained six followers
  
- 29 notifications of repins or likes
- Despite several attempts, unable to get site verification and Pinterest analytics,
- WordPress.org blog traffic counter show visitor increase..
- TpT views: Increase at a faster clip than BP [Before Pinterest]. For example, a new product that had slowly climbed to 19 views jumped to 43 overnight, and the only explanation might be a YouTube that I'd pinned about graphic novel self-publishing.

Pinterest is a nifty teaching and educational tool. Not only for marketing an established blog or business product but the concept is a creative no-cost tool for the aspiring entrepreneur trying to decide on a business.

**Dee Adams is the author of**  
***Finding Your Niche: Discover...***

**<http://wp.me/P3Kr4S-Uz>**

### **References**

**Note: Reference list revised**

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Drive 122, 547 Targeted Visitors  
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BookmarketingBestsellers.com

<http://tinyurl.com/ldmlzbc>

Daniel Hall Webinars

<http://tinyurl.com/kh9n3a4>

56 Ways to Market Your Business on Pinterest

Copyblogger.com

<http://www.copyblogger.com/pinterest-marketing/>

Business Pinterest.com

9 Ways to Drive Traffic

Summary: Changes to the system

<http://tinyurl.com/k6f55r8>

**How Writers Can Use Pinterest**

**Peg Fitzpatrick.com**

**Note: Although written in 2013,  
several useful references in the popular share.**

**<http://tinyurl.com/nto5rcm>**

**Engineering Pinterest.com/August 2014**

**<http://tinyurl.com/lz86mq5>**

All About Pinterest/KellyLieberman

Pinterest.com

<http://tinyurl.com/nfz35th>

**How to Be Found on Pinterest/March 2015**

**Note: Topics include changes on Pinterest  
2015, and statistics about the growing interest  
of men in the platform.**

**Overgovideo.com**

**<http://tinyurl.com/nlek92t>**

Business News Daily.com  
Pinterest Business Guide  
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**5 Pinterest Mistakes  
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