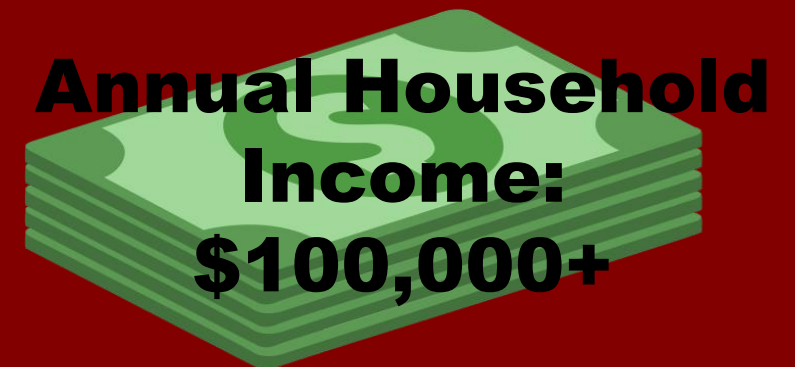
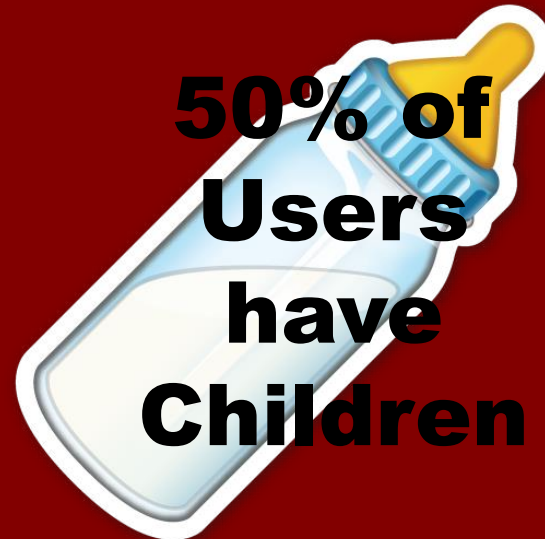
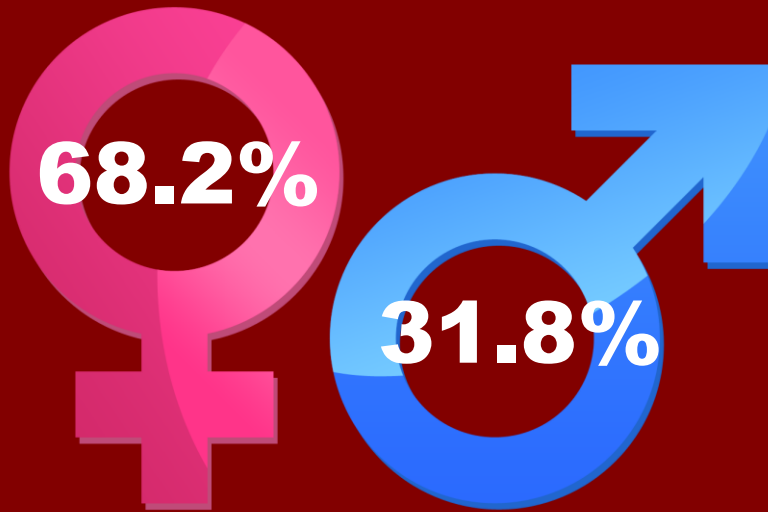
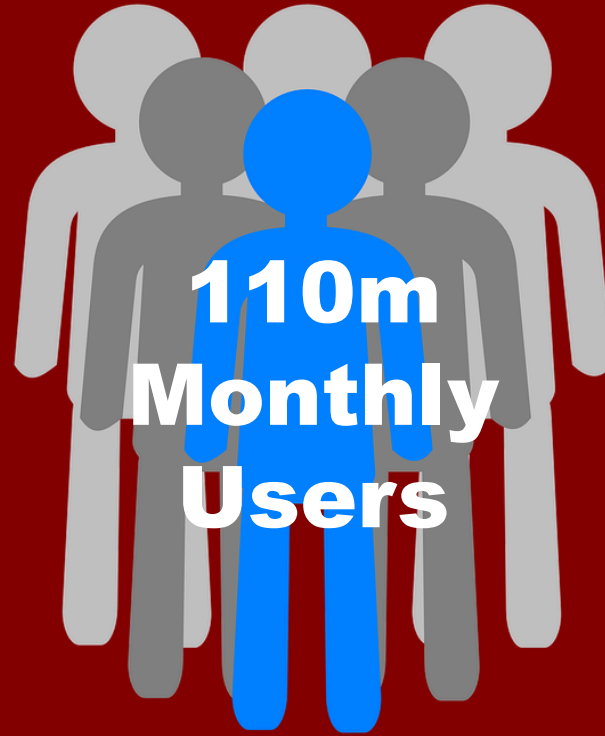


Pinterest

A current look at the social
platform made to inspire

Know your Audience

Pinterest Stats - 2015





The Complete Guide to Denver, Colorado | Denver has become...
Type A Trips
Type A Trips
Type A Trips
Type A Trips



35 Awesome Reasons To Visit Denver, Colorado
35 Awesome Reasons To Visit



The 11 best brunches in Denver
The 11 best brunches in Denver
thrillist

What's working:

- Long-form Content
- Bucket-list Travel
- Informative Pins
- Content tailored to trending searches
- Female dominated social platform
- Simple, minimal branding efforts
- Travel, leisure, DIY & Food
- Engaging, eye-catching imagery
- Text overlays

Trending- How to Stay Relevant

Pinterest will
populate
trending topics
in every
popular
category

Popular

RELATED TOPICS



Weight
Watchers



Hair Colors



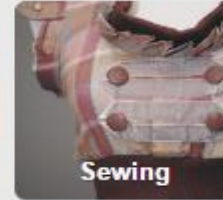
Pranks



Dresses



Fashion Dolls



Sewing



Peonies



Braids

Food and drink

RELATED TOPICS



Breakfast
recipes



Italian recipes



BBQ grill



Coffee



Paleo



Gluten free



Tea



Wine

Travel

RELATED TOPICS



Beach travel



Budget travel



Romantic
travel



Family travel



Culture travel



Outdoor travel



Foodie travel



Shopping
travel

The Popular Tab

Fitting in with the 'cool pins'

4 JAW-DROPPING
CARDS CHARGING
0% INTEREST
UNTIL 2018



NextAdvisor

With all the cards on the market it can be hard to narrow...

₹ 24.6k



HOMEMADE
RAINBOW CHIP
FROSTING

Homemade
Rainbow Chip
Frosting

₹ 3.1k

How to make sweet and cream rainbow chip frosting at home...



I can't stay calm, I'm getting married, 15 oz Mug Bride to...

₹ 5.3k

Put crayons at the kids table. | Christine? I've done this...



whispe

10 Hilarious
Confessions of a
Pinterest Addict

₹ 30.5k

True. True.

Better Homes and Gardens



Witch's Potion
www.lilluna.com



Witch's Potion

₹ 11.5k

Witch's Potion Drink recipe - a chilled Lime and Pineapple...

MVMT Watches
 © Santa Monica, CA · www.mvmtwatches.com ·

Brought together by a shared passion for fashion, adventure, travel, and everything in between.
 This is the MVMT Lifestyle. Follow us to see more.

33 Boards 3.5k Pins 92 Likes 29.3k Followers 617 Following

| Men's Watches | **| Women's Watches |** **MVMT | Men's Fashion** **MVMT | Women's Fashion** **| His & Hers |** **| Festival Fits |**

Each board features a main image and a grid of smaller images, with a 'Follow' button and a pin count (e.g., 278, 220, 158, 188, 37, 29).

MVMT tackles marketing to men on Pinterest. This company has found success in classy, brand-centric marketing with a male focus. Their confident and shameless approach has made them the top brand for male marketing on Pinterest.

Success Stories

Four Seasons Hotels and Res..
 © Worldwide · www.fourseasons.com ·

Four Seasons Hotels and Resorts Pinterest stream. Travel, food, and fashion you have to see to believe. Follow us for up-to-the-pin Four Seasons favourites.

63 Boards 4.4k Pins 48 Likes 50.1k Followers 137 Following

Inspired Entertaining **Food & Beverage for Events** **Four Seasons Private Jet** **Travel Destinations: Europe** **Travel Destinations: Asia** **Travel Destinations: Americas**

Each board features a main image and a grid of smaller images, with a 'Follow' button and a pin count (e.g., 33, 22, 7, 120, 92, 66).

Four Seasons Hotels uses vivid imagery to inspire the traveler. They have also successfully provided event/travel information without sounding too aggressive or salesy. Their brand is consistently represented across all boards.

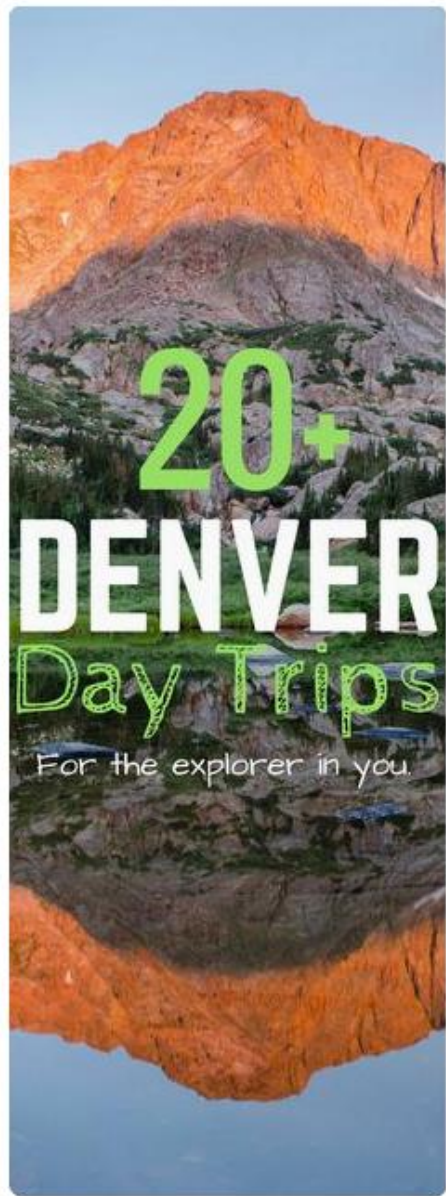


6 BREWERIES
 1 Walking Tour
LoDo-LoHi
 Beer Trail

LoDo †2

Drink, Walk, Repeat!
 This LoDo to LoHi Beer
 Trail is the...

Foursquare



20+
DENVER
 Day Trips
 For the explorer in you.

City of Denver †13

The city is an amazing
 place to vacation, but
 getting away...

Foursquare



30+
 FREE THINGS
 TO DO IN
DENVER
 THIS FALL

Fall is our second
 favorite 'f' word! Plan
 your trip to keep... †1

Saved from
 denver.org

denver.org



The Ultimate
 PLANNING GUIDE
 For your
Girls
Getaway
 in Denver

Plan your girls
 weekend from A to Z
 with VISIT DENVER!
 You... †1

Saved from
 denver.org

denver.org

**Long
 form
 content**

- Informative
- Inspiring
- Eye-catching



Cherry Creek Bike Path

↑2

Biking, walking, jogging and more can be done on the Cherry...

Foursquare

Saved from denver.org



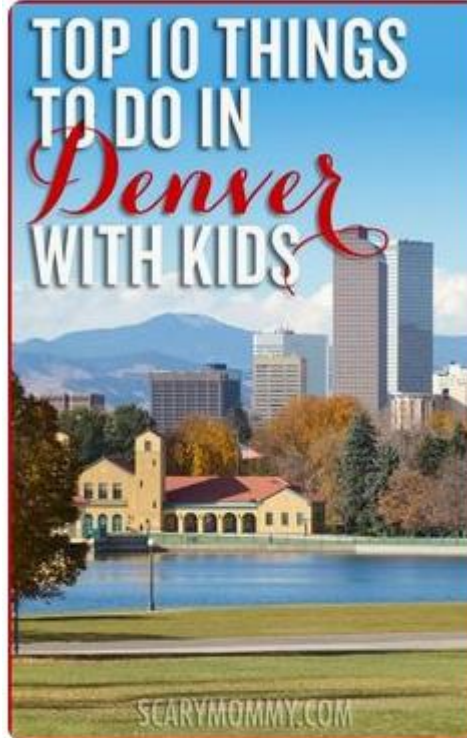
Denver Zoo

↑1

Perfect for the whole family, with year round exhibits and...

Foursquare

Saved from denver.org



Things to do with kids in Denver

↑48

Looking for things to do with kids in Denver? You've come to...

Scary Mommy

Saved from scarymommy.com

Vertical aspect ratio

Pins are organized into columns, so vertical Pins take up more space in the feed and are more likely to get noticed – particularly on mobile devices, where most people use Pinterest (The maximum vertical aspect ratio is 1:2.8). The one exception to this is Cinematic Pins. A horizontal Cinematic Pin has more range of motion.



Keys to Success

- Easy to use ads platform
- Designed to increase conversions, website traffic and engagement
- Detailed interest targeting
- May be the best use of social budget depending on your brand!



- Affordable graphic design program (\$12.95/month)
- Easy, no experience necessary design
- Made for social media
- Helps with branding/creativity
- <https://www.canva.com/>

Pinterest
— Ads —

Top 5 Things You Should be Doing on Pinterest Right Now

1. Text Overlay on Pins
 - <https://www.pinterest.com/>
2. Creatively tailoring content to engage the Pinterest Audience
3. Writing keyword rich pin descriptions
 - Allows your pin to show in search and general categories
4. Utilize 'Rich Pins' to track conversions and increase traffic to your website
 - <http://denv.co/2bGiiDt>
5. Re-pinning larger brand content to increase your audience
 - <https://www.pinterest.com/>





Questions?