



Ultimate Guide to Pinterest for Business (Ultimate Series)

Karen Leland

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With 4,000 percent growth in just six months, 17 million + users, and a record for more referral traffic than YouTube, Google+, and LinkedIn combined, Pinterest delivers an unbelievable opportunity for business owners and marketers like you . . . if you know how to effectively use it. Karen Leland acquaints you with the newest social media kid on the block, covering:

the ins and outs of signing up and getting started

building boards that get noticed, drive traffic, and convert fans into customers

creating a Pinterest community through power connections, contests, social media outreach, and smart pinning strategies

strategies for becoming a power Pinterest user and creating an enthusiastic following

best practices for pins that promote, including image optimization, consistent branding, social media integration, and high-value content

Pinterest etiquette

Learn to expand your business and brand's success — one pin at a time.

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