

Try to Tie Together Your Pinterest Posts with Your Blog

When a pinner sees your pins or boards for the first time, they have no idea who you are. Within seconds they will make a determination about whether they want to continue with what you are offering. If you can hook them in, they may even click through to your blog or website.

If you happen to get lucky and they arrive on your site, there is no guarantee they will read your content, but you will get some people who will. If you don't make a logical connection between your Pinterest pin and your blog, they will likely disconnect once they hit your website. In some cases, this can make matters worse, as you've lost them on Pinterest as well as on your blog.

You need to get pinners to associate what they saw on Pinterest with who you are on your blog. Pinterest is a visual engine. When they get to your website, and it is nothing but text, you run the risk of them heading for the exit. Therefore, make sure you get some graphics or other visuals onto your website. You should be doing that anyway. But, if you are expecting a good number of visitors who come from Pinterest, this becomes a necessity.

One strategy that seems effective is to include a mascot in your pin that appears on your blog post as well. This creates an immediate association that gives pinners a hint of familiarity. It happens at a subconscious level, but it does happen nonetheless.

It doesn't have to be a mascot, but the more places you can make this connection, the better. If you have a call-to-action such as a lead capture page, place that mascot or graphic into your confirmation newsletter. Once they see this again, their minds are immediately set at ease, and you have warmed them to you or your brand.

It's a good idea not to go crazy with this strategy. Using it once per each of the mediums you expose your audience to, is probably enough. You can also keep it going in subsequent communications with them. After a while, your brand will become synonymous with this connection.

While a logo can serve as the communication means, it's not quite as effective because people associate logos with companies who are trying

to sell. After they become familiar with you, then the logo can be a strong reinforcement. But, it should not be the initial connector.