

# Why you should consider Pinterest in your social marketing

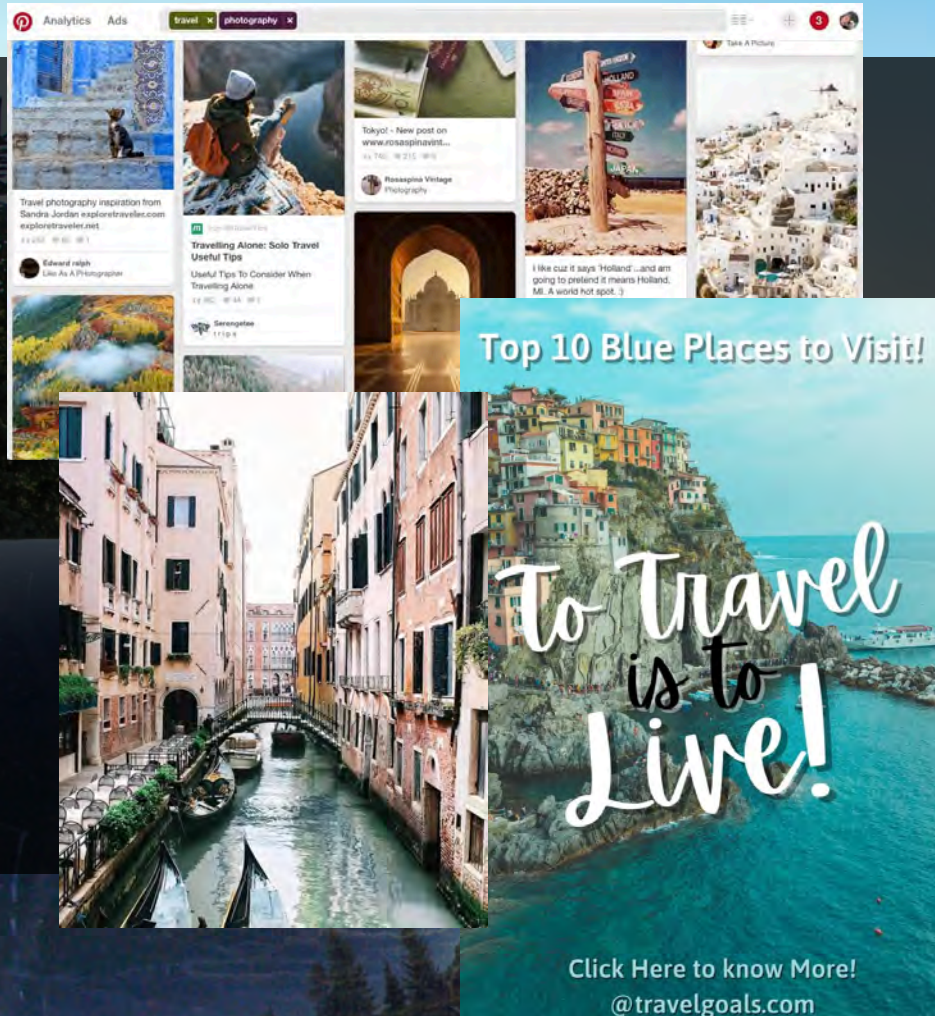
We tend to wear a lot of hats as marketers leaving us with the daily challenge of determining what is worth our time and what isn't. Sometimes social marketing doesn't always make the cut, but if these channels are a priority for you, Pinterest might be worth your consideration.

In this presentation we'll chat about what Pinterest is, why some traveler marketers use it and some best practices for first-timers.





# So what is Pinterest?



The creators of Pinterest describe this channel as a “catalogue of ideas” that inspires users to “go out and do that thing”. Because of this, Pinterest functions as more of a visual search engine rather than a social media channel. It basically formats images as links (called “pins”) and gives users a way to search, organize and SAVE content for later. This is important to point out because it extends the life of your content significantly. Here, your posts can live for weeks, months and sometimes years compared to other platforms that last as long as a scroll of a thumb.

On Pinterest, users aren’t just rolling through the feed Pinterest’s analytics serves them. They’re actively digging for the things they’re interested in.



# The strengths of Pinterest

1

It's simpler! In a way at least. Not only does your content have the potential to perform for a long time, but the platform puts less emphasis on comments and audience interaction compared to Facebook, Instagram and Twitter. That means less hovering and more time focusing on the important stuff, like your content strategy.

2

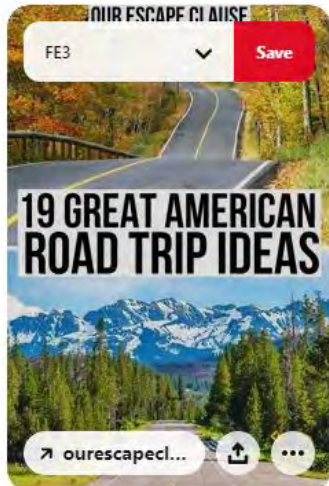
Pinterest's users are extremely active compared to other platforms. They aren't just scrolling through feeds for updates and stopping when something catches their eye. They are actively on the hunt for content that meets their interest.

3

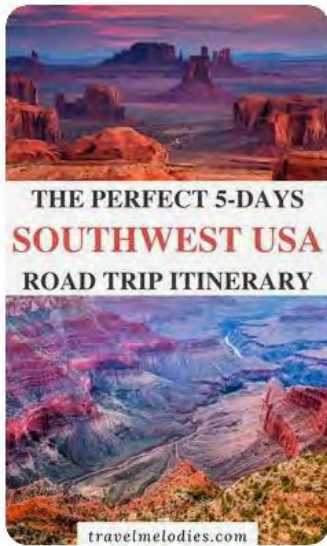
If you really want to think big picture, Pinterest isn't just big in the U.S. This social network has a huge international audience. In 2018, more than 80% of Pinterest's new users were from outside of the U.S. Some studies report Pinterest as one of the largest website traffic drivers in the world.



# So why SPECIFICALLY should travel brands be using it?



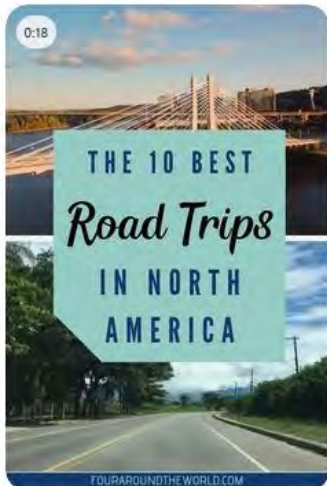
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1. Sure, Facebook and Twitter might have the sheer audience numbers, but travel is one of the top areas of interest on Pinterest making up 25% of all activity.
2. What's one of the most important elements to travel social media marketing? High quality visuals: exactly what Pinterest thrives on. Their emphasis on high quality visuals is the same reason why Instagram tops the charts for travel inspiration among its users.
3. Pinterest's main goal is to get users where they want to be to learn more AKA DRIVE TRAFFIC TO YOUR WEBSITE. This is vastly unlike other platforms who prioritize keeping users on their platform unless you're willing to pay for that same traffic. If you're a DMO who prioritizes website traffic, this is massively beneficial.

**FUN FACT:** Pinterest ranked third amongst all ND Tourism social channels in generating traffic to our website. This is with very little organic and paid activity.



# Best Practices for first-timers

If you're deciding to give Pinterest a test-run, here are some tips to get you started:

1. Decide how often works for you to post. Heavy hitters on Pinterest reporting posting a max of 30 times a day (crazy right), however its more important for you to decide what pace fits your workload and stick with it.
2. Format your pictures for higher engagement. [Click here for a guide to help you.](#)
3. Think seasonal when it comes to the timing of what your posting. Users report searching for winter travel ideas in the fall so make sure to think ahead!
4. The type of content that performs best on Pinterest is a mix of educational/inspirational. 84% of users say they use Pinterest to learn something. Make sure your creative makes it clear what you're trying to deliver to your audience.
5. Divide your related content into boards to give users a seamless experience searching through your content.





Thanks for reading! If you have any questions or anything else you would like to learn more about, please email Alicia Jolliffe at [ajolliffe@nd.gov](mailto:ajolliffe@nd.gov)

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