



# **Pinterest Marketing Workbook: How to Use Pinterest for Business**

*Jason McDonald Ph.D.*

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## **Pinterest Marketing Workbook 2016**

### **Learn how to market your business on Pinterest for free**

*A best-selling Pinterest marketing book from a best-selling author on Internet marketing: Jason McDonald*

Pinterest is a 'must do' social media for any marketer or businessperson in retail, do-it-yourself / crafts / hobbies, and/or the female shopping demographic. With its unique concept of 'idea boards,' Pinterest allows users to brainstorm ideas for their next camping trip, the ideal products to buy for their college dorm room or destination wedding, ways to be a better knitter, and even dog toys for their favorite black Labrador retriever, Buddy. By setting up a company Account on Pinterest, creating 'idea boards' that help your customers preview and pre-experience related products and services, and by being an active 'Pinner' of not only your own products but those of others... you can use Pinterest as the ideal social media to drive traffic to your eCommerce online store.

*If you know how...* Small businesses and large businesses alike can leverage Pinterest for amazing free marketing opportunities. Even better you can research Pinterest, discover it is NOT for your business, and sleep easy at night free from Pinterest GUILT, that nagging feeling that if you're not "on" Pinterest, you're missing out.

### **If you want to learn how to use Pinterest for business, this is your book.**

With up-to-date information on how to market via Pinterest, the **Pinterest Marketing Workbook** includes

- **SOCIAL MEDIA MARKETING** - an easy explanation of what social media marketing really is, and how to "think" about social media marketing.
- **Pinterest MARKETING STEP-BY-STEP** - an explanation of how Pinterest works as a marketing tool, how to research your competition on Pinterest, how to set up and optimize your business Pinterest account, and more. All in one easy-to-read Pinterest marketing book.
- **PINNING STRATEGY** - how to brainstorm the best idea boards, how and what to pin and why.
- **FREE Pinterest TOOLS** - as part of Jason's **SOCIAL MEDIA TOOLBOOK**, you get complete access to not only FREE Pinterest tools but hundreds of FREE social media tools as well - a \$29.99 value!

### **Pinterest Marketing Worksheets**

This isn't a fancy book. This isn't a pie-in-the-sky Pinterest marketing book. This is a practical hands-on book, with links not only to free tools but to step-by-step worksheets. By the end of the book, you'll have a Pinterest marketing plan ready for your business.

Got questions? Just Google Jason McDonald and send him an email - he's happy to help.

## About the Author

Author Jason McDonald has been active on the Internet since 1994 and has taught SEO, AdWords, and Social Media since 2009 – online, at Stanford University Continuing Studies, at both AcademyX and the Bay Area Video Coalition in San Francisco, at workshops, and in corporate trainings across these United States. His passion is to take complex marketing topics such as social media marketing and make them easy-to-understand for small business owners and marketers. His style is practical, hands-on, and fun. He received his Ph.D. in 1992 from the University of California, Berkeley, and his B.A. from Harvard University in 1985. When he's not surfing the Internet, Jason can be found being trained by his black Lab, Buddy, across the highways and byways of the San Francisco Bay Area.

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