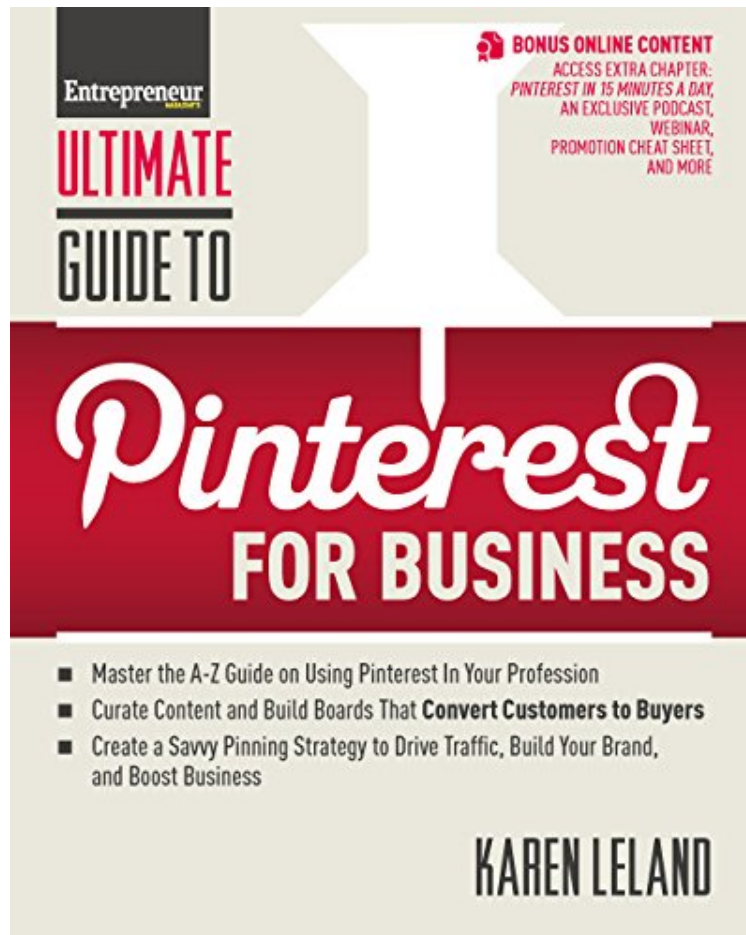


Ultimate Guide to Pinterest for Business (Ultimate Series)

Karen Leland

*audiobook | *ebooks | Download PDF | ePub | DOC*



#975006 in eBooks 2013-05-01 2013-05-01 File Name: B00BAHA0M0 | File size: 31.Mb

Karen Leland : Ultimate Guide to Pinterest for Business (Ultimate Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Ultimate Guide to Pinterest for Business (Ultimate Series):

0 of 0 people found the following review helpful. Best Pinterest Guide EverBy CustomerIf you are looking for a friendly and easy to follow guide to pinterest, you have come to the right place because I will share with you my thoughts about this wonderful book. The book by Karen Leland is every thing you would want to see in a book like this one, but much more. It helps you understand the power of pinterest and how you can go about taking advantage of this powerful social media player. You will find a step by step guide that will make you admire the book in every page as you learn to create board, pin, and repin pictures so you can drive traffic to your website products. Every one in a small business should read this book fast because otherwise you will continue to lose ground to the competition.0 of 0 people found the following review helpful. How to Use the Pinterest PlatformBy Tim BurtonI like this book because it's a good online business book and how to use a fun social media platform. All the Ultimate Guides are good.This is very well written.0 of 0 people found the following review helpful. Such an eye opener and extremely helpfulBy Carolyn WilhelmI am an Pinterest often, and was so amazed to learn much more about it than is apparent from just

interacting with the site. I do not know how the author learned the information, but I am glad she did and is willing to share. Written in a formal business style was such an interesting way to look at Pinterest.

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 marketers . . . if they know how to effectively use it. Karen Leland acquaints business owners with the newest social media kid on the block. She covers: 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; and Pinterest etiquette. Business owners learn to expand their business and brands; success one pin at a time.

Every small business should read this book - not only because it will show you exactly how to use Pinterest to promote your business, but for the marketing and branding lessons Karen Leland has managed to weave throughout the book. Make Pinterest work as hard as you DO! -Berny Dohrmann, Founder, CEO Space, Bestselling Author, Redemption the Cooperation Revolution Ultimate Guide to Pinterest for Business provides the reader with a step-by-step approach and a clear path for maximizing communication in their business or profession. Karen's in-depth knowledge of social media, marketing, and branding are a bonus for anyone wanting to integrate Pinterest into their marketing mix. -Michelle Patterson, Executive Director, California Women's Conference Karen Leland's Ultimate Guide to Pinterest for Business is a gem! She has provided the must-have, must-read playbook for pinning in business. I've learned so many ideas, details and strategies that will impact and improve the Pinterest portion of my business and life. -Susan RoAne, Author, How To Work a Room and The Secrets of Savvy Networking WOW. This book is AMAZING! If you're ready to learn everything you need to know about successfully using Pinterest, then read and absorb the strategies in this brilliant book by Karen Leland! -James Malinchak, The World's #1 Big Money Speaker; Trainer Coach featured on ABC's hit TV show, "Secret Millionaire," Founder, BigMoneySpeaker Can you make money using Pinterest? Absolutely! Karen Leland's new book shows you the exact steps to master the art of relationship marketing on Pinterest. Read this well-written, comprehensive book, and you'll be attracting and converting leads into paying customers in no time! -Mari Smith, Social Media Thought Leader, Author, The New Relationship Marketing, Co-author, Facebook Marketing: An Hour A Day Authoritative, accessible, and specific -- this guide is an invaluable resource. -Gretchen Rubin, Author, The Happiness Project Karen Leland has one of the best grasps on branding I've seen. Ultimate Guide to Pinterest for Business is more than just a book on using Pinterest for marketing, it's a handbook for anyone who wants to understand how to approach branding and social media in today's complex online world. -Olivia Fox Cabane, Author, The Charisma Myth: How Anyone Can Master the Art and Science of Personal Magnetism Karen is the behind-the-scenes secret for the success of many small business brands. Her take on Pinterest makes this a fascinating book with a roadmap on how to use this popular platform to increase community engagement, brand visibility, and sales. -Susan Harrow, Author, Sell Yourself Without Selling Your Soul Leland shows you exactly how to use this wildly popular tool to pull in more customers and boost our brand's visibility and credibility. -Kare Anderson, Author, Moving From Me to We, Quotable and Connected; Columnist, Forbes and Huffington Post If you haven't figured out how to make Pinterest work to build your brand, business or platform, Karen Leland's book gives you the details you need to get results without wasting your time. Pinterest is a force to be reckoned with when you know what to do and how to do it, and Karen does both. -Mike Koenigs, CEO, Instant Customer