PIN WITH US!
FOOD AND THE POWER OF PINTEREST

Better Homes and Gardens.
allrecipes.com
Cooking Light
EAT the LOVE
sweets for the mouth & mind
The Pinterest Big Picture

- What is Pinterest?
- Browsing + Boards = Discovery
- How Pinterest is useful for you
What is Pinterest?
browsing + boards = discovery
Pinterest delivers a fundamentally different experience than traditional online search, one that is much more natural to real life.
What should I make for dinner?

- 10 weeknight casseroles with ground beef, because sometimes you just need to throw something in the oven.
- Cream, wine, mustard... 300 calories? sign me up!!! Chicken Quesadillas
- Incredible Baked Meatballs. 1 lb hamburger, 2 eggs, beaten with 1/2 cup milk, 1/2 cup grated Parmesan, 1 cup panko or bread crumbs, 1 small onion, minced, 2 cloves garlic, minced, 1/2 teaspoon oregano, 1 teaspoon salt, freshly ground pepper to taste, 1/4 cup minced fresh basil. Mix all ingredients with hands. Form into golf ball sized meatballs. Bake at 350 degrees for 30 minutes.
- Cheesy Garlic Cauliflower Bread Sticks
- Skinny Chicken Parmesan
- Grilled Chicken with Creamy Italian Sauce and Boietta Pasta
Each board can be thought of as a store or a display: A board can be any collection of objects all around a particular interest or passion.
Browsing, boards and discovery forms the happy cycle of pinning.
- Pinners visit a board because it aligns with their interests.
- They browse and then repin something when they’ve made a happy discovery that fits their taste
- Repinning spreads a pin to other boards and gives more and more life to a pin.
A pin about macaroni and cheese could be pinned in a board about fun things for kids parties.
• Or that same mac and cheese can be pinned to a board dedicated to pasta dishes or about a board related to eating right.
• Each time it’s pinned, this recipe is more discoverable to more people who share those interests.
How Pinterest is useful for you
Whole Foods is an example of a great account: They use boards to let their audience know what matters to them as a company, and to showcase new ideas like recipes, which are related to Whole Foods. They touch upon subjects which are relevant to their customers, but might not be what you first think of when you think about grocery stores: You can see their board about gardening, gourmet kitchens, and recycling DIYs.
The same applies to for many individuals and leaders: You can express your personal brand to its fullest, reach a larger audience in the mindset for discovery, planning, and doing, and drive traffic.
Katie’s Best Practices

- Smart Board Strategies
- Pinterest Integration
- Pin > Watch > Adjust > Repeat
SMART BOARD STRATEGIES

• Pin often and consistently
  o Pin 15 to 20 images per day
  o Pin to the boards throughout the day so you don’t overwhelm your followers
  o We see more repins later in the evening and on weekends

• Keep boards broad and add to existing boards vs. creating new boards

• Use images that are self-explanatory (these are repinned the most often)

• Create relevant boards a month or more in advance of the holiday or event
PINTEREST INTEGRATION

• Make your presence known
  o Add the Pin It button to your site
  o Tell users on site and in e-newsletters that you’re on Pinterest
  o Pin of the Day posts on Facebook

• Work with the pinning influencers
  o We created BHG’s Pinning Pros
  o Find people who fit with your brand
  o We use PinReach and ZoomSphere to see their Pinterest influence
PIN ➔ WATCH ➔ ADJUST ➔ REPEAT

- **Pinterest.com/source/bhg.com**
  - Get story ideas
  - See what’s popular
  - Identify trends
  - See when the users start pinning seasonal content (they started pinning Easter recipes in February)

- **Curalate.com**
  - Track individual pins on many metrics
ALLISON LONG LOWERY
EXECUTIVE EDITOR, DIGITAL,
COOKING LIGHT

Allison’s Best Practices

• Expand reach with shared boards
• Pinterest-focused content works everywhere
• Learn from surprising pins
EXPAND REACH WITH SHARED BOARDS

• All-time top performing boards for Cooking Light are shared boards
  
  o “Favorite Recipes” board with our Blogger Connection members is #1 most-followed board, most pins (484 total pins), most likes, and most viral.
  
  o Fun Foods is our #2 board; shared board with blogger connection with goal of introducing fun, seasonal, kid-focused healthy topics

• MyPlate recipe boards launched in late February; shared boards
  
  o Grown from 0 to 80,000+ followers in less than 1 month

• **Lesson:** Join together on a common or complementary topic, to expand the reach of your audience and your content type
USE PINTEREST EVERYWHERE

• One of our most popular newsletter in 2012 was a round-up of top-pinned recipes on Pinterest.
  o It linked to a gallery built from top-pinned recipes with other links to the boards.
• Home page modules across Time Inc. sites that promote the top pin of the day perform better than most.
• Top-performing Facebook post and tweet of the day for us is Pin of the Day (with a link over to Pinterest).
• In print we promote our top pinned recipes.
MOST SURPRISING PINS: TRACKING TRENDS

• Most-pinned content piece from our site: Most Common Cooking Mistakes print page (losing potential 50+ page views per pin)
  ○ Recipes aren’t always on top; fun wins as much as delicious

• Some of the most-pinned content from our site wouldn’t be our choice for Pinterest fodder.

• Pay attention. Why do they like it? If you don’t like it, don’t change it. Removing that page will create a dead link to your site. Adapt!

• Use this info for updating content
Colby’s Best Practices

- Stay Engaged
- Collaboration is Key
- Be Relevant, Seasonal & Fresh
- Trends/Insights
STAY ENGAGED

• Pinterest is a reciprocal relationship, not a one-sided conversation
  • Reply to comments
  • Say “Thank you”
  • Show interest in what others are pinning
• Label your images
  • Add a logo/branding
  • Include a title
• Time your pins
  • Afternoon, late evening, weekends
COLLABORATION IS KEY

- **MyPlate Initiative**
  - Reach new audiences
  - Remain connected to & relevant for those who already love the brand
- **Best Thanksgiving Ever**
  - Leverage strengths
  - Fill gaps in content with a strategic partner
  - Amplify visibility & awareness
RELEVANT, SEASONAL, FRESH

• Use tools (Curalate) to identify what our community is pinning
• Identify trends onsite and off
  • Make content easily pin-able and pin-worthy
• Offer content that serves the needs of our audience
  • Functional; not just “cute” and “pretty”
  • Use hashtags to aid in discoverability
TRENDS & INSIGHTS

• Allrecipes has nearly 64,000 Pinterest followers

• 80% of our social engagement/traffic comes from Pinterest (Feb. 2013)

• Pinterest was Allrecipes’ #2 fastest growing upstream traffic source behind Google (Feb. 2013)

• Allrecipes community is pinning roughly 110,000 recipes per week
Irvin’s Best Practices

• Self explanatory photos are good. Adding a caption/title can help. Adding a URL is a good idea. Pins get lost or stolen, and that means lost traffic.

• Vertical Images are better than horizontal.

• Make sure to add alternative text to your images. Good for Pinterest, good for SEO.

• Pin your own stuff, as well as others. Make sure it’s beautiful, interesting, or engaging work. Make sure it’s work YOU’RE interested in. Have a personality. The more you’re on Pinterest, and the more you interact on there, the more you get out of it.
IRVIN’S BEST PRACTICES #1

• Make sure your photos are self explanatory, or add a caption or title to the image.
IRVIN’S BEST PRACTICES #1

• Add a graphic title to the image so people immediately know what it is they are looking at.
IRVIN’S BEST PRACTICES #1

• Add a graphic title to the image so people immediately know what it is they are looking at.

THE ONLY GRANOLA RECIPE YOU’LL EVER NEED

www.eatjelove.com/2013/05/how-to-make-granola
IRVIN’S BEST PRACTICES #1

• Don’t feel like you NEED to add a title if you don’t have the capabilities.

• Create beautiful images, which are pin friendly to the user, and that people want to share.

eye candy
because we also eat a little (a lot?) with our eyes... beautiful images for delicious food
IRVIN’S BEST PRACTICES #1

• Adding a URL is probably a good idea (even if it’s just your website name) as pins can get stolen or links can get lost.
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• Adding a URL is probably a good idea (even if it’s just your website name) as pins can get stolen or links can get lost.
IRVIN’S BEST PRACTICES #2

• Because pins are locked into a horizontal width, vertical images are much more pin friendly because they give you more real estate on the feed.
IRVIN’S BEST PRACTICES #2

• Try including at least one vertical image in your posts.
IRVIN’S BEST PRACTICES #2

• This is even more noticeable when you have one large item featured versus a bunch of smaller items.

• The large vertical item is going to pop more off the page than a bunch of tiny items on the photo.
IRVIN’S BEST PRACTICES #2

• Put your vertical “lead photo” up front and make sure it’s easy to pin. Don’t make your readers work to pin.
IRVIN’S BEST PRACTICES #2

• You can use plugins to add pin buttons to the top of your post and the bottom of your post.

• You can even make the first lead image the most “pinnable” one by adding a rollover pin it button.
IRVIN’S BEST PRACTICES #3

- Make sure to add alternative text and titles when you insert your image to your blog post.
IRVIN'S BEST PRACTICES #3

- Good for Pinterest users because they don’t have to type anything into the description box when pinning.
IRVIN’S BEST PRACTICES #3

- Also, good for SEO! Google and search engines can’t read an image the way they read text, so they rely on the alternative text, titles and file names for what the image is.
IRVIN’S BEST PRACTICES #4

• Pin your own stuff, as well as others. Don’t just pin your own stuff.
IRVIN’S BEST PRACTICES #4

• No one wants to interact or follow with someone that only talks about him/herself.
IRVIN’S BEST PRACTICES #4

• Make sure it’s beautiful, interesting, or engaging work.

• Make sure it’s work YOU’RE interested in.
IRVIN’S BEST PRACTICES #4

• Have a personality and point of view.

Pinterest isn’t just a way to gain traffic, it’s a way to express yourself through curation.
IRVIN’S BEST PRACTICES #4

• The more you are on Pinterest and the more you use it, the more you’ll get out of it.

• Have fun and don’t stress about getting followers. Enjoy Pinterest and be yourself.
Thanks!