

PINTEREST MANAGEMENT

What is Pinterest?

Pinterest helps people discover the things they want to plan, buy and do. It's a place to discover ideas for all of their projects and interests, hand-picked by people just like them.

Why should my business be on Pinterest?

Pinterest can help bring traffic to your website that is likely to convert into sales.

A lot of shoppers use Pinterest. This means that if you are on Pinterest with them, it gives you a chance to engage with your target customers and drive traffic back to your website.

How is it done?

We formulate a plan specified to your business' individual needs. We will use your projects or inventory to attract Pinterest users to share your content across the network.

- **What is a *Pin*?**
 - Pins can be almost anything—a gift, recipe, or even a quote. They're like little bookmarks people save that always point back to the sites they came from (like yours!)
- **What is a *Board*?**
 - Boards are where people collect and organize their Pins. Each board tells a unique, hand-crafted story about what that person cares about. People can follow boards whose Pins they like—like yours!

What will you do?

- **Set up and design your business on Pinterest**
 - To give your business a good presence online, we set up and design your Pinterest and verify it against your business information and website
- **Set up and management up to 5 boards**
 - We'll categorize your content into 5 different virtual pin boards so that users have an easy time finding and sharing your content
- **Up to 15 pins a month of re-pins and your original content**
 - Keep us up to date with your projects, services and products and we'll make sure to create eye-catching pins that users will want to share. We will also share relevant pins to keep your fans engaged with different content.

I JUST BOUGHT PINTEREST MANAGEMENT... WHAT'S NEXT?

Step 1

What Your Sales Expert Will Do

- Your Sales Expert will submit an order for your Pinterest Management campaign to the fulfillment team and a Fulfillment Account Manager will reach out to you.

Step 2

What Your Fulfillment Account Manager Will Do

- Your Fulfillment Account Manager will reach out to you within 24-48 hours after the fulfillment team gets the order from your Sales Expert to schedule a kick-off call.
- During the fulfillment kick-off call the fulfillment team will verify all of the information they received from your Sales Expert and go over all of the questions and information they need to start your product.
- During this time, they will also give you expectations on next steps, turnaround times, and anything else you may need to know while they get everything setup.

Step 3

What You Need To Prepare

- The fulfillment team will be asking you about your current business focus to see how we can better optimize them for your Pinterest strategy.
- They will be asking about projects, products and services you're most interested in advertising on Pinterest.
- They will be asking for login information if you have a Pinterest account they will be utilizing. Please have this information handy or be available next to a computer so they can handle this all over the phone.
- They will be asking you about how often you'd like reporting, and how you'd like them to communicate to your team about any news or updates to your campaign.

I JUST SOLD PINTEREST MANAGEMENT... WHAT'S NEXT?

Step 1

Sales Expert's Responsibilities

- After a sale is made and an order is inputted into the CRM, an Account Manager is assigned to the account. They schedule a kick-off call and walk the customer through the entire setup process with fulfillment.
- The following information needed for the CRM:
 - Contact Info
 - Main Business Contact Person
 - Alt Business Contact Person
 - Main Business Contact Phone
 - Alt Business Contact Phone
 - Contact Email Address
 - Business Info
 - Business Name
 - Business Address
 - Business Phone
 - Mobile Phone (if applicable)
 - Toll Free Phone (if applicable)
 - Fax Number (if applicable)
 - Website URL (if applicable)
 - Social Media Links (if applicable)
 - Sales Info
 - Package Name
 - Package Price (fulfillment will have the proposal on file already)
 - Duration of Agreement
 - Date of Sale
 - Sales Representative First & Last Name
 - Sales Representative Phone
 - Sales Representative Email

Step 2

Digital Fulfillment Account Manager's Responsibilities


- Once your order is received the fulfillment account manager will reach out to the customer within 24-48 hours to set up the kick-off call.
- The fulfillment account manager will gather all of the information needed to start on the customer's program. They will copy you on all communications about when the call is completed, if they were unable to gather information during the time of the call, and what they need help getting. You will be notified when proofs are ready after the account has been distributed for fulfillment.


Step 3


Going Forward

- Once the program has been set up and is running, the fulfillment team will monitor the campaign for optimal performance.
- Reporting can be pulled upon request.
- All updates and inquiries can be submitted to support@amplifiedlocal.com.


EXAMPLES






The Diamond Center

1





Promote Pins

Edit profile



The Diamond C...

 Janesville Madison, WI · www.thediamondcenter.com · 

We're Your Jewelry Super Store!


26
Boards

704
Pins

1
Like


50
Followers

23
Following






Create a board

Engagement Rings




‡ 272






Edit

Wedding Cake Ideas




‡ 58






Edit

Honeymoon Destinations




‡ 32






Edit

Wedding Dresses




‡ 96






Edit



Fashion Jewelry




‡ 124




Edit

 Wedding x Trends x 2016 x 

The Diamond Center 

Bridesmaids Decor **Receptions** Purple Color Palettes Navy >

All Pins Your Pins Pinners Boards




from POPSUGAR Fashion

5 Wedding Dress Trends Every 2016 Bride Should Know

Collection: Monique Lhuillier Spring 2016 Source: Getty / Thomas Concordia

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Elyse M
every girls dream



MEDIUM MONTHLY PLANNER

from MochiThings

Scheduler Kit




from Mon Cheri Bridals

21 Awesome Wedding Favors That Are Not Jam

21 Awesome Wedding Favors That Are Not Jam! ~ we ♥ this!
moncheribridals.com
#edibleweddingfavors

297 40

Mon Cheri Bridals
Wedding Favors



SPRING 2016

bridal trend