



## TIPS FOR THE SOCIAL MARKETER CHEAT SHEET

# PINTEREST AND INSTAGRAM

The ease at which you can share photos and images with others is a huge boon for B2B companies. It lets you record and increase the visibility of company events, industry conferences, user groups and more. Prospects and customers love visual content, so make sure you are consistently using images in your marketing mix. Why are photos king? Here are our top reasons why you should use photos and images as part of your marketing campaigns.

- **Appeals to Emotions:** Visual content appeal to the viewer's emotions in a way that text is unable to. Thanks to the simplicity of photo and image sharing applications, text is an afterthought
- **Creates Intimacy:** Photos help open the personal side of your company. Now customers and prospects can relate to your brand message via photos—without a plethora of emails.
- **Engages:** Photo and image sharing applications provide the perfect opportunity for your business to engage customers in a fun way through contests and other image-centric campaigns.

## PINTEREST

Pinterest is virtual scrapbook or pinboard that allows users to share and organize visual imagery. A user can pin anything from around the web and other users can re-pin their images. Users organize their Pinterest pages by categorizing content on boards.

For businesses, Pinterest can be a way to curate visual content like infographics, videos, company culture, and even blog posts. Pinterest can help promote creativity, but always make sure that your content is relevant to your audience. Pinterest pages can also be used for a landing page for an email campaign, event, or presentation. The boards provide a unique way of organizing content to be visually appealing to your prospect.

Make sure you are including a good content mix in your Pinterest boards. Followers will want to see a combination of business and culture content. At Marketo, our boards range from info on marketing automation, infographics, blogs, to office fun. Just make sure all of your content is visually appealing and interesting.

### Advertising and Infographics Rule the B2B Marketing Pins

Today, B2B marketers can get tons of great examples of award winning infographics and advertising campaigns on Pinterest. When pinning, pin the most visually interesting aspect of what you are sharing, like a special banner, slide, or cover page to get the most engagement and to make your brand look like it belongs.

### It's a Great Opportunity for Additional Promotion of B2B Campaigns

The pinning of handbags and skirts, directly or through fans, is a great way for retailers to socially market their goods, but companies that sell \$20k consulting packages or \$400k aircraft engines still don't have Pinterest in their marketing plans. Should they? If they care about or spend money on any of the following, then the answer is definitely "yes":

- **SEO** – While there are many theories about how the big search engines score social media linking, connecting Pinterest can certainly help your efforts.
- **Content**—Do you have some interesting content that has done well on other social channels? Why not pin it? Just as the Facebook audience is different from the Twitter audience, Pinterest allows you to appeal to a more visually focused crowd that may not be spending their slow hours on Facebook or Twitter.
- **Design**—Are you a design forward company? Or do you typically develop design-forward campaigns? Pinterest is all about the visual, so leverage the fact that graphic designers are one of the most prolific groups of pinners, get your creative team to pin their work to inspire and be inspired!
- **Marketing** – Just as designers pin and re-pin designs that inspire them, marketers pin and re-pin campaigns that inspire them. Start a company board to show your peers the beauty of your marketing and build your reputation among prospects and possible job candidates as a top tier marketing company. Next, start a board with pins of others' marketing campaigns that inspire you.

### Get followed: SEO is Important

Pinterest's search is mainly how people find you and your pins, and it is all about keywords. For example, a picture of a fish with no description will not be found in a search for "fish". However, simply adding a description (adjectives help!) will immediately get eyes on your pin. Load up relevant, popular keywords in the description of your pins and boards and you are guaranteed to get more views/likes/follows.

### Fresh Content Creates the Most Waves

Just like any other social media platform, Pinterest rewards those that bring fresh content. So while it's very easy to fill a board with re-pins, ultimately the fastest way to increase your followership is by pinning new and interesting items.

## INSTAGRAM

Instagram is a photo sharing app that can have some relevance to the B2B market, especially with Facebook's recent acquisition of the application. Having more than 27 million users, Instagram has a very active user base. Use Instagram for capturing event and office culture photos. You can also leverage the application to run contests and scavenger hunts.

### The 4 Stages of Instagram for B2B

#### Curate

Before you begin snapping photos and engaging viewers, it's up to you to create a plan to help you curate fans of your company. Ask questions like:

- What does my target audience want to see?
- How can I get them to engage with my photos?
- What will get them talking about my company?

At its core, the curate stage is about determining what will make your fans engage with your brand in a positive manner and creating a plan of execution.

#### Snap

The time has come to start snapping photos! Consider the following objectives as you create your visual content:

- **Make it exclusive:** Post images that can only be seen on Instagram
- **Make it visually engaging:** Instagram users are savvy, creative, and know a lackluster photo when they see one. Don't post a photo unless it has aesthetic appeal
- **Make it personal:** Post photos of your employees at work to give viewers and potential customers' personal insight into the inner workings of your company. Viewers want to feel like they are part of something, and this inside glimpse works wonders.

#### Hashtag

The Instagram hashtag is a powerful feature to engage your viewers. Hashtags act as keywords providing a way for people to find photos through a simple search. Hashtags are especially useful as you seek to establish your brand as an industry leader and get more followers. Implement hashtags that are unique to your brand and industry, as well as hashtags that are popular keywords. And remember to use hashtags on all of your posts.

#### Engage

Engagement with potential customers and sharing are the primary reasons to utilize a platform such as Instagram. Luckily, there are a variety of ways for B2B companies to do this:

- **Events:** Post photos of events you host for your current and potential clients
- **Geolocation:** Use the geolocation feature to provide yet another point of engagement with your viewers
- **Gamification:** Hold a contest for your audience. Have viewers submit photos, provide captions, or solve a puzzle about your photos.