

Pinterest's meteoric rise to prominence: Marketing to the popular social network

By Joe Dysart

Rink marketers looking to get the most from social media can no longer ignore Pinterest (<http://www.pinterest.com>), a social network devoted to the posting of photo and image collections, which has quietly become the number three social network in the world.

Indeed, according to figures released by Experian Hitwise in early April, Pinterest brought in 104 million visits in March alone, lagging only behind Twitter, which drew 182 million visits and goliath Facebook, which attracted 7 billion visits.

"It's time to add Pinterest to your business marketing arsenal," said Jason Fox, president, Fox e-Marketing (<http://www.jasonfox.me/>). Adds Jamus Driscoll, senior vice president of marketing at Demandware (<http://www.demandware.com/>), a Web marketing solutions firm: "Pinterest has had extremely positive adoption rates."

While the charm of Pinterest is lost on some, millions more rabidly visit the social network to

put together collections of pictures that say something about who they are, and what they love.

Overwhelmingly, Pinterest fans are female. And young. Specifically, a 2012 Digital Marketer report released by Experian Marketing Services found that a full 60 percent of Pinterest users were women, according to a 12-week study ending Jan. 28, 2012. And 55 percent of those women were between the ages of 25-44.

Not surprisingly, many of the biggest marketers on the planet are parachuting in for a chance to make an impression on all those eyeballs. Peugeot Panama, for example, recently ran a contest on Pinterest (<http://pinterest.com/peugeot-panama/>) that gave visitors a prize for putting together a puzzle of a Peugeot car. Guess also ran a contest (<http://pinterest.com/guessinc/color-me-inspired-contest/>) asking Pinterest users to create winning picture collections based on the company's new colors for spring. And Proctor & Gamble had a Pinterest page (<http://pinterest.com/thankyoumum/>) offering images of mothers of athletes who competed in this summer's Olympics.

Bottom line: If your skating rink can in any way be marketed with images (think photos of



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patrons enjoying your facility, contest winners, special theme nights, etc.), you really need to be on Pinterest yesterday. Like many social networks, Pinterest is free to join. Simply ask for an invitation to join (<http://pinterest.com/landing/>).

And while the social network officially frowns on blatant self-promotion, there's apparently more than a little wiggle room to get

on the network and still make a splash.

Once you're on Pinterest, here are the top ten ways to make the most of your marketing presence:

Categorize your picture collections: More Pinterest users will find your rink, and your rink's images, on Pinterest if you take the time to categorize each collection of images you create for your Pinterest account. It's better, for example, to categorize a picture collection you post -- also known as a Pinterest 'board' -- describing your rink's brand and image as 'About + Your Rink Name,' rather than simply 'About.'

Tell your rink's story: Sure, you most likely already have an 'About' domain on your Web site. But there's no reason to force people to click there to grasp a quick idea of what your business is about, its mission and its products and/or services. Plus, Pinterest gives you a great opportunity to communicate that message in images -- the language spoken here.

Highlight your company blog in images: If your rink already

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WOULD YOU WANT YOUR CHILDREN TO WEAR THEM?

A good way to do a quick check of your rental fleet is to ask yourself, "Would I want my children to wear them?"

Rental skates are never the most attractive part of a skating rink, but they are one of the most important. When people visit a rink for the first time they are likely to use rental skates, and if the skates are in poor shape and do not skate well, then that person may choose not to return. School's about to start back, and now is a good time to look at the old rental rack and see if any need to be replaced or repaired. Are they good enough and safe enough for your children?



Pacer Platinum

Southeastern Skate Supply now stocks the tan with blue version of Pacer's new Platinum rental skates. These skates feature top-grain leather boots with Cambrelle Plus linings that are bacteria and odor resistant. They also come with brass eyelets that will never rust. They are available in sizes 9J-13.

You can also special order Platimums in your choice of colors. Special orders require a 300 pair minimum.



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