

'Pinterest' (cont'd from page 9)

offers a blog on its Web site, you'll be able to bring in more traffic there by highlighting select blog excerpts re-posted on Pinterest, accompanied by a number of arresting, eye-grabbing images. If you're stuck for images for your blog, check out iStockphoto.com (<http://www.istockphoto.com>). It offers thousands you can post that cost only a dollar or two.

Post customer testimonials: While endorsements on the Web have been used for years now, there is something to be said for adding a crisp photo of that person



“Many of the same people who are hanging out on Facebook and Twitter are also Pinterest users.”

recommending your rink to others. You can also add videos of that person to your board as well, or even images of handwritten cards and letters.

Feature top customers: If you've been able to do business with some especially heavy hitters, it will pay you to devote a special Pinterest category featuring images of these top players. Being able to showcase any national or local celebrity in reference to your rink can only add credibility to your it's stature.

Post photos of your rink's key features: If your rink lends itself to portraying its amenities in photo form, this is an excellent category to add to your Pinterest account. People are always reassured when they can see an image of what they

can expect.

Cross-promote with other social networks: Many of the same people who are hanging out on Facebook and Twitter are also Pinterest users. So it makes sense to cross-promote on all the social networks where your rink has an account. You may want to send out a Twitter message, for example, to announce a new collection of pictures you've added on Pinterest. And you may want to announce on Pinterest that there's a special offer available for customers who 'Like' your Facebook page.

"Linking Pinterest up with your Facebook and Twitter pages will further enhance your online presence and is another great way to reach a wider audience," said Nick Bridges, co-founder, Black

Box Social Media.

Make your images easy to re-pin: Every rink with a Pinterest account is able to add a 'Pin-It' Button to its Web site.

Be sure to add this button, since it enables visitors at your Web site to pin your rink's images into their own collections on Pinterest. You can also add a Pinterest 'follow' button on your Web site, right next to the 'follow' buttons you may already offer for Facebook, Twitter Google+ and the like. (Both Pinterest buttons are available for installation in your Pinterest account on the Pinterest 'Goodies' page.)

Avoid a 'promotion-only' look and feel: Like many social networks, Pinterest users disdain businesses that simply bombard them with purely self-promotional images. The trick is to identify your target audience, and identify the noncommercial boards on Pinterest that are attracting them in droves. Then weave some of the creative – and non-promotional elements – of those boards into the boards you create for your rink.

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