



### 1.1. Brief History:

The development of Pinterest began in December 2008 by Ben Silbermann, two years after he abandoned his long plans to become a doctor. Ben and his best friend Paul now the cofounder of Pinterest came up with the idea together when they realized that collecting things is more than having objects but also having memories, ideas, emotions and experiences in life. It was hard to find people who wanted to buy their idea, by that time rich people were just investing in gold, because of that, the platform was launched just in 2010. It took a while to get a feedback of his work as people were not into social media compared to now a days but with some friends help people started knowing the purpose of Pinterest and things really started at that point. Ben's goal and mission is to get users offline and make people do things they see on Pinterest collecting real moments, not only pins.

### 1.2. Presentation of

the interface and various uses: Pinterest has many interfaces and can be used in various ways such as, a visual discovery, collection, sharing, and a storage tool. It allows you to “pin” things you find

interesting online and do not want to forget about it, just as you would pin them in real life but instead, Pinterest saves all of it on your account so that you can access them whenever you want. It is also possible to follow friends and “repin” what they have already pinned on your Pinterest boards or browse a live feed of items that are being pinned by strangers when you’re searching for inspiration.

#### 0.1.

T a r g e t  
Market :  
Pinterest is now  
the third  
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ular social  
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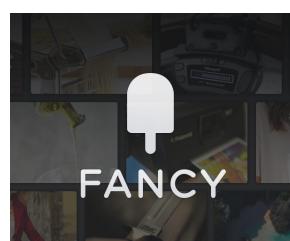
**“...it reached a 70 million user mark and 84% of them are females ageing between 25 and 54 years old...”**

in the US in terms of traffic, it reached a 70 million user mark and 84 percent of them are females ageing between 25 and 54 years old. Women can find everything from fashion, to home décor, health, arts, crafts ideas, to recipes. An interesting psychological fact about Pinterest’s target market is women trust other women in their circles more than anyone else, as a result, 47 percent of them bought something based off of a recommendation from Pinterest more than any other social platform. Only 25 percent of users have earned bachelors or higher degree and the majority live off a household income of \$25-75K.

1.4. Comparable platforms: Due to Pinterest’s astounding popularity, imitators have inevitably sprung up to try to and ride the wave of social marketing and commerce. Most of these competitors target a specific use or niche market, and therefore can co-exist peacefully with Pinterest for the time being. There are more than five Pinterest competitors and spin-offs, the number one being WeHeartIt. This platform is the clearest competitor, and caters to



the same broad audience. Like on Pinterest, images users post link back to their source, making it a useful tool for promoting personal blogs, websites and shops. Fancy is the second platform, it’s a social photo sharing platform with an almost identical layout. The difference is that users can use this platform as an e-commerce and



buy everything they collect there. Pinterest is by far one of the most visited social media sites and although it has many competitors they are leading the competitions.

# Brands on Pinterest

Brands and retailers can simply post their product on their Pinterest page, or they can create a style board where they can create an entire look or outfit while sticking to a particular theme ie. Fall fashion, work wear, NY Fashion Week, style inspo etc...

After creating their page, there are two different ways which Pinners can shop for their products: buying directly from Pinterest with the new “buyable pin” button, or being redirected to the retailers website. For the moment, it is only US based retailers that offer the buyable pin function, with hopes of expanding to the Canadian market in the near future.<sup>1</sup>

Lets take American retailer Macy's as an example. Macy's is a well-known omni channel retailer (meaning their products are widely available whether in-store, online (desktop or mobile device), or by telephone), that sells

products from acclaimed designers to brands with a smaller recognition aura. You can browse by cate-

**“Brands and retailers can simply post their product on their Pinterest page”**

gories such as Fall Fashion, Must-Haves 2016, Fitness and Activewear, where you'll find various brands and items that fit that category. There is also the “Shop” tab where you'll find all the items you can buy directly on Pinterest, also from various brands. Although you won't find the theme of categorization under the Shop tab, you know that everything found there can be directly bought, whereas with the previous mentioned categories, you'd have to do further research in order to obtain them. Take a pair of Steve Madden Ankle-Strap dress sandals for example. They were sold out in 3 Macy's stores that you vis-

ited, but you desperately want them for your sisters wedding. Well, if you shop on Pinterest, this gives you the power to buy them from a store that is out of your vicinity, without having to leave your home. Simply select the baby blue pair in your size and add it to your bag. The next step is simply a question of inputting your address, method of payment, and playing the waiting game.<sup>2</sup>

By Macy's having the option to buy items directly from a virtual “lookbook”



of their items, they have a sure-fire way to increase sales. Not only are Pinners able to shop at the click of a button (or three), it creates a

# Brands on Pinterest

sense of personalized shopping in that the Pinners can get style ideas and inspiration from a number of featured designers without having to hail a salesperson.

For our next example,

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**Tommy Hilfiger** 

tommy.com  
"Relive every moment of the runway & shop all the looks on demand at tom.my/how #TOMMYNOW"



let's look at Tommy Hilfiger. He debuted his #TOMMY-NOW 2016 at The New York Fashion Week this past September.<sup>3</sup> On his Pinterest page, we can experience his collection debut from the happenings backstage, to the outfits and models on the runway to even buying the styles.

Let's say upon watching his part of the NYFW Show, you saw an item that you simply cannot live without. Well, thanks to Tommy's Pinterest page, there are multiple ways in which you may find the item. We can search by event name, model name, a specific line or collaboration

or by release date (year). Upon clicking on his tab entitled "#TOMMY-NOW2016 – The Live Runway Looks from NYFW 2016", you can start to look for that cream sweat-

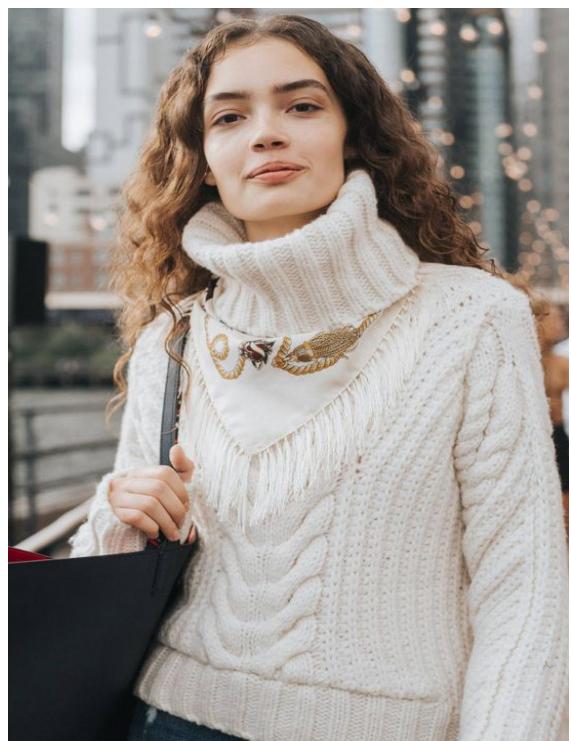
 er you want so badly.

This is where we see the difference between shopping on Pinterest and the designers site.

Tommy's Pinterest page is another example of marketing his brand on a social media handle. Although we don't have that blue "Buyable pin" button, it's replaced by a "visit" button where when his styles are available for purchase, we're redirected to his website, where we can participate in a similar buying experience.<sup>4</sup>

Tommy's method of using Pinterest allows the Pinners to experience NYFW without having to physically be there, as well as obtain additional information you may

have missed while watching the show. So which ever method of shopping experience you choose, whether using the Buyable pin or Visit button, designers and retailers are making it easy on your feet, not having to run to a store. Not only does this allow them to reach a larger network of people and potential clients, but increases the businesses' popularity among



the online community, which we know is growing at an accelerated rate.

# Platform Capabilities

**"Pinterest is known for being a tool where one can find anything from recipes, to fashion related tips, tricks and inspiration, scholarly tools and almost anything else the mind can stir up."**

Having said that, it is not abnormal for one to see advertisements of these natures as well. It is for the most part, a user-generated site; the majority of the content is created and uploaded by users, for users. Although, that is not to say that there aren't any sponsored, or in this case promoted advertisements. Companies such as L'Oreal and The Bank of America use promoted pins on Pinterest to increase their company recognition and in turn, increase sales. L'Oreal, "more than tripled their referral traffic", and The Bank of America "reached 6 million unique Pinners in less than 5 months and saw 2x engagement on their pro-



moted pins"<sup>1</sup>. You won't have any pop-ups from companies or sponsored ad's on the side of the page, but once you enter what you're looking for, that is where you will obtain content from fellow Pinners as well as businesses who paid to have their product advertised on the platform.

Promoted pins are available only to those who are using a Canadian, American or United Kingdom version of the platform, and must adhere to Pinterest's policy on promoted posts. This being the set of guidelines put in

place to ensure that all content is safe, relatable, and authentic. This ranges from the description of the product, to the destination and overall aesthetic of the post. Although a wide range of products can be found on the platform, you can't find everything—alcohol, drug, weight loss, gambling or weapon-related content is prohibited,

among other categories.<sup>2</sup>

To place a promoted ad on the platform is quite simple. It consists of creating a business account, creating a board relevant to your product and either linking your website to your board, or creating a "buyable pin" where product can be purchased without needing to leave the site. Pinterest goes further in helping your company in that they provide analytics tools where you can see what people love most on your page, how many people are visiting your page, and what type of people are searching your content.<sup>3</sup>

Although these services are offered for a price from Pinterest, the results are definitely worth it as results exceed the cash dished out.

# Annex

Pages 2-3:

1 The Associated Press“ Pinterest Partnering with Canadian Company for “buyable pins”, CTV News, <http://www.ctvnews.ca/business/pinterest-partnering-with-canadian-company-for-buyable-pins-1.2404047>

2 “Your Bag”, Pinterest, [https://www.pinterest.com/shop\\_pins/checkout/](https://www.pinterest.com/shop_pins/checkout/)

3 “Fashion Calendar” NY Mag-The Cut, <http://nymag.com/fashion/fashioncalendar/fashionweek/>

4 “#TOMMYNOW2016-The Live Runway Looks from NYFW” <https://www.pinterest.com/pin/476396466816589235/>

Page 4:

1 “Promoted Pins”, Business Pinterest, <https://business.pinterest.com/en/promoted-pins>

2 “Advertising Standards”, About Pinterest, <https://about.pinterest.com/en/advertising-standards>

3 “Set up Your Business Account”, Business Pinterest, <https://business.pinterest.com/en/set-your-business-account>

<http://www.businessinsider.com/pinterest-founding-story-2012-4?op=1/#th-of-bens-parents-are-doctors-both-of-his-sisters-are-too-i-always-assumed-i-was-going-to-be-a-doctor-i-never-even-thought-twice-about-it-4>

<http://capitalistcreations.com/how-pinterest-created-its-own-niche-market-from-facebook-users/>

<https://www.linkedin.com/pulse/pinterest-2016-statistics-110million-monthly-users-ivonne-teoh>

<http://expandedramblings.com/index.php/pinterest-stats/>

<https://www.quora.com/What-are-Pinterests-competitors>

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Fancy:

<https://www.quora.com/What-are-Pinterests-competitors>

We Heart It:

<https://www.quora.com/What-are-Pinterests-competitors>

Tommy Hilfiger Logo

<https://www.pinterest.com/tommyhilfiger/>

Macy's logo

<http://brandchannel.com/2011/04/12/macys-gets-serious-about-service/>

Bank of America

<http://about.bankofamerica.com/en-us/index.html>

Picture of model in cream shirt

<https://www.pinterest.com/pin/476396466816477193/>

Article 1:

<http://marketingland.com/pinterest-cracking-social-commerce-code-193131>

Article 2:

<http://marketingland.com/pinterest-streamlines-promoted-pin-process-new-promote-button-191606>