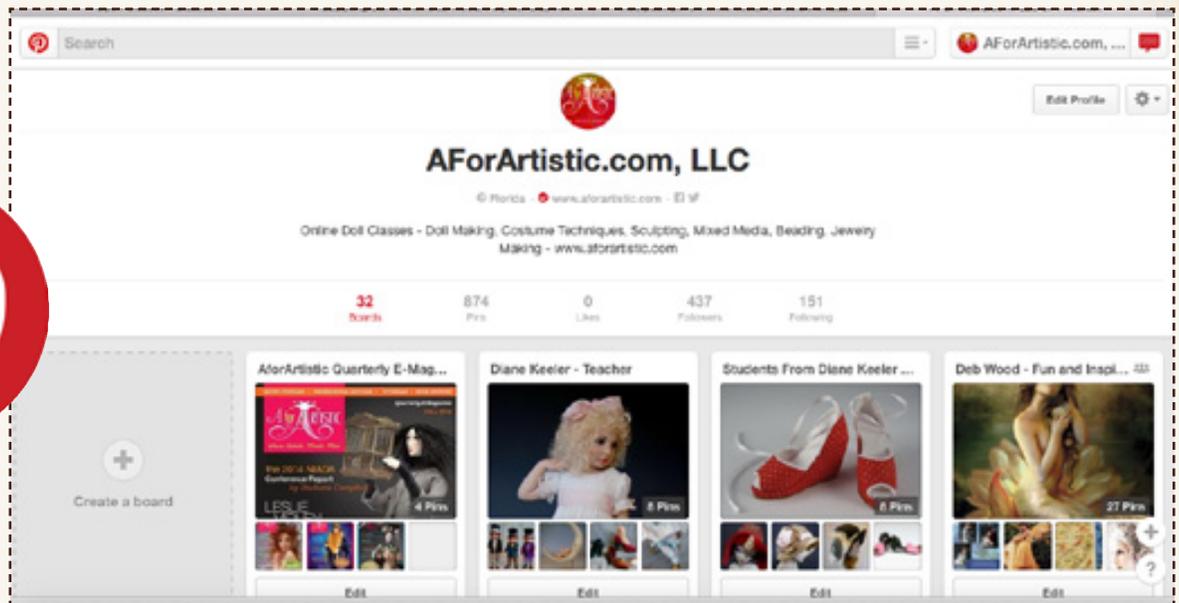


TO PIN OR NOT TO PIN? that is a question

by Adele Sciortino,
Figurative Artist

The answer is, **YES!**



Pinterest: What it is, how to use it and how quickly you will become addicted to pinning and viewing all the eye candy.

Pinterest is a social media platform that allows you to “pin” images online, like a virtual bulletin board. You can save all your “boards” on your account so you can easily log back in to add additional “pins” or “repin”. It’s a great place to visit when you are searching for creative inspiration, especially if you are an artist or selling your artwork online.

Still not sure what I am talking about? Let me give you a quick tour.

Let’s start with the basics:

First you will need to create a Pinterest account, you can choose to create either a personal or business account. You will find a place to describe your

business or personal profile, and also an area to add your avatar “picture”. However, remember if you are a business it is best to put a current picture of yourself. People like to do business with people. You will also be creating a username, I suggest to use your name i.e. www.pinterest.com/adelesciortino or your business name www.pinterest.com/aforartistic .

If you have a website you can add your URL to your profile. Once you have all of this in place you will need the “Pin It” button installed in your browser toolbar. This magical button will allow you to “pin” images online. This can be easily located in Pinterest by entering the search area “Pin It Button” and follow the directions on how to drag the button into your toolbar.

The other way you can add images is by uploading them from your personal file photos.

Here's the great thing about Pinterest You can easily market your artwork with Pinterest.

How does that work? Here are some tips on how your marketing strategy works with Pinterest:

1 You connect with massive amounts of potential clients searching through boards. These are people that you would have never been able to connect with otherwise. Pinterest is becoming the largest pool of visual content to attract potential buyers to your site.

2 Once you "pin", the "pins" remain on your boards for months. Unlike Facebook or Twitter where the newsfeed pushes your images to the bottom of the pile of postings. You have to continuously repost to keep your content and images in front of the viewer, but with Pinterest 80% of your "pins" will be "repined" which means your followers and their followers are generating interest in your artwork. In other words, they are doing your marketing. How cool is that!?!?

3 You can easily tap into areas that you never thought existed to market your artwork. Just think of the possibilities: art galleries, art collectors, crafters, museums and the list goes on, all those people viewing and repinning your pins. Never underestimate the power of "pinning".

It is essential to keep some sort of organization in your boards. Categorize your "Boards" according to the "pins" you want to add. The more you "pin" the better your "boards" will become.

Sending Traffic to Pinterest:

Once you have created several boards it is time to launch the announcement that you are now on Pinterest. Promote your presence through other social media platforms. Let your fans, followers, and clients know they can now find you on Pinterest. Don't be shy this is a great way to promote your artwork and generate new clients.

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It's best to slowly add your own images overtime rather than all at once. This keeps your followers coming back for more. Schedule a time in the week to pin and this will keep your Pinterest account fresh with new images. You can also add YouTube videos, which gives your boards more interest.

Pinterest offers a great marketing tool between Facebook and Pinterest, which is built into your pinboards. Take advantage of this marketing tool to let your Facebook fans know when you have a new "pin". This will also drive more traffic to your "boards".

Add a Pinterest Pin button to your website, blog and images. Use call to action text such as "Pin This Image". This will also help to drive more traffic to your boards.

Weaving in out of the social media platforms: Each social media platform will have a direct impact in engaging with a potential client or contact which in turn will drive more traffic to your website, which is what you want.

Pinterest Tip: "Repining" Copyright It is Pin Etiquette to give credit of the original pinner. Pins are more useful when they have the original source information. Other pinners will respect the fact that you have given "credit where credit is deserved".

Take the time to explore and register on Pinterest. It is the fastest growing social media platform today. You don't want to be left behind. It is a great way to market your artwork and drive traffic to your website.



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