

A Companion Booklet To The  
Make-Sell-Grow Video Series

# USING INSTAGRAM & PINTEREST TOGETHER

How to use your Instagram  
images on Pinterest to  
engage more customers and  
increase sales

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Online Marketing at Northwest University

**A note from the author:** This booklet is a transcription of a video presentation. Therefore, the writing style reflects spoken, rather than written, presentation mannerisms. While that may be frustrating, it is the simplest way to share this information with you weekly.

Liberty Jane Media  
Provoking Customer Response

By Jason G. Miles

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Published in the United States by Liberty Jane Media

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Bonney Lake, WA 98391

Hey, everybody. This is Jason Miles. And in today's video, I'm gonna do something a little different. I'm gonna use a screen capture video and show you how to use Instagram and Pinterest together to drive more traffic to your Etsy or online sales event.

And I think this will be fun, it's a little hack that I've learned and if you enjoy it, great. I've got more resources on Pinterest related topics on [marketingonpinterest.com](http://marketingonpinterest.com), my other blog I work on.

And if you're watching this anywhere else besides [makesalegrow.com](http://makesalegrow.com) be sure to check [makesalegrow.com](http://makesalegrow.com) out as well. And I've got a lot of freebies and resources for you there. So hope you enjoy this, let's jump right into the screen share and we'll go from there.

All right everybody we are back, and we've jumped into our screen presentation here and I'm gonna walk you through this tutorial on how to use Instagram and Pinterest together to make more sales happen.

So Instagram is amazing, Pinterest is amazing; what is the problem?

Well, oddly enough it's not easy to share and it's not obvious to know how to share your Instagram images onto Pinterest. And so this little tutorial's gonna walk you through how to do that. Now, the reason you'd wanna do that is because you'd want to take images of what you're working on, products, or services and include people in the journey. So let me show you how to do this sharing between Instagram and Pinterest as quickly and easily as I know how.

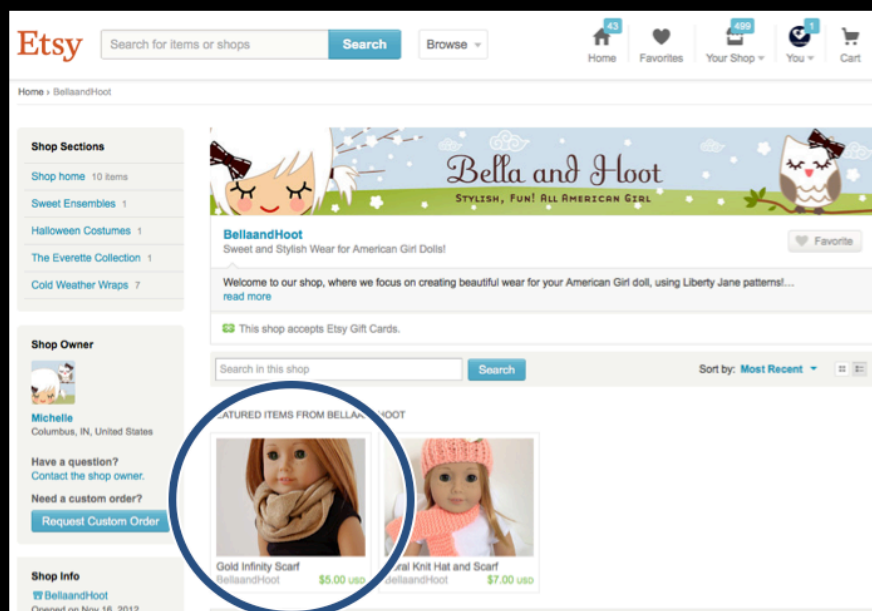
And so to start with you gotta know what you wanna share. And for our fun little example here I figured we would use an Etsy shop from one of you. This is Michelle's shop; it's "Bella and Hoot". Hopefully you don't mind me sharing your image and using that as an example.

I'm also going to use our Liberty Jane Clothing Instagram account

and Pinterest account. So Cinnamon always manages our Instagram account, so she's given me permission to use the Instagram account. So I will show you how to do it.

So you gotta start by knowing what you want to share on Instagram and Pinterest, and so in this case we're gonna use this Infinity Scarf on the "Bella and Hoot" Etsy shop. So here it is, and you'll notice that once you see this on Etsy that you can share it to Twitter and Pinterest and Facebook, but you can't of course share it to Instagram so you can't do that just on the website.

## Start by knowing what you want to share...



Obviously, that's because Instagram is a phone app. So how do you do that? Well, you've gotta go jump on your smartphone and on an iPhone you'd use Safari, and on an Android phone you'd use whatever Android web browser they offer, and I don't know what those are, so I'm sure you do.

But you wanna go find that image that you were looking for. So in this case, we've gotta navigate to the "Bella and Hoot" Etsy shop, and then we've got to find that image, and there it is.

## **Now use your Smartphone and go find that image**

Use Safari on an Iphone, or Google (or whatever) on an Android phone...



So we're looking at it on our phone, and what do we do next? Well, you've gotta take what's called a screenshot of that image. And if you're not familiar with how to do that, you simply hold the power button and the search button down at the same time and you'll hear it, if your speakers on, you'll hear the camera sound click, and then that picture is then in your camera roll, in your images roll, and you can use it later.

**Take a "screenshot" of  
the image...**

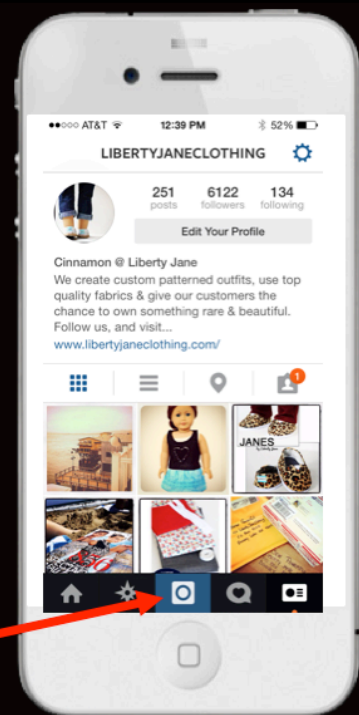
On an Iphone press the power  
button and the search button  
at the same time...



So that's what you gotta do, and so then now what you wanna do is switch over on your phone to your Instagram account. And once you're on your Instagram account you can find the image and share it. So how do you do that? Let's walk through that.

**Now open your  
Instagram account on  
your phone...**

Press the "Camera" button  
right in the middle

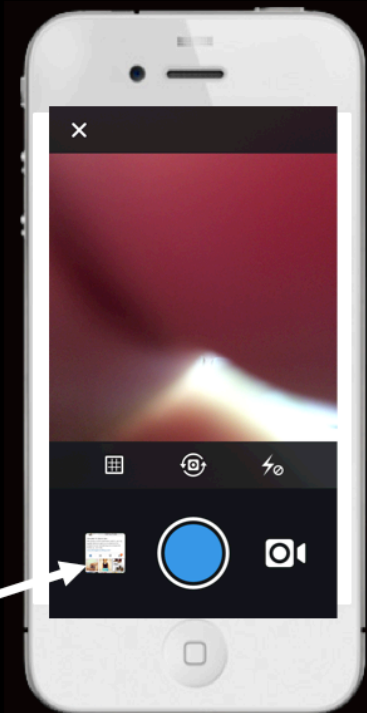


So what you wanna do is press the camera button right in the middle of your Instagram user profile, and then it will open your camera [and that's a picture of my thumb by the way] and it'll assume you wanna take a picture, but you don't need to because you already have taken your picture.

So what you wanna do is press on the little picture icon over on the left-hand side there, and that brings up your camera roll. And you can select the appropriate picture, right? So I've done that here.

**Instead of taking a picture, pull up your camera roll...**

Press on the little picture icon over to the left...



And you can add filters. If you're familiar with Instagram you know how to do this. You can add a little frame around it and make it look great, crop it, and that kinda thing, and then you can also add a caption. And in this case, I've added the caption, "I think this gold infinity scarf by Bella and Hoot is cute. What do you think?" and then I added [www.etsy.com/shop/bellaandhoot](http://www.etsy.com/shop/bellaandhoot).

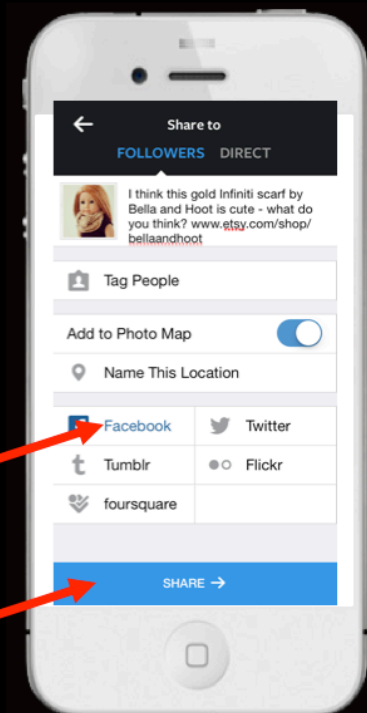
So then I hit next, and you'll notice that on this final slide in Instagram you have the option of sharing it. Now you can share it to Facebook, or Twitter, or Tumblr, or Flickr, or Foursquare, but guess what you can't share it to? Pinterest, right? [chuckle] But if you wanted to, for example, share this to your Facebook profile, you could certainly do that just by clicking on it and it turns a light blue, and then just tap "share".



**Notice how you can  
share it to other social  
media sites,  
(but not Pinterest).**

Simply tap the Facebook icon  
and it will turn Fb blue...

Then tap "share"



Now, I'm going to use a little bit of trick of time lapse. Photography I just did this, and actually it was about an hour and a half ago, but I took screenshots right as I did it. So you'll notice in this screenshot it is 18 seconds after I shared it, and I've already got a couple people who have liked this.

This image. Now, fast forward, it is 37 seconds after I shared it and I believe that's three people who have liked it. Now, fast forward one minute after I shared it and 16 people have liked it, and three people have commented.

And this will be the last one, 26 minutes after I shared it, there were 53 likes. And I then I just looked a little bit ago, a couple minutes ago, and a little over an hour later there were 120 likes.

**Your engagement will  
frequently be  
instantaneous**

After 26 minutes...53 likes

An hour later...120 likes...



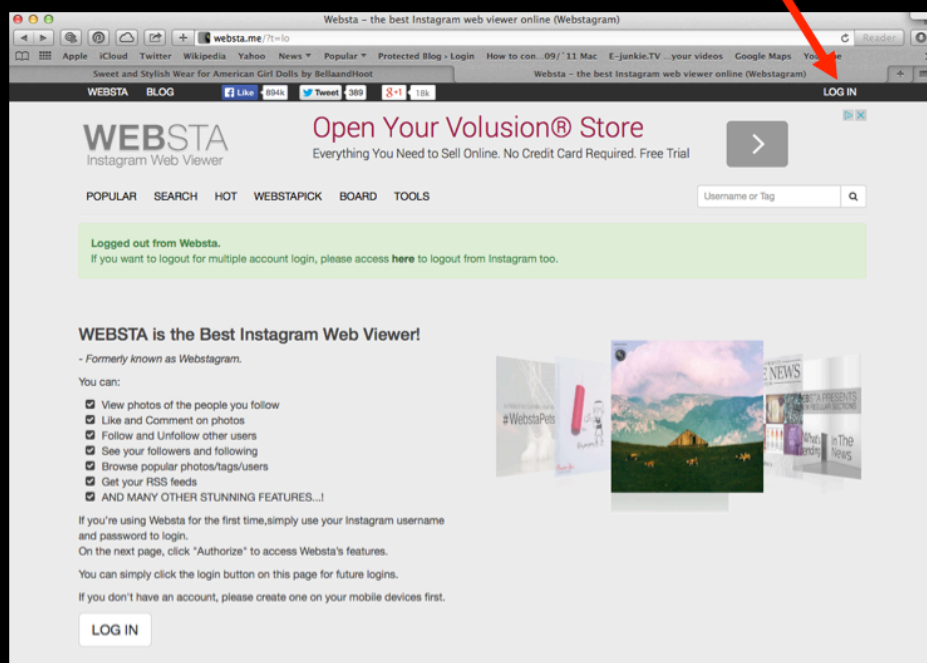
Now, you might say, "Hey, yeah, of course, you guys have a ton of Instagram followers." Fair enough, that's true, but we started with zero, just like everyone else does. And we grew our Instagram followers by doing stuff like this. So, if you're just starting out on Instagram, try these types of tactics and you will see your Instagram follower-ship grow. Alright.

But how do you share this fantastic fun stuff that's happening on Instagram, onto your Pinterest account?

Alright, so for these next steps, we want to stop using our smart phone and jump back onto our computer. And to accomplish the next steps, let me introduce you to a helpful little third party app, it's called Websta.me. It used to be called Webstagram, and now it's just called Websta.me. And this is a very handy third party app, basically what it does, is allow you to look at your Instagram profile on the internet. And when you do that, you can obviously use it for

Pinterest purposes. So, I've logged out of my Websta.me account. I believe if you go to this website for the first time, it might say "join," there in the top right corner where the arrow is pointing.

## Let me introduce you to a helpful site...websta.me

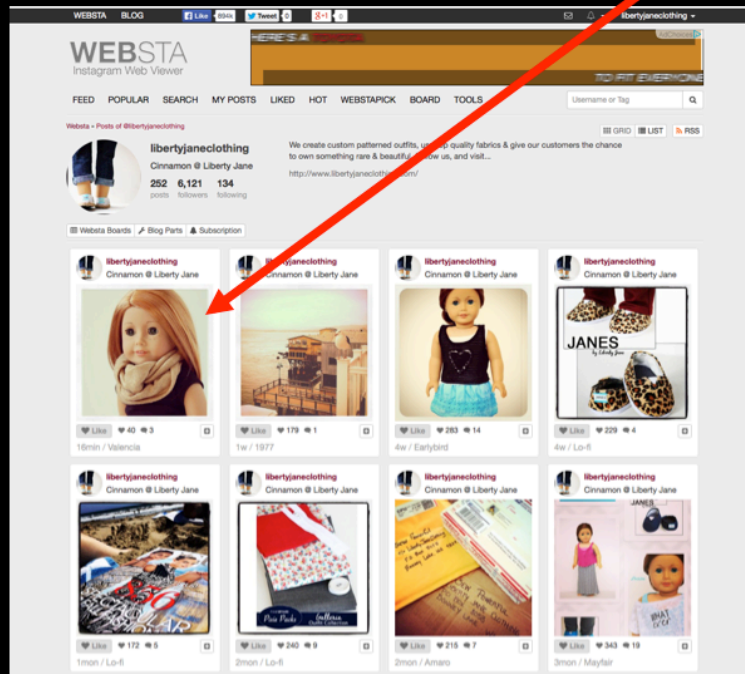


And what you'll do after you join is, it will ask you for your Instagram username and your Instagram password. And it has to authorize, being a third party app, and so it can retrieve your data. Now, we've done it, we've trusted it, these guys we think are totally legit, on the up and up. We think they do a great job, we've never had any problem at all.

So, if you're leary of allowing other people to have your authorization, well, you'll have to decide whether you wanna trust these guys or not. We think they're totally trustworthy and this is a valuable service. So, you'll join Websta.me and when you do that, it will load all of your Instagram images. And so, there are the Liberty Jane Clothing images. And of course you'll see that one that we just

added, right?

# Once you join you can see your Instagram images...

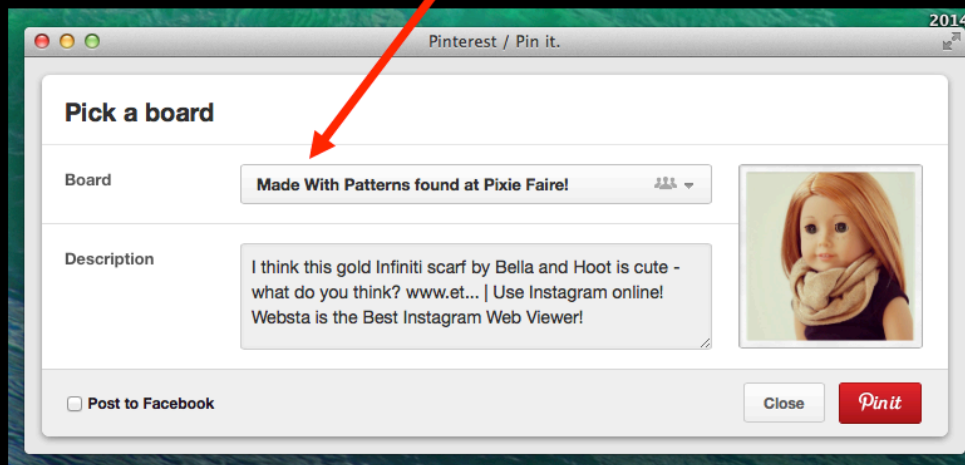


So, there it is. And so, not only can you see it in... Websta.me, by the way, gives you analytics and interesting insights as well. You can also, of course, pin images off of it. And so, hopefully you already understand how to use the Pin It button, this isn't a Pinterest tutorial, per say, so I'm not gonna walk you through how to find and use that button, but hopefully you know how to do that already.

So, there is the Pin It button up in my browser bar area, and I'm gonna click on that. And of course, it shows me an image that I can pin. So, I'll click on that and then it'll ask me what pin board I wanna add it to. And as it happens, for Liberty Jane Clothing, we have a made with patterns found at Pixiefair.com board. And this gold infinity scarf actually happens to be made by a pattern found at Pixie Fair. And so, there you have it. So, we're choosing that

board and we will also double check here, the description to make sure it says what we want. It adds, generally, some stuff from Websta.me that we wanna take out.

## You can also "Pin" images

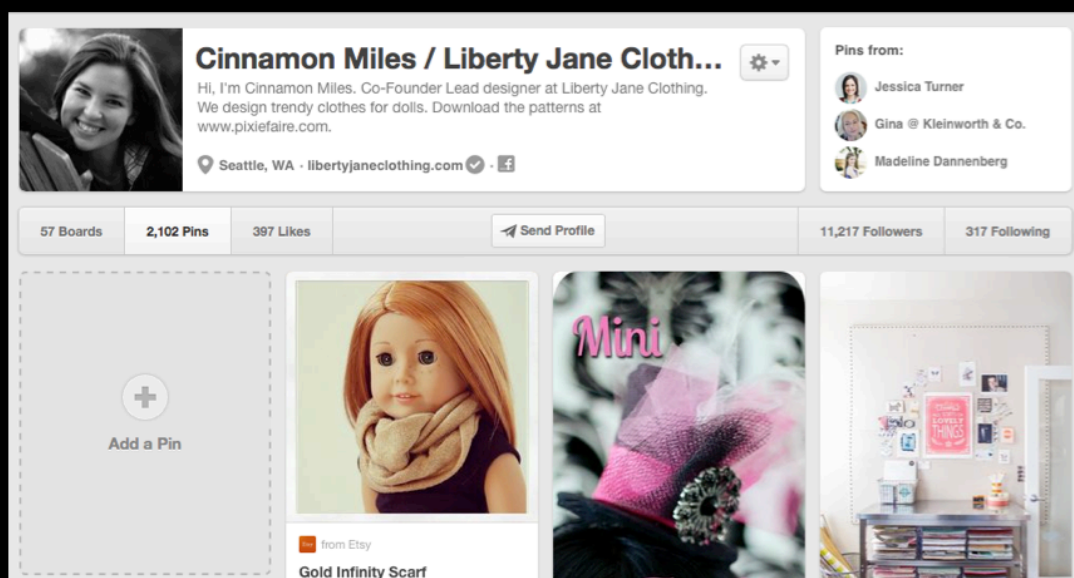


And then choose the  
Pinboard you want to add it  
to...

And then we'll also want to double check the source, or the URL, and have it point back to the Etsy store item. And when you do that, when you go find that Etsy store item, where you originally found the picture, then Pinterest will do some cool stuff as well. So, you'll wanna make sure that that says Etsy.com, blah, blah, blah. And the listing URL is added there. And then when you hit save, you're good to go. Now, when you do that, when you add that URL back, Pinterest will add what's called, "Attribution Information." And that includes whether it's in stock on the Etsy store, and the details. So, for example, it says in this case, "In stock, \$5. Was \$6.25." So, that's cool. And obviously, now when people click on it, it'll take them right to that item in Etsy.

So, that is how you do it. And now you can look to see on the Liberty Jane Clothing Pinterest account, there's the image.

## And There You Have It...



So, obviously, as you do interesting things like this, your Pinterest account will grow, and your Instagram account will grow as well. And ultimately, you'll drive lots of traffic to your Etsy, or other e-commerce items and you'll make more sales than you otherwise would have.

So, let me know what you think. Tell me if you understood the steps. I'm happy to answer questions in the comments below.

If you're watching this anywhere else besides Makesellgrow.com, be sure to go there and check it out. I've got other goodies and resources for you. And of course, if you like this stuff, if you like learning about using Instagram, or using Pinterest for your marketing, I've got the books. Obviously this isn't a commercial for

those, but you can check out Instagram Power, or Pinterest Power. Pick up a used copy or a new copy on Amazon and they are full of ideas, tips, and tricks on how to do stuff just like this.

So thanks for watching. I hope this was helpful. You can follow me on Instagram or Twitter @MrJasonMiles and you can follow me on Pinterest @JasonMiles and thanks so much. We'll see yeah online.