

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

USING PINTEREST FOR AMAZON, ETSY, AND EBAY SELLERS!

Why and how to leverage
the Power of Pinterest in
support of your Amazon,
Etsy, or eBay sales effort

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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
Using Pinterest for Amazon, Etsy, and eBay sales

By Jason G. Miles

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Hey everybody this is Jason Miles and today's video is for people who sell on Amazon, eBay or Etsy. And I wanna talk to you today about how to integrate Pinterest into your e-commerce selling work.

And if you're already doing it amazingly well, then you don't need to watch this video. But, if you want to get some tips or tricks on how to integrate Pinterest into your effort and why to do it, then this video's for you.

So, the first question to answer is why do you want to take the time and energy to use Pinterest in support of your e-commerce selling work on any of these platforms and the short answer is traffic.

So, I've talked in previous videos about how Pinterest has become the fourth best source of online traffic. First one being organic search, second one being direct typing of URL into the browser, third one being Facebook and the fourth best source of traffic online is Pinterest.

And so, Pinterest works phenomenally well in support of e-commerce sales. And so, when we think about traffic for your e-commerce work, the way I always think about it when we have listings on Amazon, Etsy or eBay and we sell on all three of those platforms. The way I think about it is the traffic they provide is sort of the organic traffic within their system. So, they'll serve up a prospective buyer for your item or a bunch of them and it's a numbers game.

So, in some of these platforms you can see how many people they send to a listing. And in some platforms you can't. So, for example, on Amazon there's no way to see how many people have viewed your listing unless there is and I don't know about it and if so feel free to leave me a comment. But, on other platforms like eBay, you can see how many people viewed an auction for example. So, I call that sort of organic traffic within the platform and think of that as sort of the base level of traffic. That's the minimum amount you're gonna get and actually if you don't do anything else, it's the maximum amount you're gonna get.

So, the question is can you stack sources of traffic on top of that base level and that's really the idea behind using Pinterest or other social media platforms, YouTube or Instagram, Facebook or even email marketing which is probably the best of all sources of traffic for e-commerce work. So, you've got your base level in Amazon or Etsy or eBay and the idea is what can you do in Pinterest to add another layer on top. And the good news is, it's super simple to do. There's not a lot of complex work to be done. It's just a little bit of effort and Pinterest will start to perform really well for you.

So, the why is traffic. The how is a good quality Pinterest profile. So, I describe this as having authority profile in Pinterest and for your niche or industry that you're operating in, you wanna have a Pinterest profile that has content

relevant. So, let's say for example you're in the fashion and clothes selling space on Amazon, Etsy or eBay. Then you'd want to have a Pinterest platform set up that has a good quality profile description, an image of either your logo or you as the owner and a description of what you sell and where you sell it and then a link to your best location for selling. And then, what you want to do is create a collection of pin boards that are relevant to your prospective buyer. And this is where a lot of people mess up with their Pinterest strategy. They start creating a Pinterest strategy that's of interest to them personally. And what you want to do is create a Pinterest strategy that is of interest to your ideal customer. So, if your ideal customer is a 35 year old woman who is interested in unique or is interested in clothing then you want to think through what would that person want to see in a Pinterest account, a Pinterest profile when they come across your account in Pinterest.

And the goal, obviously, is to have them discover either your item or your entire account and have them begin to follow you. So, let's say you begin to create a collection of pin boards in Pinterest and you've got seven to ten topics that are of interest to your ideal customer and you start to just pin things regularly that fit into those categories and topics.

And it doesn't have to be your product, in fact it's ideal if it's not your product. What you want to do is create, in essence, sort of a library of amazing visual images and items that that person would find incredibly compelling and that library or collection is the items you're curating just for them. And you want them to be impressed when they see that. So, you want to focus on high quality images. You want to focus on unique and interesting items and items that they would really, really die for. And then, of course, you want to introduce your items into that mix.

So, think about it being maybe an 80/20 split, 80% other people's amazing items, and then 20% your amazing items. Now, you can outsource this work to a VA. You don't have to do it yourself. Although, you want to have real tight criteria for what gets shared because you want to have that eye for quality and that sort of perfect ideal item for your ideal customer be constantly in the forefront of your mind or your virtual assistant's mind as they put together these pin boards. Now, this can take five minutes a day, ten minutes a day or you can spend hours a day doing it.

It's really up to you if you have a virtual assistant, you could easily have them spend 15 to 30 minutes a day building out this collection of pinboards in support of your sales strategy. So that's sort of a home base you want to create in Pinterest, and that home base will look very compelling to your ideal buyers. And then of course, on all of these platforms now, there are pin buttons built into all the product listings. So, Amazon, eBay, Etsy, you can just pin things straight from your listings into your Pinterest account. And of course, if you've not been in Pinterest at all yet, it'll start small, you'll just have a few followers

but as you faithfully build out your pinboards, people will see what you do and they'll start to follow you because they're looking to you for that visual interest and your curation ability in that topic.

And so they'll start small, right? You'll just start with a few followers and then you'll get to a hundred, then you'll get to a thousand. I have lessons on marketingonpinterest.com about how you get to your first thousand followers. And then it'll grow from there, right. When you've got 5,000 followers, that's great. When you get 10,000, you'll really start to see these numbers become extreme. And of course there are people in Pinterest who have hundreds of thousands or even millions of followers. And can you imagine when you've got hundreds or thousands or millions of followers. What happens when you list an item for sale on Etsy, eBay or Amazon and then share it with those people. It's dramatic, it's dramatic results.

At Liberty Jane Clothing we have over 11,000 subscribers or followers on Pinterest. So when we share things to that group of people, it's meaningful. We get meaningful traffic to our listings. And that just takes some time. We've been in this now for a couple of years but if you're starting today, just start putting together the basic pieces as I've described and you'll really start to see meaningful traffic come your way into Amazon, Etsy, or eBay. And you'll start to see significant results from that effort.

So if you want more information about how to do marketing on Pinterest, go to my blog marketingonpinterest.com. If you want basic information about selling strategies and how to use other platforms, then go to makesellgrow.com, my other blog.

And I hope this has helped you today. I really do hope that these videos are giving you some insight and idea about how to increase your sales volume on these platforms.

And so if you have questions about how to do this, leave me a comment below. I'd love to hear what you think. If you tried Pinterest and failed, if you think it's different than what I'm describing, I wanna hear from you. I'd love to hear your feedback just leave it on the blog post underneath this video and I'm happy to jump in and go back and forth with you on this topics.

So thanks so much for watching. I hope you have a great week this week in your selling venture.