



# **Boosting Your Pinterest Strategy With Dig.Drop.Done™**

This guide has been provided as a service to you, our valued retailer. In the pages that follow, you will find general best practices for Pinterest.

## **What are we trying to do?**

Increase bulb sales across the U.S. and Canada. Tweeting, posting, pinning and blogging about flower bulbs and the Dig.Drop.Done campaign, can help increase engagement with your customers, spread the campaign's overall message and augment YOUR sales.

## **Who are we talking to?**

Generation X, Y and Boomer females throughout the U.S. and Canada.

## **What overall tone should we utilize?**

Fun      Informative  
Warm      Energetic



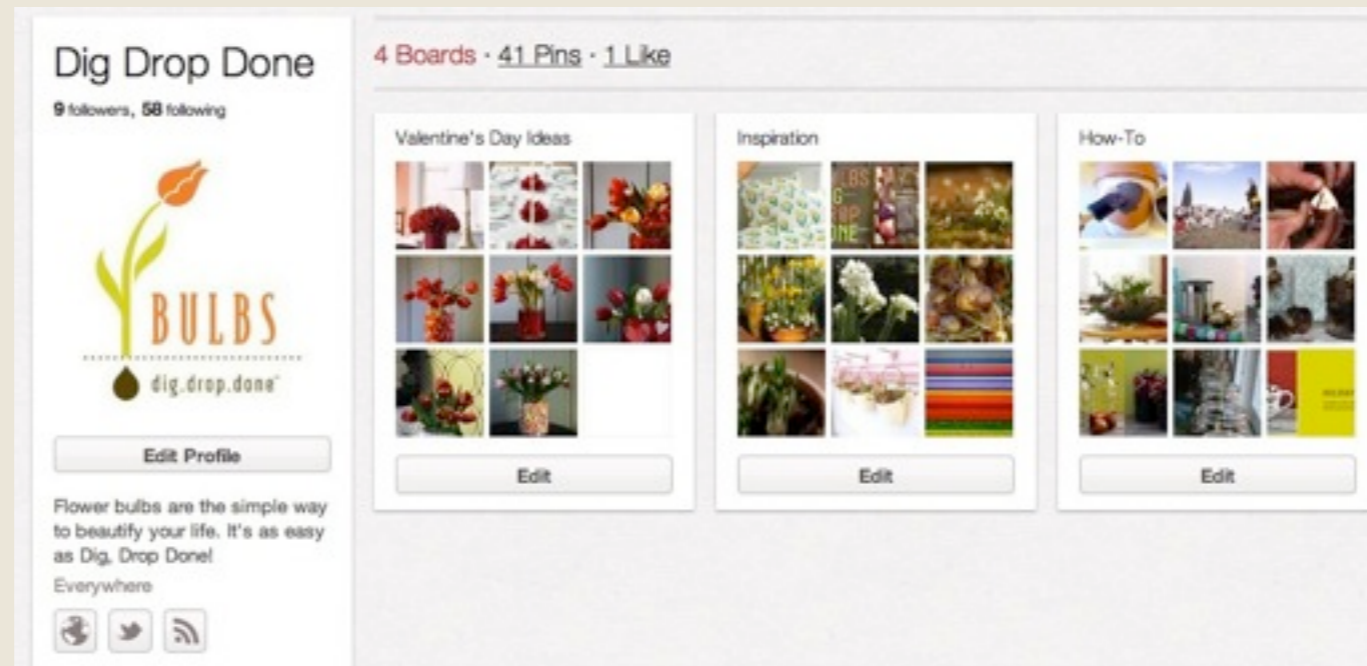
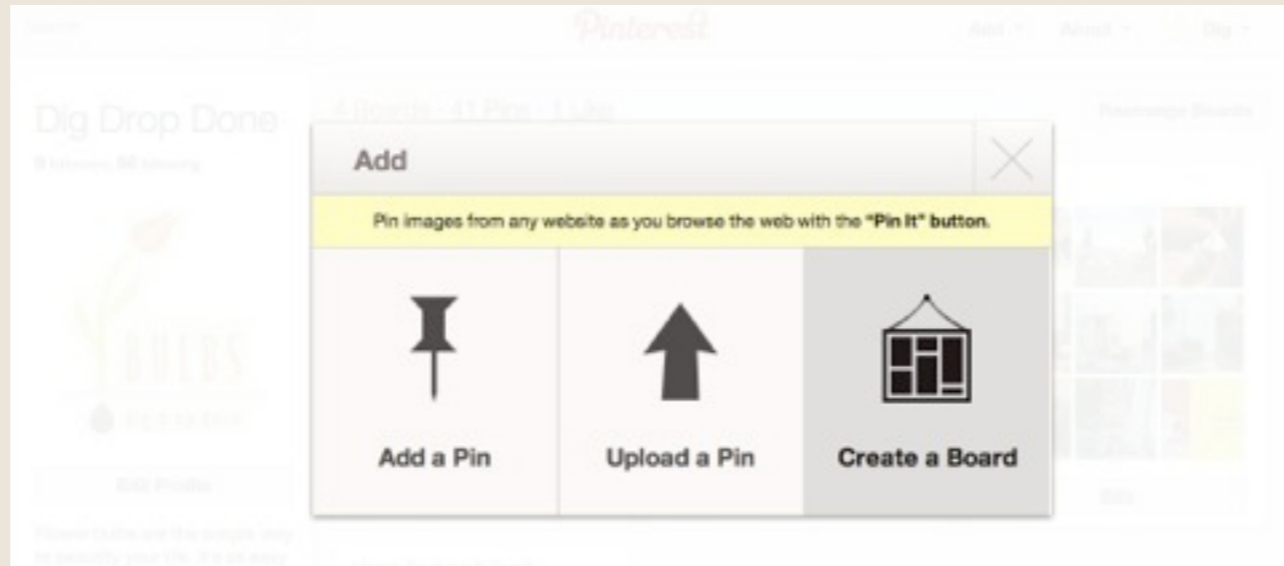
Pinterest: a new, massively popular platform driven by the production and sharing of meaningful, relevant images.

# Best Practices: Pinterest

## Operating Your Pin Boards

Once you've established your account, create different "pin boards" to organize your images.

Helpful categories for your store might be "Home Products", "Garden Products", "Decor Inspiration", "Do It Yourself Ideas", etc.



# Best Practices: Pinterest

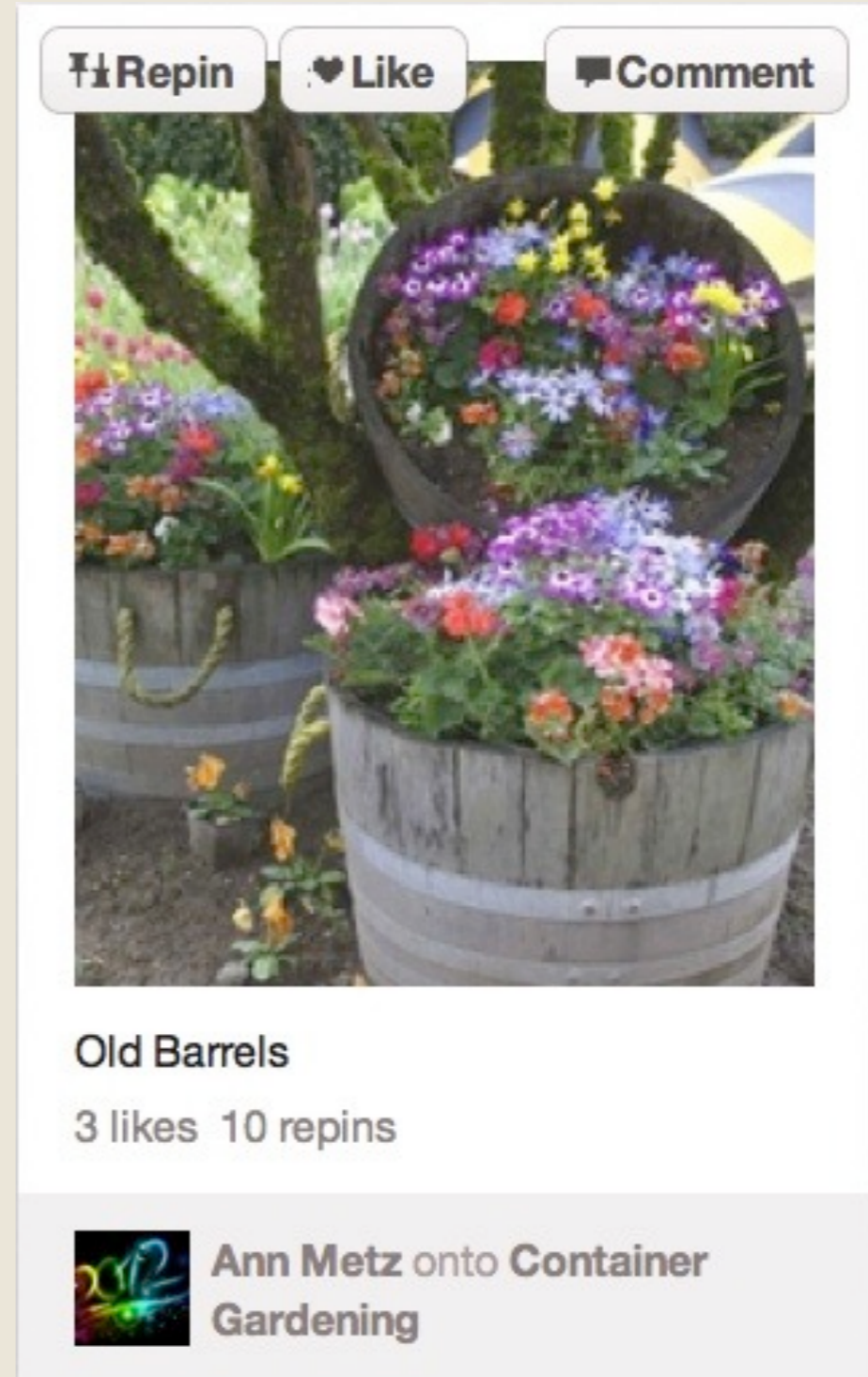
## *Operating Your Pin Boards*

You should repin, Like or comment on images that you see on Pinterest. Liking and commenting applies only to the image itself—repinning means that you are placing the image, with a link back to its original location, on one of your boards to share with your followers.

Try to distribute these actions evenly to foster community and build followers. It is best to pin 1 to 2 images each day.

Respond to comments and messages within 3 hours (between the hours of 7:00 a.m. and 9:00 p.m.) to maintain timeliness.


Post content at peak traffic times to ensure sharing. Such times include 9:30 a.m. and 3:00 p.m. on Wednesdays and Fridays, though we recommend posting content more than twice weekly to keep your followers engaged.



Repin Like Comment

Old Barrels

3 likes 10 repins

 Ann Metz onto **Container Gardening**


# Best Practices: Pinterest

## Operating Your Pin Boards

Follow users that pin images that cater to your audience's interests. You can search for particular keywords if you are seeking specific subject matter.




Add some variety to your images and boards. For example, if your focus is gardening, try to weave in the occasional image that highlights gardening in an unusual way—home decor inspired by natural elements, clothing modeled after a particular flower or plant, etc. This will demonstrate that you're interested in doing more than focusing on sales alone, which will give your customers a sense of community and, ultimately, drive your sales.


**Bridget - Bulb Blog**  
13 followers, 8 following


  
meet bridget


**Follow All**

Landscape Horticulturist, Plant Lover, Bulb Blogger @ [bulbblog.com](http://bulbblog.com)  
Milwaukee, WI


  


 Bridget - repinned Fireplace, Hot Tub and ... to **Outdoor Living**.  
4 hours ago


 Bridget - repinned love this for a ... to **Things I want to Plant**.  
4 hours ago


 Bridget - repinned Who said water needed ... to **Indoor Blooms**.  
4 hours ago

12 Boards · 205 Pins · 1 Like

**Gardening Tips**  
  
**Follow**

**Things I want to Plant**  
  
**Follow**

**Garden Spaces**  
  
**Follow**

**Urban Gardening**  
  
**Follow**

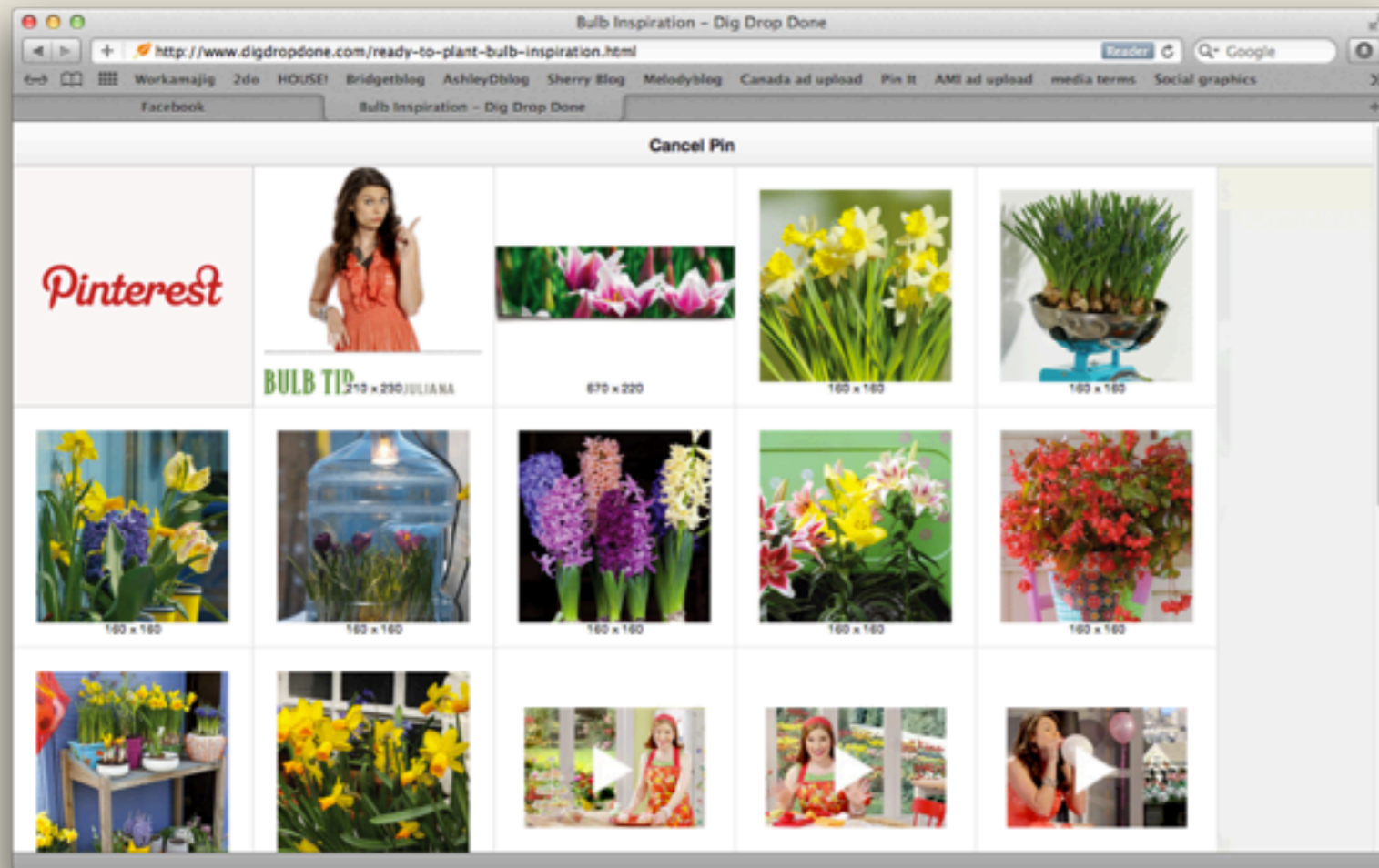
**Indoor Blooms**

**Outdoor Living**

# Best Practices: Pinterest

## Operating Your Pin Boards

Upload your own images 20-30% of the time. The remainder of your images should come from other Pinterest users or other websites. Look for the “Pin It” button to find images that will be easy to share with your followers.



You may also install a “Pin It” button onto your web browser (instructions are available at <http://pinterest.com/about/goodies/#pinmarklet>), which will allow you to choose any image from the web page you are currently viewing and pin it to your boards. Adding this “Pin It” button to your browser toolbar makes it really simple to share images from a variety of your favorite sites.



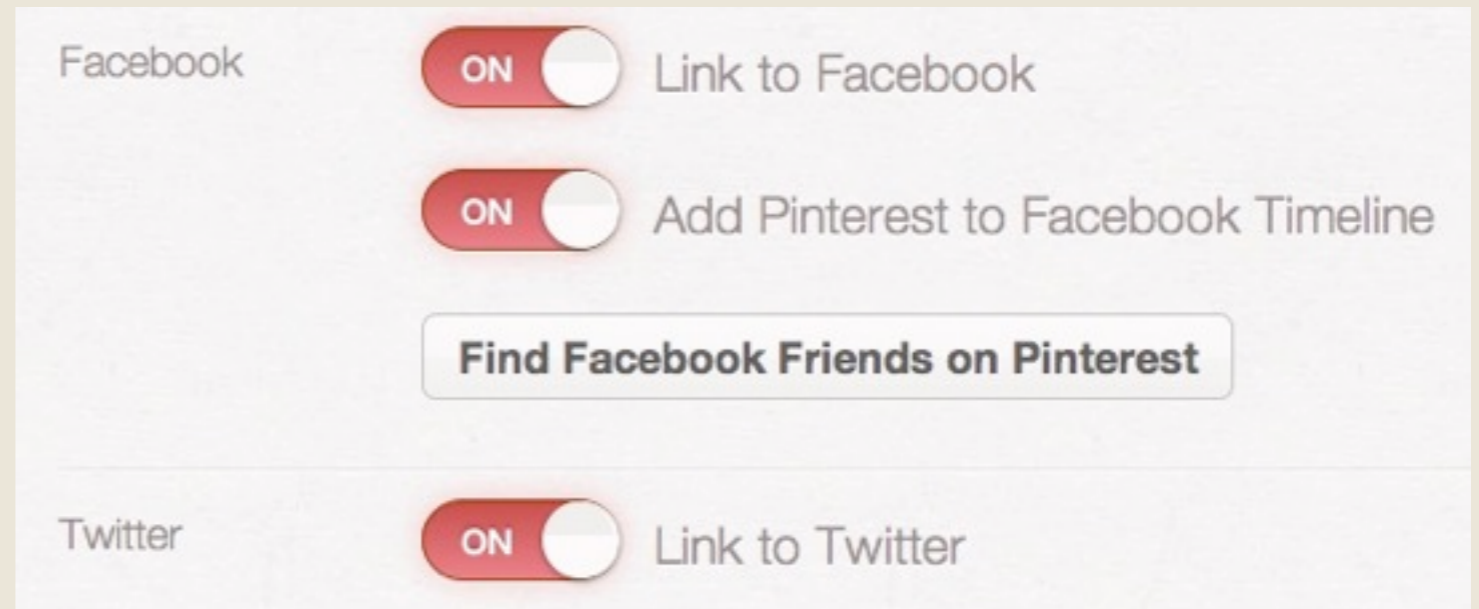
# Best Practices: Pinterest

## Operating Your Pin Boards

You may cross-promote your images by linking your Pinterest account to your Facebook account and Twitter account (accessible via your account settings). By linking your accounts, you will be able to automatically share your Pinterest discoveries through your other social profiles.

Doing so will casually remind your fans and followers of the many ways they can connect with your store online.

When pinning a new image, ticking the box next to your additional social profiles will automatically send it to those platforms. We recommend choosing at least two images per month to share on Facebook and Twitter.

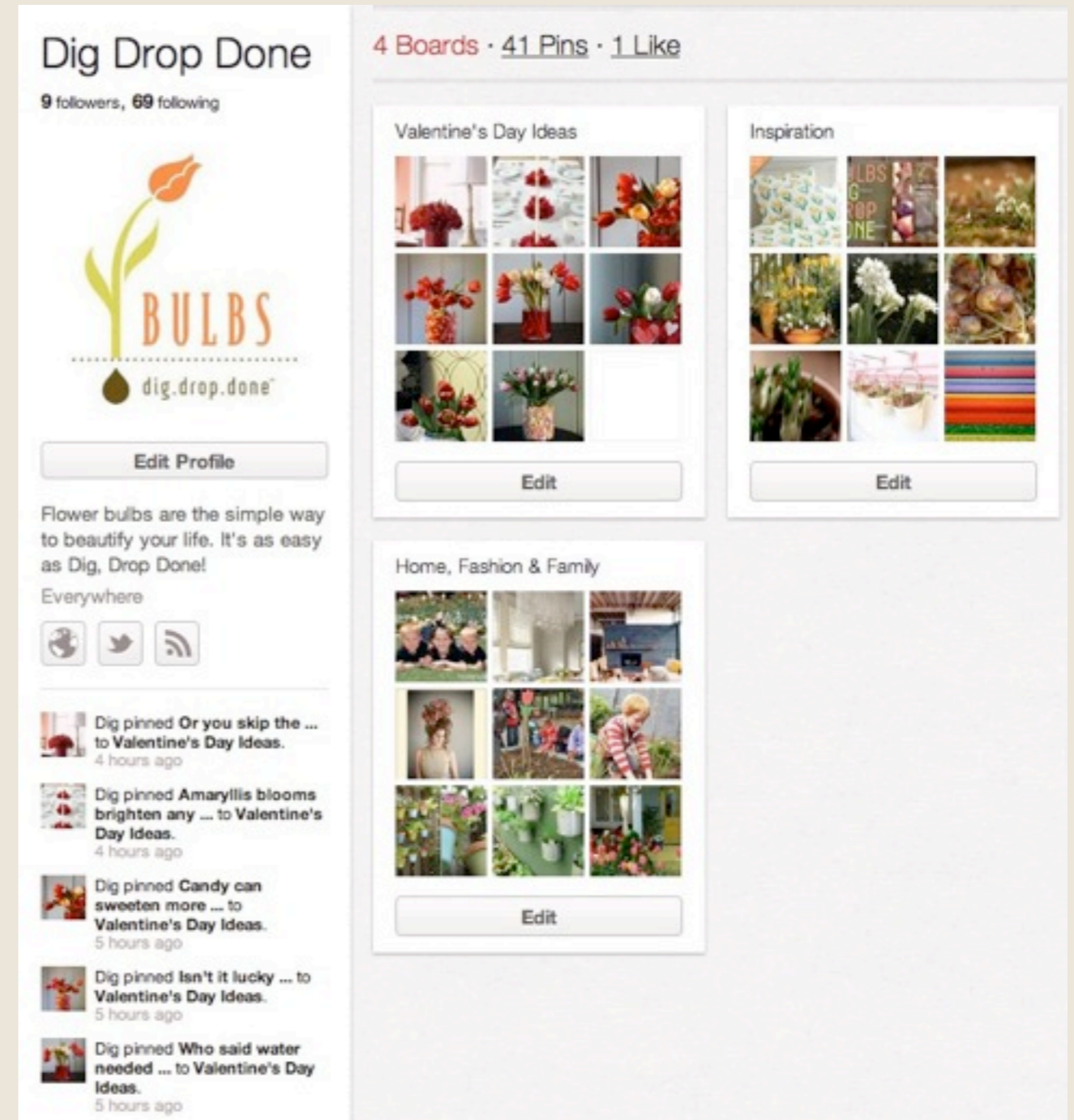


# Incorporating DDD into Your Content

Follow the Dig Drop Done pin boards most relevant to your store(s).

Please feel free to repin 2 to 4 of DDD's images per month, either from the DDD pin boards or the campaign website.

Please link back to the DDD pin boards from other social profiles when you discover an image (particularly an instructive image) that you feel your customers would really appreciate.



*Please contact your bulb supplier for more information.*

