

Module 5:

The Pinterest Cash Cow

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There are lots of ways to make money on Pinterest. Using Pinterest to boost brand awareness is one way to earn money in a passive way. Another passive way to make money in Pinterest is to direct traffic to your blog or site through pins. But one of the best ways to make money in Pinterest is to use affiliate links. We will discuss further with regards to making money through affiliate marketing in Pinterest in this chapter.

How To Monetize Pinterest?

- Brand awareness or advertising.
- Drive traffic to your blog or website.
- Pinning a product from your e-commerce website.
- Earn money through affiliate marketing.

There are a myriad of ways to monetize your strong Pinterest presence. One of the most widely used methods in monetizing Pinterest is through brand awareness or advertising. Say for example you run a deal website. You can leverage the power of the visual centric pins by posting an attractive image of a product or service that you are currently offering on your site. Pins have backlinks that points back to its source, so if you pinned a deal straight from your website, the direct link to that deal's page would automatically be added to your pin.

Another way to monetize your Pinterest presence is to drive traffic to your blog or website. Bloggers earn money through Pinterest using this method. Most blogs monetize their content through advertising. AdSense is one example of this. If your blog gets enough traffic, a percentage of those visitors would click on one of the ads that you display and that's how AdSense and other ad serving company pays the owner of the blog. High number of visitors equates to more click on the ads that you serve. This in turn translates to higher earnings from you ad supplier.

Everything we have talked about so far, are ways to “passively” monetize your Pinterest profiles. What we will tackle next is how to directly monetize your Pinterest presence. One of the most widely used methods is pinning a product from your e-commerce website. If you are selling a product, you can leverage the high engagement rate of users in Pinterest to promote the products that you are selling. Of course, it goes without saying that the image of the product you are selling should be top-notch. You should make it a habit to always post a flattering image of whatever product or service you are selling. Pinterest is all about imagery so think of that fact when you are deciding what image to attach to anything that you are selling.

If you don't have an e-commerce website and is wondering how to actively monetize your presence in Pinterest, then you can try affiliate marketing. You earn money through Affiliate Marketing by way of commission. Most big e-commerce website like amazon has an affiliate program that you can take advantage of. You can sign up as an affiliate on their website. Once you get an account, just login to your profile and customize the type of products that you want to sell. You can do it by categories so you would only be selling products which interests you too. It is no good to sell a product outside of your niche. It is always a good idea to sell products that you yourself would buy. After setting up your Affiliate program membership, you can start looking for specific products that you want to promote using Pinterest.

First off, look for a product that you want to sell. An e-commerce site that has an affiliate program like amazon would provide you with a special link to a product you have chosen. This link is unique to you. This is how an affiliate program tracks purchases that came from your referral link. For each and every click that gets converted to a sale would net you a tidy commission. The amount or percentage of the commission depends on the affiliate program. Some affiliate program can give you as high as 15% percent commission.

Where To Find Products To Promote?

- E-commerce site with an affiliate membership such as Amazon.
- Find offline products and get commission for every sales lead that you generate.

Finding products to promote is an easy chore. The rule of thumb is, only promote products that you yourself would buy. This way, you build credibility with your audience. Not only it is good for your cred, it will boost your trustworthiness as a promoter.

One good place to find products to promote is within an e-commerce site that you have an affiliate membership with, like Amazon for example. Amazon has an affiliate program; they would let you pick categories which you are most interested in selling. Again, only pick products that you are genuinely interested in. Never pick a product outside of your niche. For example, your Pinterest is comprised of boards that talks about cars, men's couture, men's accessories, and anything masculine, it would be somewhat awkward looking if you attempt to sell stilettos and handbags.

Another way of monetizing your presence in Pinterest is by generating sales lead for offline stores. If you do not have a store, you can probably strike a deal with a merchant wherein you will get commission for every sales lead that you

generate for the store. One good way to do this is to post images of the store's product and putting in a referral code on the pin's description. The customer must print or write down the referral code and present it at the store to get discounts or other promotions.

Finding products to promote in Pinterest is an easy task. Just be creative and learn how to spot an opportunity. Here are some ways to find products to promote:

Using Affiliate Links

- Just get the link from your affiliate program and use it as the link for your pin.
- The link would contain all the information the e-commerce site would need to track sales lead that came from you.
- If a lead turns into a sale, you get a commission for referring that customer over to the site.

Affiliate links as mentioned is a great way to earn money in Pinterest. Unlike other methods, this is easier by far and requires less investment in time and money.

Using affiliate links is fairly easy. Just get the link from your affiliate program and use it as the link for your pin. The link would contain all the information the e-commerce site would need to track sales lead that came from you. If a lead turns into a sale, you get a commission for referring that customer over to the site.

For affiliate programs, Amazon is one of the best out there. The Amazon affiliate program works like any other affiliate programs wherein you would be given commission for every sale they make from your referral. Another good thing about Amazon is that there is literally millions of things to choose from. An affiliate partner has a lot of choice with regards to products that they want to promote.

How To Pick A Product In Amazon That Sell?

- Use the Amazon Best Sellers feature.
- Filter the items by Categories.
- Sort the items by Price.
- Sort the items by Popularity.
- Use rating of an item.

Below are some tips on how to pick a product in Amazon that would be easy to sell.

1. Use the Amazon Best Sellers feature. This will give you concrete information on what is currently “hot”. A lot of your customers are purveyors of the latest trends. If a product is part of Amazon’s best seller list, it would be safe to say that the product is “in”.
2. If you are after a certain type of product, you may want to filter the items by Categories. This will give you a product list that would reflect the category you are most interested in. This is helpful if you want to maintain a specific theme for your Pinterest presence. Example is if you have a Pinterest profile that focuses on Men’s Recreation. You would want to only sell items that are under that category. Scuba gears, Skiing accessories or any other items that you think your target audience would buy.

3. You can also sort the items by price. This is helpful if you are targeting a specific demographic. Example of this is, if you are targeting middle class women as your market, then of course you would want to leverage their purchasing power in choosing a product to sell.
4. Sort the items by popularity. The goal here is to know what items are best sellers. This is a good indicator that a product will be well received by your audience, hence a bigger chance of getting a sale.
5. Take a look at the rating of an item. In Amazon, products are rated with stars. The higher the number of stars, the better the feedback from customers. One good practice is to select only products that have good rating scores. The reason for this is obvious. As a consumer, you would tend to be swayed by reviews and how a product is perceived by fellow customers. Your buying decision would be heavily influenced by what people are saying about a certain product. The star rating functions as a credibility rating of the product.

Getting Traffic To Your Affiliate Site

- Generating traffic to your affiliate site is the exercise as driving traffic to your blog or website.
- Offer added value to your audience.

Generating traffic to your affiliate site is the exercise as driving traffic to your blog or website. The difference lies in how often or how you approach the promotion of that site. The promotion of such a site should be done with a hint of moderation as people in Pinterest does not want users who are self-promoters and are only primarily engaged in Pinterest for the sole reason of earning money.

Always remember to offer added value to your audience. It is not bad to come across as a seller or a hawker of goods but it should be done in moderation and with taste. Offering added value to your audience would negate any negative connotation of selling Pinterest. One way to do this is to create a board that showcases products from other companies that compliments your own products line.