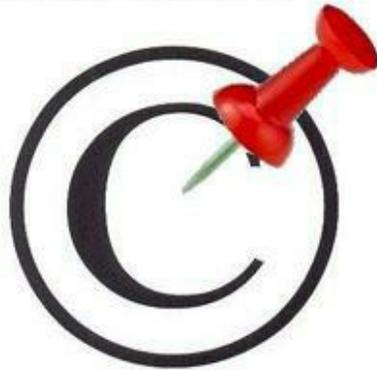


# CRAFT fest

*Pinterest*



**CRAFTfest Pinterest Promotions**

# CRAFT fest

## So Pinning? • What's it about?

So Pinning? What's it about? For the first Timer: There are lots of links at the bottom about how to create your pins and what pins are for.

We use Pinning quite a lot for marketing your products and firmly establishing a presence on the interweb. Fundamentally it is about using everyday marketing tools and techniques and seeing if we can turn them into something "viral" - ie. something that is shared again and again by others.

For this to work properly - it takes a little bit of planning. No good marketing can ever be done without it. So for CRAFTfest - here is the plan for Pinterest ...



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## Pinterest Activities

1. Upload as many of your own products onto the main #CRAFTfest board for your event. Please ensure you use the #CRAFTfest tag in the description of all products.
2. Comment and favourite on **at least 3 pins** on this board from other sellers.
3. **Re-pin 3 items** from **3 different sellers** onto your own Pinterest boards that you own/can pin to.
4. There will be a Pin for each category at #Craftfest (for example Jewellery) - please comment and favourite your category (and others if you wish), and re-pin on another of your Pinterest boards that you own/can pin to.
5. There will be Blog posts on this Pinterest board - please **re-pin at least 1** of these on another of your Pinterest boards that you own/can pin to.
6. If you have time then re-pin from any other #CRAFTfest boards for your event that are available (either set up by Creative Connections or other sellers)
7. If you are on Twitter then select the Twitter tick box when pinning.

# CRAFT fest

Why comment and re-pin? This specifically promotes individual items - it also gives greater possibility of your products becoming much more visible - lots of text below a picture means fewer photos to get distracted by whilst providing the impression that your item extremely popular. It also increases the possibility of getting found and promoted further through newsletters etc. That we are only commenting or sharing two from each stall - we are also reducing the workload of any particular daily challenge.



## Now for the important bits....

We are specifically looking for photos that are priced, have a #craftfest and pin back to your CRAFTfest link (your website, online store etc) **(There is a notion out there that non priced items may also be a good idea – but for the purpose of an event such as CRAFTfest – people need to know quickly that it is for sale and available now.)**

It may also be worth having a look at the best times of the day to pin and what days tend to have more viewers. From recollection Thursday's and Saturdays have the highest number of viewers – but to be honest – I'm not sure it matters much.

Here is some of the added info.

Pinning – The Basics:

<http://help.pinterest.com/en/help-topic/Pinterest%20basics>

What is pinterest?

<http://business.pinterest.com/whats-pinterest/>

Happy Pinning!

And if you get stuck with anything please just ask as we are here to help.