

Hey,

Duncan Carver here.

In this special report I'm going to show you how I was able to take a niche website that was generating 200 visitors per day from Pinterest, to over 1,200 visitors per day, literally in just a couple of days.

In fact I haven't rolled this technique out on just one website.

I've replicated this exact strategy across several different websites now, all in different niche markets, and I've seen near identical results across all of them.

Some of those are entirely brand new websites with no other traffic sources either. One day they've got no traffic, I implement this technique and the next day they start getting roughly 1,000 visitors per day and that remains pretty consistent, every day.

It's easy (relatively speaking)...

It's a "keep it simple stupid" marketing technique. You can complicate things as much as you like, but what's the point when it's the simple things that are often most effective.

It's fast....

In fact there's no faster method that I know of to generate this kind of traffic from Pinterest in such a short time frame (as I write this Pinterest has yet to roll out their "paid advertising" platform although it's on the horizon).

It's cheap...

Seriously cheap in comparison to a lot of other traffic generation techniques.

It's something anyone can do...

If you really wanted to run with this and are a "go getter", you could be getting this kind of traffic from Pinterest within the next few weeks.

You don't actually need any sort of presence on Pinterest to work this technique.

PINTEREST MARKETING BLUEPRINT

A Practical Guide To
Generating More Website
Visitors From Pinterest



How To Get Setup
How To Optimize Your Blog
How To Generate More Followers
How To Create Pins That Pop
Step By Step To "The Perfect Pin"
How To Automate Your Marketing
And More...

"A very practical, easy to follow guide to building a solid presence on Pinterest. If you want to generate long term traffic in minimum time read this..."

By Duncan Carver

Supplementary Special Report To The
Pinterest Marketing Blueprint

Get More Like This...

www.PinterestMarketingBlueprint.com

Now having said that, it certainly does help to have your website “pinterest optimized” for maximum results (and I’d seriously recommend that you do). You’ll be getting a heck lot of new visitors from Pinterest literally within days, so it makes sense to use all of those new visitors to help spread your content even further.

So what exactly is this technique?

Before we jump right to it there’s one thing you need to make sure you understand.

It’s fundamental to the concept.

All users have two options to “follow content” on Pinterest.

They can follow **individual boards**.

In this case, they’ll only be shown content that the person who owns the board, is pinning to that particular board. For example, if I was into organic gardening, I might simply follow this board from “Mother Earth News” ...

<http://www.pinterest.com/motherearthnews/organic-gardening/>

...and I would only get the “Mother Earth News – Organic Gardening” content in my feed.

The other option is to follow a **Pinterest user’s profile**.

For example, if I was interested in everything “Mother Earth News” was pinning to all of their boards (in addition to their organic gardening content), I could simply follow their Pinterest profile here...

<http://www.pinterest.com/motherearthnews/>

...in which a case, I’d then end up following ALL of their boards.

That is, I would see all content they pin to any of their boards in my Pinterest content stream (the feed of content that appears when you’re logged into Pinterest and are on the home page).

Not only that...

...but if I did follow their “profile”- should “Mother Earth News” ever create a brand new board related to anything, I would also automatically follow that new board too (and see the content that they start posting to it in my content stream). And so would everyone else also following their profile.

Read that last paragraph again real quick.

Now here’s the REALLY interesting thing...

Get More Like This...

www.PinterestMarketingBlueprint.com

Roughly half of a user's "total followers" are actually following that user's Pinterest "profile" (the rest are following one or more of their individual boards).

What does that mean for us?

Well, if we have (or have access to) a Pinterest account with 10,000 followers, we can create a new board on that profile and it will automatically have (roughly) 5,000 instant followers.

Similarly, if we have an account with 200,000 followers, should we create a new board, that new board would have (roughly) an instant audience of 100,000 followers.

Every time we then post our content to that new board it will be shown in the content streams of 100,000 Pinterest users. If we "pin" content to that board 3 times per day, we're getting our content in front of a potential initial audience of 100,000 people – 3 times per day.

That's a lot of exposure.

So what we need to do is have (or get access to) a board with a lot of followers.

We can then create a new "niche board" under that profile, pin our content to it regularly, and watch the traffic come rolling in.

Simple right?

"But Duncan! I don't have a Pinterest account with 200,000 followers."

I know, I know.

And yes, it can take years and some serious investment of time & resources in "working" Pinterest to build up an account with such a large following.

So what can we do about that?

Well the idea here is to find a user (or several) that already have accounts with a large number of followers and "lease a board" from them.

Simply offer them a monthly fee to lease a board under their profile. You can then use it as one of your own (i.e. start pinning your content to it, and put it in front of a massive instant audience).

The nice thing about this method is that it doesn't actually impact what the owner of the profile is already doing on Pinterest. They can keep doing whatever it is they were already doing with all of their other boards. You're just getting access to their audience.

Now this is actually REALLY easy to setup.

Get More Like This...

www.PinterestMarketingBlueprint.com

If you don't already know, you're able to create "group boards" on Pinterest.

That means a Pinterest user can invite you to become a contributor to a new board they create (or an existing board they might have setup), and you then have access to be able to pin content to it.

It's literally a 5 minute job from the perspective of the profile owner.

This is also good from their perspective too, because it keeps them in full control. They can remove you at any time – i.e. should you stop paying whatever you've agreed to as the monthly fee and/or if you start spamming the board with crappy content.

In respect to the latter, obviously this method isn't about spamming – you'd be an absolute moron to set up arrangements like this and then start spamming the crap out of followers.

You do need to put quality content in front of followers because these are real people.

That's how you're going to pull in the visitors.

Not to mention, this technique is entirely dependent on relationship building (and maintenance) with the owner of the profile. That relationship isn't going to last too long if you just start spamming the living daylights out of their followers.

So the biggest question - how much does something like this cost?

Unfortunately I can't actually give you a specific figure because there are a lot of different variables involved here. It's going to largely depend on what YOU can negotiate.

However to give you some idea...

I've personally arranged deals from as little as \$200 per month right up to \$2k+ per month or more with different Pinterest users.

And the biggest variable in play here (other than the number of followers you're going to be able to reach) is actually what the person you'll be leasing the board space from, is willing to take.

And that's an unknown because we don't actually know them yet.

But keep in mind; we're talking about approaching general Pinterest users here (in comparison to online marketers / business owners who might charge a premium). These might be teenagers at high school still only earning \$20 a week from a babysitting gig. They might be stay at home mums that would appreciate any additional bit of extra income they can generate. They could be anyone just using Pinterest for no other reason than they like too.

Get More Like This...

www.PinterestMarketingBlueprint.com

So, and whilst we're definitely NOT looking to rip these people off (again, this technique requires long term relationship building and management) it's a lot more affordable than you'd probably think.

It's not like we have to pay a business to put our content in front of 100,000 customers every single day. We're simply reaching a mutually agreed upon relationship where by both parties are happy.

To put things in a more measurable perspective for you...

If we're able to generate 1-2k visitors per day and are paying towards the upper end of the scale - say \$2,000 per month for that privilege (30,000-60,000 new visitors per month), that's a cost per click of just \$0.06 - \$0.03 per visitor. Negotiate a better deal, and well. You get the idea.

That's really cheap in comparison to other forms of paid online advertising.

Plus you've got the added benefit of those visitors arriving from the third most popular social media website online. Visitors who will help to spread your content even further around Pinterest and other social networks as well.

The next biggest question.

How much traffic can this actually generate?

Well again, there are a lot of variables in play.

- The size of the audience you're able to get access too. The more followers you get access to, the more visitors you're going to generate. Keep in mind; you can make similar arrangements with multiple Pinterest users to get access to an even bigger audience.
- How appealing the content is that you're putting in front of those followers. The more appealing the content, the more viral it's going to go on Pinterest.
- How much (and how often) you're actually putting that content in front of people (pinning to your board). The more consistent you are, the more consistent the traffic.

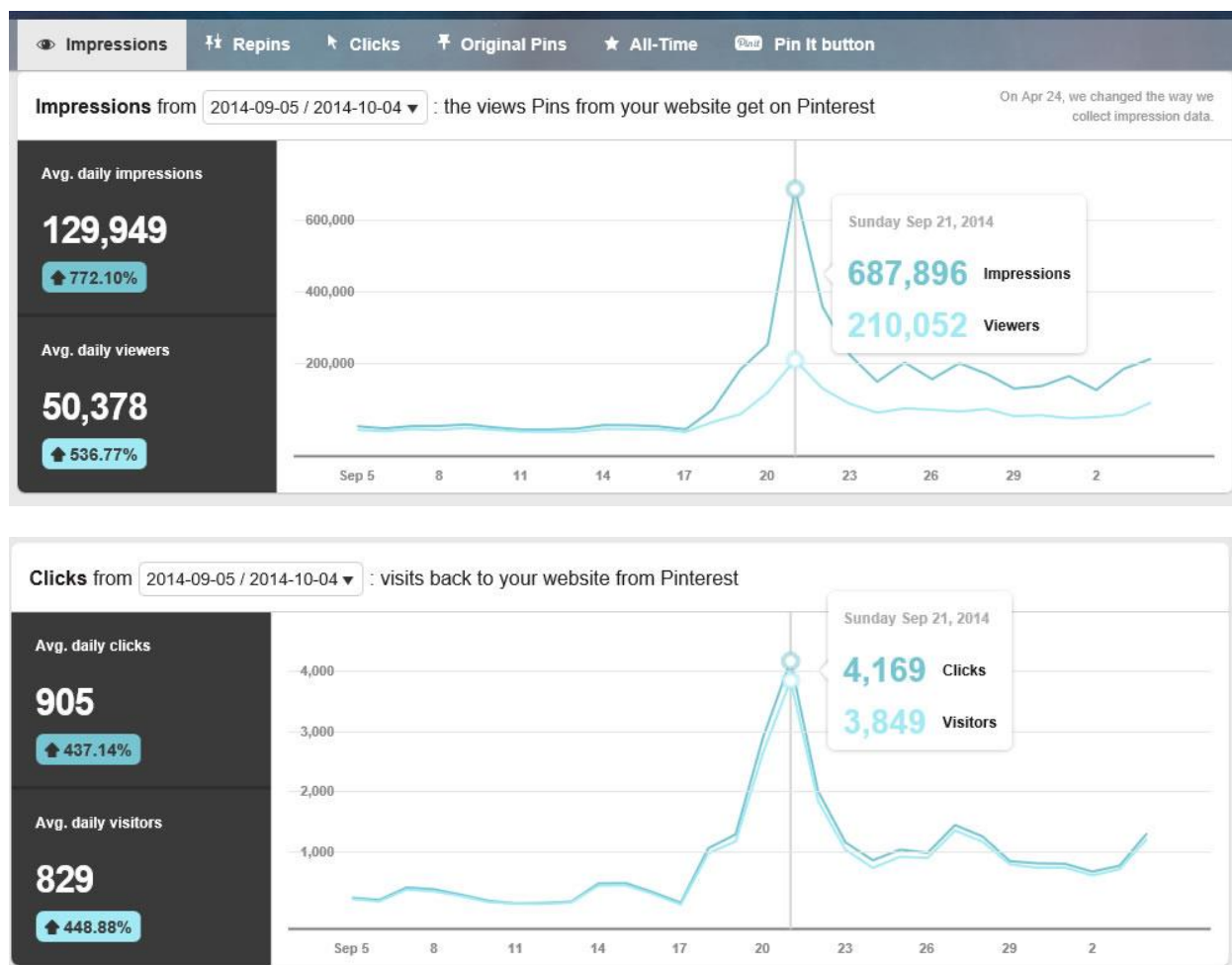
But roughly, with an audience size of 100,000, and by pinning content 3 times per day, you should expect to generate at least 500-1,000+ visitors per day. And if some of your content goes viral, then it's not unusual to get 5,000 or more visitors per day as it spreads.

Here's a recent example from one site we've rolled this technique on.

We kicked it off on the 18th September and you'll notice the big difference in content impressions and clicks / visitors before and after that date...

Get More Like This...

www.PinterestMarketingBlueprint.com



A very sizeable chunk of traffic as I'm sure you'll agree. And you can literally start generating this kind of traffic from the day you get access to your leased board.

There are also other techniques which you can implement to maximize your ability to generate as much traffic as possible as well (maximize your return on investment). Techniques which I've discussed in detail in my Pinterest Marketing Blueprint which you can find online here, so check that out too...

<http://www.PinterestMarketingBlueprint.com>

The next biggest question...

And this is no doubt the most difficult / time consuming part of the equation...

How do I find Pinterest users who would be willing to do this?

Get More Like This...

www.PinterestMarketingBlueprint.com

The short answer to that is you're going to have to go out, find them, and contact them.

This is the "work" part.

Yip, you are going to have to knuckle down for this bit.

In fact, based on experience, you're going to have to contact at least 100 of them before you'll get a few people that are interested – but don't worry, there are well over 70 million Pinterest users.

Ultimately it's just a numbers game and you'll have to use common sense here.

You can use the Pinterest search feature...

<http://www.pinterest.com/search/boards/?q=organic+gardening>

...to find boards that are semi related to the interests of the audience you're trying to attract.

And by using common sense, I mean if you're interested in attracting men, you'll probably want to focus on boards that are already appealing to a male audience given the other type of boards they have setup and content being posted.

Similarly, you'll want to check out how many followers they have (obviously the more the better), the kind of engagement they're getting on content they've already pinned to their boards (again the more the better) and so on.

But here's the #1 tip I can give you in relation to this...

"Cold calling" and asking to lease a board right off the bat is NOT going to get you far.

Think about it...

One day you get an email out of the blue from someone asking to get access to one of your social media accounts. They say they want to post content out to your followers or fans.

You don't know them from a bar of soap; you don't know what their real intentions are.

Sounds just a wee bit sketchy right?

So instead, it's much better if you work on developing the relationship before you put a "leased board" proposition to them.

For example, I like to start with something along these lines...

Get More Like This...

www.PinterestMarketingBlueprint.com

Hey John,

I was checking out your Pinterest boards and like what you post.

I've got a few articles that I'm trying to generate more exposure for, and was wondering if you might be able to pin them to one of your boards. I could send you whatever you think that might be worth to you via PayPal for helping me out too. Here are links to the articles so you can check them out & see if you like them...

...just keeping it short, sweet and to the point.

From there (if you get a reply – and remember, you can always follow up if you don't hear back the first time) you can work on building the relationship further.

It might cost you anywhere from \$5 - \$30 to do this (to get an article pinned to one of their boards one time) – again, it depends entirely on how the Pinterest user in question values this.

And you might have to do this “one at a time” approach for a few weeks to get to know (and trust) each other properly before you make a “leased board” proposition.

But the good thing about this approach is that...

- You'll get to test out how your content is received by their followers.
- More importantly you'll also know roughly how much traffic you might expect to generate if you scale this up and be more consistent in posting content (i.e. actually leasing a board).
- You'll be able to figure out a cost benefit ratio based on the previous two factors when it comes to negotiating on a price too.

It also creates additional options for you as well.

Even if this person isn't going to be interested in leasing a board, you've still made another contact that's going to be happy to pin your content for a few bucks here and there whenever you need them to. That's never a bad thing.

So again, it's ultimately just a numbers game.

The more Pinterest users you contact, the greater the likelihood you'll get someone (or multiple people) interested. And, sure, there is work involved there, in finding and developing those relationships, but

Get More Like This...

www.PinterestMarketingBlueprint.com

once you have, it just becomes a matter of pinning content to your leased boards regularly to keep the traffic coming in.

So that's the technique.

I told you it was a "keep it simple stupid" marketing technique.

You can do with it as you wish.

There aren't many moving parts to it and it's sure as heck one effective technique if you're looking for **BIG traffic from Pinterest**.

Again, I don't know a faster more effective method right now.

It's nice being able to just start putting cool content out to an instant audience of hundreds of thousands and watch the visitors come rolling in. It's even nicer when you see those visitors are also spreading that content around the net more and more for you.

In fact, even when Pinterest do roll out their "promoted pins" advertising program – and they may have by the time you read this - I'd bet that doing private leased arrangements like this is always going to be a way cheaper and more affordable alternative.

That's because you won't end up competing with tens of thousands of other online businesses all looking to attract the same traffic and driving a cost per click up.

So long as you keep your new Pinterest content promotion partners happy, you'll keep humming along.

; -0

Wishing you all the best...

Duncan Carver

PS: If you want to get access to everything I know about marketing on, and using Pinterest to drive traffic, check out my full blueprint here...

<http://www.PinterestMarketingBlueprint.com>

PPS: If you're the right fit, we might also be able to work out how you can get access to an instant audience of 200,000 Pinterest followers (if you don't have the time to run with the technique discussed in this report - finding and building those relationships).

Get More Like This...

www.PinterestMarketingBlueprint.com

PINTEREST MARKETING BLUEPRINT

A Practical Guide To
Generating More Website
Visitors From Pinterest



How To Get Setup
How To Optimize Your Blog
How To Generate More Followers
How To Create Pins That Pop
Step By Step To "The Perfect Pin"
How To Automate Your Marketing
And More...

"A very practical, easy to follow guide to building a solid presence on Pinterest. If you want to generate long term traffic in minimum time read this..."

By Duncan Carver