



## TIPS TO HELP YOU TURN BROWSERS INTO BUYERS

*I have the privilege of talking with Brand Ambassadors daily and putting together strategies to strengthen business. This allows me to get the inside scoop on what's working (and what's not), and then compile best practices that are producing results on our path to profitability at Zindigo. One of my roles is to share these secrets to success... so here are some actionable items to help you turn browsers into buyers!*

### **Tips To Turn Pins into Profits**

While Facebook and Twitter are probably the first social networks that come to your mind when the word social media is used, don't overlook the power of Pinterest.

Pinterest's photo sharing social network is a lot more than just pictures of home interior designs and cooking recipes. It is a social network of 70 million people (80% of whom are women) who are looking for ideas on a variety of interests and are willing to spend money.

So how exactly can your Zindigo business become profitable using Pinterest? Here are some great tips:

- **Build your Subscriber List.** While you can pin images from the web using the Pinterest button on your web browser, you can also pin an image of where people can go to sign up for your subscriber list. Simply take a screenshot of that area (the hexagon graphic image) and upload it to one of your boards on Pinterest. Then link it to the page where they can subscribe!
- **Pin from Zindigo Daily.** Go to Zindigo Daily and be sure to LOG IN so it identifies your reference ID; then pin away! Your shop link will be embedded and the traffic will go directly to your store.

- **Pin Your Top Item of the Day.** Turn Pinterest into an e-commerce website. When you pin a photo of an item on your shop, within just a few clicks they can then go to the checkout page to make a transaction. You don't want to do this with every single item, but try out your top picks or the ones that are performing best and create a board called "Fave picks", or something in your voice. Don't forget to give a detailed, keyword rich description of what each item is when you pin the photo.
- **Create Pins Of Tutorial Videos.** People buy products and services they trust. Videos create trust. They show solutions from real people. Why not create a board with brief videos explaining your favorite trends and hot items. Then have the video link back to your shop where they can then make a purchase.
- **Share Tips.** People use social media to get advice on a variety of different topics. They may not have a need for an item at that moment but if they continue to see trend, tips, and top picks, they will then recognize you as an expert and know where to turn to when they are ready to shop.

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