

THE *Youtube + Pinterest* **REPORT**

How to Leverage YouTube and Pinterest
for **MAXIMUM** Results!

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Pinterest



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A serial entrepreneuress, Melanie started her first business in college and now owns multiple online businesses that produce over 2 million dollars in annual revenue. As founder of the Entrepreneuress Academy, she now teaches thousands of people across the country how to start and grow successful online businesses. In addition to creating of the Power of Pinning course, Melanie is an international and award winning speaker on Pinterest marketing.



James Wedmore

As an LA Film School Grad, James teaches entrepreneurs and small business owners how to harness the power of Online Video and Effective YouTube Marketing to get more results (traffic and sales) in their businesses. James is the founder of Video Traffic Academy which is a +5,000 member-strong community learning and implementing video together. James is also the author of The YouTube Marketing Book.





Pinterest. Is it possible that this could be the social media platform that you have been waiting for? Is it possible that you can reach people with your product and service that you may have never been able to reach before? And is it possible to use the power of video, that incredible story-selling visual marketing element, to create raving fans and then enthusiastic customers?

The answer is YES!

In this report, I'm teaming up with the creator of the Power of Pinning, Melanie Duncan to explore that very question.

So What is Pinterest?

According to its co-founder and CEO, Ben Silbermann, it's a place where people can find things that they never knew they wanted before. And, when they find them they can create virtual scrapbooks, dreamboards, and bulletin boards to organize all the cool things they find on the internet.

It's bookmarking, by way of Tumblr and StumbleUpon...but with pictures!

This concept that started out a few years ago in the Silicon Valley, the mecca for internet innovation, has grown in numbers in the past year. The most recent stats show that in May, 2012 there were 31.9 million global visitors to the site and in February 2012 there were 10 million unique visits from the U.S. alone. And according to ComScore.com, these visitors are spending quite a bit of time browsing, Pinning and creating. As much as 89minutes per month on average which is more than Twitter, LinkedIn, MySpace and Google + combined.

Pinterest's huge growth factor can be attributed to the fact that integration between Facebook, Twitter and Pinterest is easy. A Pinterest user can let all their friends, colleagues and customers know about their Pinterest finds at a click of the mouse. And, they can easily encourage those same people to join them on the site.

This is word of mouth on steroids! Shockingly enough, we are seeing that it is **useful information**, not just pretty pictures that is the most popular and powerful form of content. Great news for service based businesses looking to leverage this exciting new platform.

Can Pinterest be Profitable?

That's a question that many businesses are asking as they consider adding Pinterest to their lineup of Social Media Marketing. After all, any great social media campaign takes thought, time, and a commitment in order to get traction and build those relationships with customers online.

Research shows us the Pinterest has a higher revenue per click than both Facebook and Twitter. And the Wall Street Journal just recently reported that Pinterest users are more than twice as likely to buy as Facebook users!

However, many business owners and marketers still don't "get" Pinterest. They hear all the buzz but do not see what all the fuss is about, or how they can utilize it to market their business. And truthfully, I see this same kind of reaction for people the "try" Video in their marketing. So let me talk about that for just a minute so you can understand.

I know that video works. I know this because I've used it in every successful campaign and online marketing strategy that I've been in charge of. And, it's worked in just about every category of business that you can imagine from Fitness, to Relationships, to Real Estate and Internet Marketing...and more! Plus, I know that the very marketing system that I teach can be duplicated and can succeed. Over 5000 members of my online course, Video Traffic Academy can't be wrong.

The successful students in this course do not “try” and they do not “dabble” in video marketing, or in their business. They understand that with the course, they have a tested system for video marketing that works when you put the time, effort and commitment into the process.

And the businesses that use this system are not all online business. They are marketing online...you have to in order to grow a business in this day and age. But many have offline brick and mortar businesses and services and they all use video marketing to get their message out to their target audience. Interior decorators, financial planners, churches, home organizers, wedding planners, life, wellness and business coaches, psychics, and many more.

The bottom line is that when you have a strategy and a system for your marketing and you implement that strategy...you get results. This is true for video marketing and this is true for Pinterest marketing...should you decide to take the plunge in to Pinning!

For the businesses that are not seeing great results from Pinterest, it could be because:

- They haven't devoted the time and consistency to make it work
- They haven't been involved with it long enough to see the conversions
- They are treating it as a “shiny new toy” rather than a real business tool
- They don't have a strategy or a system
- They're doing it all wrong

It's this last point that I will address next. Because face it, with any social media marketing tool you use, you have to understand the basics of how it works as well as those little “secret” tricks that turn “basic” into “extraordinary”.

5 Basic Steps for Pinterest Marketing

In this report, there is no way that we can cover everything that you need to know to use Pinterest effectively to drive traffic, build a relationship with that traffic, and turn that traffic into your next customer. Melanie has done a great job in her course teaching the right way to set up your account and incorporate the power of Pinning into your online marketing.

Right now, let's talk about a few overall strategies that will get you going in the right direction. Then, I'll talk specifically about using video within the strategy to really leverage the traffic you get from YouTube and the traffic you get from Pinterest.

Traffic + Traffic = Money

***When you do it right!*

Step 1: Have a Strategy

Yep. That's the foundation of this whole thing. And, as un-sexy as that may sound the business owners that go into this whole social media project with a purpose have the best results. Why?

First off, they understand what they really want to get and what they expect from their activities on Pinterest. Now most of you right now are probably thinking, "Duh...we want to make a sale – that's a no-brainer. Next!"

But here is the thing. Pinterest is not a "Sales Page". People don't buy from Pinterest. When they are on the site they can do just a couple of things:

- Pin
- Re-Pin
- Like
- Comment

That's it. At no point do they take out their credit card while they are on Pinterest to purchase something.

So what you, as the business owner have to understand is that your presence on Pinterest is just an Opportunity. You are set down in the largest bazaar of wares that the world has ever seen. And every month, millions of people (mostly women) are cruising this online smorgasbord of goodies and “engaging” by actively wishing for things and discovering things that they never knew existed and that they never knew they needed or wanted.

Until they see it. Or until someone they are following sees it and brings it to their attention.

The opportunity for you is to be seen. You want your product to be seen, you want your service to be seen, and in many cases YOU want to be seen as the expert by bringing amazing value and content to your future customers. You want to be seen as an expert.

And as I’ve mentioned numerous times before: When YOU are seen as the expert in your field then your business growth will be exactly what you always hoped it would be.

If your business is selling a product, then when your product is seen as the best, most reliable, most trendy, most loved, and the current must-have...then more of them will be sold.

Makes sense, right?

So your strategy with Pinterest comes down to:

- Getting Re-Pinned
- Getting Liked
- Getting Talked about
For the PURPOSE of
- Getting Traffic
- Getting Sales

Step 2: Optimize Your Pins

There are a couple of ways that you optimize your pins. First, there is the whole technical side to it about using keywords in your Board titles, description titles, and Pinterest profile. Then, there is the need to optimize the appeal of your pins visually and with valuable content so that they are “share-worthy”. And finally you must optimize your source pages so that when people are pinning from your various websites, they can do it easily and end up with the visuals they hoped for.

Optimizing for Keywords: Just as in all the other areas of your online marketing, keywords are important. True, there is a whole debate over whether the links from Pinterest are follow or don't-follow and people get all worked up over that debate because of its association with anchor text and link juice. Here's the answer to that: Forget about it! Don't waste energy on a debate that just doesn't matter. You're not on here to get backlinks. You're on here to get noticed by actual people. If something does happen to get a “follow” link, then that's just icing on the Pinterest cupcake.

The fact is that items on Pinterest are being indexed by Google. Google is a search engine, right? And a search engine's whole purpose is to help people find what they are looking for when they type a keyword into the search box. So...keywords are important.

Optimizing for Visual Appeal: Pinterest people are not going to be motivated (initially anyhow) by your 1000 word report on the history of coin collecting. So although you may have that information online with the proper “Pin-in” button on the page so people can share all your great information, it's not going to happen unless you include something that's visually appealing to catch their eye. You need something that will look fabulous on their boards.

Now you may be protesting “That report is very content-rich, just like Google likes it, and anybody interested in coin collecting will find the information valuable!” Ok, I'm sure it is...but you have to draw them to that information with a great graphic, image, picture or video that is going to catch their attention. For this example, how about a video about “How to start coin collecting” that gives them a link in the description to

download the report or go to the site where the information is hosted. Or, an Infographic that goes through a timeline of coin collecting, or a graphic image that displays various coins from several decades. Get it?

Click the link below for in-depth training and tutorials on how to make Infographics:

<http://powerofpinning.com/pro/>

And, here's a little tactic that you can try. Your goal is to get them to that page, right? However, you may not be 100% sure which type of visual is going to pique their interest enough to move them to take action and click through or share the pin. So, what you can do is create several types of visuals (video, Infographic, picture, etc.) and have them all pointing back to the same page.

Now here is another tip for businesses. Even though you want to be social and engage on Pinterest by re-pinning, liking and commenting, you do not want to become "one of the crowd" and ONLY re-pin other people's stuff. In order to stand out from the crowd, create some of your own images. You can be the originator of the content and thus be seen as a leader and not a follower.

Optimizing your Source Pages: The pages that I'm talking about here are your website pages. Since Pinterest is a new thing...it's possible that you have some great blog posts from days gone by that have great content...but not the greatest visuals. Your first step, before you fret about creating new content, may be to have your VA go back to your old blog posts and add some visuals (pictures, graphics, and videos) that people would like to Pin.

Next, you want to be sure that the plugins that you download (for those Wordpress users) are working properly. These are all kind of mechanical, technical things that I actually would pass on to my Outsourcing team. Have them go through each page and try to Pin the blog post to your Boards. Does it work? Would a potential Pinner be offered the images that you want them to be offered? For any page that doesn't work properly, have them fix it.

Step 3: Optimize your Landing Pages

Now, since we're on the subject of optimizing, let's talk about the landing pages. These are the pages that Pinterest users will land on when they click through the Pinterest image to get back to your site.

It's true, you can change the link that a picture is attached to. And, someone else can change the link on a Pin that you upload that originally directed back to your site. But, don't get too worried about that. For the most part, people will look for the original source. And you can create your visual in a way that you will always be credited with it. The easiest way is with a simple overlay to the video or the graphic, which is one of the many must-do business tricks that Melanie talks about in her course.

What you do want to do is take the time to make sure that any page Pinterest users come back to are relevant, and they are optimized for conversion.

Yes, you also want the landing page to be relevant to what they just saw. For example, if they pinned on an image that showed 4 pictures about how to make soy candles, then the landing page that they are directed to should be the full instructions or the video tutorial on how to make soy candles. What you want to avoid is leading them back to your site's home page that just may be "all about candles."

Your conversion is your opt-in opportunity. The part about a page that's relevant to the pin is about making things easy for your site visitor; the part about an opt-in is about you making it easy (and beneficial) for that visitor to become part of your community. What can you offer (report, video training series, etc.) that they will be eager to receive and be willing to part with their email address?

Step 4: Build a List

And this, my friends, is where the rubber meets the road, or the pin meets the pin-board! I like to use the analogy of a small specialty shop in a little town tucked away just off the main highway. After all, that's kind

of what your website is...until you turn it into that specialty shop that is noticed, valued, and then becomes a destination.

So let's say a traveler, your Pinterest visitor, stumbles into your shop. They can have one of two experiences.

1) They look around, pick up a few things to smell, touch, taste or read and then get into their car and head off down the highway never to be seen again. Or...

2) They look around, pick up a few things to smell, touch, taste or read and then as they are browsing you, the shop owner, offer them a free little gift. A sample of your famous brownies along with the recipe to make them and then you ask them to give you their address so you can let them know when you have more great stuff to offer. They give you their address, wipe the chocolate from their mouth, get in their car and drive off. But rather than forget about you by the time they pass the next rest stop...all they can think about is how nice you were to offer them brownies AND give you that secret family recipe.

As a business owner, this could be the beginning of a beautiful relationship.

Step 5: Build a Business

And that relationship blossoms as you follow-up with your future customers and give them great things of value. For an online business, this follow-up is your email auto-responder series. Many businesses forget to do the follow-up. And, since most people will not make a purchase until the 6th or 7th touchpoint, that extra step as it relates to your Pinterest traffic is crucial.

Selling on Pinterest

Despite all the nervousness around selling on Pinterest, what you have to understand is that Pinterest was set up for selling.

Huh?.....Yes...absolutely! Pinterest is ideal for “Selling” ...it’s NOT ideal for “Spamming”

So if you intend to tackle the Pinterest crowd with black-hat, grey-hat, spammy internet marketing tactics from the 90’s, then be prepared to be tarred, feather with brightly colored and coordinating feathers, and run out of Pinterest town.

Now before you think that I’m just wearing a pair of rose-colored glasses, ask yourself why one of the largest Japanese retailers just agreed to invest upwards of \$50 million dollars on the site if Pinterest is not set up for selling. Do you think that they love to Pin and “share beautiful things” simply because they have a few hours to waste every month?

Alright...so we’re not going to waste our time talking about whether or not you can sell on Pinterest.

However, to steer clear of the spamming avenue, you do need to understand that Affiliate Marketing, in its traditional sense, is going to have a tough time keeping their affiliate links in place on any pins. Pinterest is stripping them out. And, if you try a re-direct, it will work but the Pinterest user will be met with a suspect looking warning sign telling them that they are about to click through to a site that may be “inappropriate” or dangerous.

Most likely, people will not click through.

So, what’s an affiliate to do? If you have a legitimate business, you may just have to wait it out while Pinterest figures out an algorithm that will let you link Pins straight to your affiliates landing page.

In the meantime, take a look through that last section about the 5 Basics of Pinterest and you may see an opportunity to expand your purely “affiliate” activities and actually start creating a list of interested customers in your niche that you can continue to market to. In the post-Panda/Penguin internet climate...that’s probably going to be a better strategy for you anyhow. It will remove you from being at the mercy of something that you don’t have a lot of control over.

YouTube and Pinterest

-James Wedmore

It's not a question of Pinterest or YouTube...*which is better?* When used together, you can yield exponential results. As a part of your Online Marketing Strategy, your job is to syndicate relevant and valuable content to your users. The BEST medium for delivering your content is video. YouTube is THE #1 site for getting your videos hosted, seen and shared.

With the right YouTube Marketing Strategy, you can get your videos found, and convert "video viewers" into targeted traffic to your website.

The Goal then is to get more views to your videos. More views, means more traffic. This is where Pinterest comes in.

Pinterest wants your videos! In fact, they've created a whole special section of the site devoted to videos. This is what I call "Stacking the Deck." The more tools and strategies we can implement to funnel traffic to our videos, the more traffic we can ultimately get.

Why Pin Your Videos?

Pinning your YouTube videos (*and getting your viewers to do the same*) is easy, but why do it? It's simple really. All of your Pinterest activity (*and the Pinterest activity of your viewers*) gets recorded on Facebook AND Pinterest. In essence, a viral effect is created. When pinning takes place, your sphere of influence knows about it.

But there's another reason: Social Search. SEO strategies and Google's Algorithms have changed dramatically in the past few years (*and the past few months*). Google is looking at "social sharing" as a major contributor to the quality and relevance of content online. In essence, the more pinning, the better.

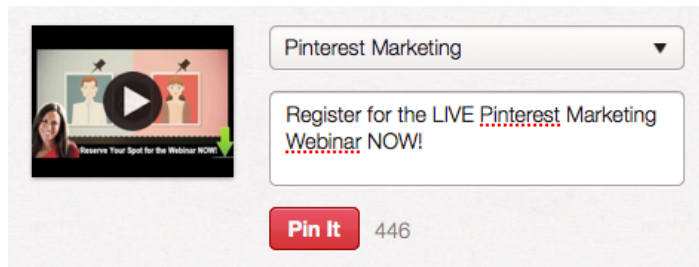
In fact, from March, 2012 to Mid-April, 2012 the number of videos on Pinterest that were indexed by Google jumped 500% from 1170 to 5870. That's in just 3 weeks!

And, if you are an early adopter to putting great videos on Pinterest, then you have a very good chance of dominating your niche before your competition figures out what Pinterest can really mean for their business.

Pinning YOUR Videos

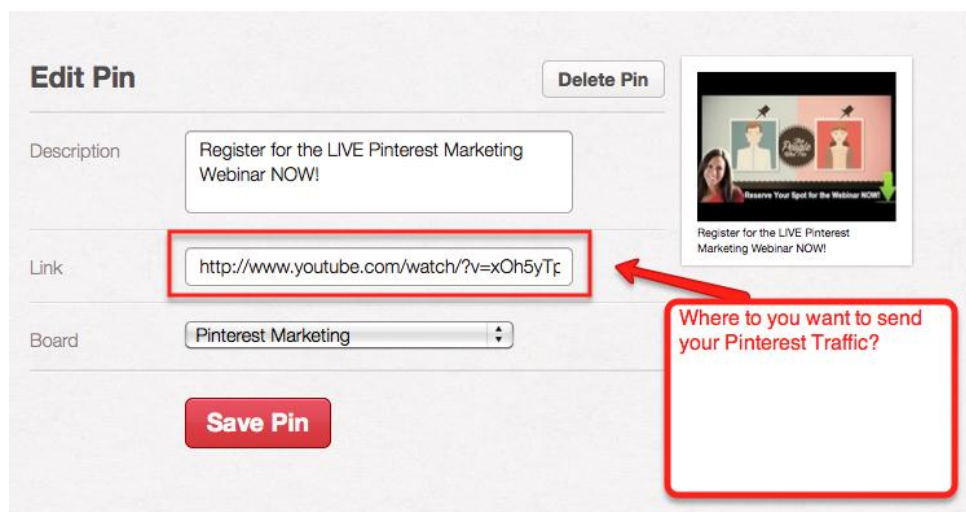
The first step to integrating Pinterest into your YouTube Strategy is to make sure you “pin” each of your videos. In fact, if you have different

“categories” for your videos, each “category” or “topic” should be a new board on Pinterest.



But here's a trick...

Each time you “pin” one of your videos, you get the opportunity to change the link in the Pinned Description. Instead of sending traffic to your video, you can redirect followers to your sales page, squeeze page, or other web property.

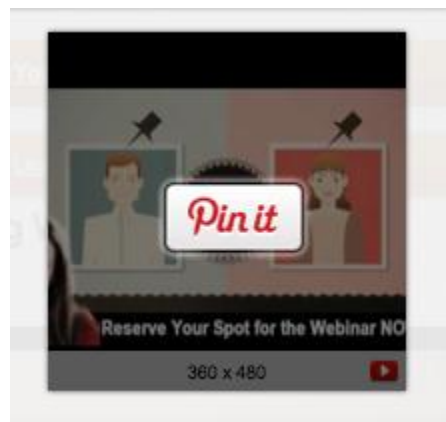


But what's my opinion on this?

- a. If you want to increase views and get your YouTube videos ranked higher, make sure the link is the same as the “long YouTube Video URL.”
- b. If you are trying to drive traffic to a squeeze page or webinar registration page (and you don't care about ranking the video), swap out the link for the website's URL.

The Power of Consistency:

I always recommend uploading a new YouTube Video each and every week. Consistency is the key. Just like your favorite TV show, you need to be syndicating new, fresh content each every week. In fact, the more consistent you are with WHEN your content goes live, the better the audience retention (ex: every Tuesday @ 10am a new video is released).



Get in the habit of “pinning” each video as soon as it goes live.

The Social SURGE:

One of the Traffic-Getting Strategies I share about effective YouTube Traffic is called the Social Surge. Every time you upload a new video, you want to do your best to send a flood of traffic to that video in as concentrated a stream as possible. YouTube practically invented “the viral video.” Part of their search algorithms are set up to keep an eye out for trending videos (*videos that get a lot of views at once*)

What can you do to get more traffic to your videos all at once? Use your email marketing list, create a blog post (*embed your video*), and post your video on all the social networking sites that you are currently active on. Pinterest is no exception. Get in the habit of “pinning” each

video AS SOON AS you launch it live on YouTube. Remember, it's *"stacking the deck."*

How to Get Others to Pin Your Videos

The real secret is to get your audience to pin your videos for you. The more pins your video gets, the more exposure and traffic your video gets. The more traffic (views) your video gets, the more traffic to your website (*yes, we covered this.*)

So, how do we get people to pin your videos?

Simple. We ask them.

"Whaaaaat?! Ok, ok, slow down James, one more time." Haha, yes I know it sounds a little too easy, but here's the deal: when you create a GREAT video, people will watch it. (true story). When people watch your video, they do what you tell them to do (also true). So, as your video ends, ASK your audience to *"pin your video"*

The Power of Because

Social Psychologist Ellen Langer performed an experiment where she asked to cut in line in front of a bunch of people to use a copy machine. She tested three different ways of asking, and recorded the results:

1. *Excuse me, I have five pages. May I use the Xerox machine?*

60% said OK.

2. *Excuse me, I have five pages. May I use the Xerox machine because I'm in a rush?* **94%** said OK.

Giving a "reason why" of *because I'm in a rush* boosted the effectiveness of the request significantly.

But it gets better...

3. *Excuse me, I have five pages. May I use the Xerox machine because I have to make some copies?*

93% said OK.

The word “because” is so powerful that it didn’t really seem to matter what the “reason why” was.

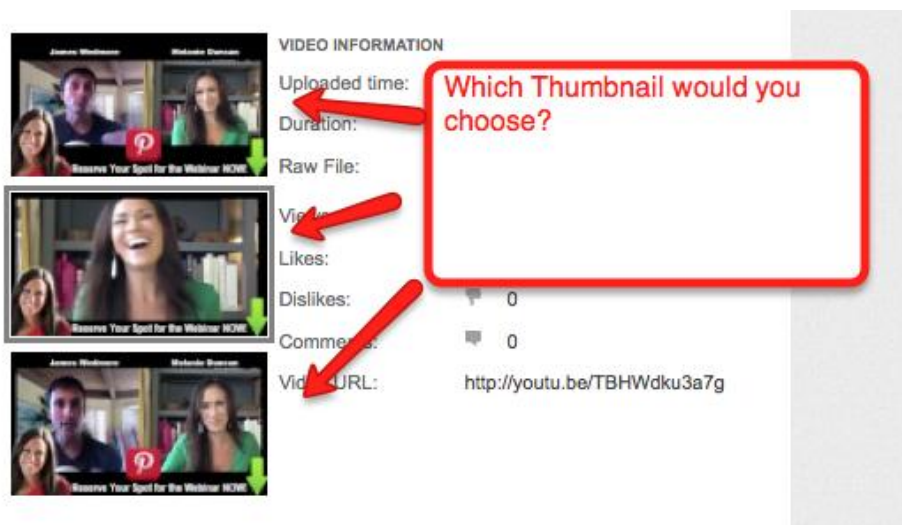
CONCLUSION: When you deliver a call to action in ANYTHING you do, give a reason why.

Example: *“Thank you for watching my video, if you liked it, make sure to Pin this video now so all your Pinterest Followers can enjoy it too!”*

Boom!

The Power of the YouTube Thumbnail:

One of the biggest secrets to more views and more traffic from your YouTube Views in your video’s thumbnail. The thumbnail is the image “preview” or snapshot your “potential audience” gets before they decide if clicking on your video is “worth their time.” *(Yes, I use quotes a lot).*



Pinterest is a very visual website. The better your thumbnail, the more chances you have of funneling happy Pinterest users to your video. But there is a problem...

You don’t really get much of a choice in what thumbnail you use (*unless you are an Official YouTube Partner*). You only get three options for a thumbnail in your video settings, so make sure you choose the BEST thumbnail!

What's the best thumbnail you ask? Great question! It's the one that has the most potential to grab the attention of your ideal customer. Which one grabs people and gets them to want to see what your video is all about?

Even though we are pretty limited on our YouTube Thumbnail selections, there is a little secret to improving your thumbnail snapshots....*make better videos!*

Making Better Videos

If you want more views...*make better videos*. If you want more traffic from YouTube...*make better videos*. If you want better thumbnails, more results, more sales...(yes, *make better videos!*)



The bar has been raised. It is no longer astounding to see a moving picture with sound (a video) on some one's website. It's 2012 and everyone has a camera and the means to broadcast that video to the world. So, big deal! Today's it's about making high quality videos that deliver better content and are of higher caliber. *Plain and Simple.*

This is part of what I teach, and it is a little beyond this report (*frankly, it's almost impossible to teach what I teach in a report...I use video*). I will leave you with a few visual maps and info-graphics to get you started in the right direction.

If you are interested in learning how to take all of your Video Marketing Efforts to the next level, I suggest you check out my program ReelMarketingInsider. In fact, because you have read this far in this report, I am including a link to the \$1 trial for this program here:
<http://www.reelmarketinginsider.com/try-rmi-now>

Special Offer for Registering!

Get Instant Access to Cutting Edge Video Marketing Strategies for Just a Buck!



[Click Here Now!](#)

The 6 Step Video Creation Process

Below is an info-graphic on the six steps I follow (and teach) when creating any video online (whether it be a YouTube Video, sales video or product video). The real secret to creating better videos is....planning. The more you plan, script and storyboard, the better your videos become, and trust me: the more results you will see!

Follow the simple steps below to plan, script and create your next video now:



The Three Elements of a GREAT Video:

If you follow the steps above, you should be creating a GREAT YouTube video. A great YouTube video has the following three elements:

- **Remarkable** – the Quality of your Content and HOW to deliver that content must stand out.
- **Demonstrable** – Give your viewers something to look at. A talking head video with no action or editing that switches things up can get boring...even when what you're saying is remarkable!
- **Actionable** – Your video is nothing if it doesn't move the viewer to action. There are some definite things that you can do in your video to move people.

I go into this concept in more detail in this article:

<http://www.jameswedmore.com/become-an-authority>

Finally: Remember that you still need a Strategy for Video Marketing on Pinterest:

- What TYPE of videos are you going to create?
- What TYPE of Value are you going to deliver on your videos?
- How are people going to find your videos?
- How are you going to get people from your video to your website?
- What are going to have people do once they hit your website?

Your Video Marketing for Pinterest Checklist

- Group your videos by Subject, rather than just putting all your video on the same board. The title of your board can include keywords, just like the description can. So capitalize on this by creating videos that match the keywords you're targeting. I talk about keyword research and creating a shotlist in the course Video Traffic Academy. You are able to build on this strategy with your Pinterest Boards. www.JamesWedmore.com/video-traffic
- Include a keyword-rich description. This is just like you would do in the description of your YouTube videos. However, the character

count should be less than what you can use on YouTube. Remember, Pinterest users want their boards to look good, so a longer description could deter them from pinning your stuff.

- Use Keywords in your Board Titles
- Get a good thumbnail image. Unless you're a YouTube partner, you're going to be limited on this. The other way around it is to upload your video to a site like Vimeo where you can choose the thumbnail. If it makes sense, do it. However, you have to understand that you will lose out on the benefits of using YouTube (think about their connection to Google) if you do that. The choice is yours.
- Choose where to send your viewers. Remember, Videos with a purpose! Do you want to lead someone back to your YouTube channel, your blog, or another landing page. Wherever it is, use the video and your edits, such as annotations or outro call-to-action bumpers, to tell your viewer what to do, how to do it, and why they should do it. Don't expect them to just "know" they need to subscribe or like or click through for a free goodie.
- Put the URL where you want them to click through to in your description
- Pinterest is a community – so be sociable. Just like YouTube, Pinterest is a community. You need to incorporate a system for engaging with that community by liking, commenting and re-pinning other people's stuff. Also, when you get a comment on a Pin, be sure to respond. That's just good manners!
- On the technical side of things – Use the iframe code when embedding your video onto your blog. To do this, you'll have to uncheck the option in YouTube that says "Use old embed code" and you'll notice that the html code will begin with <iframe... If you don't, then if someone tries to pin the video from your blog, they may not be able see your video as an option. It's possible that Pinterest will update this, so test it out on your blog just to be

sure. However, if you upload your video directly to Pinterest, this is not an issue.

What's the Next Step?

So where do you go from here?

While Pinterest is still fairly new, you should still see an opportunity to use this social media platform to leverage your traffic efforts. And as we said in the beginning of this report, there are companies out there right now that are “doing” Pinterest the right way and getting great results.

They have seen increased traffic AND they have experienced conversions and sales from that traffic. Melanie Duncan is one of those business owners that was an early adopter to Pinterest and has watched her own business explode as a result of Pinterest traffic.

You can learn what she does, and you can learn how to “do” Pinterest right in her course: www.PowerofPinning.com

