

HEALTHCARE

BRAND MANAGEMENT

Pinterest

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Healthcare Brand Management

“A Conversation About Pinterest And Healthcare Marketing”

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“A Conversation About Pinterest And Healthcare Marketing”

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What Are Some Key Features Of Pinterest?

- There are about 36 content categories including “health & wellness”, “products” and “shop” for users to choose from
- Depending on particular categories or searches, additional sub-categories to choose from may appear via tool bar
- Content can be uploaded by users from other websites with “pinnable” content and shared on the Pinterest platform; users can create and upload their own pinnable content, too
- Users can create “boards” or collections of content by pinning / saving it and creating virtual portfolios

What Are Some Key Features Of Pinterest ?

- Boards can be open for all to see, open to only designated collaborators or secret and open only to the board creator
- Items pinned can be shared between other Pinterest users and there is messaging capability between users via shared pins as well
- Users can follow other user's boards and can monitor updates of who they are following or who is following them via a news feature

What Are Some Key Features Of Pinterest ?

- Pinterest is built around content sharing and is inherently social; there is a strong emphasis on imagery (photography and graphics)
- For commercial users, virtual storefronts via Pinterest can be created which include analytics similar to Google's
- Pinterest is a source of information, entertainment and commerce

What Are The Latest Developments At Pinterest?

- Hired its first diversity officer and a VP of sales from Google
- Acquired two companies (The Hunt and Pext) to improve ability to show relevant pins to viewers and boost mobile shopping
- Working with three new e-commerce platforms (IBM Commerce, Magento and Bigcommerce)
- Opened its application program interface (“API”) to certain advertisers, marketers, other commercial entities; developers can apply to build apps for pinners

How “Social” Is Pinterest And Its Users?

- Pinterest users have learned to share and love doing it!
 - There are over 50 billion pins across more than 1 billion boards

Who Uses Pinterest?

- Pinterest has over 100 million active global users; 34% of Pinterest users have annual income over \$75,000
- About 31% of online adults use Pinterest, most users are women (44% of online women use it, compared to 16% of online men although the male audience is growing substantially)
- 90% of the pins on Pinterest are done by women
- A healthcare marketing note concerning the Pinterest audience and demographics: women are greater consumers of healthcare and make about 80 percent of health care decisions in households

Who Uses Pinterest?

- About 1 in 3 users are Millennials
- Persons under age of 50 are more likely to be Pinterest users – 37% do so, compared with 22% of those ages 50 and older
- Research shows Pinterest users spend less time with television and print media, 30% prefer browsing Pinterest than watching television
- 25% of users are urban, 29% suburban, 30% rural

How “Commercially Social” Is Pinterest And Its users?

- Brand marketing is welcomed by Pinterest users
 - 75% of all content Pinners save comes from businesses; this is a solid opportunity to promote brands, products and services where they are actively searched for and collected
 - It provides an open forum for communication and promotion via copy, images, infographs and other forms of messaging
 - There is the distinct advantage of users being able to collect (pin) content and save it in their own self-styled category files (boards) for future reference, comparative assessment, etc.

How Does Pinterest Generate Brand Awareness And Sales?

- Pinterest is a platform for active and passive promotion, having active marketing engagement via Pinterest can build sales
 - By providing pinnable content and pin it buttons in a website, it provides ease of access and ongoing sharing via Pinterest by the website visitor –user sharing is key as the user is transferring content from the commercial site to the Pinterest platform for saving and widespread sharing
 - Sellers can also place their own content directly onto the Pinterest platform and commercial Pinterest users can generate sales directly via virtual storefronts

How Does Pinterest Generate Brand Awareness And Sales?

- Buyable Pins cultivate user interaction and direct sales
 - Sellers can use Pinterest to generate direct sales if they have their Buyable Pins enabled, viewers will see a “Buy it” button on pins generated from their site

How Does Pinterest Generate Brand Awareness And Sales?

- Brands, products and services can experience ongoing exposure and viral inertia via sharing and repinning
 - The average number of repins for a pin is 4.2; each time something is pinned, there is potential to reach an additional 4 viewers

How Does Pinterest Generate Brand Awareness And Sales?

- Pinterest is a growing force in purchasing decisions
 - When users are browsing and pinning content, they are also collecting information to base purchasing decisions on
 - A report from Millward Brown conveyed almost 80% of Pinterest users bought a product based on details they collected from Pinterest; 93% have used Pinterest to plan for purchases they intend to make in the future

How Does Pinterest Generate Brand Awareness and Sales?

- Research shows Pinterest referrals have greater average order values than Facebook
 - Shopify data indicates average order value by Pinterest referral traffic is \$59.00 (Facebook's is \$55 although it has a higher rate of conversion)

How Does Pinterest Generate Brand Awareness And Sales?

- Pinterest lends itself to developing and accelerating trends due to the great degree of connectivity and sharing
 - Marketers and consumers use it to monitor trends and fluidly exchange information
 - Active monitoring and competitive assessment can take place through identifying content sharing volume, monitoring certain popular boards, high profile brands; content getting the most pins or likes are some indicators of interest, popularity

What Are Key Pinterest Concepts For Healthcare Marketers?

- Pinterest is a way to augment existing brand initiatives
- For now, women and millennials are key consumer/patient segments -the low hanging fruit more easily targeted via Pinterest
- There is distinct content / boards relevant to healthcare professionals including doctors, nurses, pharmacists and other clinicians easily found throughout Pinterest ; the same goes for consumers / patients

What Are Key Pinterest Concepts For Healthcare Marketers?

- Like most social media venues, there are limitations with Pinterest
- Due to ever-growing content in Pinterest, ongoing SEO and paid search options are important factors to consider if a large scale marketing initiative is being considered
- Audience feedback on content is a concern; comments from users on pins cannot be moderated but they can be deleted
- It is important to have a clear strategy for healthcare marketing initiatives conducted via social media and to be able to financially and technically manage content issued through these venues

What Are Key Pinterest Concepts For Healthcare Marketers?

- Assess content in existing commercial websites, determine what lends itself most to being pinnable content or what may need to be re-created as pinnable content
- Pinnable website content needs to be chosen carefully as Medical/Regulatory considerations apply
- High quality imagery is key, most Pinterest content utilizes excellent copy layout, photography, graphics , infographic style presentations
- Review Pinterest content of competitors, other healthcare product manufacturers or service providers

What Are Key Pinterest Concepts For Healthcare Marketers?

- Determine objectives; will Pinterest initiatives focus on establishing corporate presence, brand presence, direct sales, select product messaging, consumer, patient and/or clinician audiences?
- Technical/ROI aspects of Pinterest need to be managed; there is enormous potential and advantages in being the first to execute a large scale, healthcare marketing initiative via the Pinterest venue

What Are Some Pinterest Content Examples For Healthcare Marketers?

- Disease awareness (clinicians, patients)
- History of disease/treatment (clinicians, patients)
- Support groups/personal experiences (consumers, patients)
- Product launch market preparation measures (clinicians)
- Health association, foundation sponsorship (clinicians, patients)
- Corporate communications, research initiatives (clinicians, investors)

Summary

- Pinterest provides options for healthcare marketers to more deeply engage social media venues and audiences
- User interaction, design focus, content sharing and growing commercial uses are 3 ways Pinterest differs from other social media platforms
- The inherent nature of Pinterest content based on photography, graphics and infographic presentation style readily lends itself to branding initiatives and digital communication messaging

Summary

- As Pinterest evolves , its:
 - audience will grow in number and widen in scope
 - capabilities will increase; including transactional and interconnectivity with other commercial sites
 - value to healthcare marketers will become more attractive

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