



*Pinterest*

beats by dre  
BEATS BY DRE

Using Pinterest To Reach A Female Audience  
(Brand Awareness / Demand Gen Campaign)  
Tactical Plan 2013

# Agenda

- What is Pinterest?
- Competitive landscape
- How can Beats use?
- Future consideration
- Appendix



# What is Pinterest?

About

Platforms

Audience

Competitive Comparison

**Pinterest helps people collect and organize the things they love. Here's how it works.**

## The Pin Cycle

A pin could be a product, recipe or even a quote. If you add the Pin It button to your website, people can use it to pin your stuff to Pinterest. Then lots more people can *repin* those things or click back to your website. —

## Boards

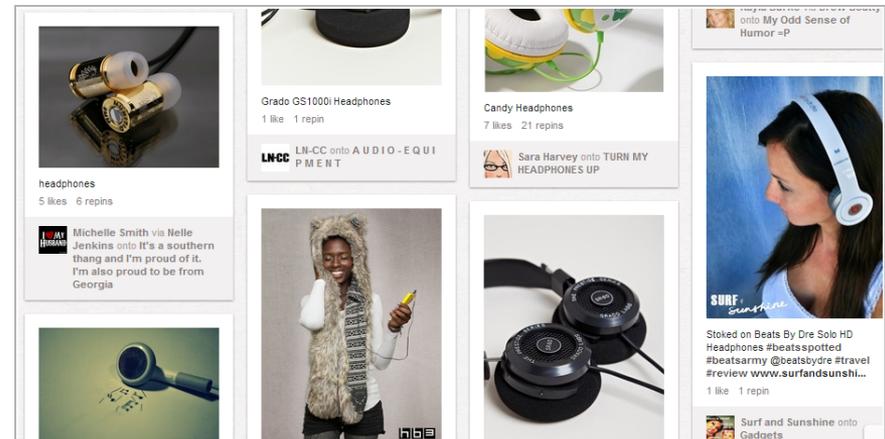
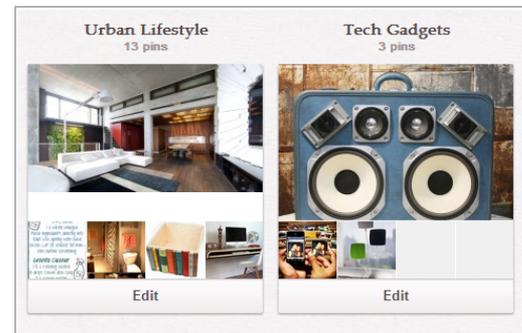
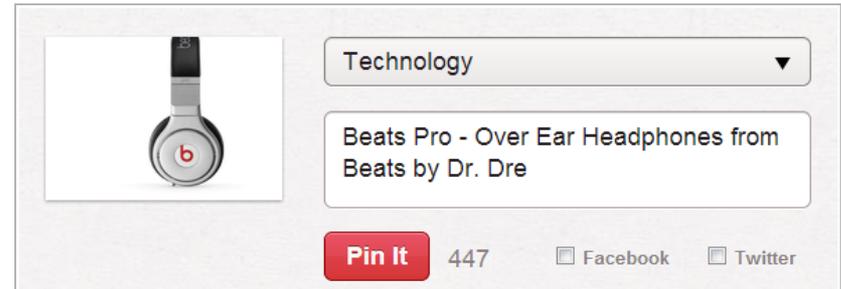
Boards are how people collect and organize their pins. Each board tells a unique, hand-crafted story about what that person cares about. People can *follow* boards whose pins they like. —

## Simple Discovery

Pinterest helps people discover things in a simple, visual way. Pinner might find something they love while browsing your boards, scrolling through a — category you're listed in or searching for you directly.

## A Network of Interests

People on Pinterest are connected by shared interests —their passions, hobbies, tastes and values. Users can search also. As a brand, you can provide product description, link to online store, or background on artists for awareness.



# What is Pinterest?

About

Platforms

Audience

Competitive Comparison

## Web & Tablet

The screenshot shows the desktop version of the Pinterest website. At the top is the Pinterest logo. Below it are navigation links: "Following", "Categories", "Everything", "Popular", and "Gifts". The main content area is a grid of pins. The first pin features Elmo with the text "Elmo birthday party ideas, games and activities. Fun do-it-yourself invitations, decorations, party food, favors and more." and shows 7 likes and 22 repins. The second pin is a recipe for sauce with the text "Recipes for almost every sauce, dip, & mix. Don't buy it when you can make it." and shows 6 likes and 50 repins. The third pin is a quote: "I'M HERE FOR A GOOD NOT A LONG TIME" by Patricia Wreford-Brown via Lynman onto Quotes Mantras and Other Important Texts, with 7 likes and 19 repins. The fourth pin shows a red jacket with the text "Genius - Roll dough to precise thickness (Silicone Rolling Pin Rings)".

## Mobile (iPhone, Android, Win)

The screenshot shows the mobile app interface on an iPhone. At the top, the status bar shows "Sprint 3G", "7:14 PM", and "46%" battery. The Pinterest logo is at the top of the app. The main content area is a grid of pins. The first pin is a stroller with the text "Phil & Teds Premium Promenade Inline Buggy" and shows "Repin · Like" buttons. The second pin is a room with a bookshelf and the text "Interesting idea maybe for wall between dining & living rooms?! ... 'Bookcase surrounding a door - Great detailing!'" and shows "Repin · Like" buttons. The third pin is a storage idea with the text "Sharalyn Ferrel stellar storage ideas". At the bottom is a navigation bar with icons for "Following", "Explore", a camera icon, "News", and "Profile".

# What is Pinterest?

About

Platforms

**Audience**

Competitive Comparison

Users

46 million US (Nielsen 7/12) / 85 million globally unique visitors (Compete 3/13)

Age

47% of users are between 18-34

Gender

80% Women

Education

60% went to some college

Income

38% have a household income of \$25k - \$49K  
34% have a household income of \$50k - \$75k

## Unique U.S. Audience



58% Web

30% Mobile Web  
Tablet

11% Mobile Apps



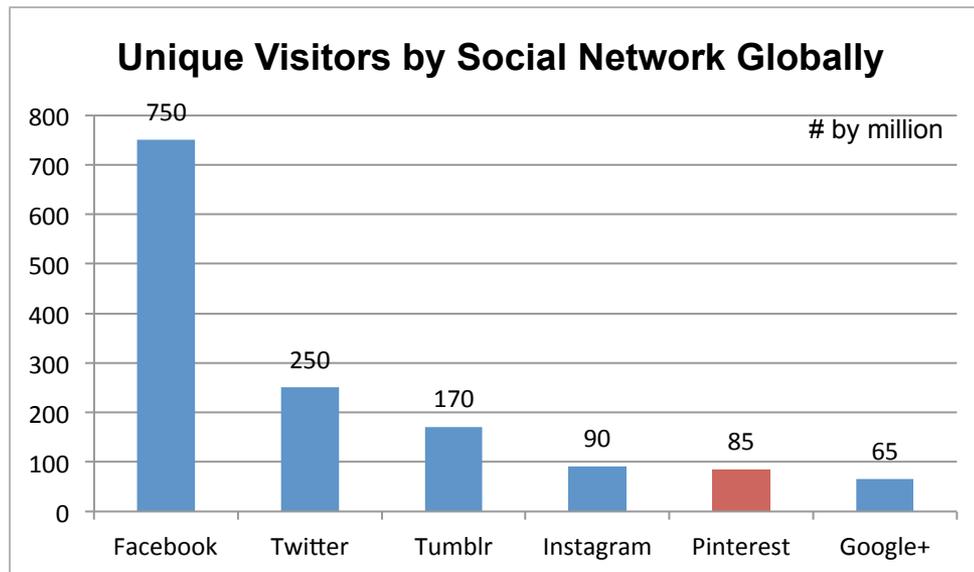
Comparing Facebook, Twitter, Instagram, Google+, and Tumblr – Pinterest is:

## 5<sup>th</sup> largest social network by global members

Has the largest YOY increase in audience and time spent of any social network

### #1 social network skewed towards women

### #4 at reaching the age group 18-29



Alexa.com

*“Brand Algorithms infographic 3/13”*

*“4 Reasons brands are “doing it wrong”, when it comes to Pinterest” by Arik Hanson (3/11/13)*



# Pinterest users engage with brands



Pin

Like

Comment

- **69% of online users have bought or wanted to buy an item** they found on Pinterest

- Average time spent on Pinterest is 1 hour and 16 minutes / visit

- **Pinterest referrals spend 70% more money** than visitors referred from non-social channels

- Peoples' preference to associate with retailers and brands – 43% Pinterest vs. 24% Facebook

- **Pinterest pins with prices get 36% more likes** than those without (*something Beats is not currently doing when a visitor pins from the store*)

- Over 80% of pins are repins

- **More than half of users visit the site daily**

- Top 6 categories include: Food, Fashion, Interior Design, and Photography



## Pinterest drives online sales

Shopify ranks Pinterest as one of the top producing social networks for driving online sales.



+10%

Reports suggest buyers referred from Pinterest are 10% more likely to buy...



Spending 10% more than those who arrive from other social sites, and 70% more than a website.

On average, orders from Pinterest are 2X those from Facebook (\$80 vs. \$40)

The number of orders generated from Pins has QUADRUPLED and then some, in six months.

- 75 in Sept 2011
- 320 in April 2012

Pinterest is a powerhouse at referring traffic. Equal to Twitter with 165 million fewer users.

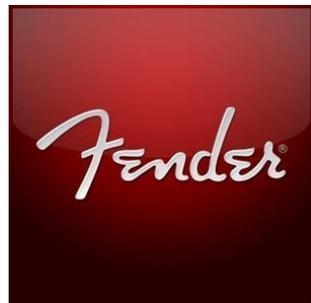
- Facebook 26%
- Twitter 3.6%
- Pinterest 3.6%

# Competitive Landscape



# What other brands are on Pinterest?

Click on logo to view



**house of style**  
the original series  
on [style.mtv.com](http://style.mtv.com)



**\*eckō unltd.®**



# Why is Sony successful on Pinterest?

Pinterest is great for generating brand awareness, but how does a brand use the network for other parts of the purchase funnel? Sony has utilized the network with good success.

## Success:

- 'Pin It' button has received more than 10 times the clicks from Sony Store vs. Tweet This button
- More than 4 million brand impressions (via Curalate dashboard)

The screenshot displays the Sony Electronics Pinterest profile. At the top, there is a search bar, the Pinterest logo, and user navigation options. The profile header includes a heart-shaped logo with the Sony slogan 'make.believe', the text 'Sony Electronics', and a bio: 'The official Pinterest page for Sony Electronics in the United States. Pinning the techy, the pretty, and everything in between that tickles our fancy since Dec. 2011.' It also lists the website 'store.sony.com' and location 'San Diego, CA, U...'. A 'Repins from' section lists users like 'Yahoo! Homes', 'Douglas Cordle', and 'Callan Green'. Below the header, statistics show '30 Boards', '1,072 Pins', '5,536 Likes', '23,553 Followers', and '2,104 Following'. A 'Follow All' button is present. The main content area features a grid of boards with titles and pin counts: 'Pretty Colors' (53 pins), 'I can haz gadgets?' (22 pins), 'Gorgeous Rooms & ...' (48 pins), 'Shot with a Sony' (55 pins), 'Call Me Maybe' (24 pins), 'Retro Sony Products' (65 pins), 'Sony Art' (55 pins), 'Geeky/Tech Fun' (72 pins), 'Sony on Sale' (67 pins), 'Through the Lens' (46 pins), 'Stuff You Say You W...' (48 pins), 'Get in my Belly' (24 pins), 'Photography in the ...' (43 pins), 'Gadget DIY' (17 pins), 'Most Pinned Sony Ads' (21 pins), 'Creme dela Creme' (33 pins), 'So Hipster it Hurts' (24 pins), and 'Travel and Tech' (16 pins).



# How can Beats use **Pinterest?**



# Content is worth a thousand words

Content

Boards

Pin Setup

Closing the Sale

Campaign KPI's

Synch existing content from Facebook, YouTube, Instagram, and online store

Traffic referral source back to Beatsbydre.com

Create content focused as brand awareness and demand generation separately



Produce original content around board subject

Reach a focused female audience

Use boards to place brand in front of various decision makers subconsciously:

- Tattoo culture (diverse culture)
- Food recipes (fans love things celebrity)
- Clothing and hairstyle ideas (associating Beats as fashion forward)

# Create boards worth following

Content

Boards

Pin Setup

Closing the Sale

Campaign KPI's

Beats by Dre is not only a technology and products – it's a lifestyle. Producing content that fits into the 'lifestyle' of Beats targeted audience, not only builds brand awareness but brand loyalty. Boards will include: Beats Products – Fashion – Photos – Videos

The screenshot shows the Pinterest profile for 'Beats by Dre Official Page'. The profile header includes the Beats logo, the name 'Beats by Dre Official Page', the tagline 'Sound. Attitude. Culture. Join the #BeatsArmy.', the website 'Beatsbydre.com', and a 'World Wide' location tag. Below the header, there are statistics: 3 Boards, 64 Pins, 133 Likes, and 603 Followers. A 'Follow All' button is visible. The main content area displays a grid of boards:

- Express Yourself #ShowY...**: 52 pins. Features a woman wearing headphones with the word 'LOUD' overlaid.
- #BeatsTV**: 10 pins. Features a man wearing headphones with the word 'YOURSELF' overlaid.
- Beats Custom & Collaborations**: 2 pins. Features a pair of headphones on a wooden surface.
- Beats Products**: 30 pins. Features a pair of white headphones.
- Beats Artists**: Features a man in a red jacket wearing headphones.
- Beats Instagram**: Features a group of men, one wearing headphones.
- Beats Fashion**: Features a woman wearing a red beanie and headphones.
- Beats Artist Tattoos**: Features a man with tattoos wearing headphones.

- Beats products
- Beats custom and collaborations
- Beats partner products
- Beats artist fashion
- Beats music artists
- Beats artist concert photos
- Beats athletes
- Beats artist cars
- Beats artist houses
- Beats artist tattoos
- Beats street artwork
- Beats artist food recipes
- Beats artists tour schedules
- Beats hairs styles
- Beats dogs
- Beats downloadable wallpaper
- Beats in the press
- Beats express yourself #Showyourcolor
- Beats Instagram
- #Beatstv
- #Beatsarmy fashion on the street<sup>14</sup>
- #Beatsarmy posters

# So many pins go without a description. Sell the pin!!

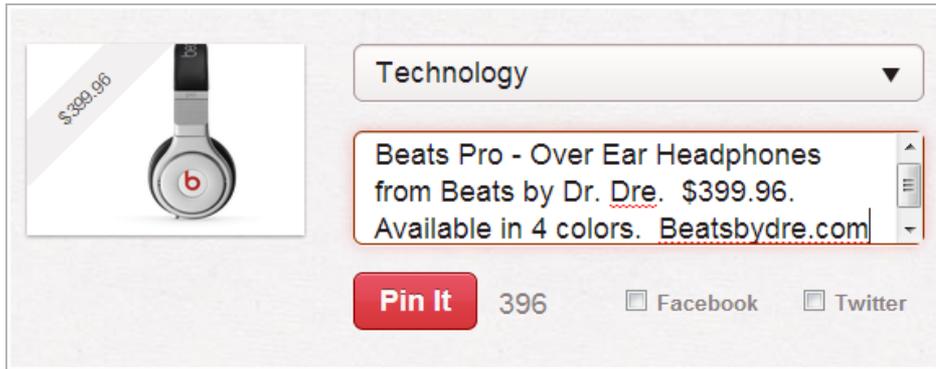
Content

Boards

Pin Setup

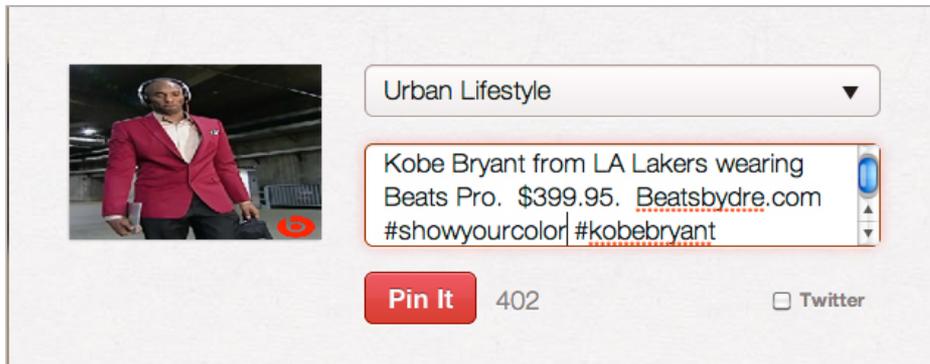
Closing the Sale

Campaign KPI's



## Product pins include:

- Name of product
- Brief description
- Color options
- Price (Trends show more engagement)
- Website (No questions where to find)
- Hashtag (For Twitter and FB integration)
- Link pin back to Beatsbydre.com product page



## Other pins include:

- Name of product in photo (If applicable)
- Brief description of photo
- Logo on lower right corner
- Website
- Hashtag
- Link pin back to Beatsbydre.com



# Ensuring Pinterest referrals complete the purchase cycle

Content

Boards

Pin Setup

Closing the Sale

Campaign KPI's

## flashtalking“,, Retargeting, Product Level Re-messaging, and Upselling

Whether it is an awareness or demand gen Pin, the goal is to complete a sale. Partnering with Flashtalking, Beats has the ability to deliver a variety of dynamic ads based on user behaviour during the visit.

### Visited the website or didn't complete the sale?

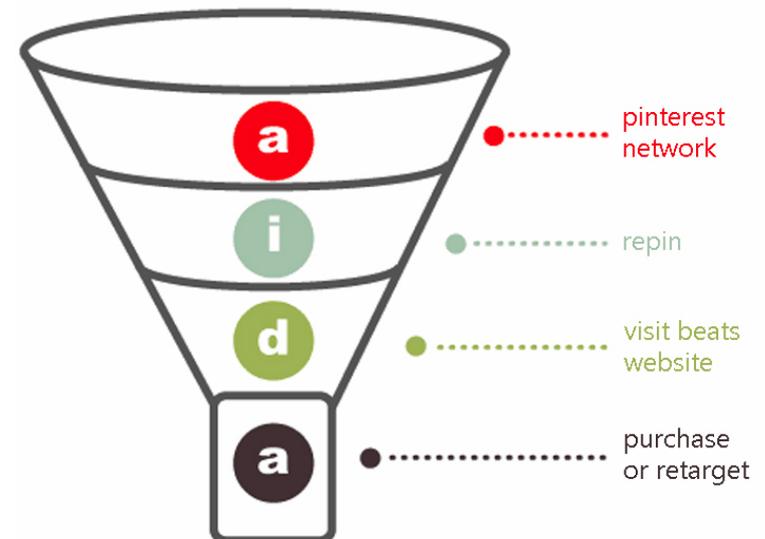
#### Don't worry, we will Product Level Re-Message:

Using a single Flashtalking oneTag to retarget users at an individual product level. This single tag tracks user behaviour on a clients website down to individual product pages then re-targets that user with an appropriate ad. Thousands of different ad versions are automatically created within a single ad file – design can be entirely flexible to suit brand and advertiser requirements.

### Viewed more than one product?

#### Behavioral targeting & Personalized recommendations:

The Flashtalking Learning Engine tracks users behaviour on a client e-commerce website and builds personalized recommendations similar to Amazon. If a site visitor looks at one product and product offering, but goes on to buy a different product the engine tracks this and builds “recommendations” for each product within the CMS. For example, if the user purchases Beats Pro, the ad might recommend a Pill as an upsell.



# What is working and what is not? Data tells the story.

Content

Boards

Pin Setup

Closing the Sale

Campaign KPI's

**Campaign Objective:** Determine what content users are interacting with on Pinterest, what content is driving users to the website, what products are they buying, and if retargeting works.

## Pinterest Web Analytics

### Pinterest KPI's:

#### Primary

- Repin engagement rate
- Like engagement rate
- Follower count increase
- User demographics

#### Secondary

- Comment engagement rate
- Top performing boards
- Top performing pins
- Lowest performing boards

## Site Web Analytics

### Beatsbydre.com KPI's:

#### Primary

- Site referrals from Pinterest
- Purchase conversion rate
- CTR (from retargeting)
- CPA (from retargeting)

#### Secondary

- Engagement rate for pinned content



# Future consideration



Social ecommerce  
web, tablet, mobile, email



The social recommendation site is part store, blog, magazine and wish list. Fancy is the place to discover, collect and buy from a crowd-curated catalog of amazing goods, wonderful places and great stores. If someone find something they like, they can buy it without leaving Fancy's site.

Fancy lets you discover an endless assortment of cool stuff, curated by our global community of over 3 million people with one thing in common: exceptional taste. The Fancy uses various tactics to encourage engagement with its members - website, daily email newsletter, and mobile app. Their target is a male/female 20-30 something audience comprised of trendsetters, with disposable income, and fashion forward.

Content is a combination of brands and web stores selling products. Beats products are currently on the site but through partner merchants.

The Fancy is well-funded, which includes Gucci, and board members Jack Dorsey from Twitter and Chris Hughes from Facebook. Apple was in negotiations to acquire in Q4 '12.

**Brands On:**

- Apple
- Ecko Unlimited
- Gucci
- Oakley
- Ralph Lauren
- Urban Outfitters

**Competitors:**

- No competing headphone brands have a storefront

**Celebrities:**

- Ashton Kutcher – monthly promotions



# The Fancy

About them

Web

Email

Mobile

Business Page

Members can login using their PC or tablet. Products are presented at random or from others the member follows.

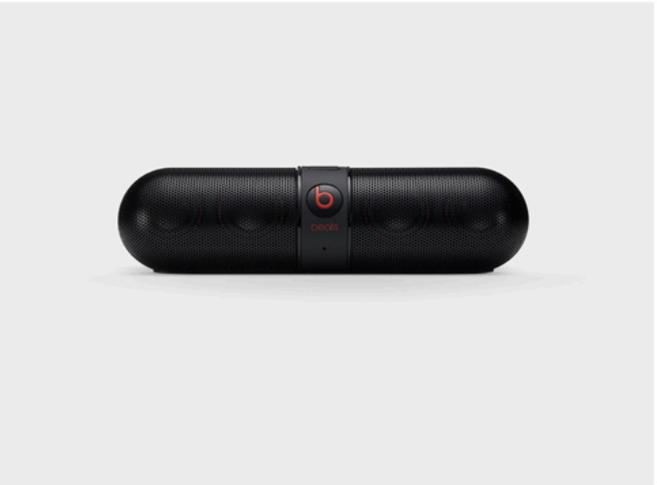


FANCY Browse Gifts Help Sign up Sign in English Search

## Welcome to Fancy!

Discover amazing stuff, collect the things you love, buy it all in one place.

Slideshow



Beats Pill - Bluetooth Wireless Audio System from Beats by Dr. Dre



IWC Portofino Hand-Wound Eight Days Watch  
rece + 3757



Green Polo Shirt by Ralph Lauren  
rece + 1539



Daily emails sent to members promoting products at random.

The Pocket Guide to Mischief, Mustache Straws, Dark Superhero & Bird Superhero Tee, Touchless Paper Towel Dispenser

Fancy [whatsup@thefancy.com](mailto:whatsup@thefancy.com) via [via](mailto:whatsup@thefancy.com) [madmimi.com](mailto:whatsup@thefancy.com) to me

Mar 3

### YOU'LL FANCY THIS

WONDERFUL THINGS PICKED JUST FOR YOU



Beats by Dr. Dre Pill  
\$199.99



Void VO3C Chronograph  
\$550



Portable Smart Phone Charger  
\$66



# The Fancy

About them

Web

Email

Mobile

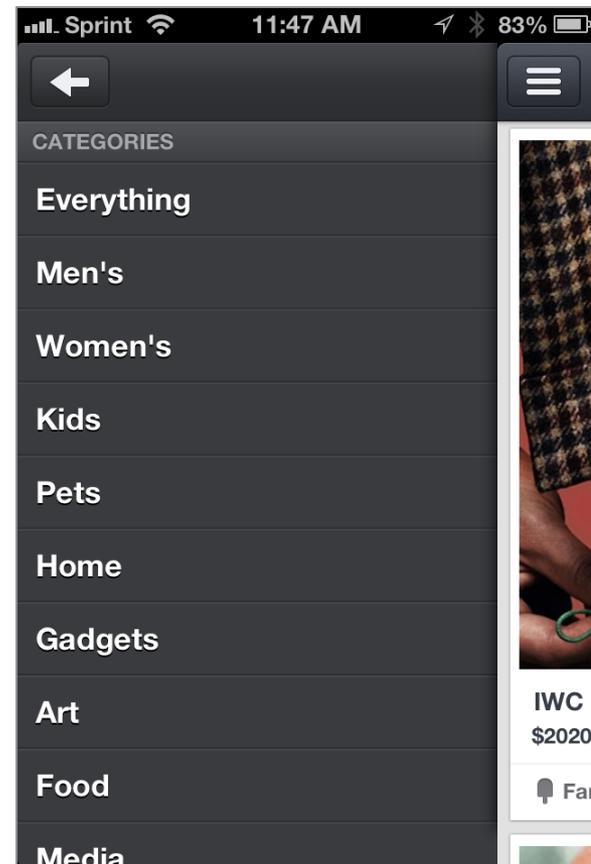
Business Page

Members can download the mobile app (Android, iPhone, Windows)

## Browse randomly



## Browse by Category



# The Fancy

About them

Web

Email

Mobile

Business Page

**Beats has the ability to create a business page promoting products and linking visitors back to Beats site-served storefront.**

Sell Beats products straight from your own site with Fancy's simple yet effective tools. Use the Fancy button (similar to Tweet, Pin it, and Facebook.) and widgets on your business website to connect your products to your Fancy brand page.

Users can 'like', share, or comment on products. Beats community managers can engage with those who show interest.

Join Fancy and follow Oakley – Get updates when new things are added

 <p>Oakley JULIAN WILSON SIGNATURE SERIES HOLBROOK Cingols</p>	 <p>Oakley Factory Pilot skosyrsky + 1</p>	 <p>Oakley Jupiter Factory Lite Sunglasses AJBurnetti + 1</p>
 <p>Oakley Airwave™ Snow (Fire Iridium) FrazerChown + 3</p>	 <p>Oakley GARAGE ROCK thatguybrandon</p>	 <p>Oakley - Polarized Holbrook dinogonzales</p>

**Oakley**  
Visit website

[+ Follow](#)

152 things fancy'd  
119 contributors  
380 followers

-  Cingols fancy'd Oakley JULIAN WILSON SIGNATURE SERIES HOLBROOK from Oakley
-  skosyrsky fancy'd Oakley Factory Pilot from Oakley
-  AJBurnetti fancy'd Oakley Jupiter Factory Lite Sunglasses from Oakley
-  FrazerChown fancy'd Oakley Airwave™ Snow (Fire Iridium) from Oakley
-  thatguybrandon fancy'd Oakley GARAGE ROCK from Oakley
-  dinogonzales fancy'd Oakley - Polarized Holbrook from Oakley
-  paylon2000 fancy'd Oakley Fuse Box Unobtainium Strap Edition Watch available at the online Oakley store from Oakley
-  nelsonjar fancy'd Oakley Junkyard II Prescription Eyewear - Learn more about Oakley prescription eyewear online at Oakley.com from Oakley

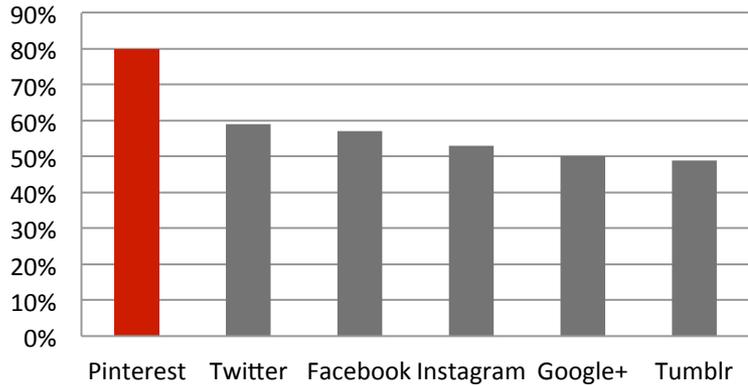


# Appendix

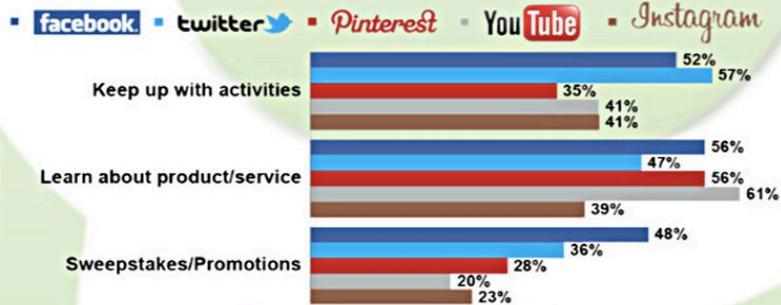


# Competitive comparison in detail

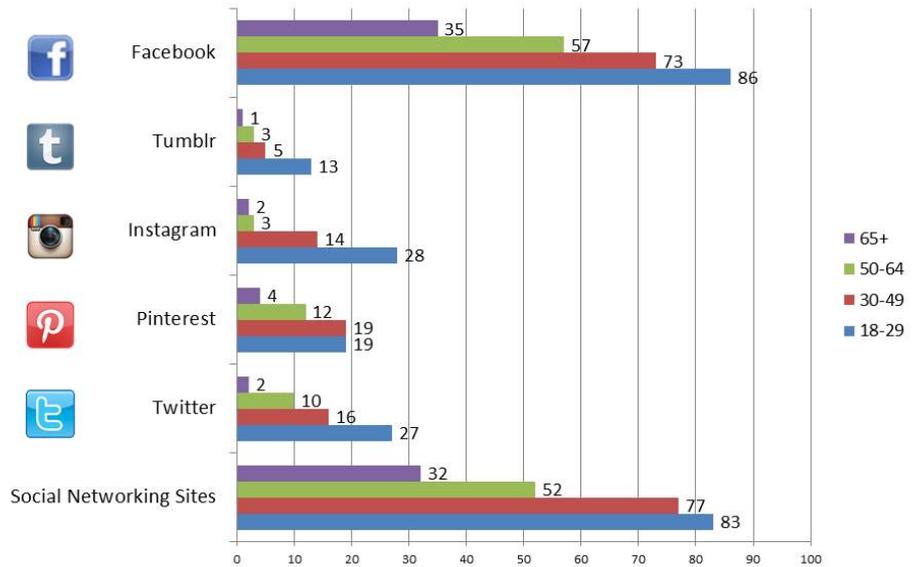
## Women Audience by Social Network



## WHY CONSUMERS FOLLOW BRANDS



## Percentage of US Internet Users by Age Group Who Use ...



Source: Pew Research Center's Internet and American Life Project, February 2013  
 ©2013 Creating Results, LLC [www.CreatingResults.com](http://www.CreatingResults.com)





*Pinterest*

beats by dre  
BEATS BY DRE

Thank you

Prepared by Mikecurrey.com