

Is pinterest right for your business by jacquelyn cyr

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Your full November 26, Summary Pinterest is found to be a great social network, ranked after Facebook and Twitter, attracting many users, especially women, talking about brands and agencies. Initially, it was considered as a marketing social network for students, but gradually it became popular with adults too, nearly half of which are mothers. One can also do social listening with Pinterest, by creating boards and sharing content. It is different from other networks in that it does not only share content, but produces content. One can share one's own shots as well as of one's products and services. People have been making purchases and selling through Pinterest in 2012. Hence, Pinterest has proven itself to be one of the leading marketing and social listening online social networks.

Comprehension

1. Pinterest's major market is adult citizens, who are interest in selling and shopping through this network. Since, most of the services are of women's interest, nearly 50% of Pinterest users are mothers.
2. We need to define the key target because it is one of the basic marketing initiatives. If we do not know our key target, we are just shooting with closed eyes. Knowing what to sell to whom is important.
3. Pinterest ranks number 3, after Facebook and Twitter, because it is rather new network, and is striving to gain more users.
4. People not only market their products and services through Pinterest, they also involve in social listening and content sharing.
5. Pinterest is good for business as more and more companies and common users are using online social media to make purchases and look for services that meet their requirements.