

The Power of Pinterest: A Modere Case Study

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I certify that I have read this thesis and that, in my opinion, it is satisfactory in scope and quality as a thesis for the degree of Master of Professional Communication.

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Abstract

In the year 2020, the popular ecommerce brand, Modere, experienced 85% growth year over year and nearly 300% growth in monthly sales from January 2020 to November 2020. However, despite this record breaking growth, Modere's social platforms, such as Pinterest, did not experience the same growth or increased engagement (data provided by the Modere marketing team). This project focused on understanding how Modere interacts with their target audience on Pinterest. First an audit was completed on their platform, followed by the creation of a social media plan to help increase engagement. The overall goal of this project was to identify ways to increase customer retention and customer spending through social media, specifically Pinterest.

Keywords: Pinterest, Social Media, Engagement

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Introduction

Social Media has become a critical pillar for companies all around the world that seek to leverage customer engagement and product sales. In order to survive in a competitive global economy, companies “can no longer afford to ignore [social media] marketing strategies” (Hayden, 2012, p. 11). Companies that are thriving today are constantly looking for innovative and disruptive ways to better leverage social media in their marketing campaigns. With over 367 million users searching, sharing, and engaging every month, Pinterest is a powerful social media platform with an active audience that has immense purchasing power (Warren, 2020). Pinterest is a social media platform that is often overlooked when compared to Facebook or Instagram, but it still has incredible potential and should be an important part of every company's social media marketing strategy.

Modere is a multi-million dollar global ecommerce company based out of Springville, Utah that has sold millions of health and wellness, household, and collagen products around the world. “For more than 30 years, Modere has been committed to earning [customer] trust with products that consistently deliver. Products that set a new standard for performance, formulated with ingredients [customers] can feel good about bringing into [their] home” (Modere, 2020).

In 2020, Modere experienced 85% growth year over year and nearly 300% growth in monthly sales from January 2020 to November 2020. However, despite this record breaking growth, Modere’s social platforms, such as Pinterest, did not experience the same growth or increased engagement (data provided by the Modere marketing team). While Modere has a robust social media presence and engagement on other social platforms like Facebook and Instagram, Pinterest is a potential area of growth and development in their overall social media and digital marketing strategy. Modere believes their target market is best represented on

Pinterest, and this specific social media platform can help them achieve their overall goals to increase customer retention and increase customer spending.

The goal of this capstone project aligns with one of Modere's 2021 marketing initiatives to create more meaningful and engaging content on social media. In order to achieve these goals, this capstone professional project will: 1) Perform a detailed audit on the Modere Pinterest account 2) Create a Pinterest social media content plan to foster growth and engagement and 3) Provide best practice suggestions to apply to future Pinterest campaigns.

This project will also apply the Uses and Gratification Theory to the overall Pinterest social media campaign strategy in order to create more powerful and engaging content. This theory is perfect as it allows for "interactivity, demassification, hypertextuality, and asynchronicity" and allows for the exploration of "interpersonal and qualitative aspects of mediated communication in a more holistic methodology" (Ruggiero, 2000, p. 3). A literature review, methods, social media plan, and conclusion section follow below in order to provide context and support to this project.

Literature Review

The aim of this literature review is to understand the foundations and previous research completed on the Uses and Gratification Theory, Pinterest Purchasing Behavior, Pinterest Demographics, and Social Media Calendars in order to gain a better understanding of what makes a successful social media campaign and therefore execute on creating a Pinterest Social Media campaign for Modere that increases engagement and drives customer sales.

Uses and Gratification Theory

In order to develop an engaging Pinterest Social Media campaign, the Uses and Gratification Theory will be applied. "Communication theory aids in understanding people,

media, and events” thus helping to “answer important questions” about building a successful marketing campaign (West, 2007, p. 22). Social media serves as a powerful influence, “providing social and emotional support, information resources and ties to other people” (Wellman, 1999, p. 124) The Uses and Gratification Theory, credited to Elihu Katz and J Blumler (1973), seeks to understand why and how people actively seek out specific media to satisfy their distinct needs (Katz & Blumler, 1973, p. 509). However, “some mass communications scholars have contended that uses and gratifications is not a rigorous social science theory” (Ruggiero, 2000, p. 3).

Despite this reluctance, the Uses and Gratification Theory has been applied to different platforms and channels, but most recently, the Uses and Gratification Theory has been more greatly applied to social media, as social media popularity has continued to spread over recent years. One theories argues,

The emergence of computer-mediated communication has revived the significance of use and gratifications. In fact, uses and gratifications have always provided a cutting-edge theoretical approach in the initial stages of each new mass communications medium: newspapers, radio and television, and now the Internet. Although scientists are likely to continue using traditional tools and typologies to answer questions about media use, we must also be prepared to expand our current theoretical models of uses and gratifications (Ruggiero, 2000, p. 3).

One recent study on the impact of the Uses and Gratification Theory sampled 385 college aged students in the United States and Korea and found that “consumers who have high information motivations are more likely to engage in human-message interaction on a website, whereas social interaction motivations are more strongly related to human-human interaction” (Ko, 2005, p. 57).

They ultimately found that “Both human-message and human-human interactions had a positive effect on attitude toward the site, which leads to positive attitude toward the brand and purchase intention” (Ko, 2005, p. 57).

When applied to social media, the Uses and Gratification Theory can be “explained in two ways: on the basis of content (content gratifications) and on the basis of the experience of using media (process gratifications)” (Tankovska, 2018, p. 88). During a study on the connection between social media and the Uses and Gratification Theory, Whiting and Willaims (2013) completed 25-in-depth interviews with individuals with high social media usage. The study “identified ten uses and gratifications for using social media. The ten uses and gratifications are: social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others (Whitting, 2013, p. 362).

Computer-mediated communications such as “Facebook, WhatsApp, WeChat, YouTube, Line, Instagram, LinkedIn and Google plus, are changing the way of communication through their innovative features and services” and overall how we use and are gratified by a social platform (Hossain, 2019, p. 17). In order to meet the growing needs of consumers, increase engagement and succeed in the marketplace, it is critical for companies today to examine their social media platforms and communication strategies in the context of the ten components of the social media Uses and Gratification Theory.

Social Media Marketing

Social media has the ability to “connect people in ways that facilitate sharing information, thereby reducing the opportunities for marketplace exploitation” and thus “levels the playing field by making information plentiful” (Evans, 2010, p. xvii). Over the years social

media has drastically “changed the power structures in the marketplace” (Constantinides, 2014, p. 148). This change has led to “a major power migration taking place and to emergence of a new breed of powerful and sophisticated customer, difficult to influence, persuade and retain” (Constantinides, 2014, p. 148). It has “given marketers a way to connect with consumers in an unprecedented and revolutionary way” (Charlesworth, 2015, p. 3). It is estimated that 97% of businesses use social media in order to reach their audiences (Smith, 2019). The year 2020 has brought many changes to how business use social media to market products, and research is showing that,

Consumers identify and connect with brands on social media that are more mindful and address a larger issue than just being opportunistic. While this was a trend witnessed heavily in 2020, it is expected to prevail in the new year and years to come as well. Large established brands are expected to adopt more empathetic communication rather than just pushing their own products and create a more emotional bond with the consumer. These truly are the times of ‘service with a smile’ and this very philosophy will define the success of brands (Rai, 2021).

Social media marketing is ever evolving and continues to remain an essential component of business growth and sales.

Pinterest

Created in 2010, Pinterest is a social sharing platform created by Ben Silbermann, Paul Sciarra, and Evan Sharp. It is described as a “visual discovery engine for finding ideas like recipes, home and style inspiration, and more” (“All about Pinterest,” 2021). Pinterest users have access to “billions of Pins on Pinterest, [so they] will always find ideas to spark inspiration. When [they] discover Pins [they] love, save them on boards to keep ideas organized and easy to

find” (“All about Pinterest,” 2021). It is estimated that nearly “80% of weekly pinners discover new brands and products on Pinterest” (“Find your audience,” 2021). And with nearly 416 million monthly users, Pinterest provides a massive marketing opportunity for many companies (Tankovska, 2021). In fact, many industry leaders argue that,

Pinterest is one of the more versatile, affordable, and impactful marketing tools for businesses that are looking to convert more leads, drive traffic to their websites, and increase brand awareness to use. Plus, Pinterest users have the highest purchase intent of any other social media users (Baker, 2021)

In fact, “459 million people use Pinterest every month to find ideas and inspire their next purchase. If Pinterest were a country, it would surpass the United States as the third largest in the world” (“Find your audience,” 2021).

Pinterest Demographics

Understanding “demographics” assists to “predict customer behavior” and the type of content they look to engage with on the social site (Weinstein, 1994, p. 3). The social media platform, Pinterest, “lets people discover, collect, and share pictures of items from the Web. Among popular social media sites, Pinterest has by far the most skewed gender distribution: women are four times more likely than men to use it” (Miller, 2015, p. 1728). Even more specifically, eight out of ten mothers are active Pinterest Users (Tankovska, 2021). Additionally, a survey of Pinterest users in the United States found that “34% of people aged 18-29 years used Pinterest in 2019, as did 35% of those aged 30-49 and 27% of those aged 50-64. Pinterest also gets much usage from those earning more than \$75,000 (41%) and those with a college degree and above (38%)” (Tankovska, 2021). Research by Chain Store Age found that,

a remarkable 79% of millennial Pinners see Pinterest as a guide to life. The study also showed that: 80% of millennials say Pinterest helps them find things they want to buy, 72% of millennials use the visual pinboard to connect with the brands they love, 71% of millennials turn to the platform for recommendations on what to buy (Russell, 2018). Additionally, “for brands, educational content—like how-to Pins or step-by-step Pins—is a great way to engage millennials looking to try something new” (Russell, 2018). Ultimately, these demographics align with Modere’s target market, and understanding their background and behavior on Pinterest will lead to more effective marketing strategies.

Pinterest Purchasing Behavior

Pinterest “users with long-term purchasing intent tend to save and click through on more content” (Lo, Frankowski, & Leskovec, 2016, p. 533). Pinterest recommendations are a crucial part of purchasing behavior as nearly “50% of Pinterest users tend to purchase based on a recommendation” (Wallace, 2015). Additionally, “as users approach the time of purchase their activity becomes more topically focused and actions shift from saves to searches” (Lo, 2016, p. 531). Even more specifically, Pinterest users are “mainly young people, well-educated women, with a higher income” (Perrin & Anderson, 2020). One study worked to combine “survey-based methodology with an observational analysis of user activity” on Pinterest and “surveyed nearly 6000 users to quantify their intent, and then studied their subsequent behavior on the web site” (Cheng, 2017, p. 593). The study found that,

goal specificity is bimodal - users tend to be either strongly goal-specific or goal-nonspecific. Goal-specific users search more and consume less content in greater detail than goal-nonspecific users: they spend more time using Pinterest, but are less likely to return in the near future. Users with short-term goals are also more focused and

more likely to refer to past saved content than users with long-term goals, but less likely to save content for the future (Cheng, 2017, p. 593).

Understanding this user and purchasing behavior is critical in establishing the goals of the Pinterest platform and ultimately the content that is created for the social media campaign.

Another study on the purchasing behaviors of customers on social media found that “heuristic factors have a significant effect on purchasing behavior, whereas systemic factors have a significant effect on attitude and intention to buy” (Yeon, 2019, p. 138).

Social Media Content Plan

Social Media content plans, also known as Social Media content calendars function to easily “measure performance” and create personalized content that “fits your target market” (“Social media editorial calendar,” 2011). They are powerful tools that ensure a company’s social media content stays true to their “social voice, key messages, and overall social strategy” (Kim, 2016, p. 125). Relevant and engaging content helps with a company's search engine optimization efforts, increasing a company's reach (Lieb, 2012, p. 8).

The suggestions and best practices for social media marketing are constantly changing, and rightly so, in order to meet the ever growing and changing demands of the platforms and consumer needs. In fact, “a Google Search of ‘social media marketing tips’ returns 135 million results, with very few of them telling you to do the same things” in order to achieve success (Quesenberry, 2016, p. 1).

While it’s true that there is no one-size-fits-all social media strategy, many companies have found success in creating and maintaining a social media content plan with the help of Hootsuite. Hootsuite is a social media management platform that lets users engage and stay organized as they interact with customers on their social media platforms. Hootsuite believes that

“Social media is the center of your customers’ online life. It’s where they discover products, consume media, and connect with like-minded people” (Hootsuite, 2021). With over 18 million customers, Hootsuite is a leader in the social media platform management sphere (Hootsuite, 2021). In order to create an effective and engaging content calendar, Hootsuite suggests companies,

1) Audit your social networks and content, 2) Choose your social channels, 3) Decide what data your social media content calendar needs to track, 4) Make a content library for your assets, 5) Establish a workflow, 6) Start crafting your posts, 7) Invite your team to review, and use their feedback to improve, 8) Start publishing (Cooper, 2020).

A Pinterest content calendar will help Modere achieve their overall goal to create consistent and engaging content.

Social Media Content Creation

In today's fast-paced world customers are always looking for information and answers to their questions. “Content helps you attract, engage, and delight prospects and customers, bring new visitors to your site, and ultimately, generate revenue for your company. In other words, if you’re not creating content, then you’re behind the curve” (Perricone, 2020). It’s true that a “customers’ desire to consume inherently useful information has never been greater, but today smart marketing practices are all about helping customers, not hyping up customers” (Baer, 2014, p. 10). The focus in providing helpful information has become more and more prevalent in marketing over the last year as everyone around the world faced challenges and problems they could have never imagined. The perfect intersection of excellent social media content creation is the bridge between marketing your product or service and creating value for customers.

Studies show that, “content marketing brings in three times as many leads as traditional marketing, costs 62% less, 61% of online purchases are the direct result of a customer reading a blog, and companies that publish 16+ blog posts per month get 3.5X more traffic than those that post four or fewer posts per month” (Perricone, 2020). Additionally, “like any other program, there is a cost to undertaking it that can be measured in terms of other opportunities foregone” (Evans, 2010, p. 152). However, in order to have a successful social media campaign, it is critical for businesses to include strong content planning in order to accurately reflect their brand tone, increase sales, and achieve their overall business objectives. When coming up with a social media plan it’s important to remember that “content equals business growth” (Perricone, 2020).

The research and studies are clear. Social media content marketing creation is an essential component to every business today and Pinterest can be a powerful social media platform to drive customer retention and engagement. Industry leaders argue that,

Social media content creation is arguably one of the most important aspects of a social media marketing campaign. Social media content creation is an art, and one that requires an extra amount of patience, creativity and an education around graphic design, copy creation and color composition (Kakadia, 2021).

In order to maximize the power of Pinterest marketing, the Uses and Gratification Theory can help establish and understand content creation that leads to high performing campaigns.

This project will create a Pinterest marketing plan using the research and techniques outlined above, including applying the Uses and Gratification Theory, Pinterest purchasing behavior, and social media content creation plan. At the completion of this project, Modere will have a robust Pinterest marketing content plan. This marketing plan will help Modere continue to grow and increase customer retention and engagement.

Method

In creating a robust social media strategy for Pinterest, the Uses and Gratification theory provides a strong foundation that should dictate every campaign decision from content creation to keyword strategy and everything in between. Hootsuite, a leader in social media innovation and managing marketing campaigns on social media platforms, suggests four ways to maximize campaign performance on Pinterest, including; 1) Creating captivating content, 2) Pinning Consistently, 3) Optimize for Pinterest SEO, and 4) Make it easy to Pinners to find the information they need in order to make a purchase. Overall, this means creating content that is engaging, with a clear actionable item for customers to follow. Through utilizing Pinterest SEO and keywords, companies can build strong, powerful systems that makes boards and Pins easy to navigate.

From the perspective of the Uses and Gratification Theory, it is critical that all Pinterest social media content is created in order to meet the needs of customers engaging with the platform. This specifically means that the content allows customers to achieve one of the ten uses and gratifications of social media, including, “social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others” (Whitting, 2013, p. 362). These uses and gratifications must be built into the social media campaign from the very beginning in order to achieve the desired result. Consistency will be key in applying this theory to the content and creating the best user experience possible on the Pinterest platform. This strategy will need to be different from companies over social media strategies on other platforms as the overall foundational interface of the Pinterest platform is so distinctly different from that of Facebook, Instagram or Twitter.

In order to succeed and thrive on Pinterest the main goal of a company should be to provide engaging, meaningful, and value-adding content to customers on a consistent basis. This means it is critical to not overwhelm the customers with constant content, but instead aim to provide meaningful touchpoints every single day. It is also important to utilize platforms like Hootsuite in order to achieve these goals of remaining consistent as it will allow companies to schedule content days in advance. This will strengthen a company's Pinterest presence and help engage more customers.

Modere

The first step in creating a successful social media campaign is to understand how Modere can utilize Pinterest as a marketing tool in order to apply the uses and gratification theory to their content and engage with customers. Modere was specifically chosen for this project because their target market aligns perfectly with users on the Pinterest platform and they have a strong existing foundation on the platform. Modere's believes,

You deserve clean label options when it comes to the products you use daily. [They're] committed to helping you reduce or eliminate your exposure to controversial chemicals, so your family can enjoy a healthy home environment. In fact, it's [their] mission to create 10 million healthy homes around the globe (Modere, 2021).

Modere makes a powerful case study for companies all around the world and the power of the Pinterest platform to engage and connect with customers while meeting their platform uses and gratifications on a global scale.

Modere Pinterest Audit

In order to complete a successful audit of the Modere Pinterest platform, best practices from the Pinterest Business website as well as Hootsuite for Pinterest were used. The audit

reviewed the Pinterest profile and account optimization, board organization, pin organization and optimization, review of current audience, as well as the previous Pinterest content strategy and content analytics based on past platform performance.

The Modere Pinterest Profile

The first recommendation given by Pinterest in order to succeed on their platform is to create a Pinterest for Business Account. The Pinterest for Business account allows companies to “go for their goals” as they work to “grow their audience, increase traffic, and drive conversions” (Pinterest Business, 2021). A company's Pinterest profile is critical for their success on the platform. Industry leaders remind marketers that,

Setting up your Pinterest profile is all about chemistry. You need the right mixture of great visuals and descriptions, the right mixture of timing and content, with your decisions being driven by analytics (and sometimes an extra special element, to kick it into high gear). Like in your high school chemistry class, getting the elements wrong can result in catastrophe – though with fewer chemical showers (Megginson, 2015).

Modere has already established and created a Pinterest Business profile, so it was very helpful to have previous data to review as part of this audit.

Other important components of the Modere profile include a profile graphic, background cover photo, as well as a short explanation of what Modere stands for as a company. Modere already has an established profile and background photo. They also have 13, 379 followers on Pinterest and promote a slogan on their profile that says they are “all about creating safe, effective health & wellness products that help you Live Clean” (Modere, 2021). From a branding perspective, the Pinterest page feels similar to their Facebook and Instagram pages in the look

and feel of the page. Modere uses a branded URL which is also in line with other social media platforms from the company. It is important to remember that,

Pinterest is a uniquely visual social media platform. People aren't just sharing and pinning any old photos, they're curating images that summarize an idea, a dream or a feeling. Nothing ruins that kind of expression faster than a photo that is too low-resolution, has the wrong aspect ratio or is cropped poorly. Your followers aren't looking for boring photos to pin, they're looking for evocative images that communicate something bigger than words (Megginson, 2015).

Overall, everything on the Modere profile is on brand and portrays their clean label company mission.

Modere Pinterest Boards

After completing a review of the profile, the next step in the audit is to review Modere's current Pinterest boards. Pinterest Boards are an easy way for companies to organize their content to make it easy for customers to connect with the brand or company in a way that is most interesting to them. Additionally, distinct boards help to improve the overall customer experience on the Pinterest platform.

There are currently seven main Pinterest boards on the Modere Pinterest channel, entitled 1) Modere Blog, 2) New Products, 3) Modere Products, 4) Modere Style, 5) Mediterranean Diet Recipes, 6) Modere Healthy Recipes, 7) Modere Workouts. However, there is no real description of the boards that can be easily found and there is no keyword optimization. This is an important and critical aspect of Pinterest boards because Pinterest relies heavily on keywords in order to optimize content in the SEO within the platform. Without the relevant keywords in board titles, depictions and categories, content can't reach its full potential or be picked up and shared

effectively in the Pinterest algorithm. It's also important to note that many of the boards that Modere features on Pinterest are very similar and don't minick the vast product line found on their website.

Modere Pinterest Pins

All content found on Pinterest starts with a simple pin. Creating visually engaging content is key in order to create a successful pin. Hootsuite encourages following best practices guides when creating pins. These best practices state that,

portrait-oriented pins display better in the Pinterest feed and on mobile devices, which is where most Pinterest activity occurs. Videos don't display well, but high-resolution infographics and images with text overlay can be used successfully. To help increase the visibility of your pins on Pinterest search, write descriptions for your Pins that include keywords and provide context for what you're sharing (*Best practices for sharing content on pinterest*, 2021).

Overall, Modere has created some very engaging pins with visually pleasing graphics. However, one area of potential improvement noted as part of this audit is the need for shorter descriptions. The idea description is just 50-55 characters, with a shorter character count being preferred. The description needs to be long enough to include the needed keywords and descriptions, but short enough that the customer will be able to read over it quickly. This audit question also helped to identify the need for a hashtag strategy in order to better connect with the target audience. In fact, "using pinterest hashtags can significantly increase your traffic and income" (Frank, 2019).

While Modere has not previously utilized hashtags, this will be included in the overall strategy for the platform.

Additionally, it should be noted that there are very few pins that feature a clear call to action. They do provide descriptions, but there is not a clear and succinct actionable item for customers to complete following a review of the content. It might be a few words, or it could be a sentence or two. According to Hootsuite, call to actions are

Whatever it takes to instruct your reader to do what's next... and, importantly, motivate them to do it. Because here's the trick: you've got to give people a reason to click. The key to a good call to action isn't just to tell them what to do, but why they should do it.

Which means honing the fine art of writing effective CTAs (McLachlan, 2020).

The Modere Pinterest board has a great start to content that can be updated in order to meet best practice guidelines. All in all, the "Modere Blog" board has 91 Pins, "New Product" has 13 Pins, "Modere Products" has 73 Pins, "Modere Style" has 12 Pins, "Mediterean diet" has 56 Pins, "Modere Healthy Recipes" has 75 Pins, and "Modere Workouts" has 48 Pins to their respective boards. It doesn't appear that any new pin has been posted or shared on the corporate Pinterest page since March 2020.

Understanding the Modere Pinterest Audience

As part of the audit, it was important to understand who Modere's target audience was on Pinterest. Overall, the audit found that Modere's audience matches that of Pinterest's audience very closely, with predominantly women from the ages of 30 - 45. Despite official content being shared from Modere on Pinterest, customers are highly engaged with the platform and pinning old content as well as tagging the Modere profile in content they are sharing about Modere from other locations. This reinforces the importance of this project and the development of a Pinterest social media strategy for the company in order to further engage with customers and capitalize on the momentum and excitement around this growing brand.

Previous Strategy

While there was no official strategy in place previously, prior to March 2020 Modere was consistent in posting new content. This was very beneficial to the customers that were engaging with Modere on the Pinterest platform. They were consistently generating leads and revenue from the platform, with little work on their end. The takeaways from this question help social media marketers to understand the huge potential of creating consistent and engaging content on Pinterest. As there is no current strategy taking place on Pinterest, this project will be starting a bit from scratch as it works to rebuild the excitement around the content found on this platform. However, this is perfectly timed as Modere is working to strengthen their branding across all platforms as they work to become the most virtual and rewarding brand in the world.

Analytics and Popular Content

Evaluating the analytics and most popular content on the Pinterest platform helps to identify what type of content customers are looking for and willing to engage with. For the protection of Modere and their personal analytics, no specific numbers will be shared as part of this section, just overall themes found during the Pinterest audit regarding analytics and the most popular content types. Overall, analytics show that the “Modere Healthy Recipes” board and the “Modere Products” board are the two most popular boards and consistently get the most engagement. The top pins around Modere on Pinterest have to do with their weight management products, like Modere Trim and Modere Lean Body System.

Overall, the Modere Pinterest social media audit helped to review the Modere Pinterest profile and account optimization, board organization, pin organization and optimization, current audience definition, as well as the previous Pinterest content strategy and content analytics based on past platform performance.

The Modere Pinterest Social Media Plan

The purpose of this professional capstone project was to better understand how Modere can utilize Pinterest as a powerful and engaging marketing tool in order to meet their overall company objective to better market to customers, increase customer engagement, and drive customer retention. In order to achieve this plan, goals and strategies were implemented in order to ensure the social media plan achieved the highest success possible.

Content Goals and Strategies

Following the completion of the Modere Pinterest Social Media audit, goals and strategies were established for the Modere Pinterest account with the help of the Modere North America Marketing Team. “Regardless of who you are or why you’re on the web, one thing is certain: For you to have an effective social media strategy, it is important to know what you’re trying to achieve. That means knowing what your social media goals are, and how you’re going to reach them” (Singh, 2021).

Modere is a leader in the health and wellness supplement category with award-winning products such as the Lean Body System and Liquid BioCell and has great potential to capitalize on sharing these incredible, ground breaking products with their target market on Pinterest. Overall, there are two goals for the Modere Pinterest social media campaign. These goals are to 1) Increase customer engagement 2) Remain consistent in customer marketing on the Pinterest platform. Hootsuite, has identified eight strategies that are important to apply into all Pinterest social campaigns, including, 1) Create captivating content, 2) Pin consistently, 3) Plan ahead for seasonal content, 4) Use boards to connect with Pinners, 5) Optimize for Pinterest SEO, 6) Create a content strategy that delivers, 7) Target the right Pinners with ads, 8) Make it easy for Pinners to shop (Sehl, 2020). The social media plan will be developed around these key

principles along with a foundation of the Uses and Gratification Theory, which align closely tie the eight strategies identified by Hootsuite in order to meet best practices for content on the platform. These eight strategies include, “social interaction, information seeking, pass time, entertainment, relaxation, communicatory utility, convenience utility, expression of opinion, information sharing, and surveillance/knowledge about others” (Whitting, 2013, p. 362).

The social media plan outlined and detailed below includes audit recommendations that should be updated as soon as possible, best practices and future recommendations. The Pinterest social media plan outlined below is broken into two outcomes, which were driven by Modere as they work to 1) Remain consistent in customer marketing on the Pinterest platform (perfecting the fundamentals) and 2) Increase customer engagement.

Outcome 1

Remain Consistent In Customer Marketing and Perfect the Fundamentals

The Modere Pinterest Profile

A company's Pinterest profile is the first exposure that a customer has to understand the brand and feel of the company, as well as what it represents. For this reason it is very important that the mission of the company is clearly outlined so the customer does not have to wonder. With that, there are a few things that Modere can do to make their brand and mission more clear for their customers.

Audit recommendations:

1. Add North America to the Modere name of the platform. There are five different Modere markets around the world, and it is unclear from the profile which market this Modere page specifically represents.

2. Complete the necessary paperwork for Modere to get a verified Pinterest account. This will help with the confidence customers will have in Modere.
3. Add contact information to the profile or create some sort of clear call to action from the profile so customers can see the journey they are being taken on.

Ongoing strategies:

1. With the start of each campaign, look for opportunities to update the background photos to keep all photos fresh on the platform.
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Modere Pinterest Boards

Pinterest boards are critical for top customers to understand the breadth and depth of your company and what they represent. Modere's Pinterest mission is to help 10 million homes work to live clean through clean label products that help them live their best lives. With a few modifications, the Pinterest boards can reflect this mission.

Audit recommendations:

1. Groups similar content buckets together. For example, combine Mediterranean Health Recipes with Healthy Recipes and grow that Pinterest board to include more than just one type of healthy recipe. This will create a powerful tool for customers from all backgrounds to find content they need to achieve their goals.
2. Rearrange the boards so that your top boards are first on the page. This can change as each month new products become the focus, but whatever is the most important board for the social campaign, that should be featured at the top.
3. Instead of just showcasing the pins in each board, work to create a branded cover photo for each board that represents the content inside.

4. Expand the pinterest boards by product category so that household products and collagen products are also prominently featured on the Pinterest boards.

Ongoing strategies:

1. With the launch of new products, create new boards that not only feature the new product line, but also include content that would be value adding around the product category.
 2. Implement a secret board strategy for product launches to increase curiosity and drive engagement.
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Modere Pinterest Pins

Modere has hundreds of pins that are viewed by millions of people every single month. One important aspect of Pinterest Pins is the importance of creating and sharing content consistently across the platform. These pins need to be timely to what is going on in the world and with the company. Based on this understanding, the following recommendations have been made.

Audit recommendations:

1. Review all current pins and delete any old content that is no longer applicable to the company or on brand with the new designs.
2. Update imagery to make sure that the brand feel is unified throughout all pins.
3. Add keywords and hashtags where applicable to descriptions.
4. Shorten descriptions so they fit within best practices to be 50-60 characters in total.

Ongoing strategies:

1. Plan to create pins for Pinterest specifically. While some content can be shared across other social media platforms with relative ease, it's important that content is created specifically for Pinterest with dimensions and best practices in mind.
 2. Create clear calls to actions that drive customers to blogs or to the Modere website.
 3. Review the scheduling timing on Hootsuite in order to ensure that posting is taking place at the ideal time and place for maximum engagement.
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Modere Pinterest Keywords

For Modere, having a strong search engine optimization strategy is critical to allow them to engage more customers on social media and ensure more people see their content. Board titles, pins, and pin descriptions should be updated to include keywords that provide and drive the Modere business. Keywords, like most marketing principles, need to be true and authentic to the content that is created and add value to customers searching for those terms.

Top keywords for Modere:

- Modere Live Clean
- Liquid Collagen
- Lean Body
- Clean Label Philosophy
- Gut-Brain Axis
- Live Clean Lifestyle
- Chocolate Weight Loss
- Healthy Recipes
- Healthy Home
- Clean Label Household

Additional keywords for Modere's Weight Management Line:

- Best Weight Loss Company
- Top Weight Loss Companies
- Best Selling Weight Loss
- Top Meal Plans

Additional keywords for Modere's Collagen Line:

- Collagen Age
- Collagen Transformations
- Liquid BioCell
- Best Collagen Supplements

Audit recommendations:

1. Implement keywords to board descriptions and all pin descriptions.

Ongoing strategies:

1. Identify the keywords that can always be used with certain product lines, but continue to monitor industry trends and curiosity marketing techniques to drive keyword and SEO.
2. When creating content for Pinterest, build the keywords into the creation of content from the very beginning.

Modere Pinterest Hashtags

Hashtags are another powerful tool, much like keywords to help drive search engine optimization and ensure that a company's target audience is reviewing their content. Hashtags should not overtake the Pinterest descriptions. Unlike platforms like Instagram, just a few hashtags can go a long way to assisting with SEO and user engagement. The specific hashtags mentioned below could be included in the Pinterest strategy to build curiosity marketing around current campaigns.

Modere Specific Hashtags:

- #LiquidCollagen
- #NearlyMissedThis
- #PassTheSpoon

Weight Management Industry Hashtags:

- #bestself
- #progress

- Madesimple
- WeightLossJourney

Audit recommendations:

1. Immediately implement the applicable hashtags to current campaigns and applicable product pins.
2. Update any hashtags that feature old campaigns.

Ongoing strategies:

1. Continue to innovate and disrupt the hashtag industry with curiosity based hashtags that are part of a larger campaign to drive sales and engagement on the platform.
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Outcome 2***Increase Customer Engagement***

In order to increase customer engagement immediately and on campaigns moving forward, the following recommendations are made.

Immediate actions for Modere:

- Ensure that all Pinterest board and pin descriptions include relevant descriptions, keywords, and applicable hashtags.
- Update any descriptions that are longer than 50-55 characters, remembering that the shorter the better.
- Update profile background images and board images to make sure they align with 2021 global branding strategies.
- Remove outdated pins that no longer apply and add value to the consumer or the company.

- Revive the call to actions and hashtags on the top performing pins. Ensure all boards and pins have a clear call to action for all customers.
 - Add North America to the Modere profile so it's clear which market this Pinterest page is servicing and the products available in the market.
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Daily tactics for Modere:

- Add additional new content and a content board about the new Modere Axis line.
 - Review analytics on Hootsuite and Pinterest in order to ensure that all posting is taking place.
 - Continually monitor engagement and create and curate content that is most applicable to Modere's target audience.
 - Connect with Influencers that can help support product testimonials and provide increased validity to Modere's award-winning product line.
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Pinterest strategies for Modere:

- Create secret boards to drive curiosity with product trial groups and provide first access to product information for top customers.
- Use keywords when creating pins in order to ensure SEO optimization.
- As part of a blog post launch, plan to promote blog titles on Pinterest.
- Continue to pin consistently. Make sure that that consistently carries over to not just posting, but posting on each board and across all content channels.
- Ensure that all vertical pins follow the 2:3 ratio with 600x900px to ensure Modere is not penalized for having longer pins.

- Utilize Hootsuite to plan content weeks in advance to ensure consistency, but allow for fresh, timely content to also be shared periodically.
 - Remain connected to Pinterest Business and Hootsuite for Business to stay up to date on the latest Pinterest changes and allow time for adaption.
 - Continue to monitor analytics and ensure that content creation is following and meeting the uses and gratification needs of the Modere customer.
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Conclusion

Modere is a growing global business that has incredible potential to create value and engage more customers through their Pinterest social media marketing initiatives. They have already established a strong foundation that follows best practices and strong branding principles. Through implementing the specific strategies outlined above, refreshing and updating descriptions, and incorporating keywords, Modere will be poised to continue expanding their presence on Pinterest and ultimately achieve their company goals to 1) Increase customer engagement 2) Remain consistent in customer marketing.

After these suggestions have been implemented and campaigns have been created and content has been analyzed, Modere should take time to reevaluate their Pinterest goals and objectives as well as how those goals and objectives play part in their campaigns moving forward. Following this analysis, it will be simple to decide on next steps for continuing to grow customer engagement and increase customer sales. A major part of Modere's future success on the Pinterest platform will be the need to continue to look for ways to innovate and not only stand above competitors, but lead the ecommerce industry as they work to become the most viral brand on the planet.

Modere has proven to be a leader in Facebook and Instagram strategies coming up with disruptive salutation to solve customer problems with social media. Pinterest will be no different as they work to remain consistent and provide their customers with the content they desire the most. As Modere implements the strategies mentioned above and continues to create content that matches their guiding principles of being authentic, disruptive, compassionate, vibrant, humble, and extraordinary they will quickly become leaders in their industry on Pinterest.

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