

## New Pinterest Marketing Training Class - Pinterest for Business

Written by Australian Business

---

CINCINNATI, OH, September 28, 2013 /**24-7PressRelease**/ -- Leading Cincinnati social media training company Boot Camp Digital ([www.bootcampdigital.com](http://www.bootcampdigital.com)) announces the newest class in their series of live and online social media courses - Pinterest for Business. The class will be on October 7th from 11:30am to 1:00pm EST both online and live in Cincinnati, Ohio. Participants can register for both classes at <http://bootcampdigital.com/pinterest-for-business-training/>.

For those who can't make the online webinar, the recording of the class will be available on-demand for purchase afterwards.

Pinterest is now the third biggest social network with over 70 million users in only 3 years, making it the fastest growing social network. This social network is 80% female, which means that 20% of internet-using women are on Pinterest. With over 500,000 Pinterest business accounts, most pins are actually generated by users - 70% of brand engagement comes from users instead of a brand. The average user spends over 98 minutes a month on Pinterest. On average, Pinterest shoppers spend between \$140-\$180 per order, compared to \$60-\$80 from Facebook and Twitter. These statistics show that Pinterest is a hot marketplace for businesses.

That's why Boot Camp Digital CEO, Krista Neher, created this Pinterest for Business training class help companies grow their business online using the hottest new marketing tool.

"A lot of people think Pinterest is all about throwing up pictures," explains Neher. "The truth is that some businesses report that Pinterest is their #1 source of traffic and sales. Leading companies like GE, Whole Foods and The Home Depot are all generating results from Pinterest. This training class will show businesses everything they need to be successful on Pinterest."

This Pinterest marketing class will teach attendees the important facts about Pinterest: who is on it, the growth, and consumer trends. Krista will cover what consumers want from brands, how to create and execute an effective strategy that drives traffic, awareness and sales.

As an international professional social media speaker and trainer, Neher has been an expert in the social media industry for over 7 years. Founding Boot Camp Digital, Krista shows professionals and companies how to use social media and Internet marketing to grow their business.

## New Pinterest Marketing Training Class - Pinterest for Business

Written by Australian Business

---

Those who want to register for the upcoming class, Pinterest for Business, should register immediately to guarantee a space. Participants can register for and learn more about the live and online class at <http://bootcampdigital.com/pinterest-for-business-training/>.

Details: Date: October 7th, 2013  
Live in Cincinnati: 11:30 am - 1:00 pm  
Online: 11:45 am - 1:00 pm  
Investment: \$27

For more information on Boot Camp Digital's Social Media Online Training sessions, visit <http://bootcampdigital.com/online-training>.

About Boot Camp Digital  
Boot Camp Digital (<http://bootcampdigital.com/>) is a top-rated provider of social media, Internet marketing and digital training to companies of all sizes. Boot Camp Digital has worked with the biggest and best companies including Google, Procter & Gamble, General Mills, The United States Senate, Macy's, GE and many others. Krista Neher ([www.kristaneher.com](http://www.kristaneher.com)) is the CEO of Boot Camp Digital and is an internationally recognized speaker, a social media expert, bestselling author of *The Social Media Field Guide*, *Visual Social Media Marketing*, coauthor of the textbook *Social Media Marketing: A Strategic Approach*, and *Visual Social Media Marketing for Dummies* set to be realized early 2014.