

LEAD GENERATION BY USING PINTEREST IN B2B MARKETING

CASE COMPANY: KIPFASHION

Abstract

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| <p>This thesis is aimed to examine the business to business marketing lead generation by identifying the ideal customers for the companies then attracting them to buy. This study is intended to benefit e-commerce businesses fashion companies that do not provide physical structures and from the lead generation using Pinterest helps a company to create awareness. The company being examined is Kipfashion, an online African clothing company located in Lahti which focuses its business operations to wholesale customers.</p> <p>In this research, images were uploaded and given product description to the company webstore and pinned on the Pinterest platform. The data was collected using quantitative method while the approach was deductive. The analytics were generated in a period of two months. Kipfashion's website WordPress analytics were used as well. Both secondary and primary sources of data were used. The first part of this thesis uses secondary data and discusses the AIDA model used in advertising. The second part uses primary data collected from the company's Pinterest analytics and website analytics.</p> <p>The data from the analytics were analysed, the results were observed that where images with keywords drove occasional spikes in the audience engaged in the period of observation. To add on, when the images were for new products, it created more attention among the audience. The audience captured in Pinterest, linked back to the company webstore for more information on the products and purchase of the same. Further research to studying conversion rate using Pinterest as the primary marketing medium was recommended as well as lead generation using LinkedIn.</p> | | |
| Keywords | | |
| Pinterest, lead, business to business. | | |

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1 INTRODUCTION

Social media marketing has become the new mode of marketing that is doing away with the 4Ps market mix. Many businesses have understood that technology is changing the way businesses should operate when marketing. Over the last few years, there have been several forms of social media that were being used to market, but right now new mediums have emerged. For instance, Twitter and Facebook were widely used but today we have Pinterest and Instagram which are doing well in marketing. Many businesses are aware of this channel, but others are yet to understand how it works. Some businesses have shown confidence in using Pinterest compared to other platforms. (Sheth,2018,2-18.)

This research will focus on how a business to a business company can generate leads using Pinterest and understand the power of Pinterest over other social media platforms. The company being examined is Kipfashion, a fashion brand company that provides quality African clothing for all genders and accessories.

In this study, the author prefers to use Pinterest over other social media platforms as most engagements taking platform Pinterest is fashion, followed by home then garden. This shows that Pinterest social media marketing platform that will capture more audience for Kipfashion (Statistica,2020).

1.1 Thesis objectives, research questions and limitations

This thesis is useful in that businesses understand the social media platform Pinterest and how to utilize it for business to business leads generation in marketing. The main research question is as follows:

- How to generate leads using Pinterest in B2B marketing?

The following sub-questions help in answering the main research questions.

- How to identify leads in Pinterest?
- How to create awareness in Pinterest for B2B?

The objective for lead generation is to help Kipfashion create awareness for its products. In the past, it was brand awareness versus lead generation a battle between these two activities for priority on the marketing budget or the marketing to-do list. . targeted way for one to create and leave an impression on the desired audience.

1.2 Theoretical framework

AIDA is an acronym used to describe a sequence of responses about a client to a product. In the acronym, A stands for Attention, I stands for Interest, D for Desire and the final A stands for Action. This model is used in marketing and advertisement that has from the perception of customers. The AIDA model is aimed with the need of marketing to attract the attention of the potential audience or public, arouse their interest and convince them to the final action. Potential audience proceeds each step as the total number of the potential clients will decrease by each stage and becomes an inverted triangle (Hassan et al,2015).

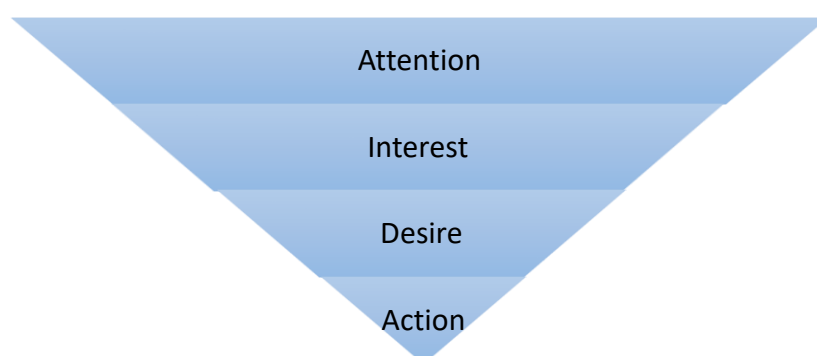


Figure 1 AIDA model

In marketing keeping abreast with technology to stay afloat and increase online awareness to generate sales is getting mandatory day by day. Marketers are continuously looking for new ways to communicate with the customers as well as acquire new customers. They also want to capture and understand consumer purchasing behaviours. Different kinds of products attract different groups of customers strategy would be to improve the brand awareness by harnessing the benefits of social media.

American businessman Elmo Lewis established the original version of this model to optimize the workflow for his sales managers. He wanted to set certain rules that they had to follow while talking to a client about a product. According to the needs of the AIDA model, marketing aims to attract potential consumers' attention, to increase the consumers' interest and desire to do the last act. Below are the stages explained (Hadiyati, 2016).

Attention

Creating awareness focused on making new people aware of the company. Paid advertisements are a great way to put a business in front of new people. Pinterest allows advertising through pins, and paid impressions and Pay per Click (PPC) is used in this platform. A pin is an image of a product that is produced from another platform. For Kipfashion, it is created on the website where the use of intriguing product images is uploaded to the company website then pinned to Pinterest.

Interest

A marketer has to think of a media of information to draw the attention of the audience and convey the benefits of the product. Pinterest allows detailed images and different kinds of products attract different groups of consumers that link back to the original where the image was uploaded. Thinking of how the layout of the landing pages of the company website balancing all the elements correctly. In addition to as well as an impactful copy to keep audiences interested in what the products have to offer once in the website.

Desire

A marketer has smart tactics seducing the customer to purchase a product. The customer gets hooked to the products and would like to have the product. Pinterest offers links back to the original image upload; thus the audience can click and find out more on the product pinned. Many people avoid online shopping because they do not want to buy something that they did not touch or see in reality. They are afraid that the quality or look will be different from what they see online. Providing them with all the possible information and good pictures is the best can do to create a comfortable shopping environment such as an item to have a detailed description, high-quality photos, and preferably videos to show how the product commonly looks in action.

Action

An action represents the final step of the process by this point, the interest and desire focused content has the public engaged with the products and hopefully ready to buy, or at least take the next step. While the customer might be ready, they may not act on own accord, hence one needs to tell the customer what to do audience, this would include joining email, buying a product, or visiting a blog post. Hence buttons that call to action be noticeable big, bright, and attractive. Once on Kipfashion website, a chatbot immediately engages the potential customer.

1.3 Research methodology and approach

A research approach can be deductive or inductive. The deductive approach means that a theory already exists, and the researcher tests it while an inductive approach, on the other hand, the researcher will gather the data and then generates a hypothesis or a theory based on the conclusion of the data. The inductive approach involves choosing data that is relevant to the topic of interest then creates a theory by monitoring and detecting certain patterns and occurrences where an inductive approach when used it comes up with qualitative methods while in the deductive approach does the opposite of inductive, it involves researcher studies what others have done, reads existing theories of whatever phenomenon the researcher is studying, and then tests hypotheses that emerge from those theories, the deductive approach comes up with the quantitative methods. (Saunders, Lewis & Thornhill 2009, 124–127.)

When starting to plan research it is necessary to decide which research approaches to use. A researcher must think what the purpose of the research is and what there is to achieve. When doing research there should be a clear plan on how to collect all the data. Data can be collected by interviewing people where respondents have open-ended questions or by a questionnaire which can include both open-ended and close-ended questions.

There are two approaches to collecting data qualitative or quantitative method. Qualitative data collection method includes group interviews, document analysis and other methods that are giving a lot of data from only a few sources. In qualitative data collection, respondents have open-ended questions to answer and questions may change from one to another.

When using quantitative methods all data is analyzed via statistical methods. In quantitative research, typical data collection method are questionnaires where everyone has the same questions to answer. In this method, it is easier to compare the results with each other as the questions are usually closed-ended, and the respondents have few options on what to answer. It is also possible to use both methods in the same study. (Hyde 2000, 84-89.)

This research was made by using quantitative data collection method. The researcher has used the deductive approach of research where data is collected from Kipfashion infographics, mainly Pinterest social media analytics and is used to come up with conclusions of the fashion apparel companies will benefit more by using Pinterest in the quest to increase their digital online presence as well as acquire customers. Data from the company WordPress analytics on referrers was as well used.

The data on the infographics were collected for this study on a daily and two months during the application period between 1st June until 29th July 2020, in the period where several pins were used from the wholesale-only purposes. This will serve as well as the primary source of data while the secondary source of data will be from published sources. Secondary sources are origins of information which are documented and published. The data is retrieved from written sources such as newspapers, magazines and books, digital sources like the Internet. When collecting secondary data, the reliability of the source is an important factor for the accuracy and validity of the information (Walliman 2011, 71).

1.4 Research limitations

In this study, one main object of study to answer the research question was no availability of metrics to measure the number of followers. In addition to the limitations, it was difficult to determine a persona in businesses as the only demographic details availed in Pinterest is gender and age, this is only applicable where the customer is an individual and not in companies thus brought the challenge to distinguish between a qualified lead and a warm lead. Understanding persona is one important role in creating attention.

1.5 Thesis structure

The thesis provides the sources of the gathered data in a list of references and text citations and is divided into seven chapters. The first chapter includes the introduction, the research background is explained here as well as the thesis objectives, research questions, and lastly, it states the thesis limitations. The introduction also includes the research approach and methodology, the data collection, and the thesis structure. In this chapter, the author brings in the theoretical framework based on the AIDA model that focuses on marketing and advertising as modes awareness creation.

Chapter two focuses on Pinterest and key indicators in Pinterest that are to be considered to generate leads as well as introduces what is B2B marketing. The third chapter has more about the case company being observed. In chapter four is the empirical research which focuses on data acquisition and data collection and analysis. In this chapter, the collected information is examined and determined followed by chapter five which presents the conclusions that include the findings, validity, and reliability. The thesis ends with a list of references and appendix.

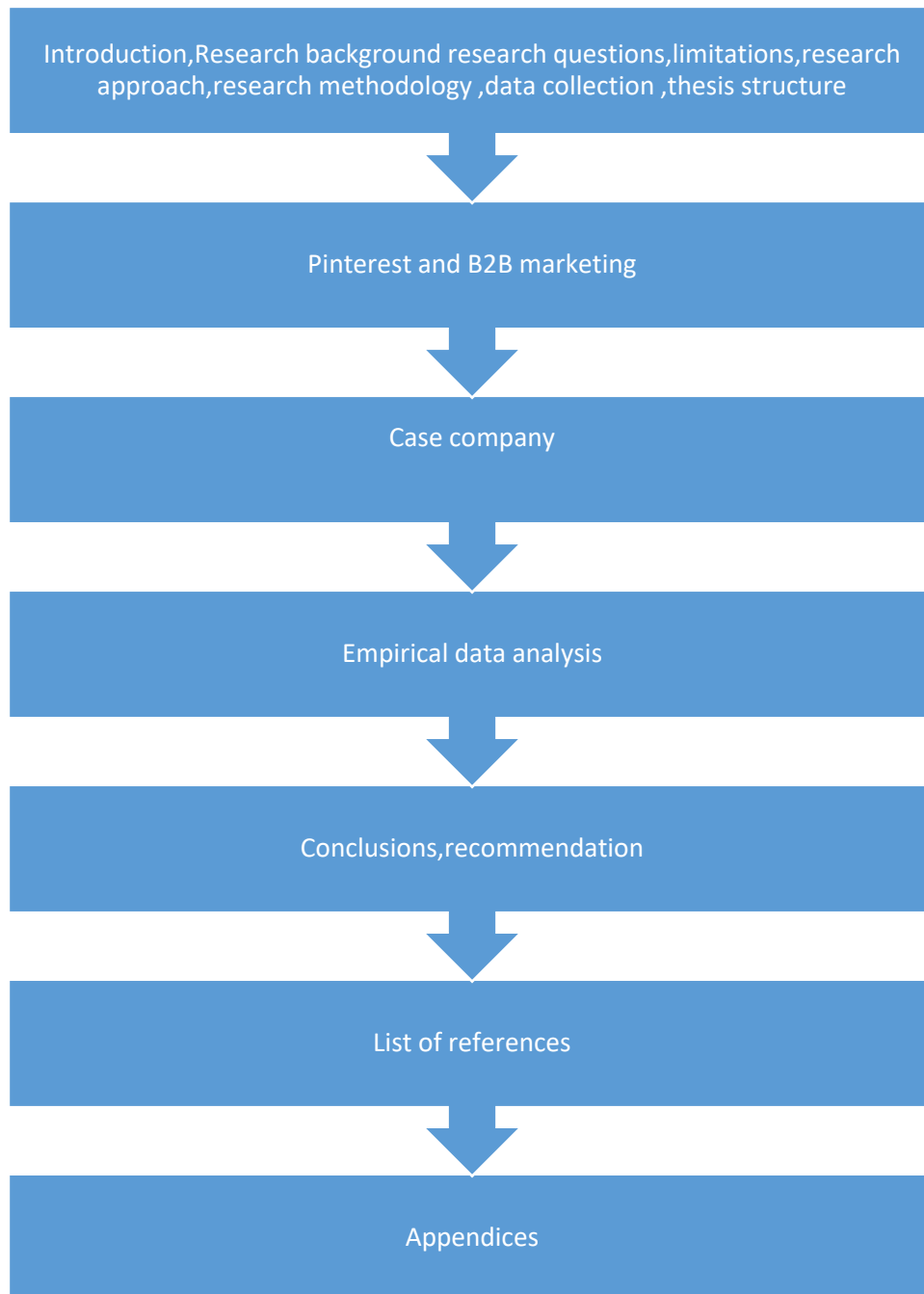


Figure 2 Thesis structure

2 PINTEREST AND B2B MARKETING

2.1 Pinterest

Pinterest is a social media platform that enables organizations to share visual pictures, recordings, and infographics. Back in March 2010, Ben Silbermann, Evan Sharp, and Paul Sciarra founded Pinterest (Fill & McKee, 2011, 54). This platform means a lot to businesses because it helps in marketing. The most interesting thing about this platform is that it does not focus on a lot of explanation about the product since the images provided contains all the information needed.

This platform is organized in a manner that enables the organization to record and sort out its pins concerning the target group and other alternative activities (Titangos, 2013,155-158). According to research carried out by Hartley, many individuals and businesses come to Pinterest to find new thoughts and have said to have benefited from it. This is a platform that when utilized will give a business the chance to discover, do several promotions, and learn new things (Hartley, 2020,5).

A lead is generally an individual who has demonstrated enthusiasm for an organization's administrations or items and has given significant data, for example, contact data and extra foundation data, similar to the client's manager, industry, and employment work (Titangos, 2013,155–158). Lead age endeavours to start an activity from a likely client (Stevens, 2011,2). For instance, an organization may make a digital book to fill in as an asset to expected new clients. A client that presents his data gets something of significant worth consequently for this situation, the digital book. This client is presently viewed as a leader in an advertising database. Selling companies having a Pinterest account have preferences to change their strategies as well as client relationship to retain their customers and gain more customers (Hayden, 2012).

The objective of a fruitful lead age program is to create the same number of marketing leads as could be expected under the circumstances and or drives that fit the characterized target clients that the business wants to attract. Lead age is advantageous for B2B and innovation organizations since it can lessen deals cycles, dispense with the cold pitch, and better likely potential customers (Vize and Sherrett, 2017,46–59).

2.2 Business to business marketing

B2B is the process by which companies do business with other companies by selling those items and services. B2B is different from B2C because it has more content and it is more transparent as compared to B2C. This is because B2B focuses on selling decisions to other companies and these decisions are thoughtful and they come from a professional point of view. While B2C focuses mainly on consumers with the main intention of making profits, B2B marketing profit is not making top strategic decisions in the company.

In the current era, B2B marketing is between stakeholders of different organizations who are the primary targets for doing the purchases this is because they have the necessary information required regarding the purchases (Fill & McKee, 2011, 54). This has made it a more challenging marketing strategy but with several improvements, because the information being gathered is more accurate and can be relied upon. There is a high potential of getting the right people to do the transactions since they are all well informed (MacArthur, 2009, 236-237).

Utilizing B2B Marketing

B2B is for any business that offers products to different businesses or companies. This can come in numerous structures: programming as an administration memberships, security arrangements, instruments, adornments, office supplies, and so on (Stevens, 2011, 2). Numerous associations fall under both the B2B and B2C umbrellas. B2B marketing efforts are focused on any individual(s) with control or effect on buying choices (Vasilieva & Loseva, 2019, 63-74). This can incorporate a wide assortment of titles and capacities, from low-level analysts as far as possible up to the C-suite. Some marketing offices find getting the best technique, channel, or offer to allure their intended interest group a big challenge (Dsouli, Khan, and Kakabadse, 2013, 95-136).

B2B Marketing Best Practices

For businesses to generate leads effectively, there is a need to understand how they have to set up for B2B advertising achievement. Here are a couple of demonstrated columns that enable B2B to stick out and have an effect.

Be Human

Businesses need to understand that being human is a single rule for B2B marketing. If one is attempting to contact genuine individuals inside the organization, and like some other person, they are driven by passionate and psychological inspirations. One should not simply find out about organizations and records. It is vital to Find out about the individuals inside them and ensure that issues are being addressed. Truly, business choices will in general be increasingly discerning and coherent, yet that does not mean a substance and tone ought to be automated (Thuraisingham, 2019,193).

Concentrate on the target

For this option, the company needs to know its target market. Thuraisingham outlines that since this marketing is central to businesses, B2B should not mix B2B and B2C marketing. Businesses should take time in advance to characterize and portion their clients (Thuraisingham, 2019, 121-140). The company should make informing that talks straightforwardly to the particular businesses that it targets. The best B2B advertisers and merchants today are discovering approaches to offer personalization at scale.

2.2.1 Pinterest tools to generate leads

Pinterest permit businesses to commit a page exclusively to a visual substance. Bound together visual proximity can support brand awareness, and Pinterest fills in as another outlet to accomplish a solid visual message and also can be considered as a search engine as it supports keywords. Information communicated to the brain is visual, and the mind forms visuals quicker than text (Kreutzer, 2018, 1-19). Pinterest permits businesses to put marked, visual substance before an enthralled crowd, profiting by how our cerebrums most adequately catch data.

Infographics

Infographics are ideal for B2B to share its content substance visually. Moreover, distributors who highlight infographics develop traffic quicker than individuals who do not (Sheth, 2018.p.3-18).

An infographic requires a lot of examination and plan and can be a strain on assets, particularly for a little organization. If businesses do not have the labour or financial plan to siphon out the infographics, they can, in any case, use Pinterest to share those infographics they find helpful or intriguing.

The platform can assist businesses with setting up a respected visual substance custodian. Most businesses consider using this platform because it does not consume a lot of time in advertising since they only need to use visual images to advertise their businesses.

Similarly, singular clients on Pinterest draw in devotees since they discover and order extraordinary visuals on the web, the business can likewise locate the best business-related visual substance and offer it on its Pinterest page. At the point when the business is sticking the best in class in infographics or different visuals identified with industry, it is pulling in the correct audience and setting its image as a follower of the space (Sheth, 2018,3-18).

Transform Text into Pins

While visuals fill in as the essential focal point of Pinterest, B2B can likewise transform the text into pins! This is ideal when they have another white paper, digital book, or blog entry. The titles of the products can without much of a stretch become visual substance as a pin. In case the business is coming up short on unique substance can utilize Pinterest to share rousing statements, slogans, and other content (Sheth, 2018,3-18).

Linking Back

Making a Pinterest page with efficient and marked visual substance is only one piece of the lead creating condition. When the business has fabricated a drawn in following, it can take them back to the site by connecting every one of the pins to reasonably coordinated points of arrival (Shepherd, 2012). For instance, the business pinned a photograph of the most recent item and could it be repined. Linking back to the blog entry where the content is included. With Pinterest driving enormous spenders to internet business destinations, there's valid justification to ensure pins are taking followers to where they can purchase the item or administration as is shown in Figure 3.

2.3 Tracking and monitor leads using Pinterest

Pinterest is a huge source of website traffic and social media sharing while embarking on the journey to track and monitor leads, several indicators are to be used.

- Pin and repins

The first step that is used is to track the number of shares and likes in each post. Shares in Pinterest are measured regarding an original pin being repined by the audience. Engagement rate is the percentage of the pins with at least one repin. The most straightforward metric the company has to follow is the number of preferences and offers that the posts get. This choice offers the business the chance to promptly get a feeling of how the post is getting along and to extend its compass exponentially as individuals share the posts with their circles of rippling audience.

- Audience Growth/Rate of Followers

The measurement that businesses watch out for is the number of followers that have increased in the course of the most recent month, week, or even day. The business must focus on the rate that it is getting its content consumed. In research conducted by Loren and Swiderski, if an organization sees a moderate and temperamental stream of individuals following its records, it might need to speed up. In case the business is losing devotees, it will inspect what has been shared or posted as of late and question whether to alter the technique (Loren & Swiderski, 2012,10).

- Followers versus the Following Ratio

In digital marketing, it is enthusiastically suggested that businesses follow different records that share those interests that are identified with the business or industry. In any case, the businesses ought to watch out for the harmony between the number of devotees versus the number of individuals they are following. If the business has 88 followers, yet it is following 300 individuals, this may seem frantic and could stop clients from drawing in with it (Wille-Baumkauff, Rumler & Kreutzer, 2014,149-227). It is consistently a good thought to keep the numbers inside a similar ballpark. In this case, a company has to ensure that it follows others to get more followers.

- Active Fans

While it is incredible to watch the number of fans going up, not every one of them is equivalent. In this case, B2B Monitors the number of fans who cooperate with the business regardless of whether they remark on the Facebook posts, surveys their Pinterest page, view images on Pinterest, or in any case converse with business owners. These backers are altogether more significant than fans who probably will not see the business page more than once. Businesses Continue collaborating with them and watch the level of dynamic fans rise (Wille-Baumkauff, Rumler and Kreutzer, 2014,149-227).

- Clicks Per Post

When sharing blog entries or saving and or repining other businesses pins, it is critical to gauge the occasions that have gained more audience. This encourages the business to decide how much traffic the internet-based life endeavours are getting and whether the business has to post considerably more. It likewise gives the business whether their products are lined up with image message and the intended interest group it is attempting to reach. Although an enormous piece of online networking advertising includes posting and sharing substance, in a perfect world, the crowd will not simply take a gander at the posts and never draw in with the business (Loren and Swiderski, 2012,10). Businesses ought to follow the number of individuals that visit the site from a web-based life account, just as which web-based social networking accounts produce the most leads.

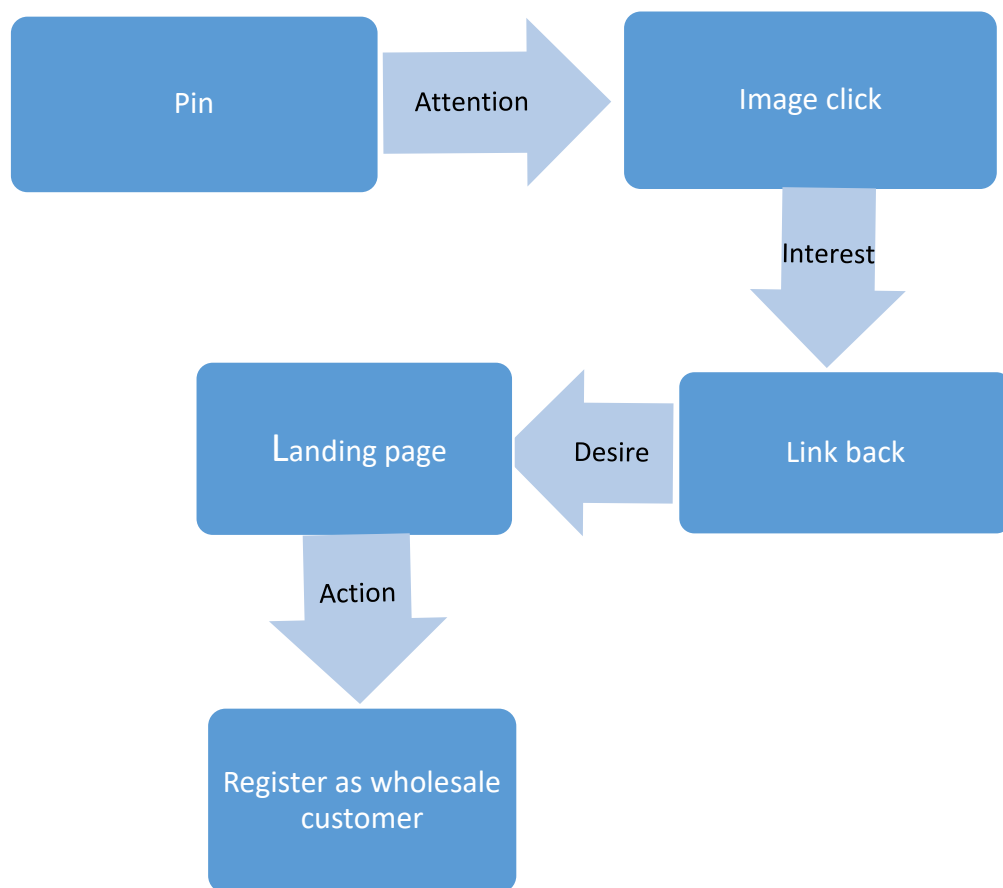


Figure 3 Using AIDA to generate leads in Pinterest

3 CASE COMPANY AND GENERATING LEADS

3.1 Kipfashion

The company, Kipfashion is both a B2B and B2C business that formed in February 2012 by its founder. The shop focuses on offering custom quality African clothing and accessories. They market to individuals, groups, and private businesses globally. The company accept orders via email, phone, and online store. They have the capability of handling production runs from single clothing to thousands of clothing and accessories from wholesale to custom made.

Kipfashion sells products and provides excellent customer service for the public. The web-store has been since 2012. In this paper, the author is going to create pins and repin previously created pins to the company Pinterest board in the aim to generate market leads for the company. The company joined Pinterest in 2014 and follows fifty-five boards and has fourteen and twenty-five thousand followers.

This company links to wholesalers in a different part of the world and it is ranked among the best African custom-made distributors. The other businesses that are doing business with Kipfashion businesses include single retailers, wholesalers, and distributors. In the category of wholesalers, some customers buy a private label where Kipfashion produces the clothes and the companies labels their name. Dropshipping is another option offered by Kipfashion where the company is a third party to the customer. The company is as well as offering partnering options through a franchise business model.

On the company website is the company's history shared, core values and the information about the brand which is used to show that there are real people behind the brand. It is likely that the information causes interest and makes other companies feel a connection with the company increasing the possibility of purchase (Kipfashion,2020).

At the end of the research, the author intents to find out best practices that can be deployed by the company to generate leads for business using Pinterest and reaping advantages from the process.

3.2 Generating leads using Pinterest

There are several considerations the company considers when using Pinterest.

Knowing other businesses behaviour

The initial step that Kipfashion design does understands the examples of their partners. Much the same as with some other online platform, Pinterest clients accompany their arrangement of desires and standards. Accepting that one has made a purchaser persona of the optimal customer; it will be imperative to consider how the persona exceptionally utilizes and explores Pinterest. Pinterest clients are calmly surfing for intriguing substance and thoughts, so, fundamentally, the business is giving such a substance they are perusing for.

Harness the Power of Pinterest Social Media Analytics

Since Kipfashion is on Pinterest, it guarantees that it is utilizing a Pinterest business page and an individual one. What completes estimated gets, and without the understanding of examination, the business is simply burning through now is the ideal time. A business page gives Kipfashion access to the all-rounded digital marketing platform, the capacity to make advanced pins and a lot of assets on the best way to continue enhancing the pins for more site traffic and B2B leads.

Utilization of Secret boards strategically

Pinterest permits both individual and business Pinterest records to make mystery sheets that are just obvious to which businesses the board maker determines. Mystery loads up can be caused open sometime soon or they can stay a mystery until the end of time. The applications for a business are perpetual: Ahead of a key item or administration dispatch, the business makes a mystery board and fills it with the entirety of the substance for new battle and large declaration. The mystery board and permit a possibility or customer to include pins of their thoughts or another innovative guarantee they would like the business to incorporate.

4 EMPIRICAL RESEARCH AND DATA ANALYSIS

In this chapter, the author describes the research methods and data analysis, quantitative research method was used to analyse the collected data. It also explains how data was gathered, examines the data, and reports the findings.

4.1 Data acquisition

The data presented for analysis was generated from Pinterest Analytics following pins pinned on Kipfashion board over the period of two months 1ST June to 31st July 2020. They included product images of the women and men clothing's and accessories. In the month of June and July, the total number of pins were 56 from the company website which included newly uploaded product images and repins.

When pinning the image to the board the image is already labelled and product description is done by the author on the company website. Product was detailed with keywords that would capture the other businesses attention. This is the initial stage in Aida model. The images were selected regarding summer clothes collection and newly uploaded products were more pinned by the author.

No particular pattern was observed while pinning and repining products in the period, it was random. Regarding the pins, the author will observe the most impressions created from the pins, the click that saved to their own company Pinterest board, and the clicks which linked back to the website.

4.2 Data analysis

This is the analytics for the two months on content created. The data enables us to understand the total number of impressions, the total audience, engagements as well as the engaged audience. Processing the data over a period of one month gave insights regarding the impression spikes daily and this can be attributed to how regular content was posted. For instance, within the month, the highest number of impressions was 193.6k impressions while the highest number of total audiences was 141.23K.

Additionally, the total engagements were seven thousand and seventy-six while the engaged audience were six thousand and forty-six as is in Appendix 3. Indeed, the data illustrates that Pinterest is a viable tool for social media marketing. The engagements as well as total audience demonstrates that the content is valuable and appealing to the customers. As such, the business should leverage the audience to convert into sales. Most importantly, the monthly overview of the total audiences as well as the engaged audience is vital in creating a social media strategy for the business. The data highlights spikes and declines in engagement and audiences.

In Figure 4 below, extracted from Kipfashion Pinterest analytics, it shows the spiked impressions from the 1st June to 6th June was pinned. In this stage of pinning the image in the company, the board was to create awareness to catch potential customers' attention. The product in the image was a new upload in the company website and a new men collection for summer see Appendix 1. This image had a product description with keywords that caught the audience. In this step it was made sure the target businesses are informed about the existence of the new product available in the company webstore, this aligns with the AIDA model attention stage.

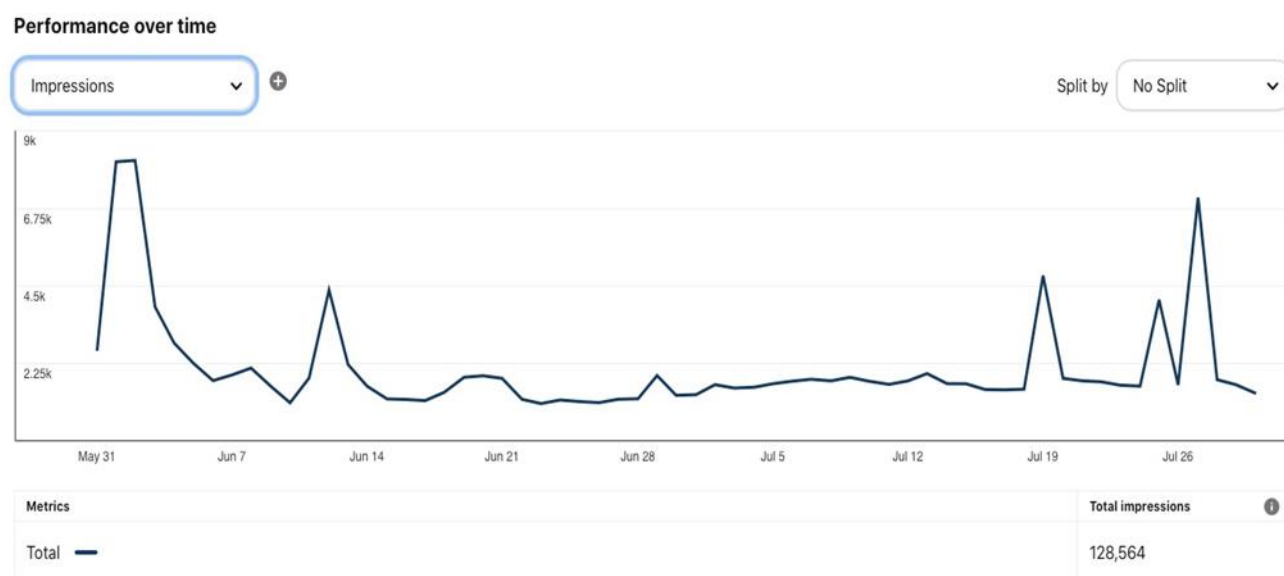


Figure 4 Impressions for months of June and July

The spike observed on the month of the 19th July was image pinned from the women clothing collection which also was repined on the 26th of the same month. Here the author changed the products descriptions in the company website and added more details to the product on the website before pinning in Pinterest, image is Appendix 2. This image contained more detailed description that leads to creating curiosity among the audience. Impressions relay the number that was an attraction to the images pinned.

Businesses that were caught attention from the images proceeded to view and save the pin on their boards. Engagement rate as Figure 4 demonstrated interest had been created after being impressed with the products the businesses went ahead and took time to view the product to find out more, clicked and saved as Figure 5 shows. Both figures are extracted from the company Pinterest analytics.

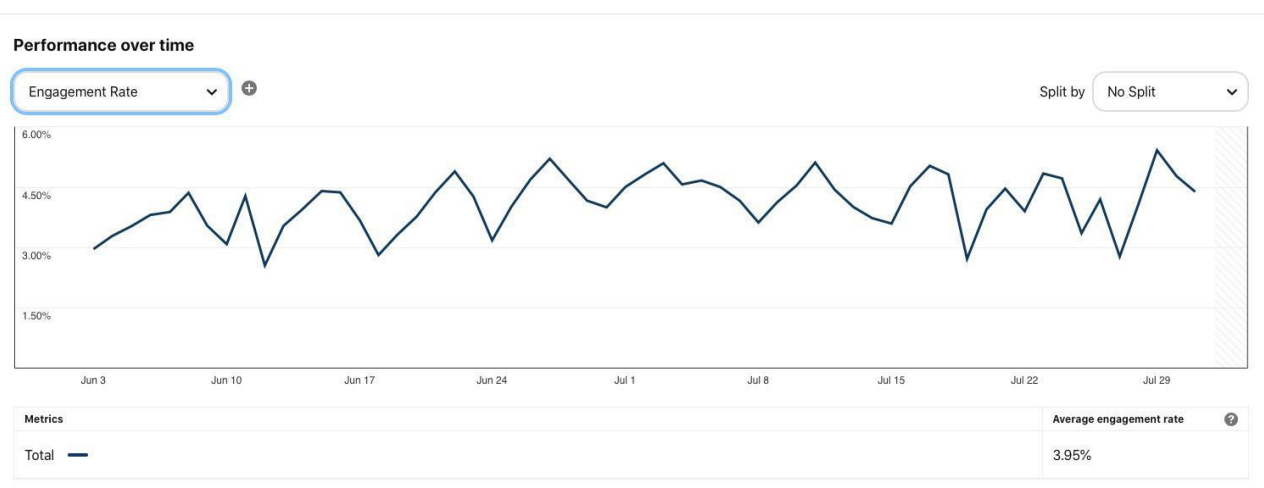


Figure 5 Engagement rate for the months of June and July

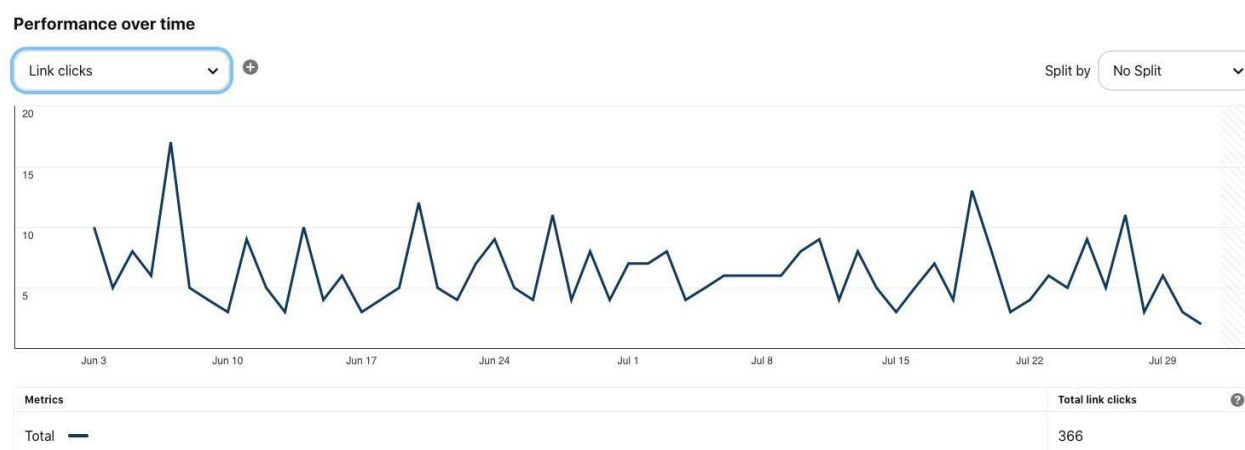



Figure 6 Link clicks

The desire was stirred up in thirty-six views in the month of June from Pinterest clinked link to the company website as per figure 5 extracted from the company WordPress analytics of referrers.

| Stats for June 2020 | | |
|------------------------|-----|-------|
| Referrers | | |
| Referrer | | Views |
| Search Engines | | 1,644 |
| Facebook | | 76 |
| lipstickalley.com | ... | 44 |
| WordPress Dashboard | | 36 |
| Pinterest | | 36 |
| Instagram | | 19 |
| WordPress Android App | | 14 |
| wholesaled Deals.co.uk | ... | 5 |
| paypal.com | ... | 4 |

Figure 7 Click link back to company website in the month of June

In the month of July, the link back to the company website was thirty-two from the Pinterest platform with the data being extracted from the website WordPress analytics of referrers as shown in Figure 6 below.



| Referrers | | |
|------------------------------|-----|-------|
| Referrer | | Views |
| Search Engines | | 1,622 |
| lipstickalley.com | ... | 32 |
| Pinterest | | 32 |
| WordPress Android App | | 26 |
| Facebook | | 20 |
| Instagram | | 15 |
| WordPress Dashboard | | 13 |
| afrikanza.com/blogs/style-fa | ... | 8 |

Figure 8 Click link back to the company website

Pinterest generated leads to the company website, a total of sixty-eight leads with twenty-four acting of engaging by writing emails that enquired more about the images and products pinned in Pinterest. The website allowed the customer to create accounts for whole-sale customers, where two businesses engaged in the shopping cart as well.

Findings

All products pinned on the Kipfashion board are all linked to the website, this shows that Pinterest is favourable where the product pinned has clear and precise descriptions with the integration of relevant keywords when pinning on the board. It was evident in Appendix 2 as it had more details and drove more impressions and clicks over the two months in observation.

From the data presented on impressions its shows that Pinterest is a channel that generally generates leads with consistency, and Kipfashion`s audience prefers to interact on new products thus lead to active engagement. Link clicks and impressions showed a close relationship with the audience engaged as the graph patterns highest peaks in the two graphs happen at the same spike periods. The author also found out that the total engagement was going down during the two months despite the high spikes in impressions as demonstrated in Figure 5 below.

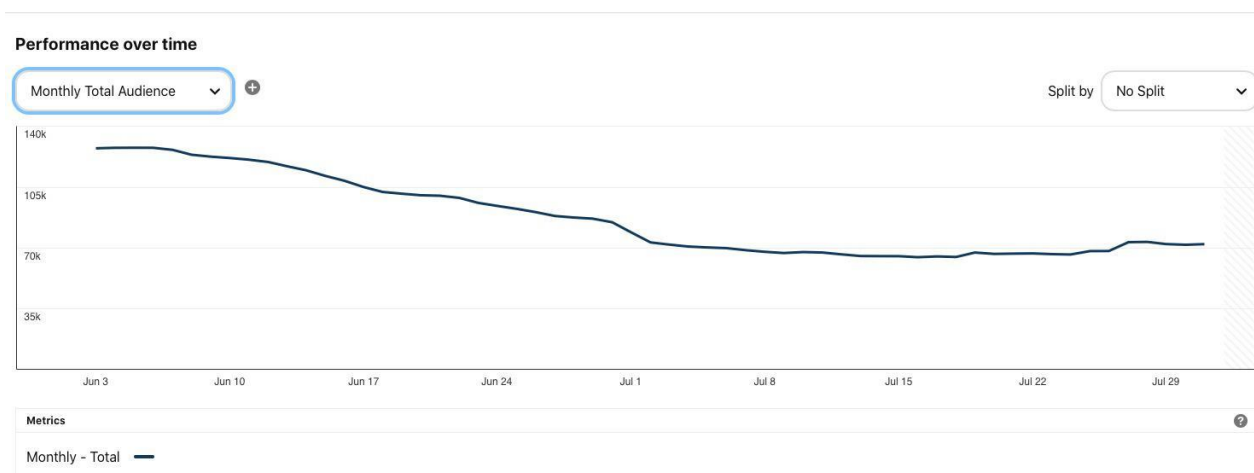


Figure 9 Performance over the two months

In addition to consideration of the COVID-19 pandemic, attention waned more into keeping abreast with the situation, the author believes this led to a declined performance in the Pinterest performance as fashion is not an essential product to the situation. Most importantly, the monthly overview of the total audiences as well as the engaged audience is vital in creating a social media strategy for the business. The data highlights and declines in engagement and audiences. This implies that the company can capitalize on periods where there are spikes to post the content. During such periods, the content is likely to translate to more sales conversions as opposed to periods when there are declines in audience and engagements.

Conclusion

This study shows that lead Pinterest platform is reliable in marketing fashion product. It is very possible to generate leads using this platform because it is easy to monitor and understand those who are willing to purchase. Lead generation is the key priority to each organization since it is the only way it will be in a position to find out what needs to be done to meet customers' needs (Rėklaitis and Pilelienė, 2019,73-86).

From the analytics, it shows that people are interested in visuals with brief and clear explanations. This implies that the company can capitalize on periods where there are spikes to post the content. During such periods, the content was to translate to more sales conversions as opposed to periods when there were declined in audience and engagements. Furthermore, the data enabled the company to understand what kind of content is engaging to the consumers. Understanding the most appealing content will enable the company to plan how content would be updated

4.3 Answers to the research question

The main aim of the thesis is to define how Kipfashion can generate leads through Pinterest. Without active lead generation efforts, it will be very difficult to grow and scale a business. Firstly, the author uploaded product images to the company website followed by a product description with pins being created from this step. Twenty-four pins generated from this process as well as repins emerged impression spikes in the two months. Pinning on Pinterest was done at random during this period. From the pins linked back to the company webstore sixty-eight engaged in the emails, this engagement cannot be measured by just counted in the email with a total of twenty-four, whereas two wholesale customers are proceeded to purchase the products. Kipfashion uses eye-catch images that attract attention to the clients.

The first sub-question was how to identify leads in Pinterest. This study has demonstrated that all pins in Pinterest are leads as all the images pinned were seen to be potential leads, they caused engagement and created traffic to Kipfashion website as a potential buyer.

Frequent and consistent image pinning on boards creates more awareness for the audience. Repining continues to stir the attention. This answers the second sub-question on how to create awareness using Pinterest. The use of eye-catchy clear images with product description availed on the product image pinned, new product images attract more attention.

The main question was how to generate leads for B2B marketing. Working through wholesalers encounter a product for the first time in Pinterest to linking the products to the webstore where the customer can compare the product offers with other available products on the website. Kipfashion website now offers easy access to the information of the product once in the company's landing pages.

Validity and reliability

This thesis is based on data collected from primary and secondary sources by the author thus guaranteeing validity and reliability. The primary data is executed with permission of the director of Kipfashion when the author was doing an internship program with the company. The data was extracted from the company Pinterest platform analytics and Kipfashion WordPress website analytics on referrers only.

4.4 Suggestions for further research

Further recommendations on the study lead generation in LinkedIn social media platform as this allows the use of personas thus specific target businesses in advertising. Further research can be done on the rate of conversion using Pinterest as primary B2B marketing medium.

4.5 Recommendations

Estimating lead generation achievement

Kipfashion can work towards estimating its leads picking the marketing lead from the attention to action stage in Pinterest to screening examine the qualified leads to the reduce the bounce-back rate once the lead gets to the company website. Using metrics that will estimate lead per channel, this will as well offer information on which channel is more favourable for capturing qualified leads.

Creating a plan and schedule with the number of pins and repins to be done in a certain period putting consistency into consideration would garner up an increase in the audience reached.

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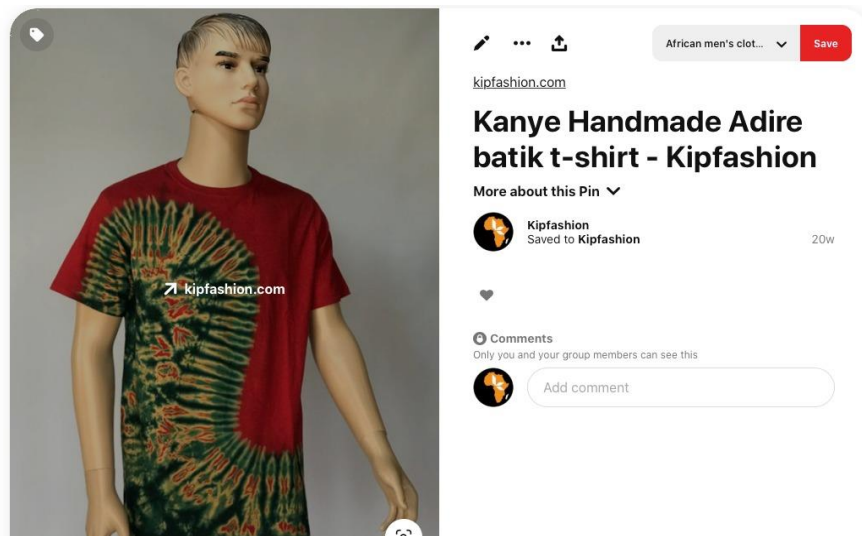
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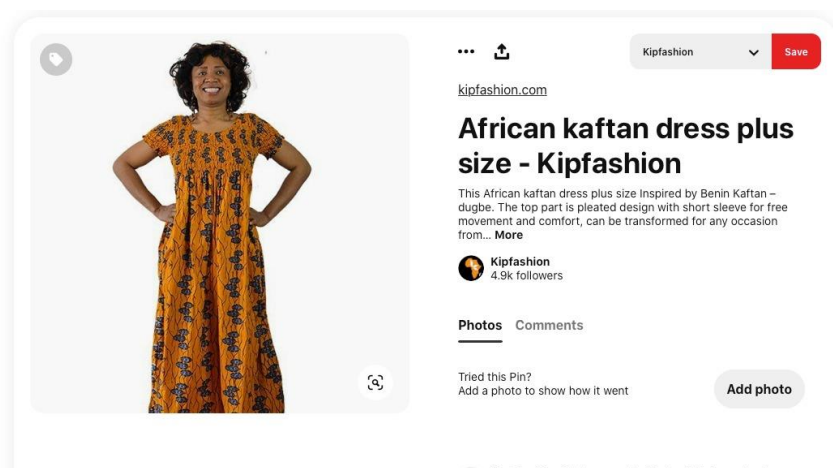
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APPENDICES

Appendix 1



Appendix 2



Appendix 3

