

Sprout Social Vines Reach Out to Pinterest

By *dezinsINTERACTIVE*

The social media managing program, Sprout Social, is blossoming as its platform base now includes one of the internet's most marketing-friendly social sites, Pinterest.

Sprout integrated Pinterest with the hopes of helping companies reach even more potential clients. With Pinterest's active community eager to spend, businesses can look forward to positive returns on their investments.

According to Sprout Social, 87 percent of Pinterest users have made purchases through the social media market. It is up to businesses to utilize the tools that Sprout provides to attract this buzzing customer pool.

Plan Ahead
Sprout allows you to strategize for success.

Analyze Data
Record traffic flow of interested potential customers and use the results to guide future strategies.

Stay Organized
Keep track of profiles, tags, campaigns and more across various social media.

Incoming Messages	1.2k
Sent Messages	304
New Twitter Followers	257
New Facebook Fans	659

Response Rate 65% | AVG RESPONSE TIME 46 MIN

1.3k INTERACTION | BY 954 UNIQUE USERS

4.9m IMPRESSIONS

Platform	Gender	Percentage
TWITTER FOLLOWERS	Male Followers	62%
	Female Followers	38%
FACEBOOK IMPRESSIONS DEMOGRAPHICS	Male Fans	53%
	Female Fans	47%

Profile	Followers
Cafe Sprout Chic...	29
Sprout Social	39.9k
Sprout Support	2.2k

Sprout's decision to include Pinterest was brought about by popular demand from the program's users. Now that Pinterest is available for all plans, businesses can focus on publishing, reporting and measuring statistics for maximum efficiency online.

dezinsINTERACTIVE can embolden your brand and increase your business' discoverability through the hybrid of Sprout's unique tools and Pinterest's popularity. Let us help you find that niche of customers and drive more leads to your website in a measurably successful way. Contact our office at 225-615-8358 or visit our website, www.dezinsinteractive.com, today!



dezinsINTERACTIVE

225.615.8358 • www.dezinsinteractive.com
10311 Jefferson Highway, Suite B1 • Baton Rouge, LA 70809