

Fresh Relevance Launches Pinterest SmartBlock for Online Retail Marketers

Easily add Pinterest content in to bulk email marketing and online to improve social engagement and retail sales

Fresh Relevance, the marketing hub for online retailers, today announces support for [Pinterest](#), through its latest social media SmartBlock. The Fresh Relevance Pinterest SmartBlock enables marketers to easily push Pinterest content directly to existing and potential customers, by including it in web pages and emails.

There are two key ways online retail marketers can benefit from the Fresh Relevance Pinterest SmartBlock...

1. Energise social marketing

For online retailers using Pinterest to build brand image and increase social engagement, the new Smartblock will attract more eyes to a page by duplicating the latest Pinterest content in bulk emails. This directly increases social traffic, as many more people will see the Pinterest content and click through. For example, when shoppers click on an image in the email, they could be taken through to a blog post, home page, or the Pinterest board itself.

2. Use Pinterest as a control panel for email marketing

Create a 'featured products' Pinterest Board and a corresponding SmartBlock which can be included in bulk emails. It provides immediate real-time control over email marketing activity, because whichever products are pinned to the board get seen in the emails. Buying is frictionless, because when shoppers click on a picture of a product in the emailed SmartBlock, they are taken straight to the corresponding product page to buy.

Client Services Manager at Fresh Relevance, Lee Penney comments: "Marketers really like how our SmartBlocks give them control over their digital marketing. They can change what they are selling without needing technical knowhow, or programming work. Everything becomes simpler when turnaround times are measured in minutes instead of days." He adds: "Our new Pinterest SmartBlock gives marketers complete real-time control over which products get marketed and when."

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A Pinterest SmartBlock is easily created by choosing a pinner, board and number of pins. One can be selected from Fresh Relevance's existing templates, or create a bespoke template using standard HTML and CSS. All that is then required is to copy a short piece of HTML (the Slot) and paste it into a web page or email.

The Pinterest SmartBlock is available from Fresh Relevance now. [Read More](#).

About Fresh Relevance

Fresh Relevance is the marketing hub for online retailers. We increase sales with personalised customer experiences and real-time marketing tactics across email, mobile and web. Our marketing hub unifies siloed systems without the need for an integration project. We deliver full control of real-time marketing tactics such as triggered emails and cross-channel personalisation. Organisations using Fresh Relevance include: Cottages4U, Emma Bridgewater, illy, Moss Bros, Thorntons, White Stuff and 7dayshop.

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