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ASM Profile | Mackenzi Farquer of SITE

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*** originally posted on Astoria Social Media: 15 June 2012 ***

This is my third post about Pinterest on Astoria Social Media.

The first asked, *Hey, Astoria small business owners, do you think creating a Pinterest presence is worth your time and effort?* The second suggested that it probably is, provided you pin smart and have a strategy.

This time, I'm going to stop asking and suggesting, and just show you someone who is not just present on Pinterest, but seriously kicking some Pinterest butt (if a person could be said to be doing that.)

WHO: Mackenzi Farquer, owner of SITE (35-11 34 Ave)

**PINTEREST LOCATION: http://pinterest.com/mackenzi/**

NUMBER OF FOLLOWERS/FOLLOWING: 1332/133

NUMBER OF BOARDS/PINS: 51/1613

ON PINTEREST: *"When people look at your boards, they get insights into your business."*

"Wow. That's an impressive number of followers," you might be saying (or perhaps you just fainted). In fact, it *is* a large number—much higher than most local businesses have. But there's a caveat here: SITE is an online business as well as a bricks-and-mortar one; it makes sense for Mackenzi to spend more time on Pinterest than you might. She's reaching out to a broad, far-flung contingent of pinners who could conceivably become online customers.

She also has more boards than you might need, but some of them are used for "off-label" purposes. Some boards are for friends and family, for sharing party planning ideas for baby showers and wedding receptions. Others are for suggesting items for her interior design clients. (Sharing and viewing photos on Pinterest = MUCH easier than e-mailing photos.) Or she might pin an item to see what kind of interest it generates, and whether it might work well for SITE.
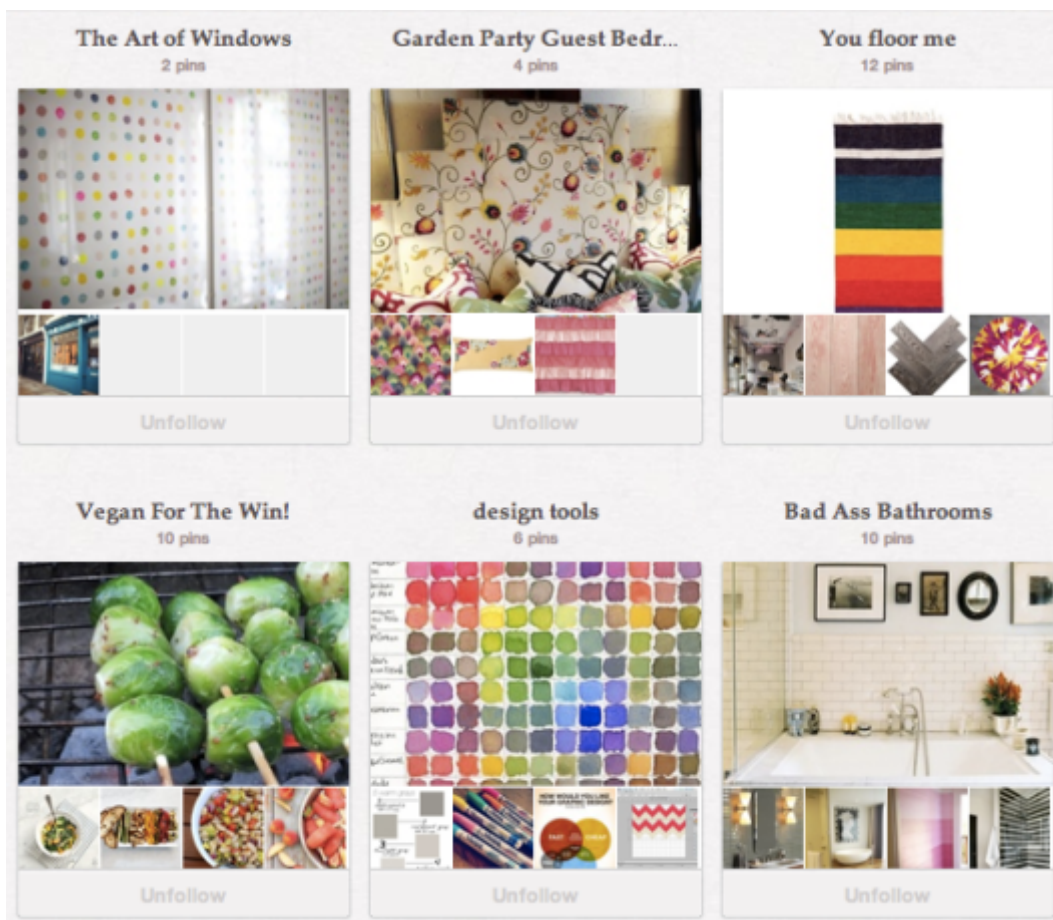
An important thing to remember when you're looking at Mackenzi's boards is this: The things you see are not all her "stuff." (In other words, the boards are not an online catalog of SITE items.) **"You don't want to pin only your own items," says Mackenzi. "You want to connect with your community."**

As with all social media, Mackenzi's theory on Pinterest is this: **"If you're not doing it, you're doing it wrong."** Take advantage of the fact that Pinterest is free and offers a glimpse into what you and your business are about in a completely different way than Twitter or even Facebook can. Start with just a few boards with themes related to your business, and remember, **"The more you use it, the better you get."**

TOP MACKENZI TIP TO PINNING YOUR OWN ITEMS: **"When you're uploading your own photos to Pinterest, remember to give each photo you upload a name."** "$10 Pantone Toothbrush Set" is more descriptive than "IMG_2135."

$10 Pantone Toothbrush Set
2 likes 2 repins

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ASTORIA SOCIAL MEDIA notes:

Congratulations to Mackenzi on her most recent contribution to *Retail Minded Magazine*. The article, "What is Pinterest and How Does It Benefit Retailers?" is a great primer and hands-on how-to for beginners. Check it out (order info is in the photo caption, below) or get in touch with her directly to find out more about her Social Media consulting services: mackenzi@sitenyc.com; 718.626.6030.

Retail Minded Magazine Delivers News and Support Pertaining to Real Life Boutique Businesses (Issue 2)

We did it once, now we've done it twice! Issue 2 of Retail Minded Magazine discusses how to use Pinterest specifically for retailers, why bringing pets to your store can help sales, what retail "turn" is and how it can help you make more money! Plus, get introduced to stores across the country and their store owners. Finally, enjoy some pampering tips because as any retailer knows, YOU deserve it!

Mackenzi's article is in Issue #2 of Retail Minded Magazine. To order a copy, visit http://www.retailminded.com/magazine.