



BNC RESEARCH

#AmReading: Canadian Book Buyers on Pinterest



BOOKNET
CANADA

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#AmReading: Canadian Book Buyers on Pinterest

About BookNet Canada's #AmReading Series

This series takes an in-depth look at how Canadian book buyers interact with social media platforms. Each #AmReading report includes two sections:

- Using Pinterest to Market Books: background information on the platform, including what it is, how publishers and retailers are engaging with it, and tips and tricks
- Book Buyers on Pinterest: a detailed analysis of which book buyers are using this platform, the subjects they are purchasing, and how they are making their purchases

Consumer data for these reports have been obtained through BookNet Canada's Consumer Research in which adult book-buying Canadians participate in online surveys about their book purchases from the prior month. Book buyers report on such information as what they purchased, where they made the purchase, what influenced their purchase, and other quantitative data. The data panel comprises the following number of respondents:

- 2015 – 1,858 book buyers
- 2016 – 1,827 book buyers
- 2017 – 2,169 book buyers

Part I – Using Pinterest to Market Books

What is Pinterest?

Pinterest is an online cataloguing network created to help users collect, categorize, and share ideas and inspiration for projects, events, or areas of interest. People add images from other websites into collections called boards, and you can browse for more images by keyword or topic.

Ben Silbermann came up with the idea for Pinterest in 2009, following the failure of his mobile shopping app called Tote. People weren't ready for mobile shopping in 2009, but Silbermann noticed that many users of the app were sending themselves items to look at later. The website launched that year.

Pinterest launched on mobile in 2011 and by the end of that year, it was receiving 11 million hits per week and was named one of the top 10 social sites by CNET.¹ Pinterest also became the top referral source for retailer traffic.²

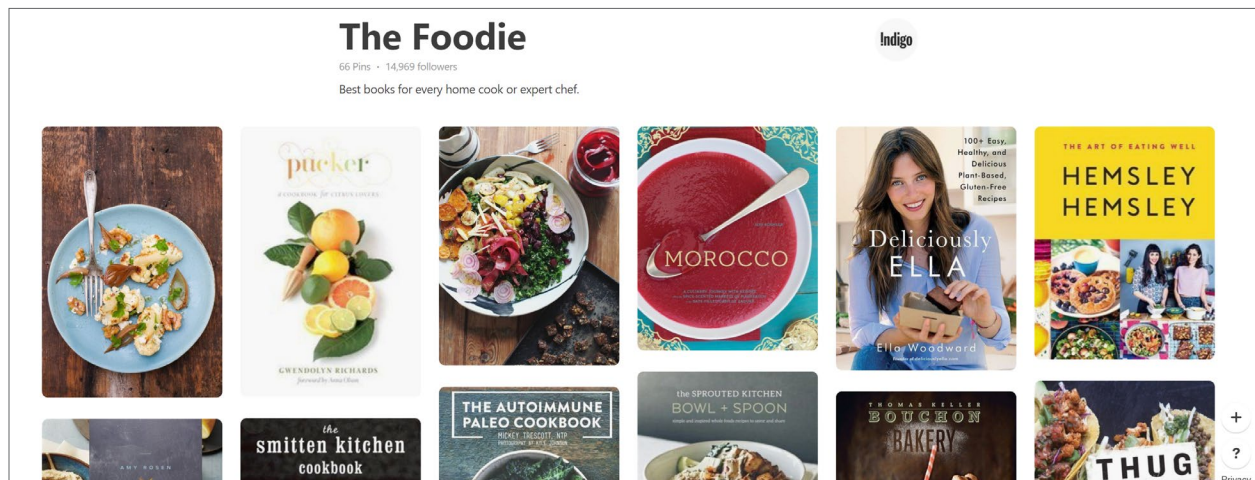
¹ Sloan, Paul. 2011. "Pinterest: Crazy growth lands it as top 10 social site". *CNET*. <https://www.cnet.com/news/pinterest-crazy-growth-lands-it-as-top-10-social-site>. Nov. 21, 2018.

² Indvik, Laura. 2012. "Pinterest becomes top traffic driver for retailers". *Mashable*. <https://mashable.com/2012/01/29/pinterest-retail-infographic>. Nov. 21, 2018.

Pinterest now has 250 million monthly active users,³ and 80% use it on their mobile devices. The largest percentage of users is based in the United States (39%), followed by Brazil (8%), India (5%), Turkey (3%), and Russia (2%).⁴ In 2016, 40% of all new signups identified as men, which was a 70% increase over the previous year.⁵

How are publishers and retailers using Pinterest?

Pinterest is a versatile service that can be used by almost any person or organization to meet a wide range of goals. For the everyday user, it is uniquely suited to tracking individual interests, tastes, and needs. This makes Pinterest particularly useful for nearly any company looking to market to a targeted and receptive consumer base.



Promoting new titles

Pinterest ads appear in a targeted user's newsfeed like a regular pin, and can be composed of regular images, videos, or a carousel of images designed to tell a story about your brand. These ads can be used to increase engagement, drive traffic to your website, or promote brand awareness through interest-based targeting.

Though clothing, home decor, and beauty supplies are the most commonly promoted, new books can also be advertised on Pinterest in unique and surprising ways. Think about your target customer and what their interests might be, and develop your ad based on that profile. Try different approaches and keep



³ "Number of monthly active Pinterest users from September 2015 to September 2018 (in millions)". 2018. Statista. <https://www.statista.com/statistics/463353/pinterest-global-mau>. Nov. 21, 2018.

⁴ "Regional distribution of desktop traffic to Pinterest.com as of October 2018, by country". 2018. Statista. <https://www.statista.com/statistics/261409/distribution-of-pinterest-traffic-by-country>. Nov. 21, 2018.

⁵ S., Ben. 2016. "150 million people finding ideas on Pinterest". Pinterest. <https://newsroom.pinterest.com/en/post/150-million-people-finding-ideas-on-pinterest>. Nov. 21, 2018.

Lifestyle and recipe books make the most sense for Pinterest, as they can easily be sorted into one of the platform's popular interest categories (i.e., Food, Home Decor, DIY). You can publish a recipe video and direct people to buy your cookbook, or share an image from a book on interior design.

Fiction and other Non-Fiction titles are more difficult to promote, but the platform allows you to get creative. Publishing book trailers or illustrations can be effective, and with the new carousel image ad feature, you can also share a series of images that tell a story based on your book. For example, you can pin a series of quotes or an interview clip to promote a musician's biography. The most important thing to keep in mind is that Pinterest users want to be inspired and are likely to be receptive to new ideas and products.

Promoting authors

Promoting authors on Pinterest may not be the first thing that comes to mind, but it can be a useful tool for chefs, lifestyle authors, and DIY experts, in particular. They can share recipes, home renovation ideas, and DIY projects to reach new audiences, grow their personal brands, and promote their books. For example, Jamie Oliver has 3.5 million monthly viewers on Pinterest, and his recipes all include a link back to his website, which advertises his latest cookbook.

Pinterest can also be used to promote fiction authors. For example, Sarah J. Maas has several boards dedicated to different books, each of which shares images and quotes that inspired her writing, relate to the worlds and characters she has created, or that share her own personal interests with her fans. These images include landscapes, concept art, character drawings, character outfits, and fan art to provide current and potential readers with a visual archive of her books. It also shows appreciation for the artwork created by her fans. This approach can be particularly effective for authors of Fantasy, Sci-Fi, or other highly visual and creative genres.

Baked sweet potatoes



Jamie Oliver
254k followers

jamieoliver.com

Super sweet potatoes are a great substitute for white potatoes in this colourful dish, as they give us an extra health boost. They're a non-starchy carb, meaning they count towards our 5-a-day, plus... [More](#)

50 minutes

Ingredients
Vegetarian, Gluten free · Serves 4

Produce	Oils & vinegars
1 Apple	1 Olive oil
2 Beetroots, raw	1 Olive oil, extra virgin
3 Carrots	
1 Lemon	Nuts & seeds
10 Radishes	1/2 tsp Cumin, ground
1 Red onion	1 big handful Pumpkin seeds
50 g Rocket	1 big handful Sunflower seeds
4 Sweet potatoes	Dairy
	160 g Yoghurt, fat-free natural

Condiments
1 Maple syrup optional

Baking & spices
1/2 tsp Turmeric

Comments

 Jamie Oliver saved to Can't believe it's not meat

13

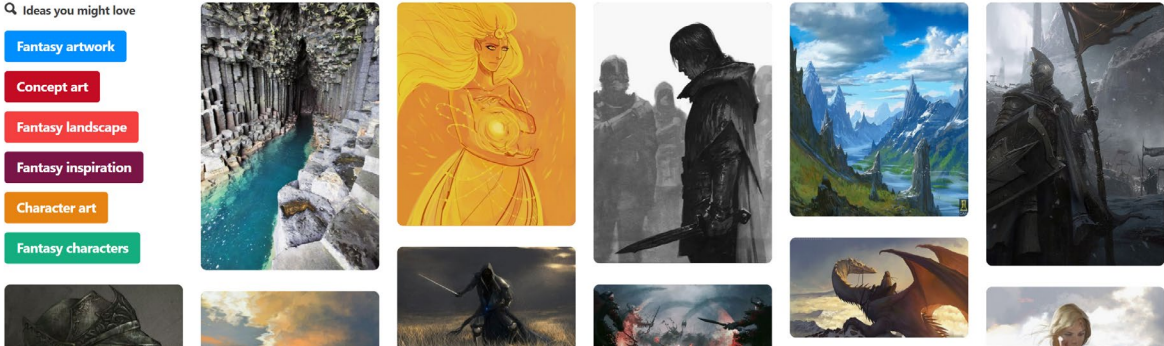
Throne of Glass

4,138 Pins · 57,065 followers

My New York Times & USA Today best-selling YA fantasy series about an infamous young assassin who must battle her way to freedom in a corrupt empire... Available now from Bloomsbury!

Q Ideas you might love

- Fantasy artwork
- Concept art
- Fantasy landscape
- Fantasy inspiration
- Character art
- Fantasy characters



+

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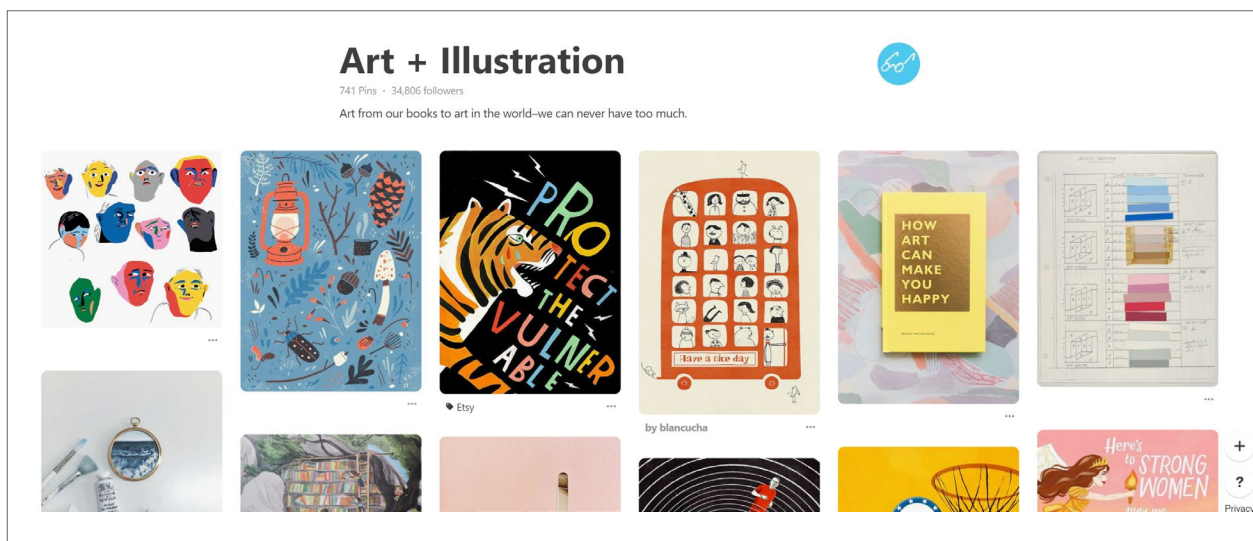
Privacy

Tips for developing a Pinterest strategy

What do you hope to achieve?

Are you hoping to provide more exposure for your authors? Do you want to increase brand recognition? Are you hoping to test new marketing ideas? Do you want to find out what else your customers are interested in? Are you hoping to increase traffic to your website? Once you determine your goals, you can decide what kind of Pinterest account you want to develop — either for your authors, your brand, or a specific imprint — and what type of pins work best for you.

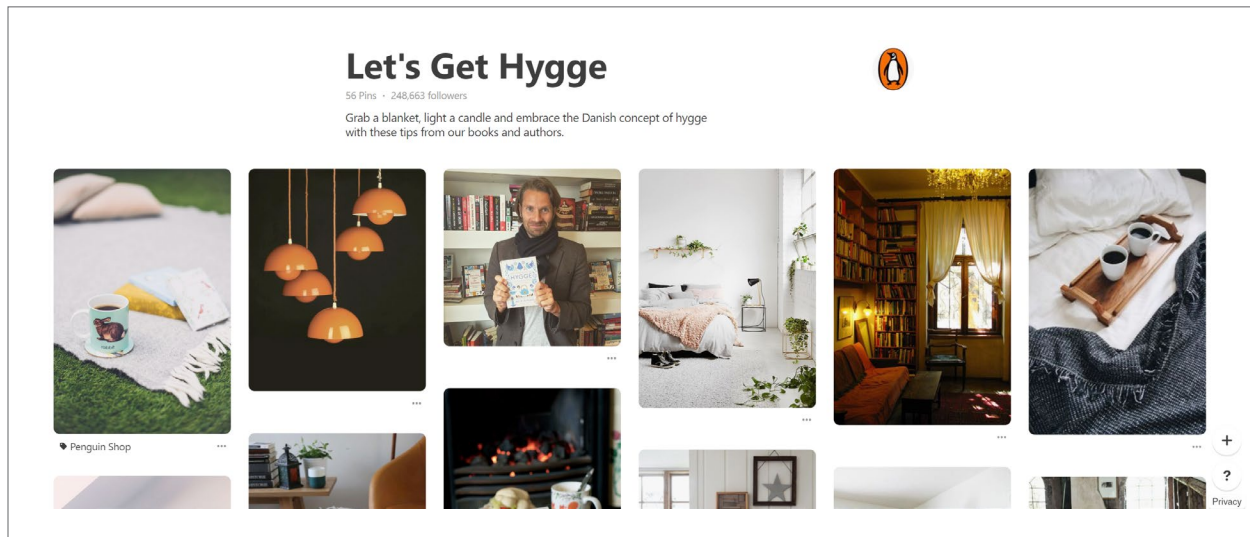
Maybe you only want to focus on promoting your cookbook imprint, and all of your pins will be recipes. Or maybe you are hoping to test different methods for promoting thrillers using carousel ads to catch the attention of readers. Whatever you choose, don't be afraid to try new things and be creative. Pinterest is all about inspiring creativity and connecting with others based on shared interests.



Develop a consistent style

It's important that you develop a consistent style with your Pinterest boards. Like Instagram, your pins will appear in a collage-style display and so a cohesive look will make your profile more professional and appealing. There are lots of [tips](#) out there for the ideal image size and ratio for your pins (some even on [Pinterest](#)), but essentially, the best practice is to aim for vertical images at a ratio of 2:3 or 600 x 900 pixels.

Keep in mind that not every pin needs to be an ad for a specific book or product — what you are selling is a lifestyle. For example, if you have a board dedicated to romance novels, you can include pictures of roses, Paris, couples, and romantic quotes (while reserving your paid ads for pins that feature specific products). Like a vision board or catalogue, consider how each individual pin relates to your entire board.



Gather the right audience

Gathering the right audience is easier on Pinterest than on many other social media platforms because users explicitly share the topics they are interested in, and each pin is connected to a specific group of keywords to support discoverability.

Pinterest allows you to target users for ads using a few different methods. The first is interest-based. Half of all pin impressions occur on a user's home feed, so getting your ad in front of people where they are most likely to see it (based on the boards and accounts they are already following) is vital to building your brand.

Keyword searches are the second most common way people discover new pins, with 40% of clicks coming from search results. And users who make a specific search are often more willing to make a purchase. Make sure to be specific and strategic with the keywords used on your Pinterest profile, board titles and descriptions, and in each pin's description — similar to how you might approach keywords in a book's metadata (and BookNet has plenty of tips for [that](#)).

Finally, you can target those customers who have already engaged with your brand on Pinterest or from your own customer database. Once you have identified these customers, you can use actalike audiences to find other Pinterest users who share similar interests and behaviours. Brands who use these targeted campaigns often see a 28% increase in engagement.⁶

⁶ "Pinterest Ad Targeting Capabilities". 2018. *Pinterest Business*. <https://business.pinterest.com/en/pinterest-ad-targeting-capabilities>. Nov. 21, 2018.

Use Pinterest's built-in features

Pinterest has several tools to help marketers increase audience engagement. The first of these tools is called “Rich Pins,” which are used to provide more information about a product directly on a pin. There are four types of Rich Pins: product, recipe, article, and app. Product pins show real-time information on price, availability, and where to buy a product, so they can be used to directly promote specific books. Recipe pins include ingredients, cook time, and serving size (with a link to your site for the step-by-step instructions), so they can be used to promote cookbooks or chefs. Article pins include a headline, author, and description of the story, along with links to related articles, so they can be used to share author interviews or book reviews. App pins can encourage users to download your app directly from Pinterest.

“Shop the Look” is another feature that can be used to provide potential customers with more information and links for any products pictured in a promoted pin. While these types of pins are typically used for fashion and home décor, you can use the feature to tag books or other products with direct links to purchase the items.

Pincodes are unique codes that you can display in the real world, for example on physical merchandise, posters, or in your bookstore. Users who scan your Pincode using Pinterest Lens on their smartphone will be directed to your Pinterest profile or any board.

You can also add Pinterest widgets and share buttons to your website or to your authors' websites to encourage users to add your content to their own Pinterest boards. This is particularly useful for lifestyle authors and chefs, as it adds more of your content to Pinterest from multiple sources. Make sure all of the images on your website have good, descriptive alt text applied to ensure pinning is easy for users and functions as effective marketing for you.

C\$43.68

The Kinfolk Table: Recipes for Small Gatherings



Indigo | Chapters
19.1k followers

Follow

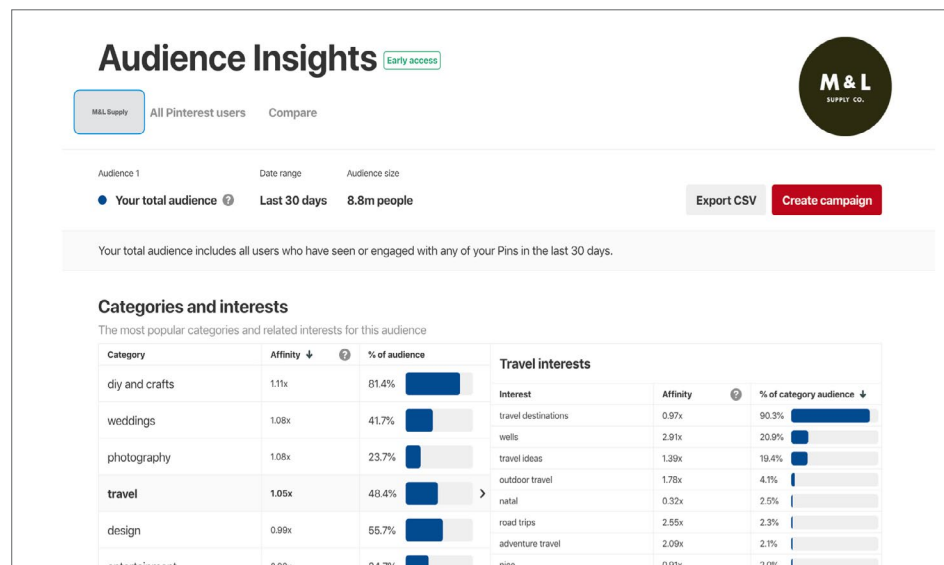
chapters.indigo.ca

Kinfolk magazine—launched to great acclaim and instant buzz in 2011—is a quarterly journal about understated, unfussy entertaining. The journal has captured the imagination of readers nationwide, with content and an aesthetic that reflect a desire to go back to simpler times; to take a break from our busy lives; to build a community around a shared sensibility; and to foster the endless and energizing magic that results from sharing a meal with good friends. Now there's *The Kinfolk Table*, a cookbook from the creators of the magazine, with profiles of 45 tastemakers who are cooking and entertaining in a way that is beautiful, uncomplicated, and inexpensive. Each of these home cooks—artists, bloggers, chefs, writers, bakers, crafters—has provided one to three of the recipes they most love to share with others, whether they be simple breakfasts for two, one-pot dinners for six, or a perfectly composed sandwich for a solo picnic. [Less](#)

Metrics and analytics

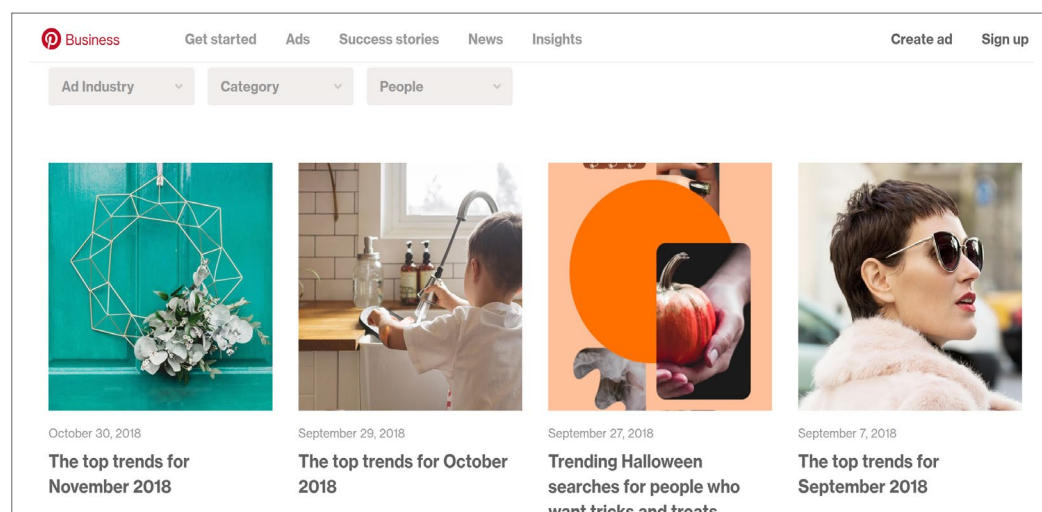
Pinterest Analytics

Pinterest Analytics can help you refine your Pinterest strategy by determining what works and what doesn't. Make sure you have somewhere to track your successes and failures to see if you can find a pattern, and don't be afraid to try things more than once for different audiences in a variety of different formats. You can also learn more about what your followers are interested in, which can help you expand or narrow your categories.



Pinterest Insights

Check Pinterest's Insights blog to find out what's trending and how to reach the most shoppers at any given time. These posts are often focused on specific holidays and gift-giving occasions, and you can filter them by ad industry, category, and/or people. Pinterest is powered by connections between brands and consumers, so their tools are insightful and worth reading.

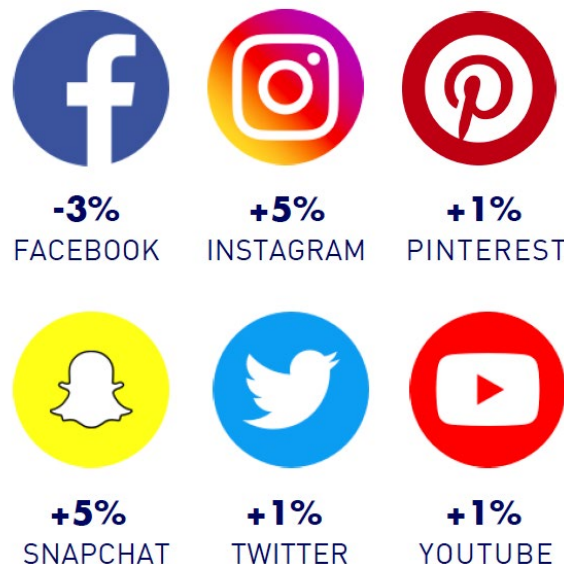


Part II – Book Buyers on Pinterest

It is estimated that about 38% of Canadians were Pinterest users in 2017.⁷ According to *The State of Social Media in Canada 2017* by the Social Media Lab at Ryerson University, 28% of Canadian Pinterest users are on the platform daily with an additional 31% using it weekly. It cites Pinterest as the fifth-most popular social media platform in Canada for 2017.

For book buyers in Canada, Pinterest use remained fairly flat between 2016 and 2017, increasing by only 1%.

Changes in social media use
by Canadian book buyers in 2017 show that Pinterest
users grew 1% from 2016



Source: BookNet Canada's consumer survey
booknetcanada.ca/amreading-research-series

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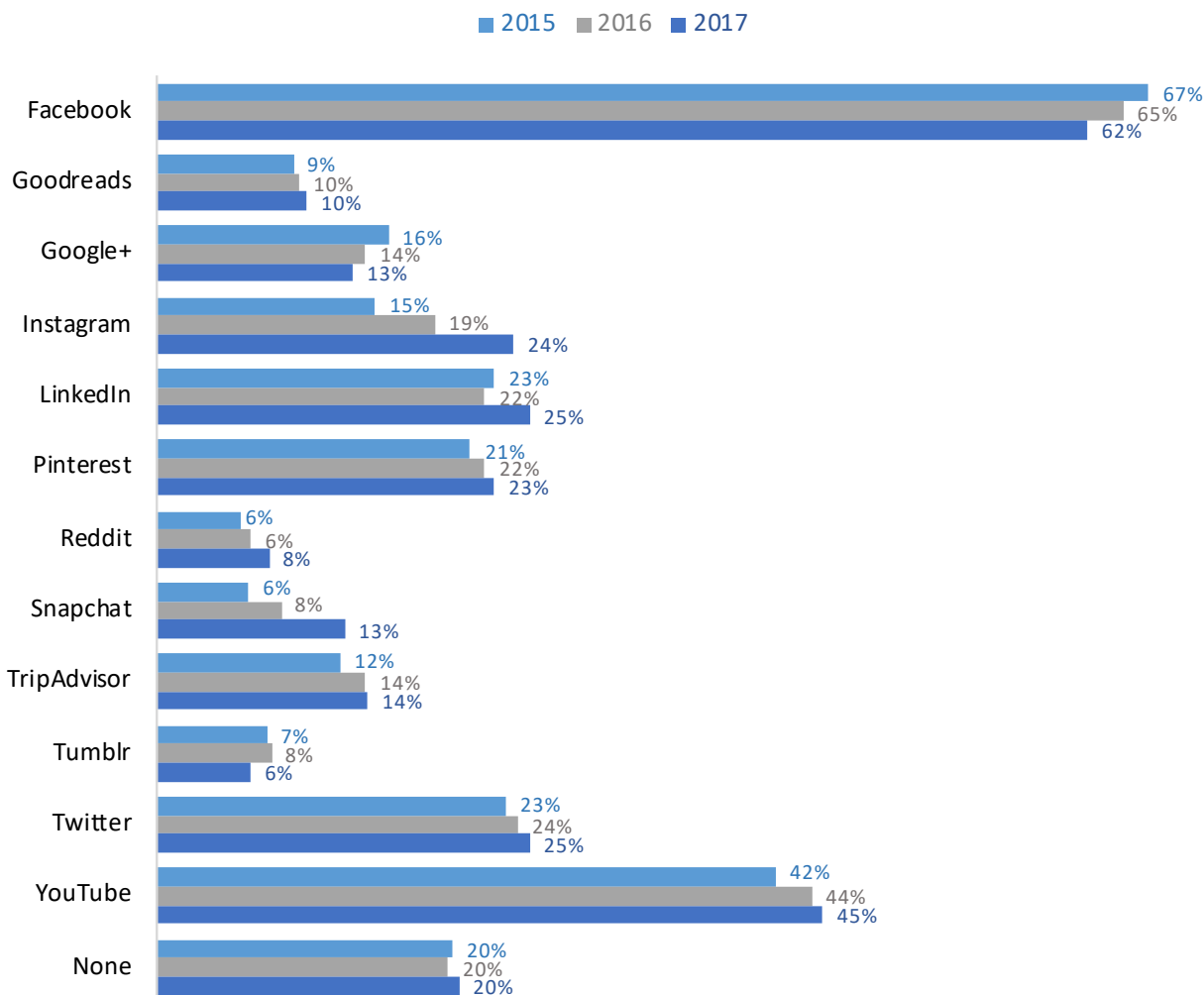
So how does Pinterest use break down specifically for book buyers? To examine this question, BookNet Canada turned to our consumer data. We survey adult book buyers (age 18+) from across Canada every quarter to ask them about their book purchases, preferences, and activities, including their use of social media platforms.

For this section of the study, we will take an in-depth look at the Canadian book buyers who use Pinterest and offer insights into what they like to purchase and where they shop.

⁷ Gruz, Anatoliy, Jenna Jacobson, Philip Mai, and Elizabeth Dubois. 2018. "The State Of Social Media In Canada 2017". *Social Media Lab*. <https://socialmedialab.ca/2018/02/25/state-of-social-media-in-canada/>. Nov. 6, 2018.

In the following graph, we compare year-over-year shifts of social media use by book-buying Canadians between 2015 and 2017. We found that in 2017, 23% of book-buying Canadians were Pinterest users.

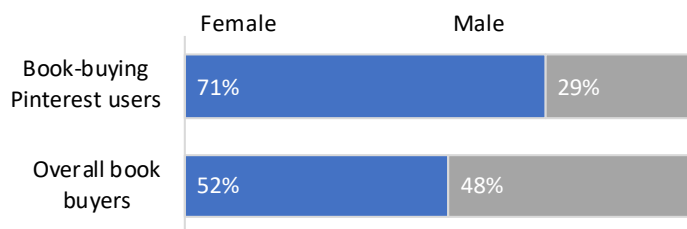
Year-over-year social media use by book buyers



Who is the average book-buying Pinterest user?

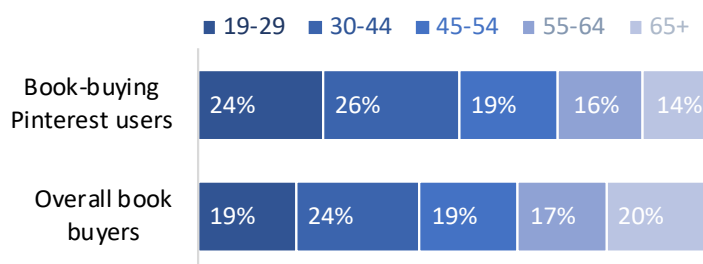
While it is not unusual for the use of social media channels by book buyers to skew slightly more female, Pinterest is used by those who identify as female by a larger margin than any of the other social media channels explored in the #AmReading series.

Gender identification

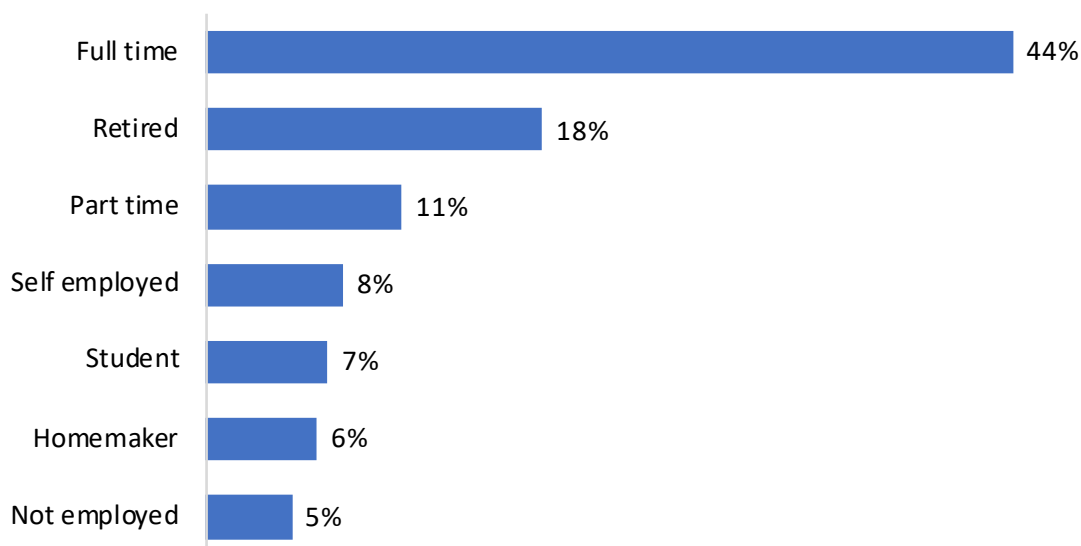


Keeping in mind that we only surveyed adult book buyers (18 and up), the average age for book-buying Pinterest users was 45 years old, while most fell in the range of 30 to 44 years old.

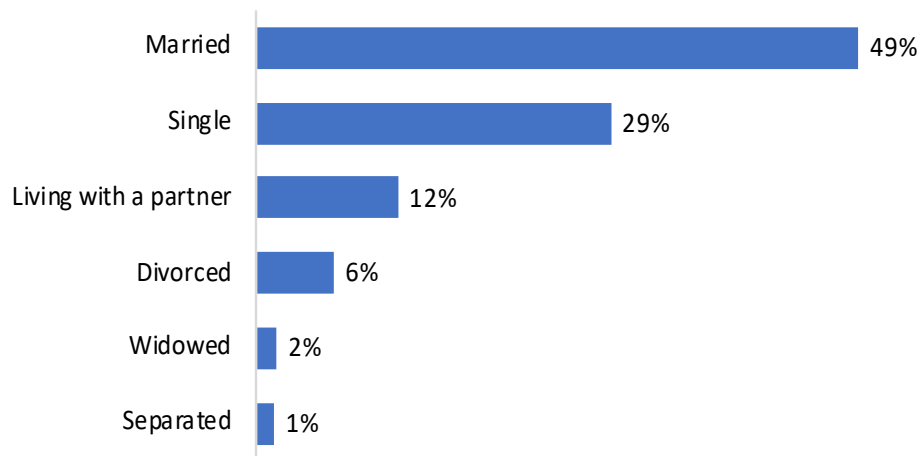
Age



Employment status



Relationship status



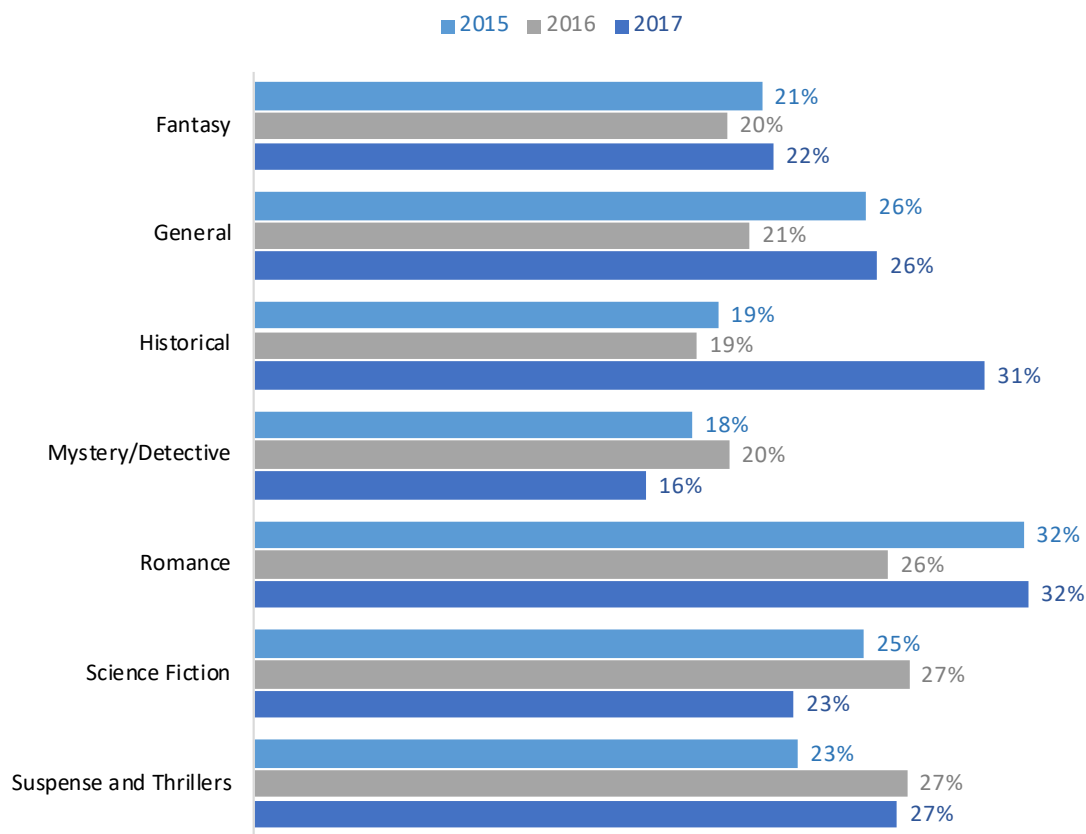
Pinterest users by subject

In the following graphs, we look at the percentage of book buyers who use each social media platform, broken out by the particular subjects they purchased. For example, in 2017, 22% of Fantasy buyers were Pinterest users compared to 23% of Science Fiction buyers. In order to keep the data statistically valid, we have limited the number of subjects to the top-selling categories.

In 2017, there was a notable jump in Pinterest users purchasing Historical Fiction books (up 12% from 2016). This may be due to some big sellers, such as Kate Quinn's *The Alice Network* or Ken Follett's *A Column of Fire*, but when we look at sales in the Historical Fiction category overall, we find that sales did not change much between 2016 and 2017.

Since each respondent could report multiple purchases in various genres and use more than one social media platform, totals will not add up to 100%.

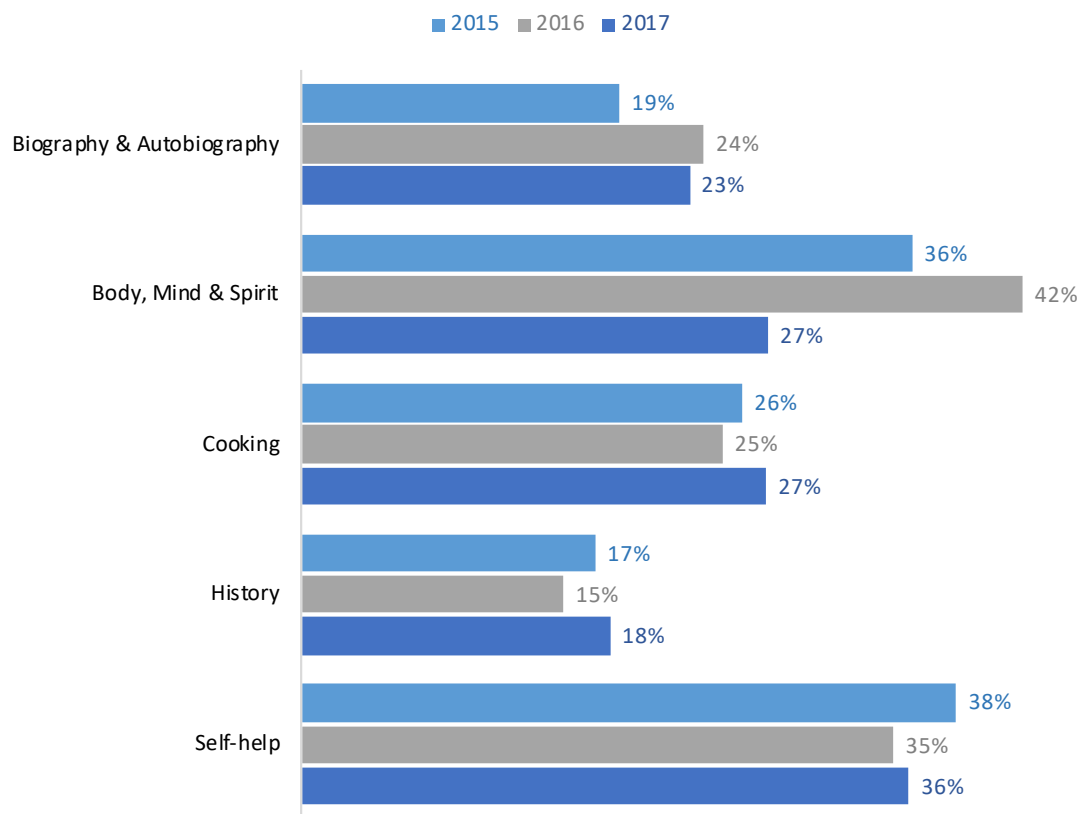
Pinterest users by fiction genre



Social media users by fiction genre

	Fantasy	General	Historical	Mystery & Detective	Romance	Science Fiction	Suspense & Thrillers
Facebook	58.5%	56.3%	62.6%	59.2%	66.5%	72.2%	63.9%
Goodreads	16.3%	19.3%	20.6%	10.4%	14.7%	17.3%	15.9%
Google+	15.5%	12.2%	18.3%	10.4%	11.2%	23.3%	13.0%
Instagram	20.2%	29.0%	25.2%	20.1%	28.8%	33.1%	27.7%
LinkedIn	26.4%	28.2%	29.8%	24.4%	27.1%	22.6%	27.5%
Pinterest	21.7%	26.1%	30.5%	16.4%	32.4%	22.6%	26.9%
Reddit	14.7%	8.4%	9.9%	5.7%	4.7%	22.6%	6.1%
Snapchat	18.6%	16.4%	7.6%	9.4%	16.5%	18.8%	9.5%
TripAdvisor	12.8%	15.1%	16.0%	16.7%	19.4%	15.8%	15.9%
Tumblr	10.5%	8.8%	7.6%	4.7%	8.2%	16.5%	4.6%
Twitter	26.4%	27.7%	29.8%	23.7%	29.4%	36.1%	22.8%
YouTube	49.2%	41.2%	50.4%	41.1%	41.2%	59.4%	43.4%
None	15.9%	20.6%	16.8%	26.4%	18.2%	12.8%	21.4%

Pinterest users by non-fiction genre



Social media users by non-fiction genre

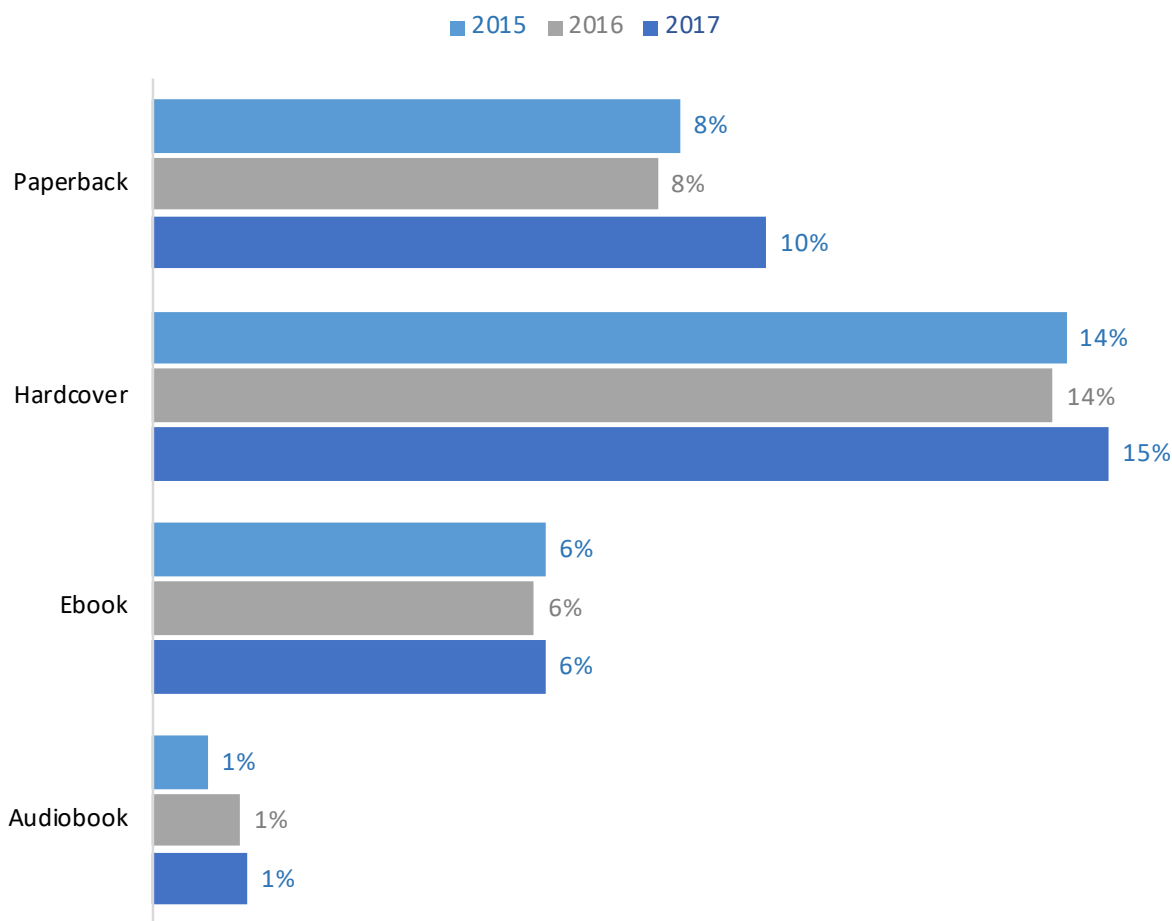
	Biography & Autobiography	Body Mind & Spirit	Cooking	History	Self-Help
Facebook	60.7%	62.3%	60.5%	64.0%	73.7%
Goodreads	12.7%	11.7%	12.3%	10.8%	10.5%
Google+	12.0%	15.6%	14.8%	12.6%	22.4%
Instagram	26.7%	24.7%	33.3%	18.0%	34.2%
LinkedIn	29.3%	23.4%	29.6%	27.9%	36.8%
Pinterest	22.7%	27.3%	27.2%	18.0%	35.5%
Reddit	11.3%	9.1%	6.2%	7.2%	10.5%
Snapchat	12.7%	10.4%	12.3%	10.8%	25.0%
TripAdvisor	19.3%	13.0%	17.3%	9.0%	10.5%
Tumblr	5.3%	6.5%	4.9%	7.2%	7.9%
Twitter	30.7%	14.3%	28.4%	28.8%	40.8%
YouTube	52.7%	45.5%	40.7%	46.8%	57.9%

Pinterest users by format

When breaking out purchases by format, we find that, in 2017, 50% of overall book purchases in Canada were paperback, 25% hardcover, and 19% ebook.

When we look at the book buyers who use Pinterest, 1% buy audiobooks and 10% buy paperbacks.

Pinterest users by format



Social media platforms by format

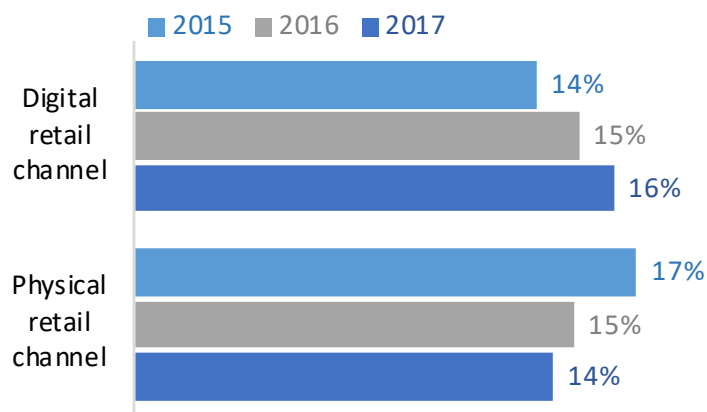
	Paperback	Hardcover	Ebook	Audiobook	Other
Facebook	39.4%	25.2%	14.9%	3.1%	1.1%
Goodreads	6.5%	5.3%	3.2%	0.7%	0.1%
Google+	8.3%	5.7%	4.2%	0.8%	0.3%
Instagram	15.6%	10.5%	6.5%	1.7%	0.6%
LinkedIn	16.6%	10.5%	6.3%	1.2%	0.4%
Pinterest	14.9%	9.6%	6.1%	1.5%	0.4%
Reddit	5.1%	3.3%	2.0%	0.6%	0.2%
Snapchat	8.5%	5.4%	3.3%	1.2%	0.2%
TripAdvisor	9.4%	6.4%	3.6%	1.0%	0.4%
Tumblr	4.1%	3.0%	1.8%	0.6%	0.1%
Twitter	15.4%	10.2%	7.3%	1.9%	0.5%
YouTube	28.7%	19.1%	10.2%	2.6%	1.0%

Pinterest users by retail channels

The following graphs looks at social media users according to the retail channels where they made their book purchases (e.g., purchasing a book through a mobile app).

Looking at the whole market in 2017, we found that approximately 55% of book buyers are making their purchases through digital retail channels, which includes book clubs, ebook/audiobook downloads, mobile app downloads, and online retailers. Of all book-buyers who shop digitally, 16% are Pinterest users; of all book-buyers who buy in physical stores, 14% are Pinterest users. Physical retail channels include indie and chain bookstores, discount bookstores, general retailers, and grocery stores.

Pinterest users by physical vs. digital retail channels

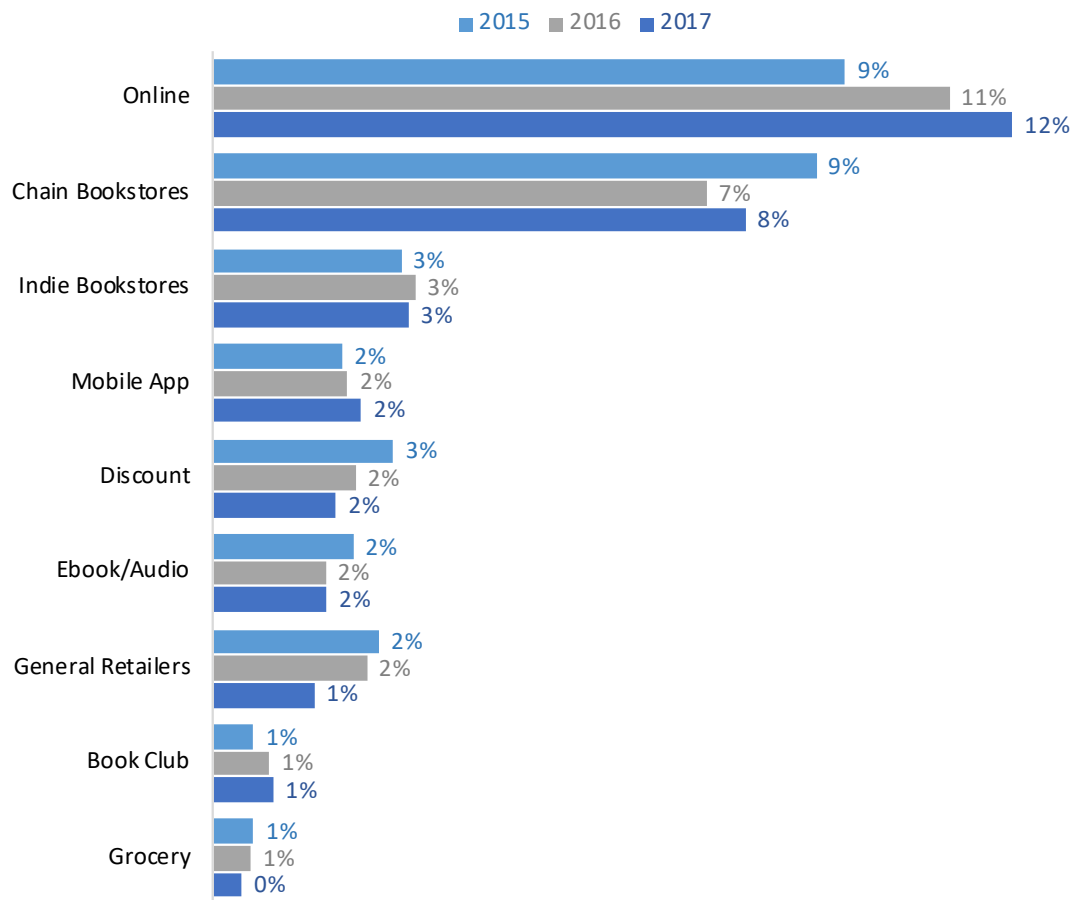


Social media users by physical vs. digital retail channels

	2015		2016		2017	
	Digital	Physical	Digital	Physical	Digital	Physical
Facebook	41.0%	52.0%	39.0%	44.0%	42.0%	38.0%
Goodreads	7.0%	8.0%	8.0%	5.0%	8.0%	6.0%
Google+	10.0%	13.0%	8.0%	11.0%	10.0%	9.0%
Instagram	10.0%	13.0%	13.0%	13.0%	19.0%	14.0%
LinkedIn	14.0%	18.0%	15.0%	16.0%	17.0%	17.0%
Pinterest	14.0%	17.0%	15.0%	15.0%	16.0%	14.0%
Reddit	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%
Snapchat	4.0%	6.0%	6.0%	6.0%	10.0%	8.0%
TripAdvisor	9.0%	10.0%	10.0%	9.0%	10.0%	10.0%
Tumblr	5.0%	7.0%	6.0%	6.0%	5.0%	4.0%
Twitter	17.0%	18.0%	16.0%	16.0%	18.0%	15.0%
YouTube	27.0%	32.0%	27.0%	32.0%	31.0%	28.0%

Looking at purchases by retail channel, we found that 12% of book buyers who shopped online are also Pinterest users.

Purchases by Pinterest users per retail channel



Social media users by retail channel

	Book Club	Chain Bookstores	Discount	Ebook/Audio	General Retailers	Grocery	Indie Bookstores	Mobile App	Online
Facebook	44.8%	60.9%	61.7%	64.2%	55.6%	47.7%	57.2%	74.6%	67.7%
Goodreads	6.9%	10.3%	9.3%	11.7%	7.9%	6.8%	8.7%	14.6%	13.5%
Google+	12.6%	13.8%	13.1%	11.7%	10.6%	20.5%	16.3%	27.7%	14.9%
Instagram	23.0%	22.1%	23.5%	23.5%	20.5%	15.9%	23.6%	47.7%	28.7%
LinkedIn	17.2%	27.4%	21.3%	22.2%	25.8%	13.6%	25.7%	33.8%	26.7%
Pinterest	21.8%	22.8%	21.3%	22.2%	21.2%	20.5%	22.5%	36.2%	25.7%
Reddit	0.5%	1.4%	0.7%	1.1%	0.0%	0.8%	0.8%	0.0%	0.0%
Snapchat	18.4%	13.6%	9.8%	8.6%	8.6%	9.1%	13.8%	25.4%	14.8%
TripAdvisor	16.1%	13.8%	17.5%	21.0%	17.9%	22.7%	15.2%	23.8%	14.6%
Tumblr	10.3%	5.3%	3.3%	6.8%	7.3%	4.5%	7.6%	11.5%	8.2%
Twitter	14.9%	25.1%	20.8%	29.0%	22.5%	18.2%	23.9%	43.1%	29.8%
YouTube	40.2%	44.5%	42.6%	44.4%	45.0%	36.4%	43.1%	54.6%	49.0%

About BookNet Canada

BookNet Canada is a non-profit organization that develops technology, standards, and education to serve the Canadian book industry. Founded in 2002 to address systemic challenges in the industry, BookNet Canada supports publishing companies, booksellers, wholesalers, distributors, sales agents, and libraries across the country.

BookNet Canada's services and research help companies promote and sell books, streamline workflows, and analyze and adapt to a rapidly changing market. BookNet Canada sets technology standards and educates organizations about how to apply them, performs market research, and tracks 85% of all Canadian English-language print book sales through BNC SalesData.

Industry-led and partially funded by the Department of Canadian Heritage, BookNet Canada has become, as *The Globe and Mail* puts it, "the book industry's supply-chain nerve centre."

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