**To: Proximity Social Networking**

**From:**

**Subject: Group Report**

**Date:**

Here is my report on focus group which I ran with five college age males and females regarding their awareness about the promoted pins as well as its effectiveness. All the participants were aware about this method of advertising and found it effective too.

**Focus group rationale**

Businesses these days are using promoted pins for which businesses pay in order to reach people where they are more likely to notice them .Promoted pins continue to initiate the user engagement. Our team wish to determine the effectiveness of the promoted pins and the understanding of the promoted pins among people. Pinterest, the most popular and wildly used social media network, is finally setting out to make some money. Information from these sessions will allow the people to understand the effectiveness of promoted pins, which serves the people with right quality.

**Setting and Participants**

The hour long session was held in my apartment on Friday February, 20th 2015. The male and female participants were:

* Martin 20,
* Nelson 30,
* Luther 21,
* Anna 22,
* Jezzy 21,

**Topics to be covered**

**Awareness of advertising through promoted pins.**

Pinterest promoted pins allows you to provide specific pins more exposure and target the precise demographics in order to get their pins in front of right audience. through promoted pins. All the participants were aware of this mode of advertising. Martin, Anna and Jezzy feel Pinterest is best at eliciting emotions not just the information. Image based ads see incredibly high traffic, people gets attracted towards it, which also induce them to purchase the product. They said they bought the product because they saw it on Pinterest.

**Effectiveness of promoted pins**

Promoted pins perform well, in terms of creating awareness about the brand. Anna , jezzy , martin and nelson feel that it help targeting the right audience by providing what the person is looking for. Anna bought L'Oreal products which is the top brand on Pinterest. Promoted pins also perform long after the campaign ends which keeps the audience engaged said Martin, who follows Walmart.

**The reaction of new male and female users**

Luther felt Pinterest did not take off with men because earlier their every search would fill with pins targeted to women but now even the men get the pins related to their search. Whereas Anna and Jezzy find the site good enough as it is more oriented towards women from its very inception so it served them whatever they look for.

**Potential and different uses of advertisement on Pinterest**

All the four participants felt as expected, it allows you to drive traffic which is focused to your website, as it serve the people according to their needs and requirements.

It is also great for timely sales and promotions, as it helps in reaching out the large number of people where they are most likely to notice these ads.

**FINDINGS**

The most notable findings were:

* If the promoted pins are executed correctly, there is a possibility of high ROI, driving the large audience to your website.
* Pinterest succeeded in creating awareness among the people but took too long to create gender specific result.

Therefore, Pinterest is more focused on quality than the quantity, thereby driving out the best result through pins.