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**Proximity Discloses the Needs of Pinterest**

Proximity social media focus group announces today the outcome of their study undertaken to study the market needs for Pinterest.

**Proximity reveals Google fear of Pinterest**

Pinterest is one of the leading and advanced social media tools that increase sharing and increase communication level beyond only friends. On the basis that Google was the first in enhancing this trend by allowing people to search, connect and share and disseminate different ideas. Proximity reports that Google will start to be worried from Pinterest 's vast growth and dominate in attracting a lot of subscribers. This is the main reason behind Google ensuing to invest into Pinterest.

**Proximity reports that Pinterest is “the no-bro zone”**

Mill tells Proximity that they cannot find themselves in Pinterest platform as it is all based on image social media, known as the “pins” network that becomes the first image search engine. It can adjust results that filter results even according to gender interests’ images and photos of fashion trends that women just want either to copy the style or think if they will buy such a dress or any item by the amount of pins. Millennials consider it that if the men like something, they are just going to buy it. They are more social that just spending time pinning every recipe. Proximity reply’s that women just found it as a more relaxing environment, which lets users share experiences in a negative free zone, briefly comment and move on without the weight of Facebook etiquette. Plus, women are more attracted by lots of photos which brand marketers are good sending recommended photos and ideas depending on everyone own interest. So Pinterest is like an open market or a window to display the range of products that are available. Proximity findings show that Pinterest is simple to use as it is not heavily dependent on the wordings like Twitter and Facebook.

**Proximity Insight Report: How to Attract More Men to Pinterest**

Proximity recommends to Pinterest that in order to attract more men to hit its boards they should increase the users to its platform through links to Pinterest directly with their business through Ads, but in a different way than Google, as they get notifications whenever an Ad is read. In other words, changing the platform in order to become an opportunity for ever increasing business revenue.

It is based on tagging, recent studies show that such type of system is self-organizing, which lower the area of search and boundaries, combines social values with individual interests, it can also create a forum for investment or business ideas that men can share. Of course, the creation of a Virtual Sports Zone would help.

**Proximity – All about us**

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