

Episode 105: How to use Pinterest to drive summit traffic

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Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software, your host on Virtual Summit Podcast. We are in for a treat on today's episode. We're going to be diving into a couple specific topics from the perspective of a summit speaker. We've got legendary Rachel Ngom with us here today. How you doing Rachel?

Rachel Ngom: So good. How are you?

Dr. Mark: Oh my gosh. I'm so excited for today's episode. We're going to have a blast. We're going to be picking Rachel's brain on some specific information around speaking on summits. Some of the things that maybe some of us, some of hosts can be doing a little bit better. And we're going to be wrapping up with some really awesome information on how you could use Pinterest with your summits. So make sure you stay with us all the way to the end. Now, Rachel, before we jump into this amazing goodness that we're going to be talking about today, I would love for you to share with our summit hosts just a little bit more about yourself.

Rachel: Yeah, so short version, I'm assuming. Um, I grew up in Chicago, got my master's in social work, lived in Africa. Um, I ended up broke on food stamps, negative \$400 in our checking account, started network marketing business, took that to six figures out of desperation and couldn't find a job. Um, that company was restructured. My income was cut in half and kind of forced me to start something else. So I started this business August of 2017. Um, but built it while we were living in France and we scaled to multiple six figures in seven months and did over \$1 million in less than two years. And it's been really cool to see some of our students just crushing it with Pinterest and their blog and lead generation and all that stuff.

Dr. Mark: That's just incredible. And I love those kind of from rags to riches stories and the lessons learned. Those are incredible. So now you've spoken on a few summits now at this point, why don't you take us back to maybe one or two, one of the most recent ones in, and I'd like to also say which one of your favorite ones, just give us a little bit of experience on why those stand out to you.

Rachel: I've been in like 20 of them. I want to say like, I feel like I've been in quite a few. Um, over the past couple of years, one of my favorites was with Christina Jandali. She did Scaling for Passive Profits and that was when this business was newer. So it was almost two years about, I want to say I loved that just because she got some really good experts on there and she did a great job of the interview. So she really understood my expertise was in Pinterest and she did a great job preparing for it and then asking specific questions about that. And then it was also a great list build for me because she asked like where can we get your freebie? She really talked about my freebie a lot and kind of played it up and told people to go take action, go get my freebie. Um, so I remember just getting so many people on my email list and selling a ton of our baby offers after that summit.

- Dr. Mark: I love, I love to ask this question because it helps us kind of get an idea from a speaker's perspective. Like what's a good kind of good process. So let's dig into that a little bit deeper when we walk us through this process. One of when either she outreached to you or maybe you contacted her about the summit, how did that onboarding process go from your perspective? As a speaker. Like what, what really stood out, what was great and maybe what could have been fine tune a little bit more.
- Rachel: Um, so she reached out to me, we had a mutual connection so she established that mutual connection and then talked about the summit. She played up the benefit of what would be in it for me and then she shared some of the big names that would be in the summit. So it actually got me excited since I was newer in this business that I would be a part of something with people that I looked up to in my industry.
- Dr. Mark: Excellent. There. And so from that aspect right there, just the, just kind of the initial outreach since she reached out to you, let's contrast that with maybe kind of a not so great experience and like walk us through that aspect.
- Rachel: I feel like I get that every day now I'm where I get an email in my inbox. It's a super generic, just copy and pasted email and it doesn't really talk about me at all or my expertise or what value I could add. It's just basically what they sent to everyone else. And I could totally tell it's copy and pasted. One, it's super generic. Two, the formatting is off so you can tell like they haven't really done their research or haven't spent any time to get to know me. It's kind of like when someone requests to be on the podcast and you can tell it completely copy and pasted.
- Dr. Mark: Well, walk us through that. How's that make you feel as a speaker when you see this, this kind of pre, pre templated thing, what goes through your mind? What do you think of that person? I mean like let, let, let's unpackage that a little bit so our summit hosts know what's going on in the mind of a speaker.
- Rachel: That it wouldn't be worth my time at all. Like that person isn't professional and they probably wouldn't get the best people on the summit. And so it would cause I'm a, if I'm going to do something like that, obviously I want to add value to that person's summit, but also selfishly it's taking time out of my schedule and it's a promotion that I have to send out to my email list. And so it needs to be, I also need to know there's something that's going to be in it for me and they have their stuff together enough for me to know that. Another thing is if they email me and they want me to be on their summit that's happening next week. Um, cause we planned out our promotions like months in advance. And if you want to get on our calendar, like it's not going to happen. Even if it's like a month in advance. You gotta give me more notice.
- Dr. Mark: I mean this is such, such great insight right there. One, the foresight that needs to happen. I mean, I, I, I see this happen so much right now with summit hosts, one the template, the last minute, I mean, or trying to rush a summit and, and we can feel that too. And nobody wants to be a part of a summit that's not successful. So we gotta show that show and show up. So what does that actually feel or look like? Like walk us through an ideal outreach scenario. When somebody sends an email to ask you to be on a summit, what would you want to see or what would you want to hear in that email?

- Rachel: I would want to know that the summit is kind of congruent with what I have to offer, what I teach. And they might have done a little bit of background on me and they know that I could add value in that particular subject. Um, I would also like to know, ideally that we have a mutual connection and it's not completely out of the blue of, I was just Googling people and stumbled across you. Um, so I think having a mutual connection would really help. And just be more personal of I have been following your podcast or I went through your course or you know, something where I know they actually know who the heck I am and how we could really work together and help each other.
- Dr. Mark: Are you interested in knowing like what's required and the benefits right then? Or is this more just like an established a connection first?
- Rachel: I would like to know dates right off the bat. Um, because I don't want to go back and forth on email and being like what are the dates, yada yada. Um, I would like to know what the dates are, just to know right off the bat if it would work for our promotional calendar.
- Dr. Mark: And summit speakers are kind of divided down the line on this. I'm curious where you would fall. So are you, would you like to hop on a pre-call, a pre-chat with the summit hosts or not? And if not, why?
- Rachel: Because I am busy and that's just like taking up 20 to 30 minutes of my time and I don't want to waste it doing that. I'll, I'll get on the interview. Um, and I could give you some like particular topics that we could talk about, but I feel like the host should do their own due diligence and do a little bit of research and not take more of that person's time.
- Dr. Mark: Excellent. So this is an interesting question because I see summit speakers go on both sides, like, Hey, don't just pull me on there and we've never talked before and never had any information where, you know, I kind of sit with you as like my is limited, I can handle most of it or my team can handle most of it through an email. But, well there's two sides that I like to actually offer the speakers the opportunity to do either or would you like me to just continue to follow up with email or would you like to hop on a call? Which none of us really like to do anymore, but it's there. Right. So, um, with that, let's move forward in that process. So you've had the outreach, um, work at, let's refer back to the ideal, your favorite summit that you were part of. Um, you've now been kind of clarified, you've gone through, okay, you're now going to be on the summit. What was kind of the follow up in preparation for the interview? What did, how was that and what was any kind of pointers from there?
- Rachel: Well, so she did a good job of asking about what we wanted the topics to be about and any particular questions that we wanted to talk about. So when he got on the interview, I knew what to expect, um, on the direction that we were going to go through. She also made sure to ask like what my freebie was, did I have a free offer that I wanted to promote? So she made sure to highlight that as well.

Dr. Mark: And then when you got onto the interview, okay, so you hopped on there. Was there any kind of pre-interview chat and then was it a traditional Q and A?

Rachel: Yeah. Uh, so there's a little bit of pre-interview chat. She was very busy going back to back with her interviews. Um, so maybe just like a few minutes and then it was very much Q and A. She had done her homework, she was prepared, she knew what questions to ask. Um, so it was really easy at from my perspective.

Dr. Mark: So have you been on a summit where the host didn't seem prepared and didn't have, talk us through how, how you knew that, how that felt like let us know about that.

Rachel: They just didn't know what questions to ask at all and it was super generic. So typically if someone wants to have me on, I've been asked for a few different topics so it might be Pinterest and like helping with that, but it also might be like faith in business or women in leadership. Those are the ones that I typically get asked a lot about. Um, and if they haven't done their homework, they just know know what questions to ask and it feels kind of awkward to be quite honest. And I feel like they need to be that person that's leading that interview.

Dr. Mark: And so with that, when you walk away from that summit session, that interview session, are you excited to promote that? Are you still gonna promote it or.

Rachel: Probably not. Yeah, probably not. If I, if it wasn't a good interview and I know based off of that I can assume the rest of the interviews aren't going to be very good, then why would I want to send my audience to go check that out? You know, like that's not going to build trust with them.

Dr. Mark: So we're going to establish here, the quality of the interview that that host has with you has a huge impact on whether or not you're actually going to promote it to your audience.

Rachel: For sure. Yeah.

Dr. Mark: Excellent. So now as we move past the interview, let's, let's talk in the follow up. Like how, let, let's talk on like positive right now. What's an ideal scenario? You finish the interview, the summit's coming up. How do you want that to be? What does that look like as far as getting you the deliverables, getting you ready to promote?

Rachel: I think it'd be easy just to have everything in one email. Not like a bunch of emails back and forth, so everything gets lost. So one where you just like, Hey, here are the emails that you can send to your list. Here are some promotional things, but ideally they're not expecting me to post on social media on my own and they're going to tag me when that interview is live so I can just share it super easily. Um, and yeah, I think just keeping it so simple for the person. One of the big things that kind of annoyed me is if that person is hunting me down, making sure I'm promoting on specific dates. And so just being clear, these are like I'm promoting once or twice or whatever the agreement was. These are

my dates and then we're good. But if they're going to keep following up with me, I feel like I'm being hounded.

Dr. Mark: So do they normally establish in advance the dates that you're going to promote or is it just like.

Rachel: They should, they should. Not always.

Dr. Mark: So establishing dates that are going to be promoted and then obviously seeing that the promotions are happening, making it super simple for you as a speaker to get access to your information. And then how much visibility do you want as a speaker? Like do you want to know how's the summit doing? How frequently would you like to know that? Like what is your aspect on that?

Rachel: It would be nice to know like list building and that kind of thing. Um, it would be cool to actually, if they did some kind of contest, like list building contest. Cause I know we do that like an affiliate launches and I'm kind of competitive. So if they did that I'd be more likely to promote to be honest. Um, but I mean you don't need to send me like a million follow up emails just like one that, Oh, the summit was great. This is what happened. Um, thank you for being a part of it, that kind of thing.

Dr. Mark: And what, what are some of the, when you've done the affiliate contest, the leadership con, uh, the, the leaderboards, those type of contest, which I love, I think they bring a lot of great energy to any kind of launch or summit. Let's talk through one of those because that may be a new concept for some of our, summit hosts here. So explain what that concept is, that contest and then kind of what that would look like.

Rachel: So I don't even think I've done one with a summit before. I think it's just been with the affiliate launches, but um, so it's been like how many leads did you generate based off of that? So, you know, I was a part of like Amy Porterfield's launch and based off of my stats she gave out like lead bonuses. And so she'd keep like a spreadsheet and told everyone where they were on the leaderboard, like the top 10, top 20, encourage them. And then if you ranked a certain level, you actually got paid, which was pretty sweet. Um, and then obviously sales for the launch, but that would be a cool addition I think. And that would get me more excited to participate for sure.

Dr. Mark: And how did they display that? How did they let you know, kind of like take us into some details of that as soon as some of those have never seen one of these before, how they could actually put that on.

Rachel: Yeah, so they had a Facebook group for us as affiliates and via email. And so in that Facebook group, I mean, Amy Porterfield is like, her team is super top-notch, right? So she knows her stuff. She had someone that was actually taking over the affiliate launch on our team and so they would be in there literally every day. They had a leader, um, I forgot what it was. It was, I think it was like an Infusionsoft where they, we could see how many leads we had generated each day. And so we would know where we were. Um, if we like set goals for ourselves of how many we wanted to get and then pretty

much every day I think they would be in that Facebook group and then tagging everyone that was on that leaderboard and celebrating and just making it fun. And then Amy herself would be going on that Facebook going live and talking about like the stats and actually saying everyone's name that was in the top 10 giving people shout outs. And that just makes like when people hear their name like that, especially from like Amy Porterfield who's kind of a big deal, you know, it just makes me feel kind of special.

Dr. Mark: And then in addition, I'm assuming they gave some cash prizes, some bonuses, but did they give any other prizes outside of cash?

Rachel: I don't think so. I think it was all cash bonuses.

Dr. Mark: So we've done several near seven figure launches in a couple of my other companies. And some of the best things we've had in addition to cash is we'd give the option, we'd have like first place you're going to have, you know, 10 grand or this bonus, this, you know, and having just a unique variety and also kind of knowing your affiliates as well and putting some fun prizes in there. I remember one time we had an entire, like a, I mean I can't, what's the word, it's like official Darth Vader full suit. It was like a \$3,000 full Darth Vader suit and everybody was vying for this one guy who we all knew was a Star Wars guy to actually get that place so he could have that Star Wars suit and it kind of created the community. Like you were saying, everybody was rallying behind it. So getting creative cash is cool, but also, fun bonuses.

Rachel: Yeah, when I was in, I'm Christina Jandali's affiliate launch, she did cash, but she also did first place gets to stay at her like a second house in Palm Springs and then she also did where she donated to our favorite charity of choice. So that was pretty cool tool.

Dr. Mark: Oh, that's another great one. I love that one. When they donate to the charity of choice. So this is some amazing like kind of concepts right there. I want to kind of switch a little bit and dive into a little bit of your expertise and kind of unpackage uh, an area that I don't think is being used enough. We're adequately in the summit space, which is Pinterest. So if we can kinda like talk us through a little bit of concepts with Pinterest. First off, because I hand raised over here open, admittedly I don't know a whole lot about it. I do not use it regularly. Um, and let's assume maybe some of our listeners are in that same boat, so unpackage that and then we'll get into some strategies of using it.

Rachel: Yeah, so Pinterest is a search engine, so it's different than like Instagram or Facebook. It's not just a social media platform, which makes it really powerful. So if you can understand what people are searching in front of the platform and you're using those keywords and that your pin descriptions when you upload a pin, then that pin can be found. And so that pin could then drive traffic to a blog post that you want to highlight. So that's kind of like the beginning stages. So you want to know it's a search engine. People are actively on the platform searching for stuff and so think get inside their head, think what's a long tail keyword that they're searching for. So if I were to do a summit on leadership, I wouldn't probably just use the word leadership because that might be a little too broad. So it might be more specific like women and leadership or business women in leadership might be that long tail keyword that I would use and I would make

sure to create a pin description that's conversational because you're speaking to humans, but you're weaving in those keywords as well. Okay.

Dr. Mark: Pin description. That's conversation long tail keywords. So tell us about the content that needs to go on this though. With a pin. It's different than just.

Rachel: The pin. Yeah. So the pin itself is really important and you can create this in Canva and it's free. It's really easy to use that. They literally have a Pinterest template that you can just click it and it's the right dimension for Pinterest. So that pin itself, you want it to have big bold text on it. You don't want it to have like fancy text or like script that's really hard to read. So that texts should be big and bold and it should really catch your eye and have some bright colors in it. And so I call it like it should be stopped, the scroll worthy. So literally you could open up Pinterest and just start scrolling and see what kind of pins grab your attention. And those should be the kind of pins that you should create. So it might be, I like for an example, I might just create a pin and might just say Women in Leadership Summit, something like that. And you could test it and have it just be the text on it. And then you could test one that has maybe the images of the speakers of the style, but that are on it as well.

Dr. Mark: So when we are creating these pins like the Pinterest in, let's go through this strategy of we're going to be using this for our summit. Let's say we've got our summit's coming up in 90 days and we're wanting to drive traffic to it and we're going to be using other platforms. But right now let's focus on Pinterest. What would be a strategy that you would use to drive traffic through that platform?

Rachel: What I would do is come up with a blog post series and so maybe it's a series of four different blog posts that are teaching about that topic that you're going to cover in the summit. So again, if we're going with that leadership topic, it might be different blog posts related to women in leadership and you're going to add value in those blog posts. They should be good quality blog posts. And then within that blog post you could mention that summit and you could have definite call to actions where if you enjoy this, make sure to save your spot for our women in leadership online summit. You could even have the pop up on your blog posts be for that summit as well.

Dr. Mark: Well that's good. So let's, let's, let's kinda, let's actually get even more specific with an example of we're doing a leadership summit and we're going to do four blog, four blog posts series. What, what would you come up with? What would he you do the blog posts around and then give us like let's do one blog and then what would we create depends to that.

Rachel: So maybe one blog could be like top five books about women in leadership. So list posts do really well, list posts, how to post, that kind of thing. Yeah. But one easy one could be top five books or top five podcasts about women in leadership.

Dr. Mark: And then from there we're going to create pins.

Rachel: Yup. So I would create, you're going to have one pin that would be on that blog post itself and you could use a plugin like social warfare and you can create that pin description and have it on the back end of your blog. So someone could literally just hit like pin it, pin the pin it, and it's going to automatically populate with the pin description that you created when they pin it on Pinterest, which is pretty cool. And I would create at least five different pins per blog post that you could then upload onto Pinterest. You're getting more content bang for your book.

Dr. Mark: And then what'd you do? How would you diversify those pins? Is there any like strategy?

Rachel: You could change the headlines so you could like create different headlines and test those. You can also create different backgrounds. So like I said, you could have one that's just a plain background. Maybe one that has color on it. You change the colors, one that has images of the speakers. Just kind of switch it up and see what really starts to convert the best.

Dr. Mark: Would there be any strategy or advantage to trying to do different keywords for the different pins?

Rachel: You could. You totally could. So, um, you can switch up the keywords per pin. You could switch up the keywords per blog post as well.

Dr. Mark: And then with the Pinterest, with those pins, how long they stay. Since it's a search engine, they stay valid on going. So if we're using like our ever summit,

Rachel: It could be years. Like I'm literally still driving traffic to my fitness from stuff I did April, 2015 which is crazy.

Dr. Mark: Is there any kind of top strategy, easy or quick strategy you could give us to help ensure that those pins perform well?

Rachel: Definitely make sure you've done keyword research. That is one of the first things. Second thing, use Tailwind that's going to help you reach more people. Tailwind is a Pinterest scheduling app and you could join Tailwind tribes, um, which is a way for you to collaborate with other pinners on the platform. And that's going to be a way to get your pins in front of more people and just getting more visibility.

Dr. Mark: Oh, I like that. So as we start to wrap up this episode, let's go in back into the perspective as a summit speaker for our summit hosts here and like what's one kind of top takeaway that you think they need to know when they're reaching out to talk or recruit a summit speaker?

Rachel: Put yourself in the shoes of that speaker and ask how would you like to be reached out to. I think that's the biggest thing.

Dr. Mark: Uh, one of our recent or previous guests, Tad, he said, always assume that you're in, he was a summit speaker. He says, always assume when you're reaching out to your

summit speakers that they're on the verge of a nervous breakdown. If you just treat everybody like that and have an amazing summit. I thought that was very comical.

Rachel: That's true. I think another one is also follow up. So if you send me one email and they don't get back to you right away, that doesn't mean no. It could just mean I forgot or your email got lost or something like that. So I would follow up a few times.

Dr. Mark: Excellent. Awesome. Well Rachel, this has been absolutely phenomenal. I'd love for you to kind of wrap us out here real quick. Um, I'm sure if someone holds, they're like, well, how can I go learn more about Rachel? How can I follow her? Find. How can I pin her or, or whatnot? So let our summit hosts know where the, where you're hanging out with are hanging out at and the best way to get in touch with you.

Rachel: Yeah. So we had the podcast the She's Making an Impact podcast, and then our blog is, shesmakinganimpact.com and then we have a free Pinterest cheat sheet that's going to kind of dive in deeper to those strategies. You can just go to pinwithrachel.com.

Dr. Mark: Excellent. So kind of wrap us out here with one final parting piece of wisdom.

Rachel: Hm. I want to go for no. So reach out to the people that you're afraid to reach out to cause if you don't ask, the answer's always no.

Dr. Mark: Love it. Thank you so much Rachel. This has been absolutely incredible.

Rachel: Thanks for having me.

Dr. Mark: And thank you all you summit hosts for hanging out with Rachel and I on this episode. I'm Dr. Mark T. Wade, founder of Virtual Summits Software and remember your message matters. So go out there and make an impact and don't forget to check out all the amazing goodies Rachel just gave us over in the show notes at podcast.virtualsummits.com/105 and we'll see you on the next episode.

Dr. Mark: Now, I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message, and there are people who are waiting for you to help them just get started because imperfect action is always better than no action. Thank you and see you on the next episode.