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Marketing Ideas | Sizing Up The Social Titans

Posted by [Lisa Wheeler](#)

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It's Pinterest vs. the other guys! We've spent a little bit of time chatting about the two social giants, [Twitter vs. Facebook](#), constantly jockeying for top position, which isn't really anything new.

Keeping things rather pinteresting on the social scene however, Pinterest –a relative new comer-is looking to also go head to head for social channel champion.

Yes, this savvy contender AKA [Pinterest](#) has come out swinging strong and taken the social media community by storm and on the verge of replacing Facebook as the latest social media sweetheart.

Just check out these [Pinteresting quick stats and facts](#):

- Pinterest has over 12 million unique visitors every month. (Source: [Quicksprout](#))
- Recently 139 million visits to Pinterest from the US, a 15-fold increase from the 9.2 million visits the site registered for the same month in 2011. (Source: [ComScore](#))



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- Third most popular social network behind Facebook and Twitter. (Source: [ComScore](#))

What makes Pinterest so unique? For starters, think of Pinterest as a platform pinning the future you. It helps you figure out who you want to be and where you want to go. Facebook and Twitter, on the other hand, deal with the present you addressing things like “Who I am” and “What I’m doing right now.”



Here are some other distinct differences between Pinterest and the other guys:

- **Interest centered, not user centered.** Unique to Pinterest’s platform is its ability to plan and create visual collages of ideas like upcoming holidays, parties, home renovations, etc. With Pinterest, it’s all about discovery and planning.
- **No check-in’s, no constant chit chat.** Other sites want you to stay actively engaged, which can be a major commitment. What’s cool about Pinterest is that you don’t have to be active or leave any comments, because it’s not about constant status updates.
- **News vs. magazine feel.** If you’re looking to get the most up-to-date news as it happens, Facebook and Twitter provide a fantastic outlet to achieve



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this. Pinterest on the other hand, has a more relaxed and casual feel almost like flipping through the pages of a personalized magazine. It's a more "anything goes" kind of atmosphere.

But of course, the real proof is in the pudding. With that, let's briefly talk shop in how [Pinterest ranks](#) in terms of referral traffic, organic traffic, etc. with the other social folks out there.

- Pinterest is driving more referral traffic than LinkedIn, Google+ and YouTube combined. (Source: [Mashable](#))
- Average time spent on social sites: Pinterest 77 min. vs. 12.1 min. on Facebook. (Source: [Quicksprout](#))
- Pinterest recently passed Yahoo in organic traffic making it the fourth biggest driver of Internet traffic in the world. (Source: [Techcrunch](#))

Thus, it appears that Pinterest is doing a bang up job of fixating its users and growing traffic at an exponential rate. So, if you haven't hopped on board the Pinterest train, then today is the day you might want to do so.

And while you're at it, be sure to grab your ticket to the hottest Pinterest guide available today!

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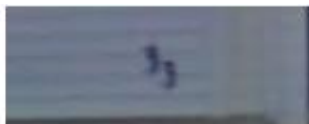
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