

DEBBIE GONZALES

CERTIFIED PINTEREST MARKETING SPECIALIST, AUTHOR, AND EDUCATOR

Discover the visually creative, marketing potential of one of the most powerful search engines on the web – Pinterest. Enhance awareness of the evergreen capabilities of this robust platform by incorporating workshops, presentations, and panel discussions about Pinterest led by Debbie Gonzales as part of your conference and services programming. As an author, educator, and a certified Pinterest Marketing expert, Deb is driven by a passion to help authors and illustrators establish visibility in the local, digital, and academic arenas.

PRESENTATION & WORKSHOP TOPICS:

PINTEREST 2.0

There are two approaches to establishing a presence on Pinterest - a personal account versus a business account. Being that each platform is beneficial in their own way, authors and illustrators should assess each approach according to their marketing goals. In this session, participants compare and contrast the pros and cons of personal and business accounts, then be presented strategies for success in each.

FINDING YOUR VOICE IN THE DIGITAL MARKETING ARENA

As book creators, we understand the need for consistent marketing of our books and services. Yet, we want to avoid sounding pushy, icky, or salesy. Because of this angst, many of us avoid marketing efforts all together. In this writing workshop, participants will be led through a series of lessons in which they will discover their unique messaging and establish a strategy to share it.

HOW TO TEASE KEYWORDS & SEO CONTENT FROM YOUR BOOKS & PROGRAMMING

Digital marketing success requires a basic understanding of SEO (Search Engine Optimization) and how it relates to one's books and services. Incorporating well-researched SEO to any and all digital marketing efforts amplifies visibility opportunities. In this session, participants will learn how to translate their desired messaging in such a way that Google, Pinterest, and social media platforms will categorize, classify, and magnify their reach.

PINTEREST BASICS: THE NUTS & BOLTS OF BUILDING A PLATFORM

Being that 431 million people use Pinterest monthly and that it's the third largest search engine on the internet, after Google and YouTube, all authors and illustrators need to establish territory on this dynamic platform. Learn the basics required to build and manage a dynamic evergreen platform on Pinterest inspired by your original content.

DONE IN A DAY: A PINTEREST PLATFORM CONSTRUCTION WORKSHOP

Learn the basics required to build and manage a dynamite evergreen platform on Pinterest. In this three-part, hands-on workshop, participants are guided to build the foundation for their Pinterest platform in real-time.



CONTACT DEB

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BIOGRAPHY

Debbie Gonzales is a **certified Pinterest Marketing Specialist, an author, and an educator**. She's the author of six transitional readers for New Zealand publisher, the non-fiction picture book *GIRLS WITH GUTS: THE ROAD TO BREAKING BARRIERS AND BASHING RECORDS*, and the host of *Guides by Deb*, a website consisting of over 300 standards-aligned educator guides for all genres. A former SCBWI Regional Advisor, Deb currently serves as a member of the SCBWI-MI Leadership Team and the Michigan Reading Association board. She earned her MFA in writing for children and young adults from the Vermont College of Fine Arts. Learn more about Deb and her many projects by accessing her websites at debbiegonzales.com and guidesbydeb.com.

