

Pinterest for Business

As Pinterest put it, this is a social network meant to “connect everyone in the world through the ‘things’ they find interesting.”

- Pinterest is a social network that allows users to visually share, curate, and discover new interests by posting, also known as ‘pinning,’ images to their own or others’ pinboards (i.e. a collection of ‘pins,’ usually with a common theme). Users can either upload images from their computer or pin things they find on the web using the Pinterest bookmarklet or Pin It button

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- A pin - an image added to Pinterest
- Pinboard - a set of theme-based pins
- Pinning - the act of visually sharing content
- Repin - reposting somebody else's pin
- Pin It button - button that can be placed on websites to facilitate sharing on Pinterest. Pins added using the Pin It button link back to the site they came from.
- Pinner - the person who does the sharing

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- You can browse through the items other users have pinned and ‘like,” “repin” or “comment” on them. As with most other social networks, members are encouraged to interact with the content by reposting it and by sharing others’ pins on Facebook and Twitter or via email
- As a social network Pinterest is very much focused on the concept of a person’s **lifestyle**

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- On Pinterest there are two ‘follower options’ a person can follow a specific board by a Pinterest user or a user’s account.
- A Pinterest user’s board might have more followers than the user herself/himself

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- **Pinterest Etiquette:**

- Don't blatantly self promote

But..

- Think of creative ways to showcase the lifestyle your brand/business/blog promotes

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- **Pinterest Strategies:**

- Promote through other channels: Add the Pinterest icons to your website and promote your new account through your other social media channels
- Create very good resourceful boards on specific relevant topics, base them on a few core keywords that you already use in your SEO strategy. Populate the boards with other users' pins and content that you find online, as well as your own images

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- Engage with Other's Pins: Start following users you think would want to follow you back. Like and comment on other pins. When someone sees you interacting with his or her content, they might check out your account and choose to follow you.
- Create a board of Photos of your (happy) customers
- Host a Contest: ask users to create a pinboard on their own account to demonstrate what they love about your brand, products, or services.

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- Add links in the descriptions of your pins. Check your Google Analytics referral traffic to see how much traffic is being driven from Pinterest
- Showcase your business' personality: Letting people in behind the scenes will make your brand/business relatable, interesting, and humanized.

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- **Pinterest Features:**

- You can allow other users to add pins to one of your boards.
- By using the @ symbol before a persons name you can mention a user in a pin description while you're pinning or repining. You can also mention a user in a comment. The user you mention will receive a notification

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- Just like Twitter, Pinterest supports the usage of hashtags. Users can use hashtags to tag their pins and make their content more search-friendly.

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- The trick to succeeding on Pinterest isn't necessarily about showing off your products or services directly. It's about finding creative ways to show how those products and services fit into the lifestyles of your target audience.

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