



For  
Business:  
201

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# What, Why, How of Pinterest for Business

## What is Pinterest?

- ✓ The visual bookmarking tool that helps you discover and save creative ideas.
- ✓ Founded in 2010
- ✓ Currently has 176M users, 100 M active users daily
- ✓ 85% Female / 15% Male Users
- ✓ Pinners create, collect, and share visual information on what is known as virtual PinBoards.

## Why use Pinterest?

- ✓ Second highest referrer network for web traffic
- ✓ The life of a Pinterest pin is 1,600 times longer than a Facebook post
- ✓ With the right visual content, you gain find and build an audience using Pinterest
- ✓ 65% of the population are visual learners
- ✓ 90% of information transmitted to the brain is visual
- ✓ 50% of your brain is involved in visual processing


## How to use Pinterest

- ✓ Need to know your purpose for using Pinterest for business
- ✓ Create a Business account for additional features: analytics, rich pins, and promoted posts
- ✓ Create an optimized bio (be consistent with fonts, colors, graphic, bio picture, keywords, website to match other social media platforms)
- ✓ Identify visual content you can create from your products, services, and / or supporting services
- ✓ Create a pinning strategy to include: frequency of pins, number of pins, types of pins
- ✓ Create your boards: personal, business (product / services), supporting services, trending topics, and more
- ✓ Follow like boards, industry boards, competitor boards
- ✓ Pin engaging and visual content (pictures, memes, video, blog posts, infographics)
- ✓ Optimize the board: description, keywords, hashtags, image size, branding, category

## Checklist for Optimizing Your Pinterest Profile

**Profile**

Business Name: Michelle Post, PhD, MBA, CSMS

Picture:  Change picture

Username: www.pinterest.com/ mpostphd

About you: Teacher | Connector | Helper | "The best way to find yourself is to lose yourself in the service of others." - Gandhi

Location: Monument, CO

Website: <http://www.reachyourpotential.guru/> Site confirmed

Select a business name that is easy to remember, aligns with your purpose or business, and is consistent with your other social networking platforms (37 Characters)

Select your logo, a professional headshot, or another image that is your "brand's story"

Select a user name that is easy to remember, aligns with your purpose or business, and is consistent with your other social networking platforms

Complete your Bio with keywords, and phrases that let followers know what you do and what you'll be sharing (160 Characters)

**Verify your website** for this step gives you complete access to Pinterest analytics (15 Characters)

Don't Forget to Link Your Social Networks to Your Pinterest Profile

## Board Types: Public, Secret, Group/Community, Place

Choose Your Board Type

- Public Board – visible to everyone
- Secret Board – visible only to you; any Pins you add to the board are also hidden from users' Feeds. Note: once a **secret (private) board** is converted to a public board, it cannot be undone.
- Group / Community Board – a public board where other (invited) users can add Pins
- Place Boards – Create a board of Place Pins (location-specific Pins). Select “Add a map” when you create a new board (or Edit an existing board’s settings to Add a map).



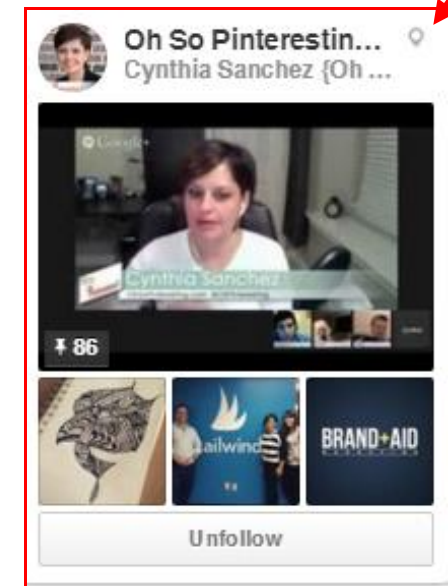
Public Board



Secret Board



Group Board



Place Board

## Rich Pins

### What are Rich Pins?

Rich Pins are Pins that include extra information right on the Pin itself. There are 6 types of Rich Pins: app, movie, recipe, article, product and place.

#### Different Rich Pin Types

- ✓ **Product Pins** - Product Pins let you show the price, stock status, and product description on Pins from your website.
- ✓ **Article Pins** - Article Pins let you show the headline or title, the description and the author of your article or blog post.
- ✓ **Place Pins** -Place Pins let you add a location to Pins that come from your website. When people pin something from your site to a place board, it'll show the location.
- ✓ **Recipe Pins** - Recipe Pins let you add a title, serving size, cook time, and a list of ingredients to recipes from your site. We can also tell if something is paleo, vegetarian, vegan, or gluten free.
- ✓ **Movie Pins** - Movie Pins let you add extra information about the movie that's on your website, including user rating, director, actors, and actresses in the movie, release date and movie rating (G, PG, R, etc.).
- ✓ **App Pins** - App Pins feature an Install button that takes iOS users to the App Store to download your app.

#### How to Use Rich Pins?

##### Tutorial -

<https://help.pinterest.com/en/articles/enable-rich-pins-your-site>

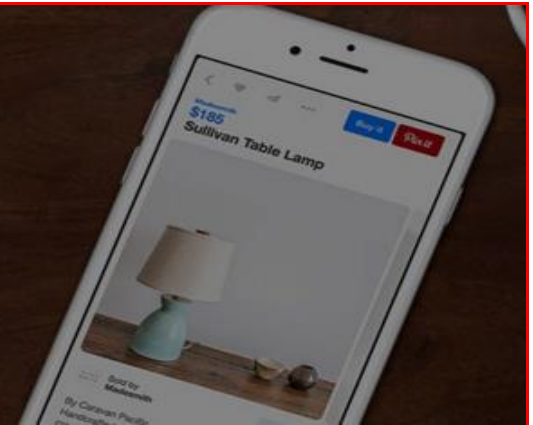
1. Prep your website for rich pins with meta tags or an Embed endpoint – work with a web developer on this step
2. Test out your rich pins
3. Apply to rich pins on Pinterest
4. After applying for Rich Pins, mark up your website to the most applicable Rich Pin type
5. Add Rich Pins to your Shopify Store
  - a. [Follow the 5-Steps to adding Rich Pins](#)



## Buyable Pins

# Buyable Pins

Let people buy your products—right from Pinterest!



## How do I get started

Right now, we're working with a few major brands and 5 commerce platforms. Here's how you can get involved:

- **Bigcommerce:** Visit Bigcommerce's Pinterest page for more details
- **Demandware:** Visit Demandware's Pinterest page or contact your customer success manager
- **IBM Commerce:** Sign up for the Pinterest waitlist and IBM will reach out
- **Magento:** Visit Magento's Pinterest page for more details
- **Shopify:** Visit Shopify's Pinterest page to activate Buyable Pins in just a few clicks

[Everything You Need to Know About Pinterest's New Buyable Pins](#)

6 Strategies for Pinterest Buyable Pins - <http://www.entrepreneur.com/article/248927>

## Pinterest Contests

### Do:

- Remember that Pinterest is all about people discovering things that inspire them. Reward quality over quantity.
- Make it easy to get involved with clear and simple instructions.
- Read our anti-spam measures to keep your contest fun and useful.
- Check out our branding guidelines if you're going to reference Pinterest in any way.

### Don't:

- Suggest that Pinterest sponsors or endorses you or the contest.
- Require people to add Pins from a selection—let them add what they like.
- Make people Pin your contest rules. This is a biggie.
- Run a sweepstakes where each Pin, board, like or follow represents an entry.
- Encourage spammy behavior, such as asking participants to comment.
- Ask people to vote with Pins, boards, or likes.
- Overdo it: contests can get old fast.
- Require a minimum number of Pins. One is plenty.
- Call your contest a "Pin it to win it" contest.

### Third Party Contest Providers – Just a Few

- ✓ Wishpond - <https://www.wishpond.com/pinterest-contest/>
- ✓ Shortstack - <http://www.shortstack.com/pinterest/>
- ✓ PromoSimple - <https://promosimple.com/>
- ✓ GiveAwayTool - <http://giveawaytool.com/>



## Steps to Creating a Pinterest Contest

1. Create an idea for the contest
2. Choose a 3<sup>rd</sup> Party Contest App
3. Create simple steps to follow
4. Clearly explain rules and rewards of the contest
5. Ask for only one entry
6. Decide how to choose a winner before the contest
7. Create a Pinterest Board for the Contest
8. Create a Landing Page on your website
9. Create suitable hashtags for the contest
10. Share the contest on your other social media networks
11. Generate leads from the contest's submissions
12. Measure the contests success
13. Award prizes
14. Thank all the contestants who entered



## Integrating Pinterest with Other Social Media Platforms



Create a FB Tab and link it to your Pinterest page



Link your Pinterest page to your Google+ bio page



Link your Pinterest page to your LinkedIn bio page



Add the [Pin Button](#) to Google Chrome

FOLLOW ME ON PINTEREST!



Use the [Pinterest Widget Builder](#) to create a Pinterest Button for your website



Link your Pinterest page to your Gmail Account

## Pinterest Strategies for Business Success



# The Best Tips for Pinterest Marketing

1. Pin consistently at least 5x per day
2. Schedule your Pins
3. Apply for Rich Pins for your website or blog
4. Create "Pin It for Later" links
5. Design images at the proper size
6. Create and Pin images with text
7. Write keyword-rich descriptions and boards
8. Add a link to your pin descriptions

### Strategies for Pinterest Success

- ✓ Checkout your competition and see what is missing from their Pinterest boards and create the missing link
- ✓ Where is your competition posting and what
- ✓ Create Call-to-Action pins
- ✓ Ensure your boards and pins are SEO-optimized
- ✓ Pin your story
- ✓ Pin supporting products and services
- ✓ Pin industry news
- ✓ Pin more often
- ✓ Schedule your pins throughout the day
- ✓ Apply for and use Rich Pins
- ✓ Create the right-sized images
- ✓ Write keyword enhanced descriptions
- ✓ Add your website link(s) to board and pin descriptions
- ✓ Use graphic tools to create combine multiple images into one image
- ✓ Create pins with text for more exposure
- ✓ Categorize your boards and pins
- ✓ Find and engage with active group boards
- ✓ Brand the images you create with a watermark or logo
- ✓ Create collaboration boards

# Pinterest Analytics

How to use Pinterest Analytics - <https://www.youtube.com/watch?v=btaw6Q9Fb8>

## Pinterest Analytics What to Review

- ✓ **Your Pinterest Profile**
  - Pin Impressions
  - Board Impressions
  - Repins
  - Clicks
  - All-time
- ✓ **Audience**
  - All Audience / Your Followers
  - Demographics
    - Country
    - Metro
    - Language
    - Gender
  - Audience Interests
    - Boards
    - Brands
- ✓ **Your Website**
  - Impressions
  - Repins
  - Clicks
  - Original Pins
  - All-time
  - Pin-It Button
- ✓ **Pinterest Ads**

## A Guide to Pinterest Analytics -

<https://business.pinterest.com/sites/business/files/pinterest-analytics-guide-en.pdf>

## Pinterest Analytics: 6 Tools to Drive Improved Results -

<http://www.razorsocial.com/pinterest-analytics/>

## 6 Metrics You Must Monitor on Pinterest

1. Pinterest referrals to your website
2. Pinterest shares from your website
3. Boards with the most repinned pins
4. Best in search
5. Demographics of your Pinterest posse
6. Followers of your Pinterest account

## Pins Created From Your Website

You can check what Pins have been created from your website by adding the domain.com to the end of this URL:

<https://pinterest.com/source/yourwebsite.com>

# Resources

## Tutorials

- ✓ Pinterest Help - <https://help.pinterest.com/en>
- ✓ Pinterest for Business YouTube Channel - [https://www.youtube.com/channel/UCmtc3r388w-rR\\_k3D7IFzXw](https://www.youtube.com/channel/UCmtc3r388w-rR_k3D7IFzXw)
- ✓ Pinterest Blog - <https://blog.pinterest.com/en>
- ✓ Confirm Your Website - <https://help.pinterest.com/en/articles/confirm-your-website>
- ✓ Applying for Rich Pins - <https://business.pinterest.com/en/rich-pins>
- ✓ Getting Started With Rich Pins - <https://developers.pinterest.com/docs/rich-pins/overview/>
- ✓ Writing Descriptions for Your Pins - <https://youtu.be/d47VINVA1tY>
- ✓ Power of Pinning - <http://powerofpinning.com/p1/?hop=itcengel>
- ✓ Pinterest Widget Builder - [https://developers.pinterest.com/tools/widget-builder/#do\\_pin\\_it\\_button](https://developers.pinterest.com/tools/widget-builder/#do_pin_it_button)
- ✓ Brand Guidelines for Pinterest Marketing - <https://business.pinterest.com/en/brand-guidelines>

## Terminology

- ✓ Building your Brand with Pins & Boards - <http://indierecon.org/pinterest-for-authors-jay-artale/>

## Pinterest Image Sizes and More

- ✓ Ultimate Guide to Social Media Image Sizes - <http://www.socialmediaexaminer.com/social-media-image-sizes/>
- ✓ The HelloSociety Content Creation Guide for Pinterest - <https://hellosociety.com/blog/the-hellosociety-content-creation-guide-for-pinterest/>
- ✓ If Don Draper Tweeted: The 27 Copywriting Formulas That Will Drive Clicks and Engagement on Social Media - <https://blog.bufferapp.com/copywriting-formulas>
- ✓ QuoteCovers - <http://www.quotescover.com/>
- ✓ Pablo - <https://buffer.com/pablo>
- ✓ Piqora - <http://www.piqora.com/>
- ✓ 10 photo collage templates to make your Pinterest posts pop - [http://mashable.com/2015/04/28/pinterest-photo-collage/#c\\_vK3em0Qmqh](http://mashable.com/2015/04/28/pinterest-photo-collage/#c_vK3em0Qmqh)

## Third Party Tools

- ✓ 21 Time-Saving Pinterest Tools for Businesses and Marketers - <https://blog.bufferapp.com/pinterest-tools>
- ✓ Buffer - <https://buffer.com/>
- ✓ PinGroupie - <http://pingroupie.com/>
- ✓ PinTalk - <http://pintalk.net/>
- ✓ Rich Pins Validator - <https://developers.pinterest.com/tools/url-debugger/>

- ✓ Pinterest Goodies - <https://about.pinterest.com/en/goodies>
- ✓ Watermark Reloaded - <https://wordpress.org/plugins/watermark-reloaded/>
- ✓ Pretty Pinterest Pins - <https://wordpress.org/plugins/pretty-pinterest-pins/>
- ✓ WiseStamp - <http://www.wisestamp.com/>
- ✓ PinAQuote - <https://shareasimage.com/>
- ✓ PinPuff - <http://www.pinpuff.com/#pinpuff>
- ✓ Tailwind - <https://www.tailwindapp.com/#pinreach>
- ✓ ViralTag - <https://www.viraltag.com/>

### List of Free Visual Content Sites (images, video, infographics)

- ✓ 20 Free Stock Photo Sites for your Social Media Images - <http://blog.hootsuite.com/20-free-stock-photo-sites-social-media-images/>
- ✓ 20 Cool Tools for Creating Infographics - <http://www.jeffbullas.com/2015/08/20/20-cool-tools-creating-infographics/>

### Checklists

- ✓ [FREE PRINTABLE] 16 Point Pinterest Profile Checklist - <http://blog.tailwindapp.com/pinterest-profile-checklist/>
- ✓ Optimize Your Account for Pinterest Growth – FREE Download - <http://blog.tailwindapp.com/pinterest-growth-download/>
- ✓ The Pinterest SEO Checklist: 5 Essential Items to Maximize Your Organic Visibility - <http://www.mcngmarketing.com/pinterest-seo-checklist/#.VsLH9vIrLIU>
- ✓ A Pinterest Checklist for Your Business - <http://leaguecomputers.com/blog/2015/04/pinterest-checklist-for-your-business/>
- ✓ We Tried All the Best Pinterest Marketing Tips: Here's What Worked - <https://blog.bufferapp.com/pinterest-marketing-tips>
- ✓ The Ultimate Social Media Setup Checklist - <https://raventools.com/socialchecklist/>

### Worksheets, Templates, and Calendars

- ✓ Tailwinds free Pinterest Content Calendar - <http://promotions.tailwindapp.com/pinterest-content-calendar/>
- ✓ How to Brand Your Business: 5 Brainstorming Exercises That Will Attract Your Ideal Customer - <http://diymarketers.com/how-to-brand-your-business-5-brainstorming-exercises-that-will-attract-your-ideal-customer/>
- ✓ Branding Your Business Worksheet - <http://shop.usa.canon.com/estore/marketing/score-landing/apr-all-desktop.pdf>
- ✓ How to Make an Infographic in Under an Hour [15 Free Infographic Templates] - <http://blog.hubspot.com/marketing/free-ppt-infographic-templates-designs-ht>

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