

Exploring Pinterest as a Marketing Tool

1. Change your account over to a Business Account - STAT! This is the very first thing you should do.
2. Claim your domains! You can link your websites, instagrams, etsy's, etc to Pinterest. This helps link your website for when Pinners click. It also shows up in the pin's description.
3. Pin Weekly. It's important that you are pinning your own original content on a weekly basis.
4. It's shown that vertical format pins do the best! Try for a 2:3 ratio.
5. Use keywords in your description. Think of what your audience will be searching for when using description words.
6. Don't forget to throw in some helpful hashtags! If you use social media, then you know what kind of hashtags you should be using. Anything that your pinner will be searching for will be helpful to add here as well.
7. Make sure your boards are coherent and specific. Pinners should be able to tell what the board is from first look.
8. Make sure board names are specific as well - think of those important search words again!
9. Think like a Pinner - when would you start searching for pins? Studies show they typically start looking 45 days in advance. You'll want to start publishing content then.
10. Business Accounts provide a wealth of Pin Analytics. Make sure you take a look and use this information! This will tell you all about your audience and what kind of content they are responding to.



Katelynn Ann
THE PERPETUAL TOURIST