

How to
Use
Pinterest
for business



What pinterest can do for your business?

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Introducing pinterest

Pinterest has become one of the most popularly used social networking websites across the world. An increasing number of business brands are using this fabulous medium to promote their services and products.

The major reason for such a fast ascent of pinterest to fame is the aesthetic appeal of the website. Businesses can make the use of images and also combination of different images for making their pin board unique and appealing.

People feel positive and great when they make something beautiful and this is the reason why everyone loves Pinterest and thus, it offers a brilliant platform to businesses to improve their brand image.



Pinterest is an exciting and fun way for sharing images of products and how these can be utilized and beneficial. It focuses to engage visual senses and thus, more appealing and attractive the image is, more users would pin and then share it with others.

Pinterest can be extremely useful, particularly, for new businesses, as they can receive tremendous exposure to promote their new website as well as products.

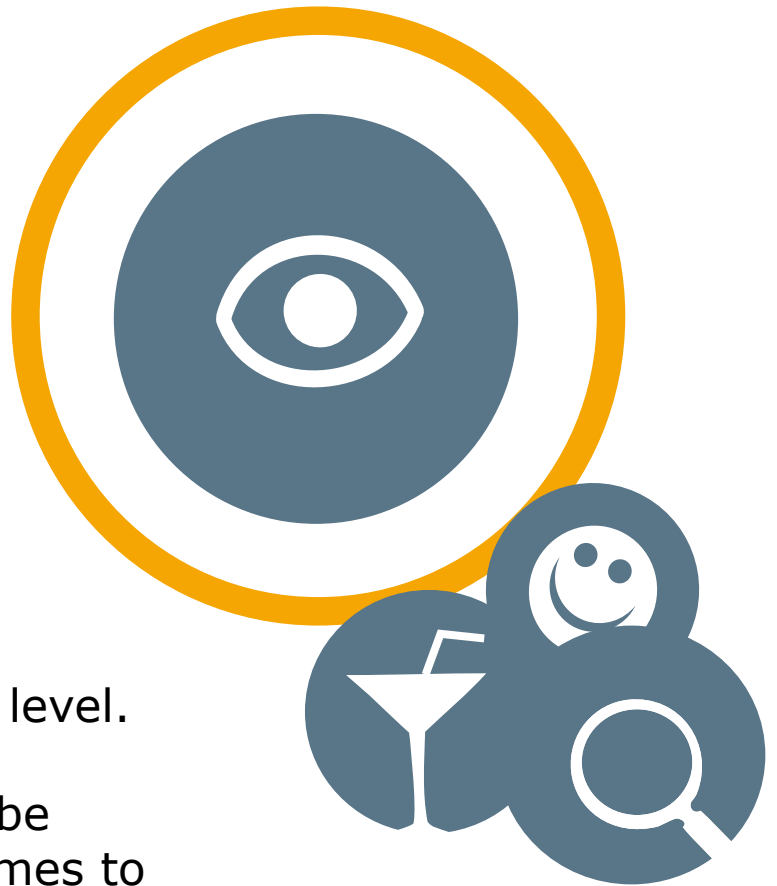


Chapter 1:

Plan for success on pinterest

A plan to succeed on pinterest is a must for the growing businesses. Pinterest is an excellent way to engage more buyers for your business products and services. It is a brilliant tool for capturing one’s market share and take their business to a whole new level.

Entrepreneurs must not be apprehensive when it comes to thinking out of the box and being innovative. So, be creative and include pinterest to the marketing strategy and rather than text, post images. However, you must make sure that you choose the images wisely.



For a successful business, make an interesting profile while using the business logo. Make sure that you use keywords in the description and set up links to the business website and blog on your business profile.



Create your board while keeping in mind the ideal client. Provide answers and feed inspirations of your clients and also solve their queries.

Choose categories or topics which reflect the values, interests, culture, services and products of your business and be creative with the board names.

Chapter 2:

**Check the
sources
before
pinning**

With billions of updates influencing the online shoppers, capturing someone's attention with an interesting image can make a huge difference between pondering over the text and actual engagement with the brand.



Pinterest is the finest example of the referral marketing and highlights the importance of visuals to generate buzz among the social media websites.

However, before pinning, you must check the sources. Being copyright savvy is extremely important to achieve success on pinterest.

When you re-pin, click first to find out if the pins are taken from a legitimate source.

Also, when pinning the original content, add watermark of the business logo or website to the image to ensure pin integrity. By doing this, the image will be connected to the business website and would continue promoting your brand.

This helps businesses to better target their customers and they are more likely to engage with them. Thus, you get this brilliant opportunity of how you would like to introduce the customers to your brand. Isn't it simply amazing?



Chapter 3:

Pin in a strategic way

Pinterest offers businesses a fabulous way to improve their brand image and stay ahead of the competitors. You must create an interesting board which reflects an important aspect of your business that you wish to share with rest of the world.



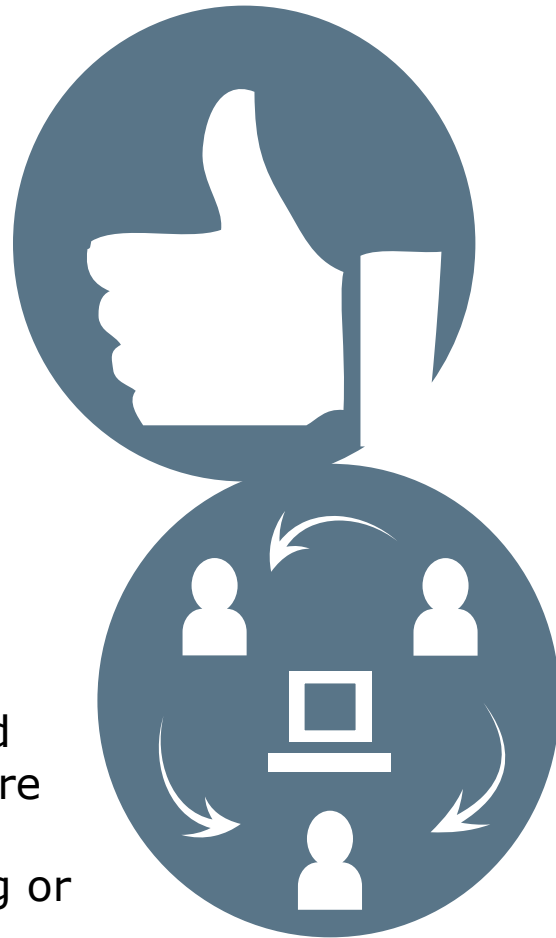
So, if your business sells products, you can pin images to show the products being used by the people.

Make a board to show off some important aspect of the brand, like customer service, environmental commitment, and innovative design to make your board stand out among others.

The increasing popularity of pinterest has enticed the brands to utilize this platform to connect with the users and promote their brand worldwide. This also helps to drive significant traffic to your business website and blog.

However, for a business to succeed on pinterest, you need to pin eye catching and interesting images. People are more likely to share images which are beautiful, inspiring or mesmerizing.

So, take out time to find the perfect images which can promote your brand and can connect with the prospective buyers.



Chapter 4:

**Create
interesting
visual content**

keys to success for any businesses is being:

- 1 Creative
- 2 Marketing the brand

So that it appeals to the prospective customers. You can engage buyers through pinterest with the help of creative content, which is "pinnable" and visually engaging.



How to engage buyers through Pinterest

1

Choose excellent images to promote your brand. If you include interesting, quality and engaging images, users are more likely to pin your content.

2

Pin different kinds of images. You must include photos, videos, text, and info graphics.

3

Pin interesting videos. Videos are the least popular on pinterest but most engaging also! So, think out of the box and provide something new to the users to publicize your brand.

4

Keeping the content simple is very important. More clear, simple, succinct and visual it is, more this would be repinned and shared. Be creative and make pinner wish to share your pin!

You can even experiment with the size and color scheme to make the content more attractive.

Chapter 5:

**Be creative
and unique to
drive business
success**

Be creative and unique

While pinterest was started as a medium to organize as well as share thing which we like, it has tremendous potential to promote, compete and sell products or services.

And of course, the idea is to add value and appeal to engage buyers. Promote respectfully and creatively which is going to be your ticket to success!



- 1** Use pinterest for conducting and promoting a competition. Provide a call to action to the users to enter the competition which is conducted by your brand and promote it through your business website and blog. Make your competition based on pinning and repining, commenting and liking. So, there are endless options that you can choose to promote your brand.
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2 Use your imagination and ingenuity. Create viral sharing and buzz. You can run an innovative and exciting campaign and allow the users to pin, and post comments.

So, think different and come up with something unique innovative to appeal to your present and potential buyers.



Chapter 6:

**Promote
strategically
and creatively**

For a successful business, promoting the brand strategically and creatively is of utmost importance. Having a perfect marketing strategy is extremely important to expand you business and connect with the potential customers.



Pinterest allows you to create buzz among the target audience for your products and services. So, when choosing images for your products or services, make sure that these are high quality and appealing and are able to capture the true value of the product.

Showcase the interests, lifestyle, beliefs behind your business brand and also your services, products, blog posts, portfolio, designs, events and all the creativity and fun which goes when coming up with something really unique and useful for the users.

You can even feature businesses or brands which you admire, or you are working with.

Pin blog posts, videos, quotes, websites and tips from others and if you are part of any community group, you can even promote the other members and businesses.



Chapter 7:

**Do not
neglect
referral
traffic and
SEO**

For any business to grow and thrive, building relationships with the customers and target audience is hugely important. Connect with the customers in a prudent way and take your business to exceptional heights.

Well, this is not that simple and can come over a period of time. However, pinterest offers you the most prudent way to reach out to an extensive target audience and promote your products or services worldwide.



When pinning, you definitely cannot ignore SEO but you have to keep in mind that magic can only come from the referral traffic through pinterest and not just through direct links. Make sure that your pins are noticed.



Use eye catching and keyword rich captions and also add hashtags to the descriptions. Create interesting content so that it can entice the users and make them stay.

Chapter 8:

Use tools, measure and research

Track your business success and profits with pinterest. When making the use of social media applications such as pinterest, using the effective yet simple tools which are available is extremely important.

Apart from making your marketing strategy quite effective, this will also help you comprehend what works all works for your business depending upon your demographic. Pinterest offers you some amazing tools which can help you to maximize your business success.



The mobile app on pinterest is a simple yet effective tool to pin which is the most effective way to reach out to your customers and boost up the sales.

Pinstamatic is also a significant and one of the value adding tools which pinterest offers you which allows you to share screenshots and short messages from your website for the users. Besides, pinerly is another interesting tool which can be used for the businesses for enhanced exposure and visibility.



Conclusion :

Having the potential to reach millions of prospective customers with just a click of a button is quite an appealing concept for businesses. Pinterest helps you drive traffic to your business website by attracting more users to your profiles and pinboards.

You can see immediate results in sales, your referral traffic and brand exposure while using pinterest as a part of your business marketing strategy.



With millions of people on pinterest now, it is just the right place to promote your services or products. This visual platform allows businesses to connect with their target audience and thus engage buyers.



Through interesting and eye catching images, businesses can create a buzz among their target audience for their services and products.

With its endless benefits, the site has significantly grown in popularity and today more and more businesses are using pinterest to promote their brand and get exposure.



**Thank you for downloading our Twitter ebook,
we hope you find this information useful,
feel free to contact us if you need any help!**

