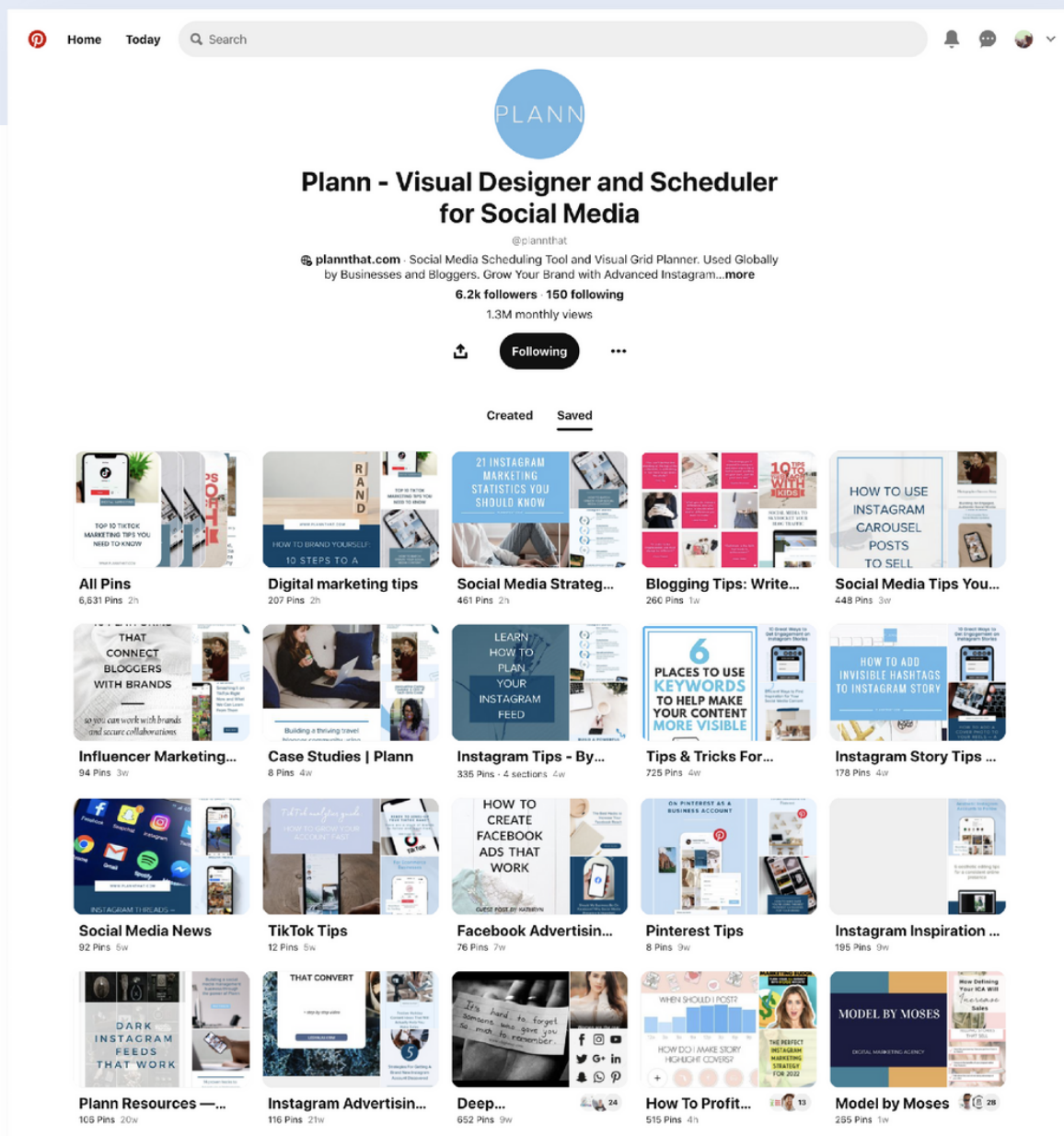


# Pinterest 101

## Your Complete Guide to Using Pinterest for Business



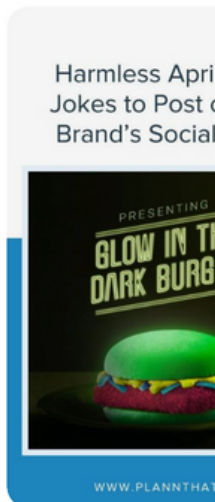
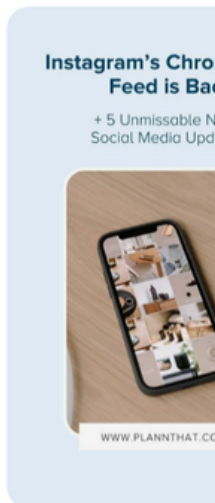
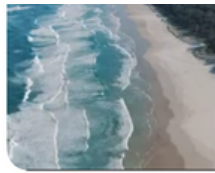
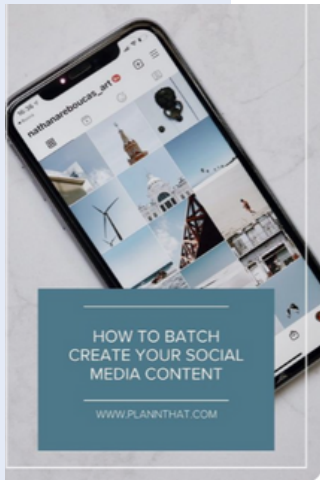
# Introduction

Chances are, you're already familiar with Pinterest. Since 2010, Pinterest has been a source of inspiration for users, packed with new ideas and new things to try.

From humble beginnings as a virtual scrapbook, Pinterest has evolved into a must-try marketing channel for brands and businesses. Now, Pinterest boasts a whopping 431 million active monthly users. Plus, shoppers on Pinterest are shown to spend up to 2x more per month than users on other social media platforms.

Whether you're looking to boost brand awareness, build an engaged community or drive eCommerce sales, Pinterest is an unmissable marketing channel in 2022. But the key to generating the best success is to know how the platform works, how to produce great content and best practice tips and tricks.

Luckily, we've pulled together your ultimate guide to everything you need to know about using Pinterest for business. Ready? Let's dive in.



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**READY TO MASTER YOUR PINTEREST WITH PLANN?**

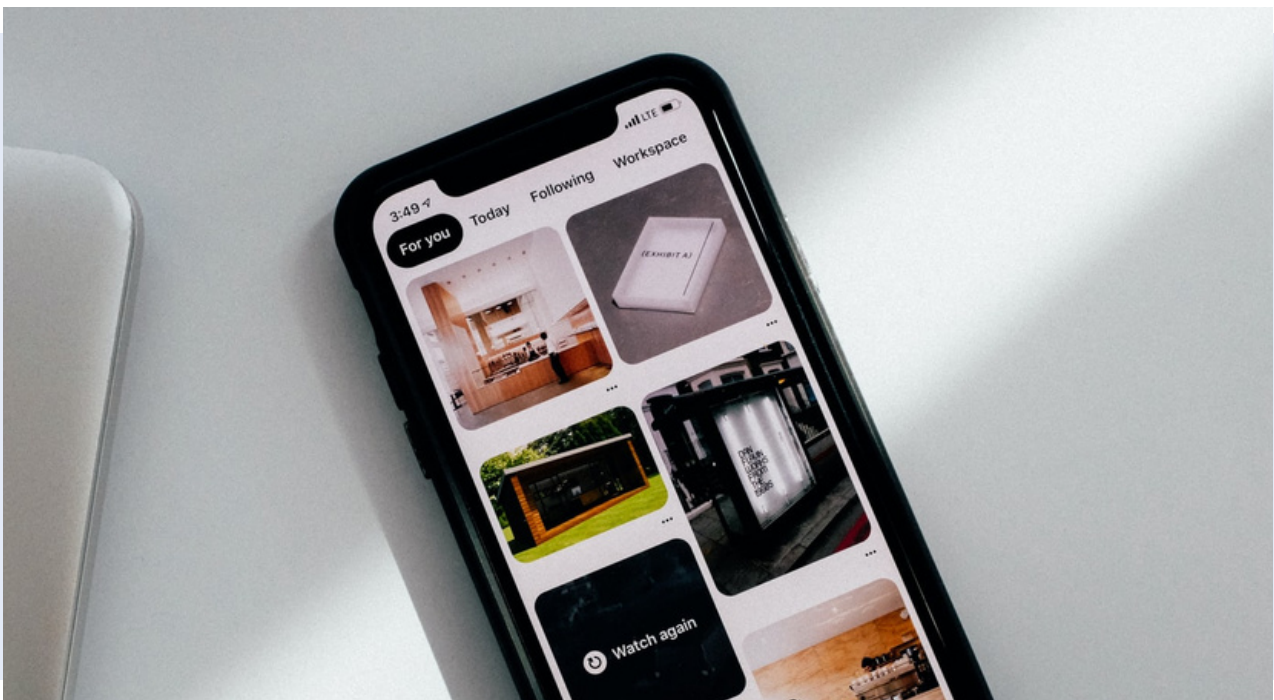
# Why should your brand be using *Pinterest* ?

Before we go any further, let's run you through the basics of the Pinterest platform. In a nutshell, Pinterest is a visual search engine and social media channel that helps users (known as Pinners) explore and discover new ideas, brands and products.

On the platform, users and brands can share or reshare pins (with each post linking back to a specific product, online store or website). This gives businesses huge scope to drive website traffic from Pinterest by ensuring every pin they share has a website link in the pin description.

Still not convinced if Pinterest is worth your while? Let's run you through a stack of compelling reasons why Pinterest is a must for your marketing strategy:

- **Pinterest is a place of discovery and inspiration:** users head to Pinterest to inform their next purchase decision, giving you huge scope to get your products in front of interest audiences and potential customers.
- **Pinterest users are ready to make a sale:** users on Pinterest are 2.2x more likely to say their Pinterest discoveries turned into real purchases (compared with other social platforms).
- **Pinterest is a cost-effective advertising channel:** as a growing social platform, you have huge scope to see tangible results from your advertising on Pinterest. Brands see 3x the conversions and 2x the positive incremental return on ad spend (ROAS) when compared to other social media platforms.





# How to use *Pinterest* as a brand or business

# Step 1:

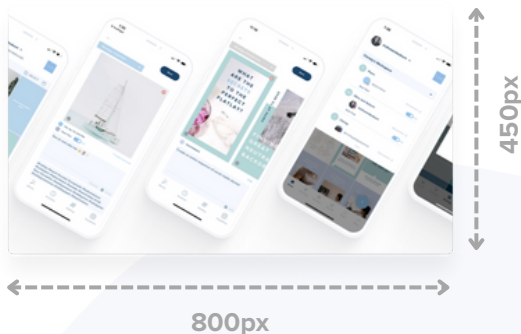
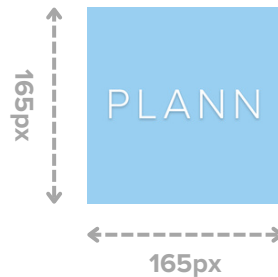
## Get your brand set up on Pinterest

If you've never signed up to Pinterest before, head to Pinterest for Business and select 'Create a Business account'. Simply follow the prompts and fill out your businesses details to create a new account.

If you've already got a personal Pinterest account, you can convert this into a Business profile in a just a few clicks. Simply log in to your account, head to the right-hand corner and select 'convert to business account' from the drop-down menu.

Now, it's time to optimize your Pinterest profile for maximum visibility and reach. Let's run you through the steps you'll need to take:

- Upload a **branded profile image** (such as your logo or brand mark), ensuring it's resized to 165 x 165 pixels.



- Design a **branded cover photo** that captures your brand, explains what you do and reflects your visual identity (resized to 800 x 450 pixels).
- Craft a **compelling description** that accurately reflects your business and what pinner should expect from your content (packed with a few strategic searchable keywords to make it easier for users to find your Pinterest profile).
- Update your **brand URL and contact button** to make it easy for profile visitors to call or email your business.

### Plann - Visual Designer and Scheduler for Social Media

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🌐 [plannthat.com](https://plannthat.com) · Social Media Scheduling Tool and Visual Grid Planner. Used Globally by Businesses and Bloggers. Grow Your Brand with Advanced Instagram...[more](#)  
6.2k followers · 150 following

### About Plann - Visual Designer and Scheduler for Social Media

🌐 [plannthat.com](https://plannthat.com)  
+ 👤 6.2k followers · 1.3M monthly views  
👤 150 following

## Step 2:

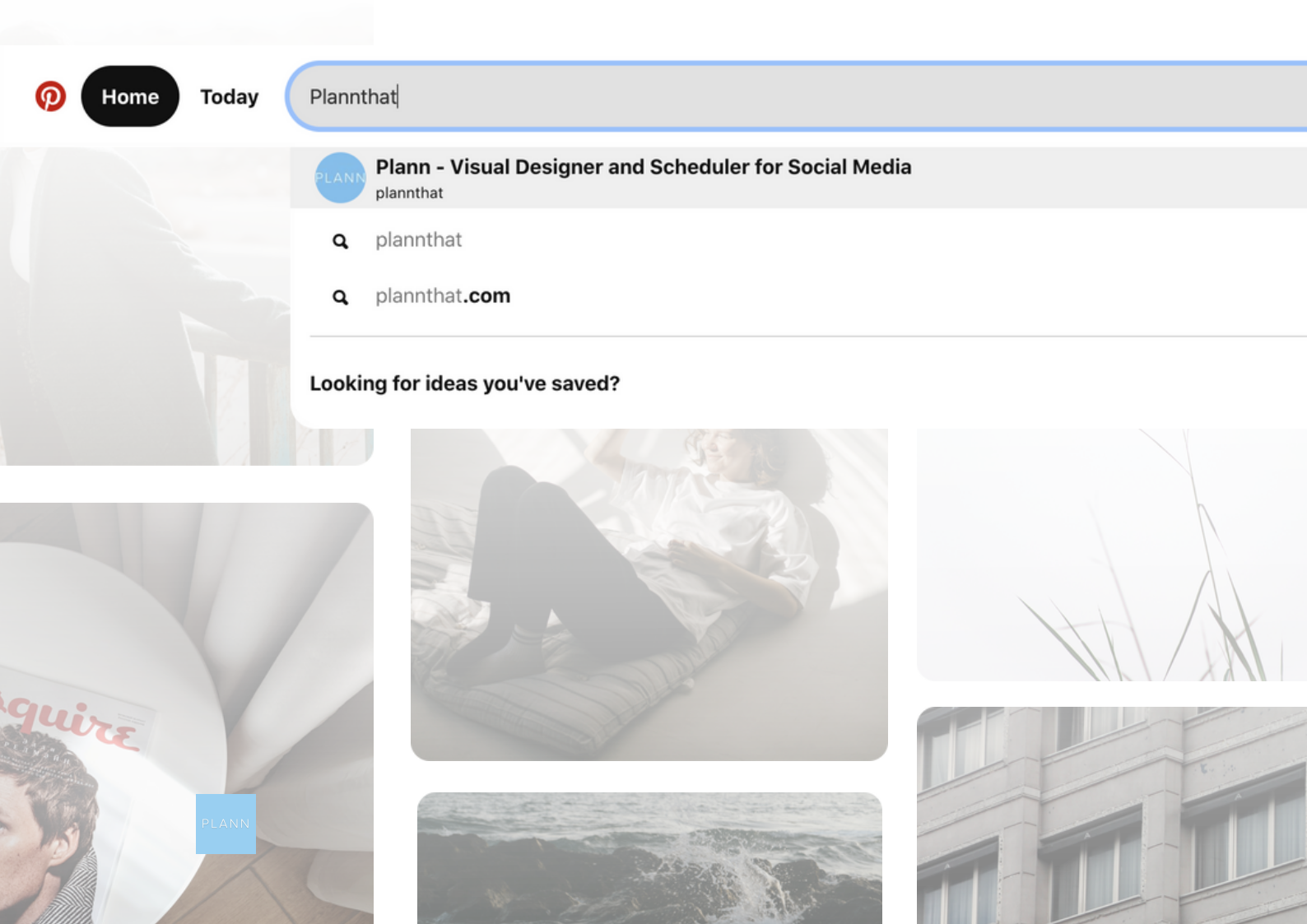
# Learn how the Pinterest search engine works

Here's the big thing you need to know about Pinterest: the platform works more like a visual search engine than a social media network.

That means you need to focus on making your content (pins and boards) easily discoverable through searchable keywords. That's because the primary way for new users to discover your brand will be through the Pinterest search bar.

The best way to boost your chances of success on Pinterest is to optimize your entire profile and every piece of content for SEO best practices, including:

- Injecting relevant keywords into your pin titles, descriptions and alt text.
- Creating a range of well-named Pinterest boards that group together similar topics, products or themes.
- Ensuring your Pinterest profile (including your account name and description) includes 1-2 relevant keywords.



## Step 3:

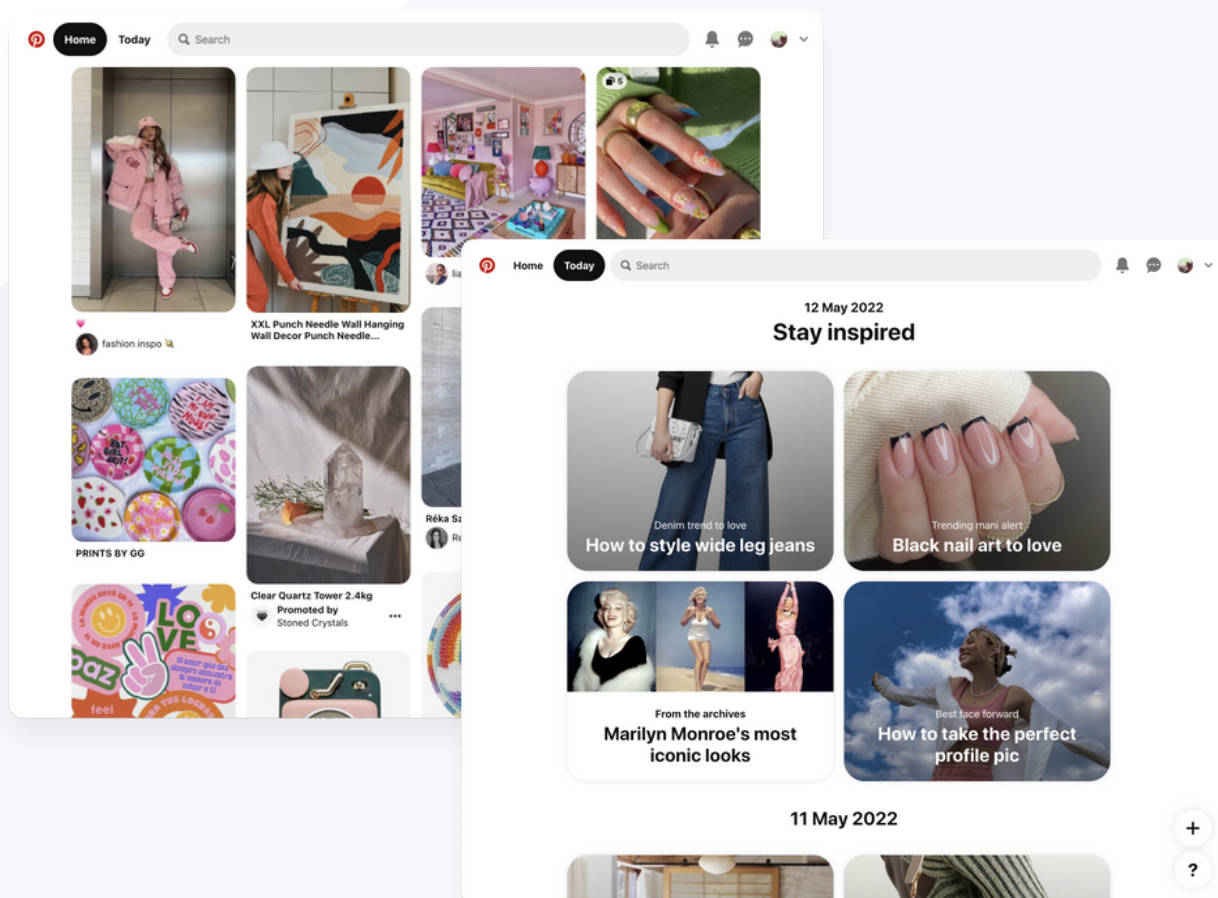
# Understand the different Pinterest feeds

On Pinterest, users have two ways to browse through content: the Home feed and the Today feed. As a brand, it's important you learn how this content is categorized and sorted to give your own pins the best chance of success.

The **Home feed** is a personalized feed, tailored to the behavior of each user. It shows a handpicked collection of content based on the pins and boards you've previously engaged with, as well as the terms you've been searching for.

The Home feed showcases content from accounts you already follow, as well as recommendations from brands you might like (based on your recent activity).

On the flip side, the **Today feed** is a curated collection of content based on what's trending on Pinterest. This feed isn't tailored to each user and instead is refreshed daily for all users across the platform.

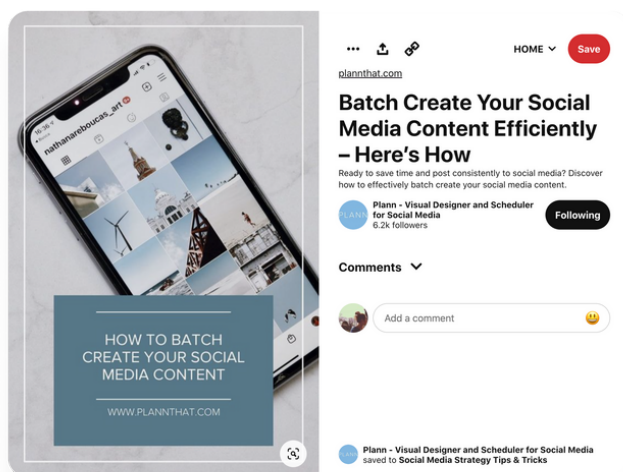
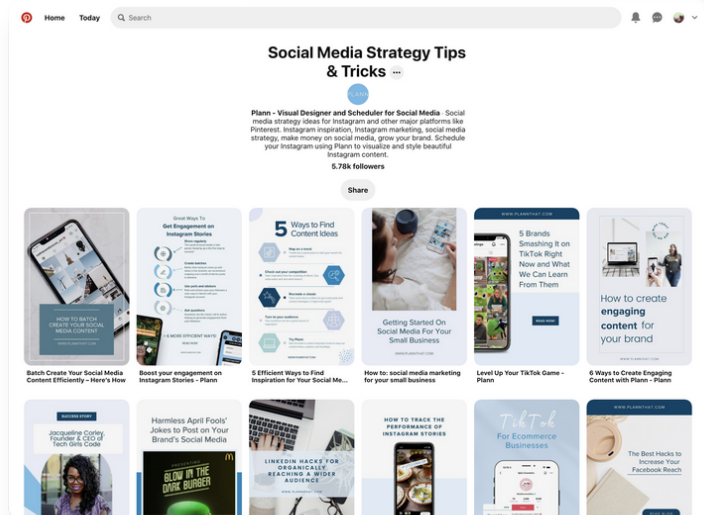


## Step 4:

# Learn the difference between boards and pins

So, what the heck is the difference between a board and a pin? While these are both ways of sharing content on Pinterest, they need to play a different role in your social media strategy on Pinterest.

- **Boards** are curated folders of content on Pinterest. You can set the name and description of each board on your Pinterest profile, and even rearrange the order they appear. These boards should be aligned to your social media content pillars, key products or broad topics related to your brand.



- **Pins** are images and pieces of content that you've created and uploaded or have re-pinned from another user. These pins can have a title, description and website link, plus can be saved to specific boards on your Pinterest profile.

You might also be wondering: what are repins? This is when your brand's pins are reshared by another user and saved to their own Pinterest boards. By tracking the number of repins your posts receive, you can track the level of engagement you're receiving (and the sharability of your content).



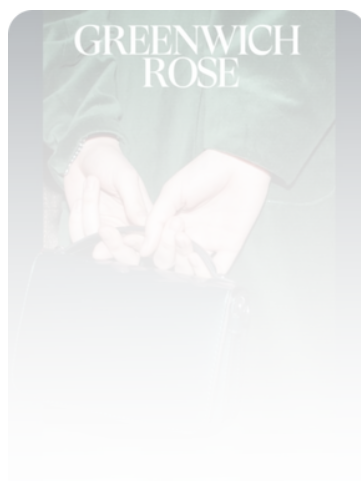
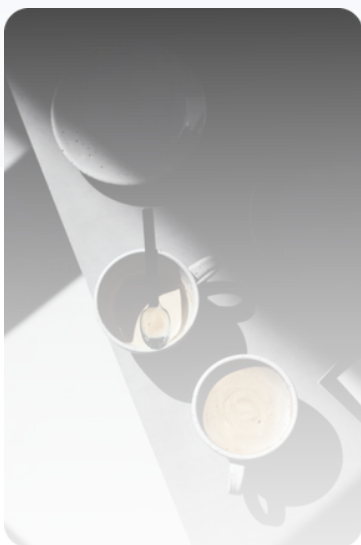
## Plann Pointer:



## Why is it important to create multiple *Pinterest* boards?

Well, chances are your brand is going to publish content about a broad range of topics. By collating your pins into specific categories (a.k.a. boards), you can improve their user experience and make it easier for them to discover topics and posts relevant to them.

Plus, it can help you get your content in front of the right users. By optimizing your boards with SEO keywords in your board title and description, you can boost the likelihood that your content will be shown to users who are searching for this specific topic (making it an easy way to boost the reach of your content).



# *Pinterest* best practice

As a visual-first platform, getting your assets right on Pinterest is key to success. So, let's cover off the best practice guidelines you need to follow, direct from Pinterest.

# Create high-quality *Pinterest* content

Every post your brand shares on Pinterest should be high-quality, branded and visually appealing. That's why learning what specs and criteria you need to align to will help you skyrocket your success on Pinterest:



## **Resize your images and graphics to vertical sizing**

(aspect ratio of 2:3) as the vast majority of users browse Pinterest on mobile.



## **Make sure your images are high quality**

not pixelated and aligned with Pinterest's sizing specs and dimensions.



## **Add text overlays**

in branded fonts and colors to reinforce the core topic of your pin and grab attention in the Pinterest feed.



## **Use your brand's fonts, colors and logo**

strategically to build brand awareness and recognition through your content.



## **Test all pin links**

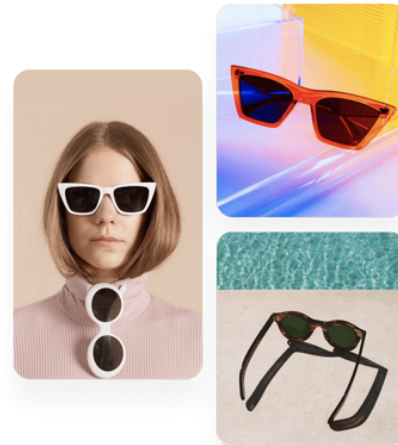
and ensure they're sending users off to a relevant web page before publishing.

# Experiment with pin formats

There are stacks of exciting content formats to play around with on Pinterest. So, let's run you through the key pin formats your brand should be leveraging:

## Standard Pins:

These are the default pin format on Pinterest, and allow you to share a single vertical image to the platform. Make sure to keep your brand font and centre, add a subtle version of your logo, add concise text overlays and keep your copy up to 500 characters for maximum impact.

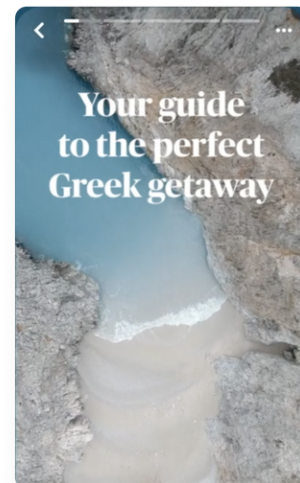


## Video Pins:

These dynamic video pins allow you to use visual storytelling to connect and convert audiences on Pinterest. Start strong with a clear hook, keep your video length between six to 15 seconds, and use text overlays to delight all audiences (regardless of whether they watch with the sound on or off). Plus, make sure to upload a branded cover image that explains the core message of your video.

## Idea Pins:

These multi-page canvases allow you to share ideas with your ideas in real-time. They're designed to help you grow your audience, and appear in a similar style to Instagram Stories. Make sure to design for vertical viewing, think video first (and add up to 60-second videos per page) and build your Idea Pins directly within the Pinterest platform to leverage stickers, editing features, filters and text overlays.

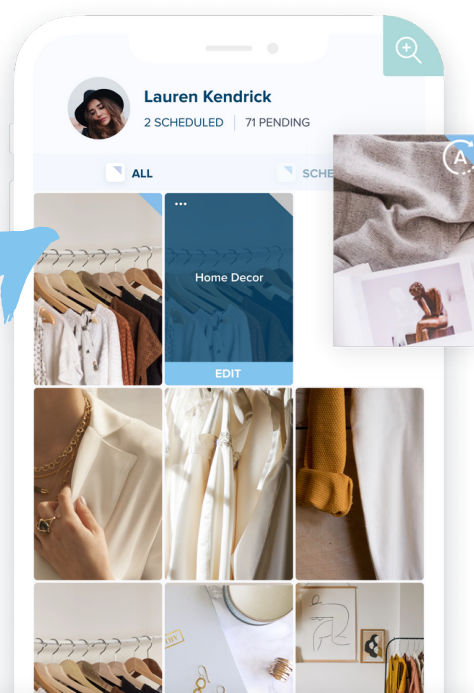


# Develop a winning *Pinterest* strategy

You already know we're big advocates for planning and strategising your content in advance, and the same goes for Pinterest.

So, here are four things to keep in mind when developing your Pinterest strategy:

- Post consistently and ensure you're sharing new, original pins on a weekly basis.
- Schedule your pins ahead of time using a handy tool like Plann.
- Add a website URL to every pin to drive traffic back to your site.
- Organize your pins into well-named boards to make it easier for users to find your brand.



**Choose your boards**

Board	Date	Time
A Really Great Board ▼	04/06/2019	1:52 PM

[+ ADD ANOTHER BOARD](#)



# The biggest *Pinterest* myths and rumors debunked

Don't let a myth or misconception throw your Pinterest strategy off course! Get ready to discover the truth behind some of the biggest myths and rumors about Pinterest.

## **Myth: You need to repin other people's content to be successful on Pinterest**

Fact: The best way to get your brand and products in front of new customers and audiences is to create new content on Pinterest. By designing original content you can score valuable post insights and analytics and drive audiences directly to your own website.

## **Myth: You need to pin 50+ times a day to grow your following on Pinterest**

Fact: While posting consistently is important, you need to find a posting frequency that is sustainable and manageable for your team. Instead of repinning hundreds of pins per day, focus on sharing new, original pieces of content a few times per week to drive meaningful results and sustainable, low-term growth.

## **Myth: The more boards you create, the wider your reach on Pinterest**

Fact: It's all about quality, not quantity! Focus on creating a curated range of boards aligned with your brand's key topics or products. Then, you can build in-depth libraries of pins and content that audiences deeply engage with and browse within these boards.

## **Myth: Idea Pins are just like Instagram Stories**

Fact: While both content formats might be vertical in sizing, Idea Pins are designed to last forever on your Pinterest profile. Plus, your Idea Pins should be focused on inspiring, engaging and educating your audience about what you do best, rather than showing the behind-the-scenes of your business.

## **Myth: Increasing your followers is the only way to boost your reach on Pinterest**

Fact: While it's valuable to grow your audience on Pinterest, a more effective way to boost the reach of your content is to focus on optimizing each pin and board for maximum search visibility. That means leveraging strategic keywords throughout your posts that will help your content appear in the Pinterest search results and personalized Home feeds.

# Ready?

## USE PLANN TO POST STRATEGICALLY TO PINTEREST

Did you know that you can get discovered on Pinterest with auto-publishing from Plann? Within our social media suite, you can auto-publish pins, pin to multiple boards and even create new boards within one streamlined dashboard.

What are you waiting for? Sign up for a fully-featured Plann account and score a free 7-day trial to start scheduling your Pinterest content with ease. If you don't like it, keep using Plann for free!

