

# Pinterest Marketing Strategies

## PROFILE

- 1 Use headshot, not logo
- 2 Make your name easy to find
- 3 Add links to social networks
- 4 Add keywords to your bio
- 5 Link to Facebook: find friends
- 6 Link to Twitter: find followers
- 7 Let your personality shine
- 8 Top 3 people you re pins appear on top right

## PINS

- 9 Use creative pin titles
- 10 Focus on lifestyle, not product
- 11 Use keywords in descriptions
- 12 Tag others using @ symbol
- 13 No photo? Pin one, edit link
- 14 Bookmarklet: easy web pins
- 15 Make it beautiful & visual
- 16 Always credit source for pins

## BOARDS

- 17 Use playful, fun titles
- 18 Include keywords in desc.
- 19 Mix content: yours & others
- 20 Pin images from clients
- 21 Repin supporting images
- 22 Create inspirational collages
- 23 Add playful images for #7
- 24 Latest pin is largest image

## RESEARCH

- 57 Review other business boards
- 58 Identify Pinterest mktg goals
- 59 Do keyword searches for:
  - 60 Pins, Boards, & People
- 61 Review, evaluate results of 59, 60
- 62 How are brands converting?
- 63 What boards get repinned?
- 64 Is Pinterest driving traffic?



## IMAGES

- 25 Add watermark for identity
- 26 Style product photos
- 27 Use natural light in photos
- 28 Pin photos relating to products
- 29 Not a photographer? Hire one.
- 30 Make infographic text LARGE
- 31 Overlay title on photo
- 32 Pin photo linking to video

## COLLABORATE

- 49 Create themed group board
- 50 Group scavenger hunt of pins
- 51 Ask for colleague repins
- 52 Promote joint event
- 53 Curate lifestyle boards
- 54 Host a board tour
- 55 Throw a Pinterest Party!
- 56 Grow2source product

## CONTESTS

- 41 Clients pin product photos
- 42 Pin photo, tag brand to win
- 43 Host board scavenger hunt
- 44 Monthly board contest
- 45 Most repinned board wins
- 46 Pin image of contest rules
- 47 Integrate w/FB, Twitter, YT
- 48 Client videos; use hashtag

## COPYRIGHT

- 33 State source when pinning
- 34 Display URL on images
- 35 Use Creative Commons bookmarklet for via & hot tip
- 36 State copyright on website
- 37 Pinned w/o credit? Ask!
- 38 Fear obscurity, not piracy
- 39 Use copyright symbols
- 40 Always credit photos

