

WISE DIGITAL MARKETING



Pinterest

A MINI GUIDE ON

WHY YOU SHOULD BE USING PINTEREST FOR YOUR BUSINESS



INCLUDES 5 TOP PINNING TIPS FOR YOUR BUSINESS

WHY YOU SHOULD BE USING PINTEREST FOR YOUR BUSINESS!

Pinterest is a bit of a hidden gem of a platform that can offer many advantages to you and your business.

Pinterest is one of the largest website traffic drivers in the world and when utilised correctly, you can guarantee it will help you find more customers for your business.



This mini guide will help you to understand if using Pinterest is the right choice for you and gives aims to give you guidance and direction on what you will need to do next to succeed.

Pinterest Is The Fourth Most Popular Social Media Platform In The United States



More adults than ever are using Pinterest, it now ranks ahead of social media sites such as Twitter, LinkedIn, WhatsApp and Snapchat.

It's thought that roughly 28% of US adults now own a Pinterest account, think of the potential reach!

Getting Ahead Of The Competition



Pinterest business has a section called "Pinterest Predicts". According to this, 8 out of 10 trends Pinterest predicted came true in 2020, meaning this is an incredibly useful tool to help you keep ahead of the curve.

There are categories including Fashion, skin care, parenting, homeware, finance and much more, giving users a greater insight into their relevant industries.

Direct Linking

When using Pinterest for business, you should always include a link to your website with each pin – this could be a blog post, an online store or a company website.

Pinterest can help you majorly increase traffic to your website through direct links, each pin should be linked to the relevant content from your business website as these Pins help people find more information on products they're wanting to buy.

Pinterest Converts More Browsers Into Buyers



Pinterest makes it easier for consumers to discover new brands and products. By reducing the steps from discovery to conversion, it's never been easier to direct consumers towards your product.

Visitors from Pinterest are more likely to convert into leads than any other social media platform.

Knowing Your Audience

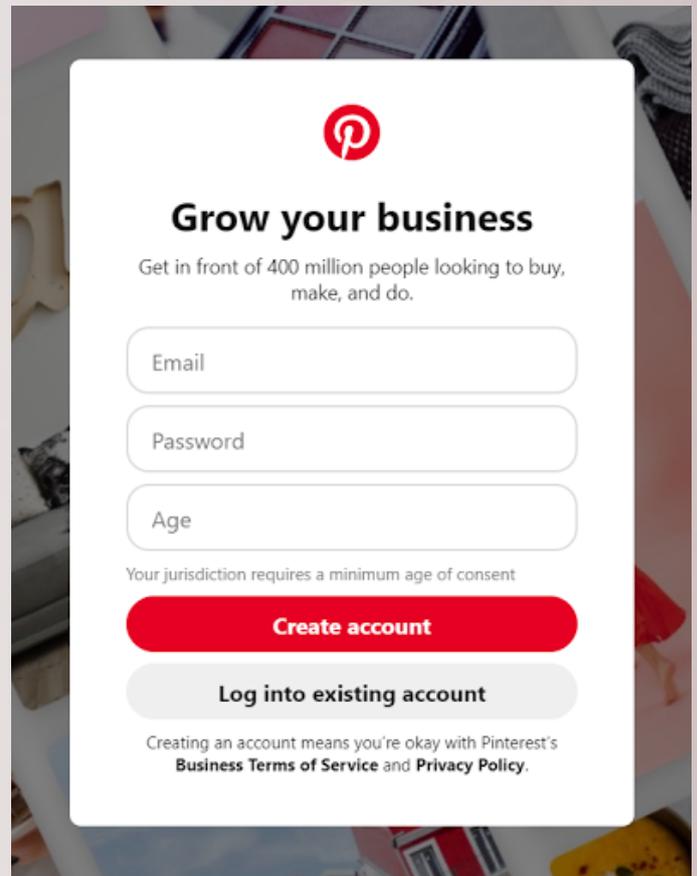
Pinterest allows you to view who's following you. Through viewing your followers on Pinterest, you can get a detailed understanding into what your customers want to see.

This gives you a cheeky look into things that they like and interest them, allowing you to tailor your content to be directed more to what your customers want.



Setting up a Business Account on Pinterest

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The image shows a screenshot of the Pinterest business account creation interface. At the top is the Pinterest logo. Below it, the heading "Grow your business" is displayed, followed by the text "Get in front of 400 million people looking to buy, make, and do." The form contains three input fields: "Email", "Password", and "Age". Below these fields is a note: "Your jurisdiction requires a minimum age of consent". There are two buttons: a red "Create account" button and a grey "Log into existing account" button. At the bottom, there is a small disclaimer: "Creating an account means you're okay with Pinterest's Business Terms of Service and Privacy Policy."

Head over to pinterest.com/business/create to get yourself started. Once you've created your account (or merged your personal account), you can opt to link your other social media pages to your Pinterest such as your Etsy, YouTube and Instagram, you can even track any related metrics.



Pinterest also gives you the option to run Ad Campaigns through your page, when signing up you'll need to leave your contact information for a representative to contact you to set up your ad account.

If you plan to advertise on Pinterest, you'll want to add the Pinterest Tag to your website. This will allow you to track conversions and understand what people do on your site after seeing your pins.

When uploading Pins to your page, be sure to add it into a relevant category, this will help improve your SEO, and always be sure to use relevant tags and keywords when creating posts to allow for more visibility.



5 TOP WINNING PINNING TIPS

USE VERTICAL IMAGERY

The majority of Pinners use the app on their mobile device. Aim for a 2:3 aspect ratio and aim for high quality.

DESCRIBE YOUR IMAGERY

This helps potential customers know what they're looking at and why they should buy plus its also good for your SEO.

BRAND IT

Ensure to consistently use your businesses branding, this will help create a trustworthy image that your customers can recognise and rely on.

CALL TO ACTION IT

Does your pin have a relevant call to action? What do you want people to do after seeing your pin? Consider this when you create your posts.

REVIEW YOUR ANALYTICS

This will help you stay ahead of your audience insights allowing you to plan and better target future pins.

Are you ready to start using Pinterest for your business? Then sign up now and watch your conversions grow.

WISE DIGITAL MARKETING



WISE Digital is a Marketing Agency with one aim!

To help others become more profitable and efficient.

WISE Digital Marketing specialises in helping business owners of all sizes develop their brand, products and services.

Using the most current digital marketing tools and methods we successfully increase and improve businesses reach, performance and profitability.

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