

CEI

Women's

Business Center



# The Purpose of Pinterest

USING PINTEREST TO CREATE ENGAGEMENT  
AND GENERATE TRAFFIC TO YOUR WEBSITE

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# Getting Started

If you've never used Pinterest before, take a few minutes to familiarize yourself with what Pinterest language is out there, what the platform is and how to get started with [this short video](#).



[Here is another video](#) by the same woman explaining what a business account is and how to set one up from scratch.

# Quick Pinterest Facts



PINTEREST IS ESSENTIALLY A VISUAL SEARCH ENGINE THAT USES AN ALGORITHM TO RANK PINS BASED ON RELEVANCY TO SEARCH QUERIES

**Over 320M active monthly users** who go to find answers to problems in a visual form.

**A Pinterest board** is where users save a collection of pins specific to a certain topic; usually has its own theme or purpose.

*Example: Beach Vacation Ideas, Inspiring Quotes, Knitting Patterns*

**A Pin** is equivalent to a “tweet” on Twitter; made of an image or video that then links to a destination site with more information and gets housed on Pinterest boards when saved by a user

**A Repin** is saving a pin that wasn't created by you to one of your boards (kind of like a retweet on Twitter)

**Ideal pin image size 735 x 1102 pixels**, but there's a lot of flexibility and most everything will display within reason!

*Tip: try to stick with a portrait landscape for best viewability on mobile*



# Why Pinterest?

Pinterest users are most often ready to buy - according to Pinterest business, 40% of users have a household income of \$100k+ and 89% of pinner in the U.S. use the platform prior to purchasing

Pinterest is the fourth most popular social media platform in the U.S.!

Pinterest is an untapped social platform that can allow your business to connect with users who are looking for inspiration and ideas on their road to making a purchase.

Users view Pinterest as a positive platform; sometimes using Facebook and Instagram can get heavy with the unfiltered content put out there, but Pinterest stays positive, is a great way to find new ideas and products and truly be oneself.

Visual representation is key! Users are looking for an aesthetically pleasing item to purchase.

Most of Pinterest searches are unbranded - meaning users are more open to finding products and services that they may not have heard of before.

# Branding Yourself on Pinterest



Find a balance between using **strong SEO signals and keywords** and creating useful, emotional and/or thought-provoking content.

Make pin titles and descriptions relevant and as specific as possible.

- Search on Pinterest for keywords related to your content that pop up when you search for what you're creating content for; add those to the description to broaden your reach.

A side of Pinterest that may get looked over quite often is the actual engagement via **replying to and commenting on other user's pins**. This adds a human element that will increase loyalty to you and your brand!

- Pin activity is a determining factor in the way a pin ranks in.

Make sure your board descriptions are just as keyword-rich as each individual pin you're creating in them.

If you are using a blog to share content - **create more than one pin per blog post!**

- Just change the image and text a bit. This allows you to test different keywords, descriptions and hashtags to see what works best for your pins and the placement of them.
- Remain consistent in posing and pinning new content.

Even if you're not putting out your own pins one day, be sure to **spend 10 - 15 minutes re-pinning content** that inspires you and fits within your brand.

# Content Example: Made in Minny

[View her entire Pinterest profile](#)

On the home page, you can see how many monthly viewers this page receives, a simple bio, a link to the brand's website and a button to follow the profile.



**Made in Minny | Naomi Goff Design**  
90k monthly viewers

» accessories for the adventurous » handmade in minnesota » inspired by the great [northern] outdoors » est. 2016 🌲 ✕ adventure seekers welcome. ✕

[madeinminnyshop.com](#)

Following ⓘ

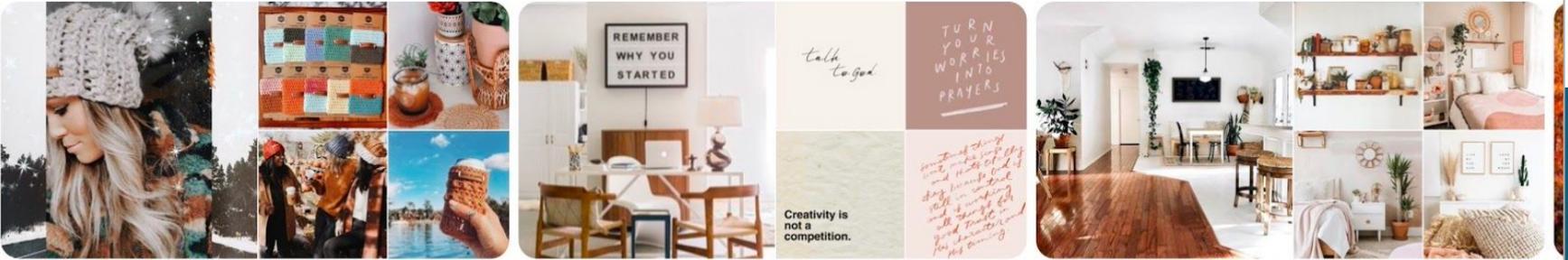
# Content Example: Made in Minny

[View her entire Pinterest profile](#)

The top of the profile displays featured boards selected by you to show first above all else.

Activity Community Shop

Featured



shop Made in Minny // [www.madeinminnysho...](http://www.madeinminnysho...) quoted ➔

spaces

# Content Example: Made in Minny

[View her entire Pinterest profile](#)

Her boards are a mix of everything, but you can see that the tones and images are all cohesive and set a certain mood for the viewer when the profile is looked at as a whole! Think about the feel-good, positive content you'd like to share with your customers and clients. Nobody gets mad at a board full of cute puppy photos, which will just boost your monthly viewership overall and guide users to your profile.



**photo inspo**  
57 Pins 1w



**•minnesota•**  
87 Pins 1w



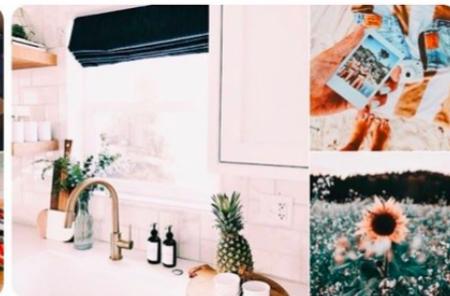
**DIY's To Try**  
19 Pins 3w



**furry friends**  
52 Pins 4w



**treats&eats**  
39 Pins 1mo

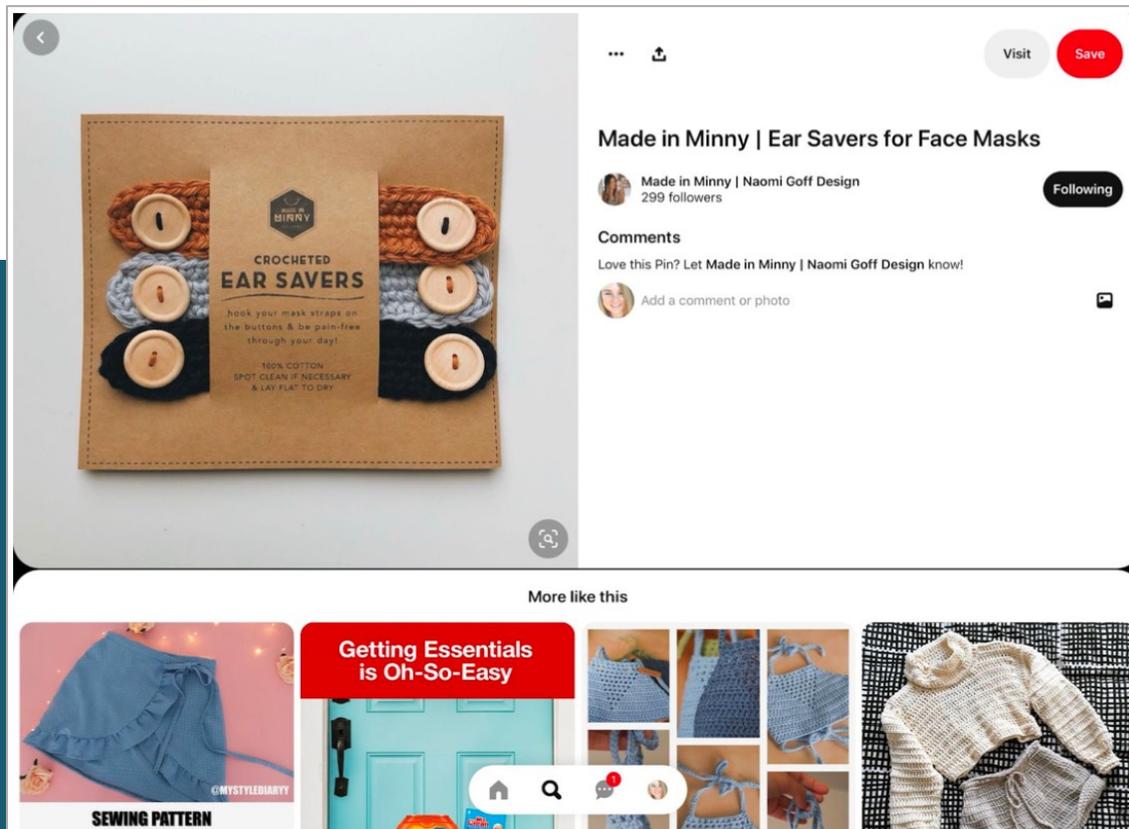


**photo edits**  
60 Pins 1mo

# Content Example: Made in Minny

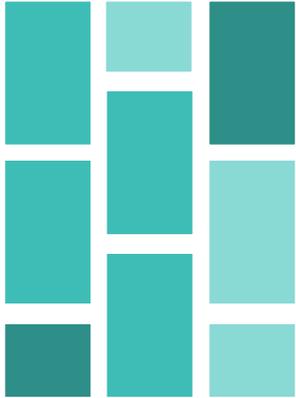
[View her entire Pinterest profile](#)

This is an example of a pin created by Made in Minny. This highlights her handmade product, ear savers. This is relevant now for searches for “mask ear savers,” “mask holders,” “ear savers,” etc - all of these search examples may lead you to this pin and potentially purchasing from this shop!



When you click on the image or the small “visit” button, it will bring you directly to her shop where you can view the different variety of ear saver options

# Content Inspiration



**Share content that aligns with who you are and what you want your brand to stand for;** keep it clean and create a profile you're proud to share and have public. Create pins from images you've saved or created on your own, save images from the web or repin content already on Pinterest via your home page, the explore tab, who you're following or searching on the platform.

- Beautiful pins and aesthetically pleasing boards are what will help boost your engagement overall as a business on Pinterest.
- Share how-tos or behind the scenes.
- Share blog posts and use carefully curated images from your blog posts that tell a story.
- Share customer testimonials on pin images.
- Make sure pins have a purpose! What's your goal? Create Community + a space for like-minded people to find inspiration.
- Pin and repin others' content to have your boards be a source of valuable, curated content from a number of different sources that truly provide a variety of quality content.



*For these pins, I searched two different queries for "ethical jewelry companies" and "Maine made gifts"*



## TREE POSE

GROUNDED PANDA

gaze forward →

hands at heart, on hips, or above head →

actively push knee outwards to open hip →

foot resting on inner thigh or calf, NOT on knee! →

shoulders back and away from ears, chest lifted →

hips are even with each other ←

thigh engaged, kneecap lifted →

all four corners of standing foot are grounded ←

The Top 10 Yoga Poses to Practice Every Day ...

# SELF-CARE IDEAS FOR WHEN YOU ONLY HAVE 20 MINUTES

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Here are a couple of examples of setting up "how-to" and "tips" pins for searches

## How To Pick *the perfect* FARMHOUSE RUG

Find the Perfect Farmhouse Style Rug ...

# Helpful Links:

[How to Create a Successful Pin for Pinterest](#)

[Claim your website on Pinterest](#)

[26 Tips for Using Pinterest for Business](#)

[Podcast: How to get more traffic from Pinterest](#)

[Buffer: The Insider Guide to Pinterest](#)

[How to Use Pinterest for Business: 8 Strategies You Need to Know](#)

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