

# GETTING STARTED WITH PINTEREST

A quick and production Pinterest Ecourse 2014 Edition



**SABRINA ESPINAL**

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## Contents

**Getting Started on Pinterest**

**Optimize Your Pinterest Profile**

**Essential Pinterest Tools You Need to Have in Place**

**Creating the Perfect Pinterest Pin**

**What Should You Pin to Your Pinterest Boards?**

**How to Monetize Your Pinterest Pins**

**Building Your Follower Base on Pinterest**

**How to Engage Your Customers on Pinterest**

**Promoting Your Pinterest Account through Social Media Sites**

**Best Practices and Tips for Building Your Business with Pinterest**

**Action Steps and BONUS Templates!**

**About**

## Getting Started on Pinterest

Pinterest at [www.pinterest.com](http://www.pinterest.com) is one of the fastest-growing social media sites, quickly pushing ahead of the pack and making its way to number three behind Facebook and Twitter, and who knows where it will go from there. It used to be predominantly popular with young women, but now everyone uses it. Pinterest is a great way to promote your business online, no matter what you sell.

What makes Pinterest unique is its visual aspect. You create, organize, and manage your own boards with images that relate to your business. Although visual in nature, these “pins” can be videos, bits of text, infographics, or other things besides images. Any kind of content works, but it’s the presentation of the content that makes the difference.

### **What Pinterest Can Do for Your Business**

There are a number of ways Pinterest can help your business. First of all, it gets you traffic. It’s not just friends and followers who will see your pinned content. Boards can appear in search engine results, giving the whole world access to your work.

Using Pinterest also has SEO benefits for your site. Similar to backlinks from Facebook and Twitter, backlinks from your Pinterest boards help raise your rank in search engines. The human traffic you’ll get will help as well.

If used correctly, Pinterest can be a highly effective lead-capturing tool. Visitors click the links on your profile or boards, which then direct them to your website where you can have an opt-in form for them to join your list. There aren’t a whole lot of businesses doing this, so you can stand out in your niche.

Best of all, Pinterest helps you build your brand. Your profile communicates your brand message and your pins show what you’re all about. It’s not just about promoting and selling, but showing people what your business is all about. Social networks can change rather quickly but this is latest version as of January 2014. Enjoy and let’s get started!

### **How to Make Boards**

It's easy to make your own boards, but there are some simple guidelines to follow. For each board, choose a specific topic. If you mix up a bunch of different topics on one board, the board will lack focus. When you make one board per topic, this also allows you to make several different boards, which get you more exposure.

Aim to make your boards unique. Approximately 80% of the activity on Pinterest is re-pinning, which is sharing someone else's content on your own boards. Not nearly as many users are making brand new, original boards. You can stand out by offering something different that people don't often see.

For the most exposure possible, make sure all text areas of your boards are keyword-optimized. This goes for your profile as well. Make sure that your content is visible in the search engines.

You should also write a description for each pin and board, which should be short and to the point. Don't try to be creative or write something like, 'I LOVE these!' That's fine for a personal project, but you want your descriptions to tell visitors in clear language what the images are about and remain professional.

When you first get started on Pinterest, spend some time looking at other users' boards to get ideas. Think about how you can best represent your business in a visual way and how to make your Pinterest stand apart.

### **Action Steps**

**Step 1:** List the ways your own business can benefit from using Pinterest.

**Step 2:** Use the [Pinterest Board Planning Worksheet](#) to brainstorm and plan out different boards to build in your account.

**Step 3:** Create at least 3 boards that you will use for the rest of this course, following the guidelines described under **How to Make Boards**.

## Optimize Your Pinterest Profile

Your profile on Pinterest should be unique and interesting. It's what is going to attract people to your boards and to the content you have to offer. Your profile is also going to attract the search engines, so it needs to be optimized as thoroughly as possible for web searches.

### **Keyword Optimizing Your Profile**

Start by choosing several good keywords that have high search volume and relevance to your business. Use these keywords throughout your profile wherever you can, but keep it natural. Write profile content that explains to visitors what your business is about, but try to slip in your targeted keywords here and there.

Place your main keyword as close as possible to the beginning of your description. This is how your profile will be indexed by search engines.

Your 'About' text is also very important. Although it should be short, try to include two or more targeted keywords. This field is the meta description that will show up in search engine results.

### **Your Profile Content**

In your profile content, try to describe your business in as few words as possible. Keep in mind that people may just be skimming the text. You want to impart what your company is all about, even if visitors just take a quick look. Prominently feature what's unique about your business.

Try to also include a call to action to get viewers to go to your website. Remember that your Pinterest profile is going to be driving traffic to your site. Tell people who visit your Pinterest profile what they will find when they click your link.

Be sure to fill out all of the profile fields completely. Each field is an opportunity to get both readers and search engines interested in your business. In addition, a profile that's not completely filled out looks strange to viewers.

## **Profile Optimization Tips**

Probably the most important part of your profile is your profile picture. Remember that Pinterest is a visually-oriented site. Choose your brand's logo or an image that's consistent with your brand's image. It should be clear to anyone who visits your Pinterest that it's your business's profile.

In your profile, link to your website, blog, and any other social media profiles you have. This helps you brand across platforms, letting visitors know that it's your business's profile they're looking at. Linking with other sites will also increase your traffic to each.

Finally, make sure that you're not hiding from search engines. There is a 'hide' option in your Settings that's set as a default when you first sign up for Pinterest. Change this in your settings to "Off" before you go live.

## **Don't Wait for Them to Come to You**

First and foremost, Pinterest is a social media site. This means that the connections you make with other users are going to be just as valuable, if not more valuable, than anything you do to optimize your profile. Once your profile is up and running, get out there and interact with other users.

## **Action Steps**

**Step 1:** Read your current profile and note changes needed.

**Step 2:** Rewrite your profile using the [Pinterest Profile Checklist](#) to make sure you've met all the criteria.

**Step 3:** Upload a new profile picture, if necessary.

**Step 4:** Add links to your social media accounts

**Step 5:** Make sure your "Hide" is set to "off" and save your new profile.

## Essential Pinterest Tools You Need to Have in Place

Before you start pinning your images on Pinterest for the world to see, you need to make sure that your account is set up properly. Not all of it is self-explanatory. Here are some tips to help you get your account set up the right way.

### **Make Following You Easy**

Add a 'Follow on Pinterest' button to your website or blog. With one easy click of this button, visitors can go straight to your Pinterest account and become a follower. This is a great way to get new fans by making it easy for them to get involved. Even your biggest customers may not have thought about looking for you on Pinterest. You can get all the Pin-It buttons from the Pinterest site itself. Just follow their easy instructions under the 'About' tab.

### **Make Pinning Easy**

Put a 'Pin' button on the images on your website or blog. In the same way as the 'Follow on Pinterest' button works, one easy click and viewers can pin your image on their own pin-boards. Each image of yours on their boards has a source link that leads directly back to your site, getting you one more backlink. This is a good way to get more exposure, as people's friends check out their images. This button is also available through your Pinterest account under the 'About' tab.

### **Pinterest Extensions**

Extensions are apps that allow you to use Pinterest in different ways. Extensions let you do all kinds of things, such as:

- Pin a screenshot. Whatever site you're on, take a quick snapshot of the screen as your computer sees it and it's ready to pin.
- Search for images to pin. These extensions work just like Google image search except that you can search directly without leaving Pinterest.

- Put a 'Pin This' option on your right-click menu or toolbar. This allows you to right-click any image and the option appears on the menu for quicker pinning.
- Edit images by zooming in, cropping, or rotating them before you pin them.
- View images by hovering the mouse over them so you don't have to actually click through to the image source.
- Add smileys, emoticons, or smart quotes to your pins and re-pins.
- Embed YouTube videos into your pins with one easy click.
- Share instantly by importing images from Facebook, Google Plus or Twitter directly to Pinterest.

Each extension is designed for a specific browser and you can get them through your browser (for example, go to the Chrome Web Store if you use Google Chrome).

The 'Pin' and 'Follow on Pinterest' buttons are essential and you should have those before you even get started using Pinterest. However, it's a good idea to use Pinterest for a while before you start loading up on extensions. Because there are so many extensions to choose from, it's easy to go overboard and waste time with ones you don't really need.

### **Action Steps**

**Step 1:** Add a 'Follow on Pinterest' button to your site alongside your other social media buttons. (Follow Pinterest's instructions under the 'About' tab.)

**Step 2:** Add a 'Pin' button to the images on your site. (Follow the instructions under the 'About' tab again.)

**Step 3:** Do a search for some of the Pinterest extensions available for your browser. Select one that looks useful for you, install it and give it a test run.

## Creating the Perfect Pinterest Pin

With Pinterest, it's all about getting people's attention. Everyone's boards are jam-packed with flashy images. The goal of your pins is to cut through and stand out. You should focus on uniqueness and on grabbing your customers' attention. It's tough to do, but here are guidelines that will help you create content that gets noticed.

### **Relevance Is Key**

Your boards need to be interesting, colorful, and most of all, relevant. Look at popular boards and you'll see that the way the pins fit together is much more important than any single image. Create a topic for each board and make sure all of the pins fit into that topic. The narrower the topic the better; this will allow you to make lots of boards covering every aspect of your niche.

### **Short and Sweet**

Both your boards and pins have fields where you can write a description. Your description should be short, but it should accomplish two things. One, it should tell users exactly what the pin is - in clear, concise language. Two, it should be written in a way that grabs attention, just like the images themselves.

Descriptions should be keyword-optimized, using targeted keywords in a way that's natural. Wherever possible, include a link in your description as well.

### **Hashtags and User Tagging**

When possible, use hashtags (#) in front of key search terms and the "@" symbol for other user names that you mention in descriptions. A hashtag placed in front of a word makes that word become a clickable link. When a user clicks on the link for a keyword, they're redirected to a search on Pinterest for that particular keyword. Clicking on an @username leads to that user's profile. This is a great way to connect with other users on Pinterest and build relationships.

## **URL to Linked Content**

Whenever you use content from your website or blog, include a URL to the linked content. This is how you drive traffic to your site. When a visitor sees an image that they're interested in, they can click it to go to your site and see more. Using a URL shortener like 'bit.ly' makes your URL neater and also allows you to track clicks.

## **Add a Price Sticker**

If you're showing products that your company offers, add a price tag to the image. This allows your visitors to shop for your goods directly through your Pinterest account. You can add a price tag by putting the price in the comments. It will automatically show up on the image as well.

## **Your Pinning Routine**

The best way to keep a steady stream of pins coming is to get into a routine. Either set aside a certain amount of time each day for pinning, or decide how many new images to pin per week. Like all social media sites, Pinterest is something that requires daily attention to use effectively. Be sure to also devote regular time to looking at other users' content and interacting with them.

## **Action Steps**

**Step 1:** Choose an image to pin to one of your boards. It can be a picture of your favorite product that you sell, a customer photo, an image from your blog – anything that fits the criteria.

**Step 2:** Write a description of the image that uses at least 1 keyword and does not exceed 2 or 3 lines of text.

**Step 3:** Add hashtags of at least 2 key search terms to your description.

**Step 4:** Add a URL that links to the image in your description.

**Step 5:** Add a price sticker to the image if this is an item you are selling. (Type the currency symbol, such as a \$, followed by the item's price in the description box.)

## What Should You Pin to Your Pinterest Boards?

Like everything else online, Pinterest is all about quality content. Once you set up your boards and get into a regular pinning routine, you need to know what kind of content to pin. Here are some good ideas to get you started.

### **Your Company's Products**

A natural place to start is to take interesting and beautiful images of your products. You can make a board for each of your product lines and pin images of everything your company has to offer. This is a great way to advertise, and customers can shop directly through your Pinterest profile. You can also include prices so that customers can do everything except order through Pinterest.

### **Present Stats with Infographics**

Infographics offer a creative and fun way to present statistics. They're much more visually appealing than a list or a chart. Infographics are especially popular on Pinterest because it is such a visually-oriented site. Find some statistics related to your business, industry or market and create your own infographics with that information. There are free open source programs online that you can use to create an infographic, even if you have no design skills whatsoever.

### **Behind the Scenes**

Create boards that have photos or videos that take visitors behind the scenes of your business. Give people a sneak peek at how your business or industry operates. These kinds of posts are especially popular on Pinterest. People love to see how their favorite brands work on the inside.

### **Creative Uses of Your Products**

Take each product and create a board showing all the different ways people can use it. Get creative and try to find some unusual uses that your customers would never think of. This is a great technique that sells your products without overtly selling them by showing how many different problems the products can solve.

## **The Content of Others**

There's nothing wrong with using others' content on your boards. It's welcomed and Pinterest users love it. Find stuff that would be interesting for your followers from articles, websites, blogs, or other sources. This is a great way to create boards quickly because you don't have to actually create the image content yourself.

## **Get Your Customers Involved**

A great idea for your boards is to ask your customers to take pictures related to your business and pin them. These could be, for example, a picture of the customer enjoying your product, or a picture of your product in various exotic locations. This tactic serves a dual purpose. For one thing, it gets your customers directly involved in your company, which is great for branding. It also allows you to make completely original boards without creating the content yourself.

## **Sharing Common Interests**

Whatever you decide to pin, keep in mind that it's not all about self-promotion. Most people use Pinterest to share and enjoy common interests with others. Look for things to pin that your customers will enjoy. Anything will do, as long as the customers are interested in it.

## **Action Steps**

**Step 1:** Pick one of the 5 categories listed and create at least 1 pin for each of your boards. **Step 2:** Make sure to follow the guidelines for creating the perfect pin, as outlined in Section 4. **Step 3:** Repeat for each of the categories if they are relevant to your business.

## **How to Monetize Your Pinterest Pins**

Pinterest is an engaging and fun way to spend time online. You can share common interests with other users, learn about what's trending, and socialize.

But for businesses, it's primarily about developing customer relationships, building brand awareness, and growing sales. For those looking to directly make money with Pinterest, you need to monetize your boards to make all your pinning worth your while. Here are 3 easy ways to do that.

### **Affiliate Marketing with Pinterest**

Affiliate marketing is one of the most viable online money-making strategies. It involves promoting the products of others and getting a commission from your efforts in return. With Pinterest, you can pin images of affiliate products you're promoting.

Pin images of the products to a relevant board. Then hover over the pin and click on the "Edit" option that shows up. You can then replace the direct link with your affiliate link. You can also put an affiliate link in the description. The affiliate link will point back to the merchant's site, but with your personal tracking i.d. in it. When visitors click through your affiliate link and make a purchase there, you get paid a commission.

### **Pin Your Own Products**

You can do the same thing with your own products. Pin images of your products with a link to your product page in the description. The link should lead people to a page where they can buy the products directly. You can even include prices in your images.

This is a good way to monetize your boards, but don't only pin images of your products. After all, Pinterest isn't your product store. Mix it up and offer lots of different images for your followers to enjoy, and not just images of your own products.

There are plenty of ways to get creative with your products as well. Instead of just taking pictures of them, show images of your products in action. Take pictures of them in odd places, putting some humor into it. Your followers will enjoy the fun and creativity, which is what Pinterest is all about.

## **Prequalify with Pinterest**

Rather than selling directly through Pinterest, you can use your boards as the beginning of your sales funnel. A sales funnel draws customers in and prequalifies them to buy your products or services. In other words, it gets them interested in your brand so that they'll buy later.

A great way to do this is to create a special offer on one of your Pinterest boards that your Pinterest visitors can sign up for. The link for the image and in the description leads them to a page where they can submit their email to get the special offer. Once they've signed up for your email list, you can start building relationships and marketing to them, making sales along the way.

## **Keep It Fun**

Although your aim in using Pinterest is to make money, don't alienate users by being overly promotional. People don't primarily use Pinterest to shop. They don't respond well to content that's overly promotional and your boards will get ignored if you're just there to sell. People use Pinterest to socialize, find information, and have fun. Engage them by letting them do so on your boards, and you'll soon turn followers into customers.

## **Action Steps**

**Step 1:** Find a good image of a best-selling product from your favorite affiliate site and pin it to one of your boards, making sure to replace the default link with your own affiliate link that leads directly to the product.

**Step 2:** Choose an eye-catching image of one of your own products and pin it to a relevant board, making sure it links directly to the product. If you sell services, you'll need an image that represents one of the services you are offering.

**Step 3:** Pick an image related to one of your existing special offers or opt-in incentives and pin it to a relevant board. You can even set up a separate board just for special offers.

## Building Your Follower Base on Pinterest

It's no use making pins that nobody looks at. It is important to optimize your pins so that they get lots of traffic, but even more important to build up a loyal fan base that loves your content and looks forward to your next board. These are your long-term fans and followers, and they'll quickly become your customers.

### **Socialize on Pinterest**

Pinterest is a social media site and it's all about socializing. Don't just pin your own images. Re-pin the content of others, comment on their boards, like, share, and make connections. Get out there and see what other users have to offer. Your aim should be to build a network. When you take the first step in reaching out to people, they'll reciprocate and this will get you more exposure.

### **Pay It Back**

The same goes for when someone reaches out to you. When someone follows you, follow back. When you get likes, check out their profiles to see what they have to offer. There's a good chance it will be interesting to you and that you share their customer base. Whenever someone leaves a comment, always reply to it with something positive.

### **Tag Other Users for Direct Linking**

Whenever you mention another user in your description (for example, if you re-pin or get a pin idea from them), tag them the way you would on Facebook. Tagging other users looks like this: '@username'. This creates a direct link to the person's profile and you'll be sending traffic directly to him or her. This is another way to connect to other users, and they will most likely reciprocate.

### **Find Your Friends**

When you first sign up for Pinterest, it asks you if you want to search for people you know. This search function uses your email, Twitter account, and/or Facebook account. Search for people you know and start following them. This

gives you a good base to start out with and you'll get exposure to their followers.

### **Link to Your Boards**

Put links to your boards absolutely everywhere. This includes your website, your blog, your social media profiles, and any offline marketing materials that you use. Make sure that you're letting everybody know you're on Pinterest.

### **Schedule Your Socializing**

Using any social media site takes time. You need to get into a daily routine of spending some time on the site. Put aside some time each day for not only pinning but also just socializing. Even just ten minutes a day is enough to get effective results.

### **Listen to Your Followers**

Ultimately, it's your great content and its appeal to your followers that's going to get you success on Pinterest. Pin based on what your target market likes and responds to. Monitor your pins and see which ones do the best. The focus is all on your customers; you'll get to know what they like, in time, and they'll love your brand even more.

### **Action Steps**

**Step 1:** Re-pin 3 images, like 2 images, and comment on 1 image that relates to your business, your work ethic, or your lifestyle.

**Step 2:** Follow a valued customer's boards and the boards of a business you are affiliated with.

**Step 3:** Tag one of your best followers or customers in a pin you think they would be interested in.

## How to Engage Your Customers on Pinterest

Your customers are the heart and soul of your business. It's not enough to just market *to* them. You've got to create a community based around them and their interests, and social media sites like Pinterest offer an excellent way to do this. In order to use the site effectively, you have to get your customers actively involved on your boards.

### **Create a Community Board**

On Pinterest, you can create a collaborative community board for your followers to use. Invite the followers you want participating and open your board up for them to add their own pins. You can do this by going under 'Create Board' and clicking 'Edit.' It will open a window where you can allow others to contribute and add specific user names of contributors. Don't forget to make a big announcement asking people to send you their user names so you can add them to the contributor list.

### **Host a Contest**

You can use your boards to run a contest. For example, ask your customers to create their own pins featuring your products or something related, and give the best one a prize. Another idea is to have a re-pin contest where you ask them to re-pin your content and pick a random re-pinner for a prize. There is a lot you can do with Pinterest contests, but read the Terms of Service first to make sure you aren't breaking any rules.

### **Start a Discussion**

Pinterest also allows you to create discussion boards. You can choose a certain topic that's of interest to your followers and invite them to talk about it. Try creating a board based on a single question. Contributors can then answer the question with an image and a comment pinned to the board. They'll have a chance to share their viewpoints, something everybody loves to do, and the pins and board are sure to get shared, giving you more exposure. If you post something truly note-worthy, or even controversial, your board has the potential to go viral and get shared everywhere.

## **Customer Testimonials**

Instead of telling everybody why your business is so great, have your customers do it. Customer testimonials make great boards. You can include photos or videos of your customers talking about how your product or service has helped them. Most people would be glad to do this, especially if they get to be on camera, but if you need to, offer an incentive in the form of a freebie or discount. Just make sure they know to be honest.

## **Customer Feedback Is Key**

The best way to engage your Pinterest followers is to make it all about them. Solicit their feedback and find out how they'd like to get involved on your boards. You can have a form on your profile, offer incentives for a survey, or just come right out and ask them.

## **Announcing Your Boards**

Always make an announcement on all of your marketing channels whenever you have a new board up. This includes your site, your blog, your social media profiles, and any offline marketing you do. Be sure to tell your customers not only that you have a new board up, but also what they can do with it when they check it out.

## **Action Steps**

**Step 1:** Create a community board on your Pinterest using the site's instructions. (<http://pinterest.com/about/help/> under 'Creating and Managing Your Pinboards'). Invite at least 5 people to contribute.

**Step 2:** Create a 'Customers' board with a title and description that appeals to your ideal customers.

**Step 3:** Pin at least 3 images of client stories, testimonials, customer photos, etc. to your Customers board.

**Step 4:** Make a board dedicated to creative ways of using your product and pin at least 2 images.

## Promoting Your Pinterest Account through Social Media Sites

It's not enough to just create your boards and expect people to show up. You have to let your followers on your other social media websites know that you're active on Pinterest. Sites like Facebook and Twitter are perfect for driving traffic to your boards. They're also great for getting new followers.

### **How to Connect to Facebook**

There are a couple of ways to connect your Pinterest and Facebook accounts. The easiest way is to adjust your settings so that all of your boards are automatically displayed on your Facebook news feed. On the top right-hand part of your Pinterest profile page, select 'Settings.' There's a dropdown menu where you'll see Facebook listed. Move the slider over and it will send you to your Facebook login page. Once you log in to Facebook, you're connected.

If you have a few technical skills, you can also add a Pinterest tab to your Facebook page. Through the developers menu, you can create custom tabs. You'll need the iframehost app first. Once this is installed, you'll be able to edit it to change the name and the url the tab links to. Make a new tab called 'Pinterest' and put your boards there.

There are apps available, such as Woobox, that can automate the creation of Pinterest tabs on your Facebook page for you.

### **How to Connect on Twitter**

On the same 'Settings' menu, you'll see a Twitter slider. Slide this one over and it will ask you to sign into your Twitter account. When you do this, you authorize Pinterest to access your Twitter account. Now, all of your new pins will show up on Twitter as well.

You can deactivate your connections to both Facebook and Twitter by simply going back under the 'settings' menu and sliding the respective slider back. Your pins won't show up in these social media feeds anymore. If you're a heavy pinner, you might want to deactivate this setting. If you pin a lot, your followers on Facebook and Twitter will get swamped with notifications that you've done

something new on Pinterest. In that case, you might want to selectively let people know.

## **Live Links**

You can send Pinterest followers to your Facebook and Twitter accounts by including live links in descriptions. These are links that lead to your profile or pages on those websites. You can tell viewers that there's more information, a free giveaway, contests, games, apps, and so on for them on your other profiles.

One word of warning though – don't include a live link in every description. This can look overly promotional and that's something that turns off Pinterest users big time.

## **Your Pinterest RSS Feed**

Most other social media sites allow you to add your Pinterest RSS feed on your profile. Your RSS feed is simply your Pinterest url followed by /feed.rss at the end. By clicking this full link, your followers can subscribe to your Pinterest activities. A Pinterest icon will appear there.

## **The Key to Branding Is Consistency**

Make sure that everything you do across all social media platforms, whether Pinterest, Twitter, Facebook, or others, is consistent. For example, don't connect your Pinterest account to your personal Facebook profile. Remember also that everything you do on social media should be 'on brand.' Be friendly and personable, but also mindful that you represent your business.

## **Action Steps**

**Step 1:** Connect your Pinterest account to your Facebook business page.

**Step 2:** Connect your Pinterest account to your Twitter account.

**Step 3:** Check out other places where you can add your Pinterest RSS feed, the same way you would with any other feed. For example, explore the plugins in Wordpress which add a Pinterest RSS widget.

## Best Practices and Tips for Building Your Business with Pinterest

By now, you know how to create an effective profile, how to make boards that get views, and how to attract and keep followers. You've got everything you need to grow your business with Pinterest. Now, here are some advanced tips to help you make the most of all your Pinterest activity.

### **Be Consistent**

Work your Pinterest activities into your schedule and be consistent with it. Don't save it all for a Sunday afternoon and then go on a pinning binge. In order to get results, you need to make pinning a daily task. Decide how much time to devote to Pinterest each day, or set yourself a daily goal of X number of pins, X number of comments, and so on. It doesn't matter how much you do; just be consistent.

### **Work the Contests**

Once you get your Pinterest account going and you've built up a following, take advantage of the contest option. This is the absolute best way to engage your customers. Go ahead and get your first contest out of the way because it will be a learning experience that will teach you how to do future ones successfully.

### **Make It Exclusive**

Offer exclusive coupons and deals for Pinterest followers only. Make it truly valuable to be your follower on Pinterest. Offering exclusive giveaways and discounts is always a great way to build up a loyal following. Your followers know that they'll get something good from you on Pinterest that they won't get anywhere else. This strategy works with other social media sites as well.

### **Add Images**

Add more images to your website or blog so that you can pin them on Pinterest. Go through your old blog posts and add more visual content that you can pin. This gives you more links back to your site from Pinterest with a minimum amount of effort on your part.

## **Make an 'About' Board**

Make an 'About' board for your company. Include your company's history, or make a second board focusing on your greatest achievements. Make each milestone in your business's history a pin of its own.

## **Research for Ideas**

In your regular Pinterest routine, include some time to research popular boards for ideas. See what's trending on the site and figure out a way to do something similar with your next board. Give yours a unique twist.

## **Watch Your Traffic**

Always keep an eye on your Pinterest traffic to see which boards and pins are attracting the most views. For the boards that aren't pulling their weight, try to figure out why. Focus your efforts on duplicating the success of your best work.

## **Who's Pinning My Content?**

Check periodically to see who's pinning your content. You can do this by entering [www.pinterest.com/source/yoursitehere](http://www.pinterest.com/source/yoursitehere) into your browser's URL field. It's good to know who's pinning what content, and you can also reach out to these people and turn them into friends and followers.

## **The Right Pinterest Mindset**

Here's the right mindset for using Pinterest: It's all about finding cool stuff your followers like and sharing it with them. Don't approach Pinterest as solely a way to promote your business and make money, even though that's really what you're doing. Know your market and give them the things they love consistently.

## Action Steps and BONUS Templates!

**Final Assignment:** Create your [Pinterest Action Plan Template](#) provided for outlining additional boards, identifying your pinning strategy, and continuing to build your Pinterest presence and profits.

**Templates:** All three Pinterest templates are located: [here](#)

Have fun and enhance your business. Let me know if you have any questions!



Join me on [Pinterest!](#)

## About

[Sabrina Espinal](#) is a certified Social Media Strategist and WordPress Website designer at [Sabrina&Company Marketing](#).

Creatively supporting small businesses and single entrepreneurs, along with giving back to the community, helps to create the happiness vibe you feel when working with Sabrina.

Join her [mailing list](#) for monthly tips on social marketing and business insights.

Reach out to Sabrina at [info@sabrinacompany.com](mailto:info@sabrinacompany.com)



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