

Pinterest for Business!

By Nancy Alexander - Ladybug Wreaths



Join me as we learn to tap into the amazing power of Pinterest.

Can you believe that Pinterest has already hit over 110 Million Monthly Active Users in 2016? It's really hard to believe that it was launched in 2012, and people really didn't grasp the importance of this visual, photo sharing site right away.

Pinterest is forecasting active user numbers to grow from 151 million to 329 million users with revenue increasing from \$169 million this year to \$2.8 billion by the year 2018.

Decorators, moms, crafters, brides to be hopped on right away saving photos of things they loved, or photos of DIY ideas they wanted to try one day. Little did they know what Pinterest would come to mean to businesses of all types.

Large businesses all the way down to small home businesses are selling their wares, programs, and ideas on Pinterest. They are using Pinterest in their marketing plans to grow the business of their dreams.

Ladies, this works! I want you to take Pinterest seriously! I want you to use it on weekly – even daily!

Beautiful, appealing and colorful photos and images will make a huge difference in the growth of your business and in the amount of money you bring in through online sales!

First and foremost add a “pin” button to your browser!

Google Chrome:

1. Head to this browser button page: <https://about.pinterest.com/en/browser-button>
2. When prompted, click Add to confirm the installation

After installing, you'll see a Save button any time you mouse over an image. Or, click the red P at the top of your browser whenever you find something on the web you want to save.

If you find yourself distracted by the hovering Save buttons, you can turn them off:

1. Right-click the P at the top of your browser and click Options
2. Click Hide hovering Save buttons

Mozilla Firefox:

1. Head to this browser button page: <https://about.pinterest.com/en/browser-button>
2. If prompted, click allow to confirm the installation
3. Click Install Now to complete the installation

After installing, click the red P at the top of your browser whenever you find something on the web you want to save.

If you find yourself distracted by the hovering Save buttons, you can turn them off:

1. Click the Firefox menu and select Add-ons
2. Find Save Button and choose Preferences
3. Check the box and Hide hovering Save buttons
4. Restart Firefox

I want you to understand Pinterest so you can take full advantage of its power!

Pinterest is a Visual Social Network which is built around inviting content. You can share and save images by “pinning” them to your series of virtual PinBoards.

I create boards that include personal things I like. These may include recipes, cute ideas for decorating children’s rooms (for my grandchildren), photos of birds, nature, and all the things which mean a lot to me.

But... I also create boards for each and every product sold or created by LadybugWreaths.com! **That’s what I want you to do too!**

<https://youtu.be/AfyByLwile8>

Join Pinterest here: <https://www.pinterest.com/>

Let’s Get Down to What you Need to Do to use Pinterest:

I know you are wanting to start pinning right away! I certainly did. But let’s do this in order so you won’t have to go back and redo anything.

- Set up your account properly. If you own a business, which most of you do, you should set this up under your business name.
 - Use your logo if you have one
 - Set this as an official business page
- Here is the link to set up a business page, or to convert a personal page to business: <https://business.pinterest.com/en>
- You can go through some of the videos we have inside Nancy’s Inner Circle to lead you to setting up your account, creating boards and pinning
- When you get started, make sure to always include keywords in your descriptions. You’ll probably also want to set up links to your website and social media channels on your profile.
- Make sure to link Facebook and Twitter to your Pinterest posts.

Have a Plan When You're Pinning

Now, this isn't what I did when I first got started on Pinterest. I joined Pinterest early on when it was fun, it was visual and it was exciting! I pinned everything that I liked that caught my eye.

I have since switched my person board over to a business board... and I have removed some boards.

Yes, I still have personal boards and pins that I like, and honestly, I think that's okay! I keep those moved toward the bottom and keep business stuff on top. It should be there because that is where it can help you grow your business!

If I were starting all over again for the first time, this is what I would do.

1. Start boards as you need them for your business.
2. It's fun to come up with short, creative, fun & catchy names
3. Remember to use keywords whenever you can... boards as well as pins are searchable on the Internet.
4. Follow the boards of others you like – they will probably follow you in return. As you follow them, and they follow you – you are building a community of sorts. That's good – that's what you want!
5. Use "Rich Pins". When I first started, I could add a price in the description. Now, we are encouraged to use Rich Pins. Pinterest says these are pins that "include extra information right on the Pin itself."
6. There are 5 types of "Rich Pins."
 - a. Movie
 - b. Recipe
 - c. Article
 - d. Product
 - e. Place
7. Always add a web link to your description – a website if you have one. Edit you pin and add a permalink to blogposts so they can be followed easily. If you don't have a website or a blog, pin to an item you have in your Etsy shop... or even a Facebook page.

8. Interact with others on Pinterest just as you do on Facebook. Be social, comment on posts you like, and re-pin them. Re-pins are valuable... pay attention.
9. When someone re-pins something you have, be sure to say “thank you!” That thank you will go a long way!
10. Make sure your content is visual! We have training in Nancy’s Inner Circle which includes Picmonkey and Canva. Make sure to use one of these to make your own beautiful, eye-catching images with your own words. Or... use a quote that means something to you – just make sure to give the author credit.
11. Long pins and not wide pins are better on Pinterest. 80% of people on Pinterest are on a cell phone. That’s one reason long pins are more catchy... they cannot see the entire image on a wide pin.

We’ll be talking more and more about Pinterest and how to make sure to pay attention to your SEO...

In the meantime, “Happy Pinning!”