

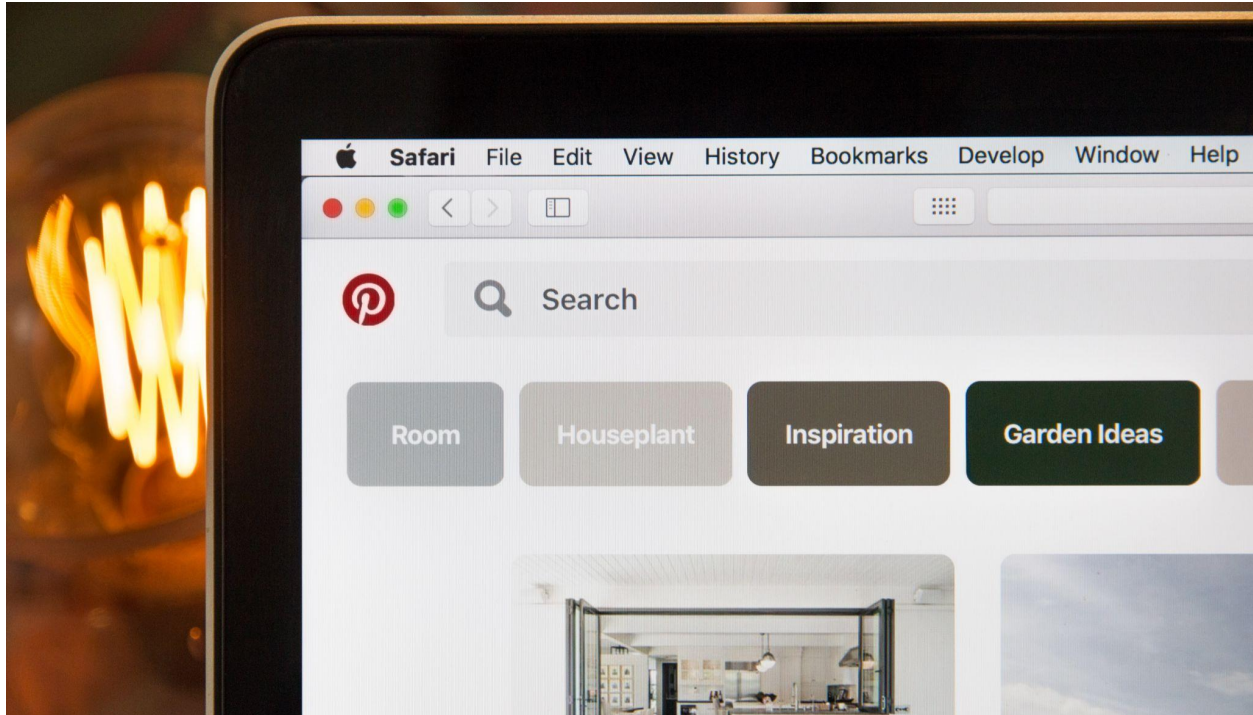
Make the Most Out of Pinterest for your Business



Are you using **Pinterest** to plan your next Instagram aesthetic photoshoot or seeking for delicious goodies to try, or are you using it for business? If you haven't already done so, it's time to think about putting your brand on this visual social media platform.

Pinterest provides a unique opportunity for businesses of all sizes to market themselves - as a visual search engine, **Pinterest** is ideal for exposing your brand and finding new potential customers.

This is due to the fact that Pinnerers use the site to find **inspiration**. They want to try new things, learn new ideas, uncover delicious recipes, and, more often than not, be motivated to make a purchase or sign up to your website.



How does Pinterest marketing work?

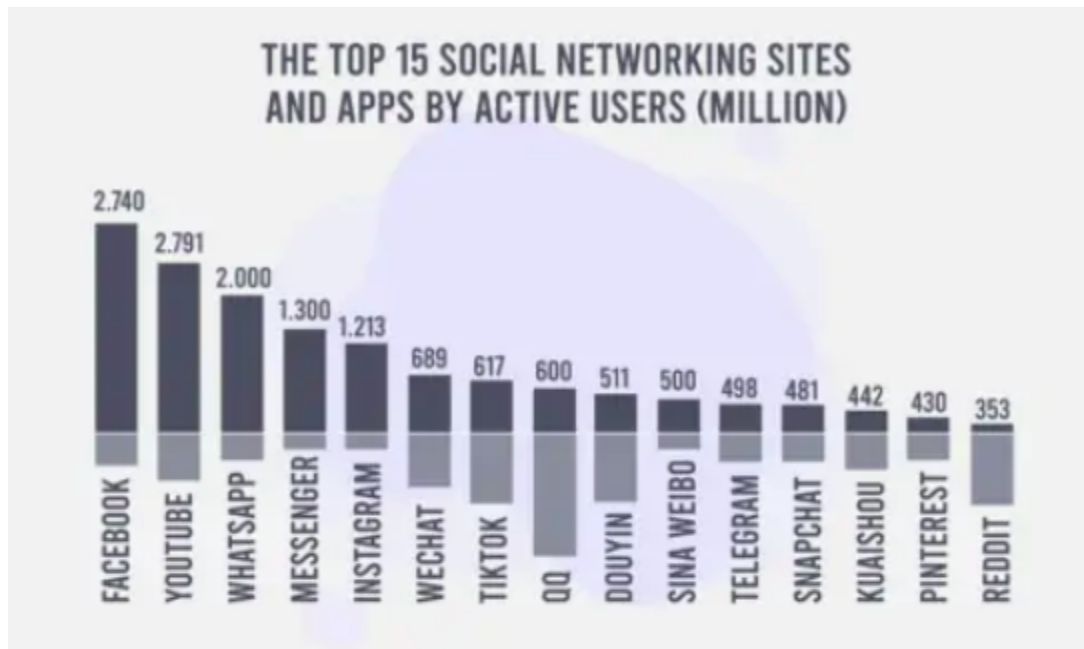
Pinterest marketing is a set of methods that incorporate Pinterest into your company. This social media marketing plan will help you attract new consumers and increase brand exposure.

Pinterest Business claims that social media marketers use the platform to:

- Expand your online presence and reach a new audience.
- Increase the number of visitors to the company's website or online store.
- Encourage conversions like ticket sales, purchases or newsletter sign-ups.

Using Pinterest for business can help your brand reach a large number of people while also generating revenue.

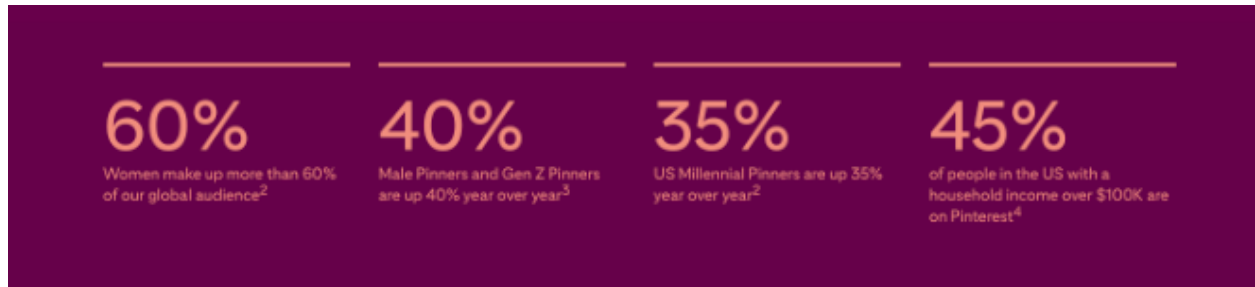
Pinterest is the 14th largest social network in the world as of 2021, with 430 million monthly active members.



Source: [dreamgrow](https://dreamgrow.com)

As a matter of fact, 85% of weekly Pinterest users have discovered a new business or product. And, according to Pinterest statistics, the number of Pinner and boards generated each year is rising.

This platform is especially useful if your company caters to the same demographic that enjoys and uses **Pinterest**. Women and people who wish to purchase or start a new initiative have traditionally been drawn to the site. Men and Gen Z-ers are becoming more interested in it as of 2021.



Source: [Pinterest Business](#)

Now that you know what Pinterest marketing is, it's time to figure out how you can use it to promote your brand. Here are some tips that will help you.

Strategies and tricks for using Pinterest for business

1. Develop a Pinterest marketing plan.

Start by sketching up a social media plan for Pinterest, just like you would for any other social media channel.

Creating a Pinterest marketing plan entails the following:

- Setting SMART objectives (**S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound).
- Finding out who your brand's Pinterest target audience is.
- Learning more about the Pinterest audience as a whole and the demographics that are most likely to use the platform.
- Creating on-brand material for Pinterest and putting it into your social media content calendar.
- Take a look at what your competitors are doing on this social networking site.

You can start working toward your objectives once you've established a clear strategy that suits your brand.



Pin Engagement

Pinterest is a visual social platform, effectively using it for business means creating high-quality, shareable visual material.

So, what makes a **Pin** engaging?

- Take into account the image and video quality. If you wish to avoid pixelation, use the Pinterest-recommended highest-quality image and video.
- Be descriptive. Good descriptions can aid in SEO, provide context for photos, and encourage visitors to click on links.
- Vertical images. According to statistics, 80% of Pinterest users use their mobile devices to access the site. To avoid photographs that are uncomfortably cropped, aim for a 2:3 aspect ratio.
- Branding is tasteful. Incorporate your logo in your Pins if it makes sense for your business and fits to your Pinterest marketing plan, so your brand doesn't get lost in the Repin shuffle.
- Text overlay. Consider using a headline that complements your visual statement.
- Check to see if your links are working. Your brand will suffer if you have broken links! To provide Pinner's the best user experience, make sure the link with your Pin doesn't go to a 404 and loads promptly.

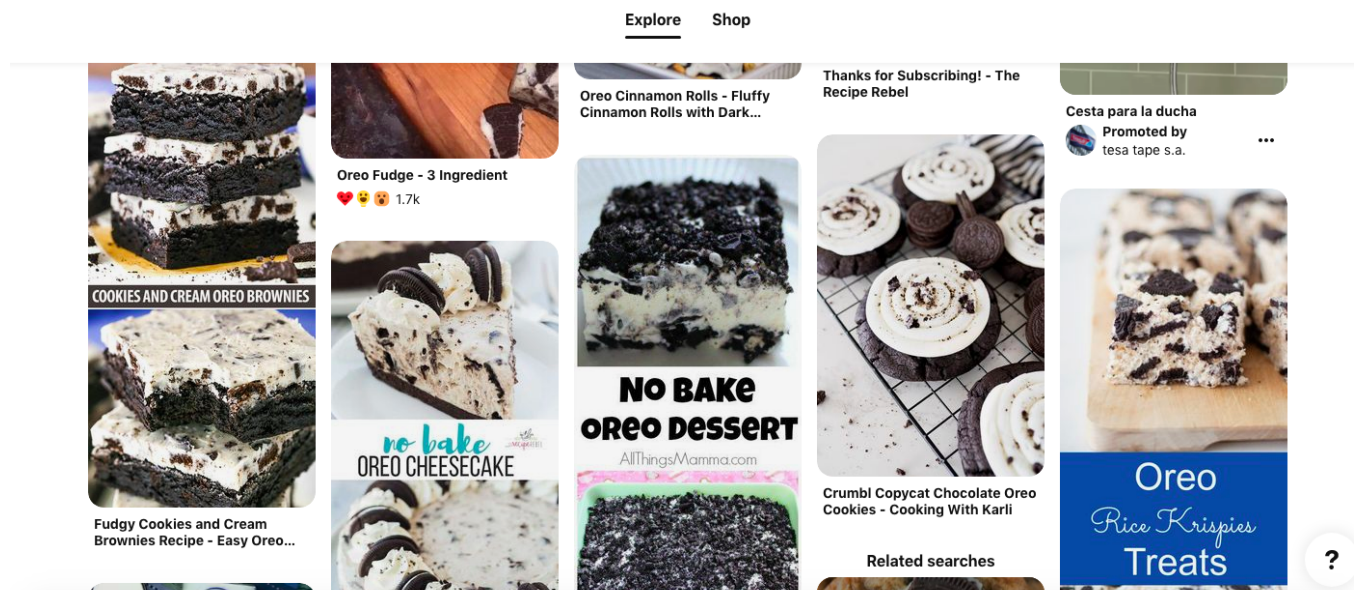
Finally, **maintain consistency!** Creating a board and filling it up all at once is ineffective. Consistent, **everyday pinning is more beneficial.** Additionally, pinning on a regular basis guarantees that your content **reaches a larger audience.**

Plan your boards carefully.

Because 97% of Pinterest searches are unbranded, your company's boards can help you connect with new Pinners who are interested in specific topics or acquiring new skills.

Oreo, for example, has boards dedicated to seasonal holiday inspiration, as well as recipe ideas, such as its Oreo Cupcakes and Oreo Cookie Balls board.

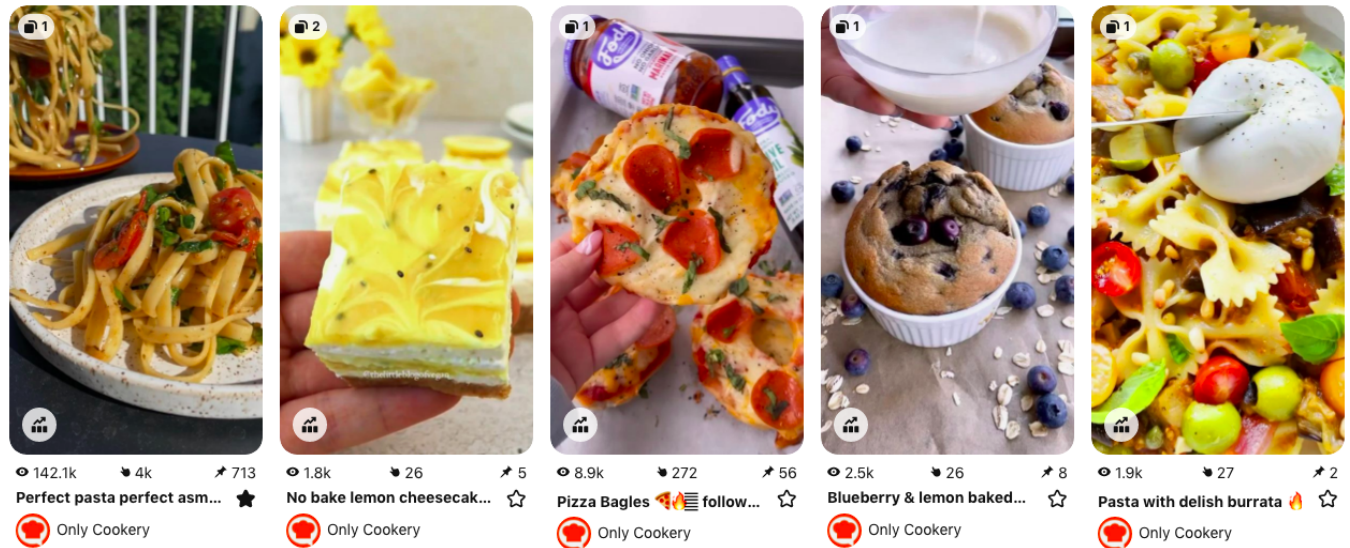
To put it another way, the brand expertly blends informative, entertaining, and inspiring content boards with more promotional boards:



Experiment with different Pin formats.

Pinterest is a photo-sharing website, but it's more than that. Change it up! Pin a video encouraging Pinners to visit your e-commerce business, or create a carousel by pinning many photographs.

For example, at Only Cookery, we publish wonderful recipes from our foodies and creators in video format, which not only helps us enlarge our audience but it also expands our platform's reach.



However, even though 80% of Pinners use Pinterest to discover new brands or products, consider going beyond shopping and openly advertising your business.

Pinners use the platform for inspiration as well, with 85% of users claiming to use it to start a new project. To provide your audience with enjoyable, helpful and useful material, consider posting how-to Pins or inspiration boards.

Experiment with various Pinterest advertising.

Ads are another excellent strategy to promote your business on Pinterest. Advertisers can target advertising based on keywords, interests, geography, age, and other metrics and categories on Pinterest.

Advertisers can target specific groups of Pinterest users using comprehensive audience targeting, such as:

- Individuals that have interacted with your Pins.
- Those who have looked at your website.
- A custom list, such as the subscribers to your newsletter.
- Individuals who have previously interacted with comparable material on the platform.

Pinterest offers a variety of ad types, from video advertising to collections to sponsored Pins. Here's where you'll find all you need to know about Pinterest advertising.

Make sure your pins are SEO-friendly.

Because Pinterest is a search engine, make sure your company's Pins are easy to find. Use keywords in the descriptions of your Pins, on boards, and in hashtags.

Rich Pins, which are designed to pin new information from your company's website while avoiding duplicate content, will also help with Pinterest SEO.



Keep an eye on the numbers.

A data-driven Pinterest marketing plan is essential. To put it another way, tracking, measuring, and analyzing key Pinterest data and audience behavior allows social media managers to see which material works best and which content is less engaging.




Make your Pinterest profile more visible.

Finally, let your other platforms' committed followers know you're also active on Pinterest. Promote your Pinterest account by doing the following:

- You can do this by including a link to your Pinterest profile on your company's website.
- Use your company's other social media channels to promote your Pinterest business account.
- In the company's newsletter, announce the new Pinterest profile.
- Including a link in your email signature is also a great idea.



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305 followers · 29 following

558.9k monthly views

Pinterest can help you revive your brand and expand your audience. Create pins that will attract your followers' interest, allowing you to continue to develop. So jump right in. It's a fantastic tool for experimenting and being creative. If you enjoyed this article, please share it with your foodie friends and leave a comment!