Pinterest for Business

3rd largest Social Media Platform-

Creates more traffic than Youtube, Google+ and Linked In Combined with 100 million users

85 % women, (50% of those are moms)

#1 ECommerce Site:

Pinterest accounts for 41% of ALL ECommerce Purchases

400% more revenue than Twitter and 27% more than Facebook

80% buy within 3 weeks of Pinning.

Evergreen Content

67% of users say Pinterest is important in finding holiday gifts

Pinners start planning their holiday purchases in September (4 weeks earlier than general public).

Pinterest is A **SEARCH ENGINE**!!!!

All Pins link back to original content- AKA your website!!

When People Pin from your site, it shows the Pin to that person's followers

How to Start?

Make sure you have a business account!

Go to business.pinterest.com.
Click the red 'Convert your existing account' button.
Select your Business Type and update your contact info.
Fill out the Profile Info.
Read and agree to Agreement section.
Click Convert Account- You are done!!!

Benefits: ANALYTICS and you can qualify for Promoted Pins

Max out your Profile

Professional but Personal Photo
Use a Consistent User name across all Social Media
Make sure you have **KeyWords** in your Business name!!
Fill out the About Section- Make sure to state who you help and how!

Clear the Boards-Literally!

Change any off brand boards to Secret.
The First Board should be ALL your content.
Organize the other boards with consistent branded templates.
Boards should be kept secret until they have at least 31 pins.
Add Keywords to the description in your Pin.
Shoot for at least 20 Boards
Your Pins and your Boards should Reflect your buyers and the problems
that you are solving for them, and their interests.
You can use CANVA for Free Beginner Templates
Pin regularly and CONSISTENTLY!

What to pin? 80/20 rule

Rich Pins

6 types: app, movie, recipe, article, product and place.
These are very dynamic, and have realtime pricing, so your pricing is consistent across platforms with no effort on your part.
Pinterest gives these Pins Priority in the Smart Feed.

Prep your website with meta tags, test them, then apply to get them on Pinterest. (I'm calling Julie!!)

Pinterest Users

9% higher income
with 35 % have avg annual Y of 100K+

79% more likely to buy than on Facebook

And they spend more!

87% have bought because of Pinterest

93% have used Pinterest for future purchases