

- » Understanding Pinterest
- » Getting started with your Pinterest account
- » Creating boards, saving Pins, and growing your Pinterest community
- » Driving sales with Pinterest

Chapter 1

Pinning Down Pinterest

What is it about Pinterest that's so attractive? Is it the mouthwatering food images, the inspiring island-getaway shots, or the humorous jokes?

The answer is all the above. Pinterest is a social network that enables you to share content, but with a twist: You can't see the text beyond the caption that Pinners add when saving the images to their boards. Because Pinterest pulls only the images from blog posts and web articles, the site is very visually appealing. It's not an eye-catching headline that pulls you in, but rather colors and creativity.

One complaint people have about the various social networks is that everyone is sharing the same things across all the networks. They're making the same comments and sharing the same links and videos. Pinterest takes that sharing to a new level. It's not the same old, same old. Instead of seeing nothing but links, you're seeing vibrant, enticing images.

Pinterest is the perfect place to plan a vacation, redesign a kitchen, or landscape a backyard. By creating boards for all your interests, you're also saving images you might want to refer to later.

In this chapter, you find out about Pinterest, why it's so popular, and how you can use it to grow your online community and drive sales.

Understanding Pinterest

Pinterest is a social network based on images. Users upload photos (called *Pins*) to create *boards*, or groups of images centered on a common theme. Members of the Pinterest community use Pinterest for different reasons. Some just like to share pretty photos or recipes, and others share images in hopes that those viewing the photos will click through and drive traffic to their blogs or website. Because it's a visual site, it's perfect for product-based retailers who are hoping to drive sales.

Pinterest is the perfect social network for clothing retailers, interior designers, foodies, landscapers, travel professionals, and members of any profession who can benefit from telling a story with an image. Although the U.S. user base is primarily female, men are also using Pinterest to share funny images, sports-related photos, gadgets, and the great outdoors. Knowing how the different demographics are using Pinterest is important, especially if you're reaching out to a global market.

Before you dive into the Pinterest deep end, be familiar with these common Pinterest terms:

» **Pin:** An image or a video that you or someone else has uploaded to a board on Pinterest, such as the one shown in Figure 1-1, is a *Pin*. When you enter a URL or upload an image to one of your boards, you're saving it to that board.

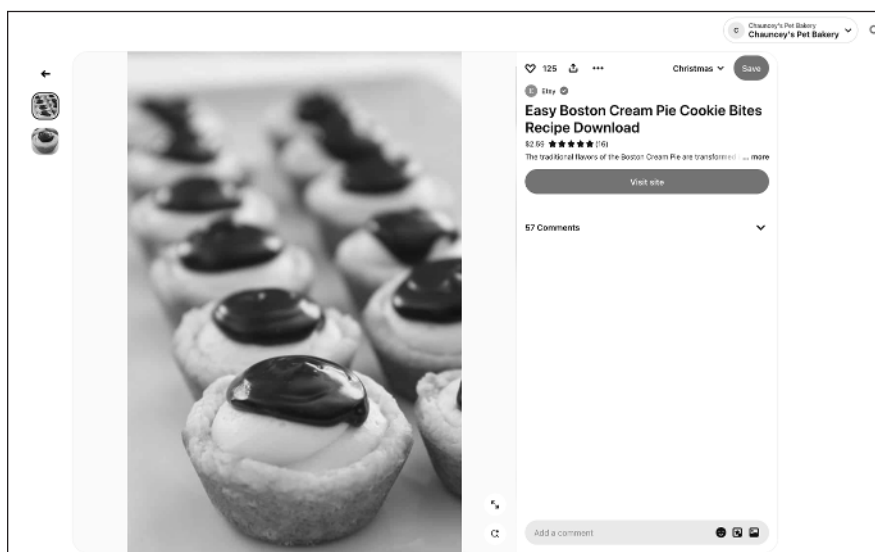


FIGURE 1-1:
The Pin is the heart and soul of Pinterest.

- » **Boards:** Each time you add a Pin, you assign it to a category of your creation called a *board*. In essence, you're creating virtual Pin boards. For example, Figure 1-2 shows the author Michelle's dog treat recipe board, but you can also save images that make you laugh, or you can make a board named Knitting Patterns to save images from relevant how-to articles.
- » **Pinner:** Someone who uses Pinterest.
- » **Re-pin:** When you *re-pin* something, you add something saved by someone else to one of your boards. (The Save button appears at the top right of a Pin.)
- » **Comment:** You can discuss Pins by commenting in the area to the right of the Pin.
- » **Send:** If you want to send someone a particular Pin, you can do so by clicking the icon that looks like a sideways bracket with an up arrow on top (see Figure 1-3). That opens a window where you can send the Pin to WhatsApp, Facebook, X, or you can email the Pin or even copy the link to send it however you decide.

You can also enter a person's name or email address into the search box to see if they have a Pinterest account. If they don't have one, they'll be invited to join in order to see the Pin you sent them.



TIP

If you're connected with people on Pinterest, they'll show up on the bottom of the window, and Pinterest makes it easy to share it with them simply by clicking the red Share button next to their name.

FIGURE 1-2: Boards are made up of a collection of Pins.

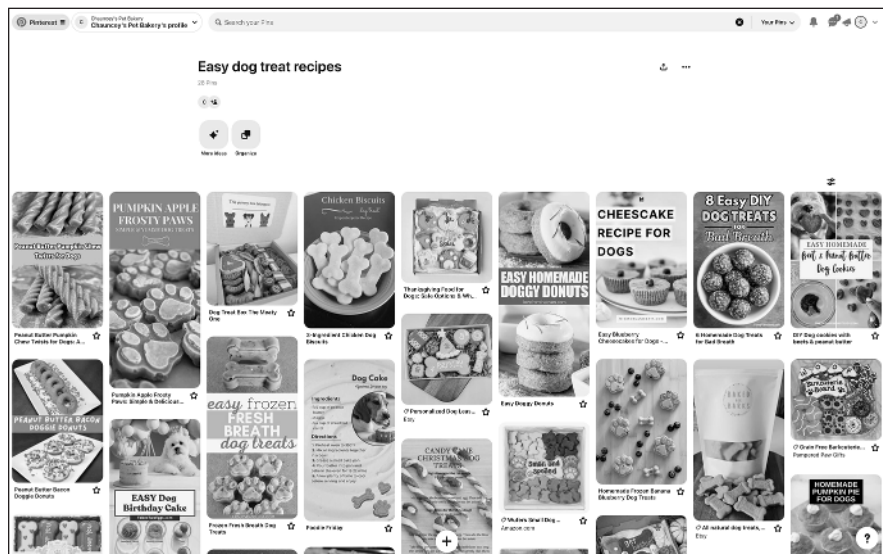
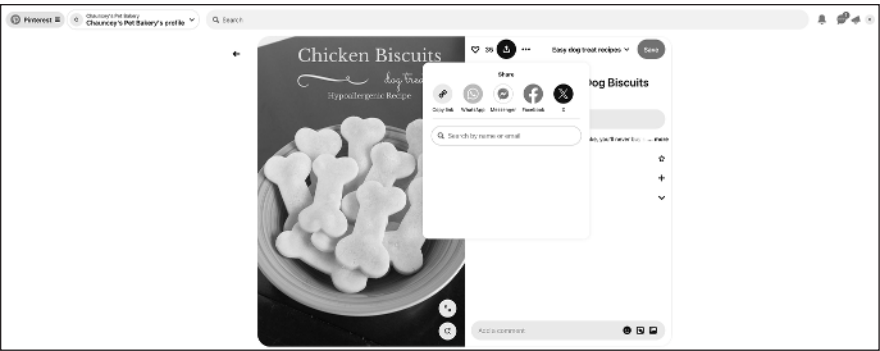


FIGURE 1-3:
Sharing is caring.



Getting Started

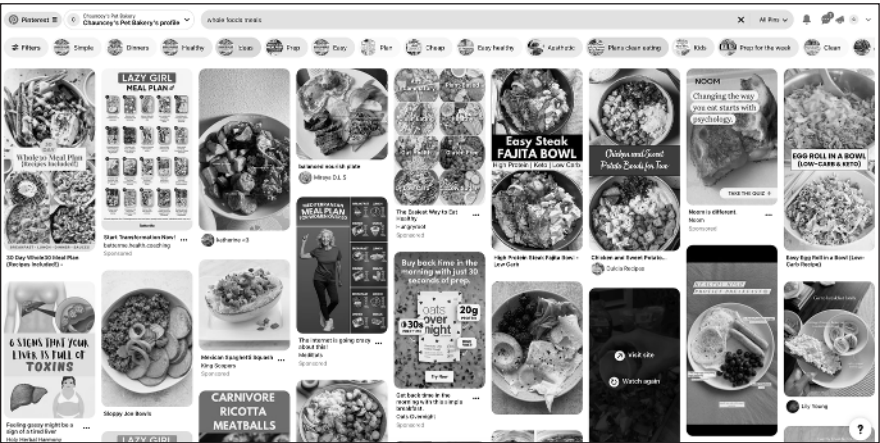
Before launching your Pinterest account, take some time to see what a few brands are doing on Pinterest to get a better idea of the images they're showing, the captions they're using, and so on. Whole Foods Market is a great example of a business that effectively uses Pinterest. Its boards tell the story of who it is without being overly promotional.

To search for a specific brand on Pinterest, follow these steps:

1. In the search box at the top of the page, type any company name and then press Enter.

As you type, a drop-down menu appears with suggestions and items with that brand's name. You can choose the brand itself from the drop-down menu. Or you can choose one of the keyword options. If you do this, a results page appears, displaying every Pin that uses that search term (see Figure 1-4).

FIGURE 1-4:
The results page after I selected a keyword from the search results.



2. **Click the drop-down button that appears next to the search box to focus your search (by default it says All Pins and has a down arrow):**
 - *All Pins*: Shows all Pins that contain the search term. This is the page you land on by default.
 - *Your Pins*: Shows Pins you added to Pinterest that fall within the search term.
3. **Click the Filters button on the left to narrow the search results even more.**
 - *All Pins*: Shows all Pins that contain the search term. This is the page you land on by default.
 - *Videos*: Shows just the Pins that contain videos.
 - *Boards*: Shows only boards whose name contains the keyword you searched for.
 - *Profiles*: Shows the profiles of other Pinterest accounts that contain the search term.
 - *Products*: Shows Pins of products with the search term in the name.

Business hub

Consider the Business hub to be the nervous system of your Pinterest account. When you create a free business account at www.pinterest.com, you're prompted to select the type of business you have and install the Pinterest tag, which is a way to track how well your advertising is performing.

You can access your Business hub at any time by clicking the Pinterest link in the top left of the page and selecting Business Hub from the drop-down menu. When you're taken to the Business Hub home page, you'll see the following sections:

- » **Data & Analytics:** A quick glance at the stats showing how your Pins are performing.
- » **Share Your Brand:** You can create pins by clicking the +Create Pin box on the left side, or create an ad from an existing Pin by clicking the +Create Ad box on the right side.
- » **Track your performance:** After you claim your domain (your website address), then you'll be able to import the performance of your Pins directly into the existing website analytics tool that you use. Installing the Pinterest tag lets you measure the effectiveness of your Pinterest advertising. Again, this data will be imported into the analytics tool that you use.



The steps you'll have to take to claim your website domain and add the Pinterest tag are out of the scope of this book. I recommend you work with your developer to set these up.

Setting up your Pinterest profile

As with any social network, first impressions are important. They're especially important if you're using the social network as a marketing tool. Your Pinterest profile is where users stop by to find out more about you; it contains your profile image and a few words about you, links to drive traffic to your website and social networking accounts, and your Pinterest boards.



You can adjust anything in your profile at any time by navigating to the Settings menu; click on the down arrow at the top right of the page and select Settings from the drop-down menu. Alternatively, you can click on your profile picture at the top right of the page (to the left of the down arrow) and then click the Edit Profile button on the left, underneath your profile picture.

Before you get started on filling out your profile, get to know the elements of the Pinterest Settings page.

- » **Edit Profile:** This is where you'll set your profile image (typically your brand's logo), add a bit of information about your company, and add your website address, email address, physical location (if applicable), and telephone number.
- » **Profile Visibility:** Here is where you change your profile to be private so you have to approve all followers (not recommended) or hide it from the Pinterest search function (also not recommended).
- » **Tune Your Home Feed:** Pinterest gives you the opportunity to add your interests to see content that's relevant to those interests or remove interests to stop seeing that type of content.
- » **Claimed Accounts:** When you claim an account, you can monitor analytics and ensure your brand name appears on every Pin created from your sites.
- » **Bulk Create Pins:** You can auto-publish Pins by connecting an RSS feed or use a .csv file to bulk create videos and image Pins.
- » **Social Permissions:** This is where you choose how others can interact with you on Pinterest to, for example, send you messages, like or re-pin your content, @Mention your account in their Pins, and so on.
- » **Notifications:** Choose if, how, and when Pinterest notifies you if anyone @Mentions you, messages you, comments on a Pin of yours, and more.

- » **Privacy and Data:** Manage the data Pinterest shares with advertisers and uses to improve the ads and recommendations they show you.
- » **Security:** This is where you'll go if you want to turn on two-factor authentication, to choose whether or not to use your Google account to log in, and so on.
- » **Branded Content:** Pinterest's Branded Content program connects creators with brands for sponsorship opportunities. If this is something you're interested in, click the sign-up button under this section.

Pinning on Pinterest

Saving Pins can be addictive. Many Pinners admit to spending hours saving and finding items to like and re-pin. From a brand perspective, it may not look or feel like marketing because you're not doing, say, creating eye-catching headlines. (You *will* need a way with words for your descriptions, however.) But instead of those attention-grabbing headlines, you're using images and videos to capture the attention of the Pinterest community. That's why your content has to be appealing and colorful, and it needs to make folks want to learn more.

Creating your Pin and board

To create a Pin and board, follow these steps:

1. **On any Pinterest page, click the Pinterest logo on the top left and select Business Hub from the drop-down menu.**

2. **Click the + Create Pin box.**

This opens the Create Pin detail box.

3. **Add a title and description for the Pin.**

Choose a name and type in a description for the Pin. Be creative, so it entices other Pinners to click!

4. **(Optional) Add Alt text.**

This is where you'd add more descriptive text for the Pin.

5. **Add the destination link.**

Paste the URL where you want the Pin to send anyone who clicks on the Pin. Double-check to ensure it's the correct link!



Don't try to trick people by describing the Pin in one way but sending them to something completely different. That's called *click-bait* and is a sure-fire way to get you labeled as a spammer or scammer!

6. Drag and drop or upload an image file into the space on the left.

Pinterest recommends using JPEG files under 20MB files for images or MP4 files no larger than 2GB for videos.

7. Decide if you want to publish the Pin immediately or schedule it for later.

Click the appropriate button at the bottom of the Pin details box. If you schedule it for a later date, select the date from the calendar that appears.

8. On the top right of the Pin details box, click the button that says Select With a Down Arrow.

From the drop-down menu, choose the board to which you want to add this new Pin. If you want to add a board, choose the + Create Board option at the bottom of the menu.

9. (Optional) If creating a board, type the board's name into the box that appears, check the box if you want the board to remain secret, and click Create.

Again, I don't recommend you make the board secret because the reason you're on Pinterest in the first place is to get your name and content out there!

10. Click the red Publish button when you've updated all your Pin's information to your liking.

Congratulations! You created your first Pin and board! Now go add some more Pins!

Pinning the right images

At first glance, Pinterest might seem like a random bunch of images. On a typical Pinterest feed, most users see dozens of photos, and many of the same Pins are re-pinned over and over.

Being random and repetitive might be okay for personal users, but a brand must make sure its Pins are well thought out. Keep these points in mind when selecting an image to save:

» **Images shouldn't conflict with the message you're trying to send.** You want the viewer to be clear, not confused, about what you save. For example, it wouldn't make sense for a ravioli manufacturer to post pictures of vehicles — unless they were delivery trucks or made out of ravioli.

- » **Images should make people feel good or evoke emotion.** You want people to see the images and react with a comment, a like, or a re-pin. Just like with Facebook or X posts, you want to know your Pinterest community is paying attention.
- » **Images must be eye-catching, engaging, and unique.** You want your content to stand out, and you have only a few seconds for your Pin to catch someone's attention. If a viewer's response isn't positive and immediate, chances are your Pin won't get a second look.
- » **Images should support your goals.** If you want to drive sales, create Pins with sales in mind. Create a board of images showing happy people using your product or the result of using your service.



WARNING

If you want to drive traffic to a particular website, create one board with Pins that link to the site. If every board you create and every image you Pin is a link to your blog or website, you'll lose followers — fast — because they want to view wonderful images without feeling like they're being sold to all the time.

The rest of your boards should represent what you do without pushing sales or traffic.

Pinning the wrong images

You can come up with many ideas for what to save, but there are plenty of types of Pins you need to avoid. Because Pinterest is visual and Pins appeal to emotions, saving one of the following can lead to unfollows:

- » **Out-of-focus photos:** Images should be sharp and vivid.
- » **Photos that have no rhyme, reason, or purpose:** Although not every Pin should be about your brand, if you have too many Pins that are off topic, you might confuse your followers.
- » **Re-pins that everyone is re-pinning:** If you save the same Pins everyone else is saving, Pinterest users have no reason to follow you.
- » **Rude and offensive photos:** Be considerate of your community. Leave swearing and vulgarity out of it, lest folks get the wrong message about you and your brand. If you wouldn't say something to a customer in person, don't say it on Pinterest.
- » **Constantly spamming with sales messages:** Few people use Pinterest to receive sales messages. Avoid pitching to the Pinterest community. Instead, let your images be your pitch. If you're known for making it all about the sale, no one will want to follow you.



TIP

- » **Bait-and-switch images:** Don't mislead your followers. If you save an image and it refers to an article called "10 Reasons to Paint Your Bedroom Purple," that's what people should see. Don't reference one thing on Pinterest only to have users click through to something different, such as a sales page.

Whenever you re-pin someone else's Pin, make sure the Pin is legitimate: Test the Pin by clicking through to the website. There's nothing worse than to re-pin something only to find out later that it's one of those hated bait-and-switch Pins.

When you first start with Pinterest, it may be frustrating to wait for people to comment on your Pins. It takes a while to grow a community and start receiving comments. Use the following tips to create the types of Pins people feel inclined to comment on:

- » **Appeal to emotion.** Whether it's laughing out loud or choking back tears, people talk about Pins that inspire emotion. Before you save a Pin, ask yourself how you feel about it. If the answer is indifferent, consider finding something more thought-provoking.
- » **Save Pins your target audience can relate to.** It's important for you to stay on topic with your Pinterest community. For example, if you're marketing to parent bloggers, your Pins should reflect items of interest to parents. If you're an automotive dealership, consider posting photos of cars or funny street signs. You want your community members to relate to you. If you go off topic, that only confuses people. If they're relating to your Pins, they'll comment to tell you why.
- » **Nothing is wrong with controversy from time to time.** Don't post negative Pins, but don't shy away from discussion-worthy topics simply because they're hot topics.
- » **Be different.** There may be times when you look at your feeds and notice that everyone is re-pinning the same thing. It's great for the original Pinner if something goes viral, but after a while, seeing the same image over and over gets boring. Go against the grain and find something different. Search Pinterest for compelling or unique Pins, or create unique content and share that.
- » **Find out what people are responding to.** Take a ride around Pinterest. Which types of Pins are getting the most comments and why? Is it the type of Pin? The types of friends? How is the Pinner interacting? Take notes.

Being descriptive but brief

The descriptions you include with Pins are just as important as the images. The words you use to describe an image, not the image itself, brings in search traffic.

If you're a travel agent and are posting a photo taken in Bora Bora, for example, you should let the viewer know where the image was taken, but you also need to tell the viewer that you can arrange vacations there. Write a description such as, "This gorgeous vista is Bora Bora. Now doesn't it make you want to plan your next tropical getaway there?" With this description, you also appear in searches for *Bora Bora*, *tropical*, and *getaway*. (Did you notice that I didn't state directly that I can plan the vacation for the viewer, though?) Drive traffic with your Pin but avoid appearing too "selly" to the viewer. You want the viewer to come to you.

Pinterest doesn't allow descriptions to break text into paragraphs, which means descriptions can become one long-winded block of text if you're not careful. Make sure your message comes across in a few clear, concise sentences.

Finding the right words

Because you're using Pinterest as a sales or marketing tool, you want to be visible to search engines. You also want to create a description so enticing that Pinners click through to your website when you save your own items.

What follows are a few best practices for creating the best descriptions for your Pins:

- » **Use search engine optimization (SEO).** This book talks about SEO a lot because it's so important to catch the attention of the search engines. By all means, use search terms in your Pin descriptions, but don't make it obvious. The terms you use should flow naturally. Think about what words people use, or words you want them to use, to land on your brand in Pinterest. Use those words or terms in a way that doesn't look silly.
- » **Use words that paint a picture.** A description should, well, describe. If you saved an image of a hen holding a flag, avoid stating the obvious. *This is a hen holding a flag* is descriptive but kind of boring. Calling the hen *patriotic* is less boring and describes the hen without insulting the intelligence of the reader.
- » **Use words that stimulate discussion.** Try to phrase sentences so they're open-ended. When you ask questions, request more information, or make a statement that leaves room for interpretation, you're more likely to receive comments.
- » **Use titles if they benefit you.** If you're saving Pins from a link to an article or a blog post, nothing is wrong with using the original title as your description.

However, there's also nothing wrong with *not* using the title and instead describing the image using words that benefit your brand and bring searchers to your board or Pin.

- » **Let your personality show.** Don't be afraid to be funny, perky, or anything else that helps you and your brand shine. Avoid bland, general terminology and Internet slang. Use words that show your personality instead.
- » **Avoid negativity.** Don't use words that evoke negative images or connotations. Always go for a positive point of view. But be appropriate and authentic. If your business sells Goth items, for example, dark words might be expected by the audience.



REMEMBER

People use social media for many different reasons, none of which are to become mad and depressed. Besides, who wants to do business with a brand that's all doom and gloom?

Finding Pinner's to emulate

You can get help from the top Pinner's in your community to see which Pins are receiving the most attention. Just select a category at the top of any search results page and then select the Pins that will best suit your needs. Each Pin shows how many people follow the Pinner. If a Pinner has a lot of followers, chances are they put out great content.

Using keywords

After you find the top Pinner's (discussed in the preceding section), read a sampling of their Pins. Think about the descriptive words and phrases you would use to find them. Are they using the same keywords? For example, if a bedroom set has gone viral, read the description to note if it's a *girl's bedroom set* or a *blue bedroom set*. Those descriptive terms are keyword phrases. Consider the words and phrases people are using to find Pins and use those words and phrases in your own Pins.

What follows are some best practices when using keywords on Pinterest:

- » **Keywords and phrases should sound natural.** People don't type information into search engines in the same way they speak. For example, they would type *wet iPhone* rather than *How to dry a wet iPhone*. When saving Pins, use phrases that sound natural. Pinterest is a visual platform, but the words should be as pleasing as the photos.

- » **Avoid creating Pins with keywords in mind.** Write for the people, not the platform. Definitely use keywords in your Pins, but don't put up any old photo just because you want to use a keyword.
- » **The keyword or phrase should match the Pin.** Don't use a keyword unless it describes the Pin. You'll lose followers if you're known to bait and switch.
- » **Use keywords for board titles.** Instead of using Pinterest-suggested titles for your boards, use your own titles that include keywords. This way, both boards and Pins will appear in a search.

Tagging

Tagging on Pinterest is similar to tagging on Facebook or X. You *tag* people or type their name so it links to their account, to call their attention to your Pins. For example, you can tag people if they're in the photo you're saving or if the topic is of interest to them. When you call someone's attention to your photos through tagging, they might be inclined to share your Pins with their communities too.

Here's how you tag someone on Pinterest: In the description area of the Pin, put an @ symbol in front of the name of the person you want to tag. If that person is a friend (see the following section for a discussion of following people on Pinterest), a menu of Pinners' names appears from which you can select. If that person isn't a friend, you can't tag them.

When a person is tagged, they're notified that you've tagged them in a Pin. Tagging is a great way to call a person's attention to a particular Pin. For example, suppose you have a client who loves Italian food. If you're connected on Pinterest, you can let your client know you posted a delicious recipe for them to consider. You'll be appreciated for your thoughtfulness!

Sharing other people's Pins

When you share another person's Pin in your feed, you *re-pin* it. Similar to a Facebook share or X repost, a re-pin tells the original Pinner you liked the post so much, you also wanted to share.

To re-pin a Pin that you like, follow these steps:

1. **Hover your mouse pointer on the Pin that you want to share, and click the red Save button that appears in the top right of the Pin.**

The Choose Board window pops up with the Pin on the left and board options on the right.

2. **From the Select drop-down list, select the board to which you want to re-pin the image.**

You have the option to select a board you already have or create a new board.

3. **Click Save.**

That's it! You're well on your way to building up quite the Pin collection!

Note: You can also click the Pin, which takes you to the Pinner's page and to the Pin itself. You can like the Pin from there in the same manner. Click the Pin image one more time to be taken to the original website where the image came from.

Building Your Pinterest Community

Even though you're using Pinterest as a marketing tool, make no mistake: Building a community on any of the social networks is more about others than it is about you. Your Pinterest community is made up of people who share like-minded interests. They visit Pinterest for their own reasons. They may be saving Pins to promote books, learn about particular topics, or market their own businesses. They want you to be part of their communities, too. That's why interaction and participation are so important.

A variety of people make up your Pinterest community. As with the other social networks, you follow and are followed by friends, co-workers, family, new friends whom you met online, and strangers. When you harness the power of your community, you're turning online friends into loyal customers and creating word-of-mouth marketing. To see who makes up your Pinterest community, click the Community tab on your company's profile page.



REMEMBER

Driving traffic isn't about typing *CLICK MY LINKS* in big, bold letters. It's about giving people a reason to want to learn more about you. Driving traffic is more about creating the right types of content and building your community than it is using a sales pitch. When you take on a warm tone over marketing speech, you have a better chance of winning them over.

Following friends

Because you're representing a brand, you definitely want to appeal to the people who already follow your brand on Facebook, X, and other social networks. However, you don't want to solely rely on your loyal existing online community to make up your Pinterest community. The reason you join any social network is to

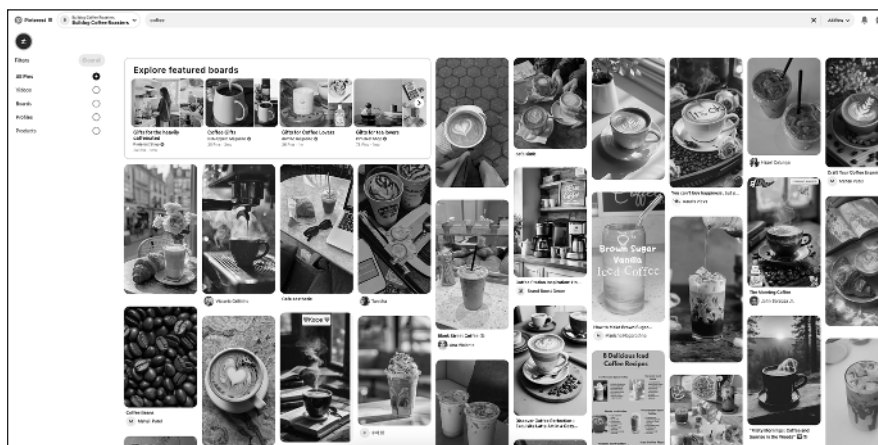
grow your community, and you can't grow it by following (and being followed by) the same people on every platform.

Definitely announce on your blog, X, Facebook, and other social media services that you've started a Pinterest page. But to build up the number of Pinners you follow and who follow you, also contact social networking connections directly and let them know you want to connect on Pinterest.

Following folks you don't know

After you exhaust all your known contacts, it's time to branch out to make new friends to follow. To find new friends to whom you aren't already connected, use the search box located at the top of any of your Pinterest pages. Type in a keyword and click the Filter button on the left side to open the different filtering options (shown in Figure 1-5). Click the Profiles option, then the red Apply button at the bottom of the page, and click through all the results to find different accounts that interest you.

FIGURE 1-5:
Filter to find
friends!



Commenting on Pins

You may think the fun is in saving Pins, but that's not it at all. The fun is in the conversation.

Don't wait for people to make remarks on your Pins to engage with your community. Go ahead and comment on other people's Pins. Do you have an opinion on a particular image? Tell the Pinner how you feel! Does an image evoke emotion? Share that emotion with the person who saved the Pin. Do you have questions or concerns? Share those, as well. Conversations ensue when others comment.

To comment, click the Pin. That Pin now fills your entire window. Scroll down to the center of the page where you see the words Add a Comment with an empty box next to it. Click on that box, write a comment, then click the red Send button (a sideways triangle) to post your comment.



REMEMBER

Always be polite in your comments. Some people on the Internet are looking to start fights by posting rude and negative comments. Don't give them the pleasure of knowing they've gotten under your skin by responding in kind. Take the higher road.

Playing nice

Every social network has its own set of etiquette rules, and Pinterest is no exception. Most social networking etiquette is in place so you don't annoy others, but most of it is common sense and courtesy.

Keep in mind that etiquette isn't made up of hard-and-fast rules; rather, it's a series of best practices most Pinners follow to keep Pinterest free of spammers, trolls, and people who make the experience more difficult by causing arguments. Here's a list of Pinterest etiquette tips:

- » **Give credit where credit is due.** If you're sharing another person's Pin, always give a shout-out to the original source. For example, after uploading a Pin and sharing it in your feed, type **via @name** at the bottom of your description.

When sharing online content, some photographers or websites want you to ask permission before posting their images on Pinterest. You may feel you're doing a third party a favor by linking to that party's work, but because Pinterest pulls the image and you gave Pinterest permission to use your content, the original source may want compensation or recognition.

Be safe; follow the intellectual property rules laid out in the About Pinterest page, <https://help.pinterest.com/en/article/copyright>.



TIP

- » **Fill out descriptions for all your Pins.** It's not always easy to tell what the Pin is about. For example, not everyone will know the name of a recipe or the location of an island scene. It's a courtesy to your friends to let them know what you're saving.
- » **Avoid over-Pinning.** I know that Pinning is addictive. However, don't flood your friends' streams with dozens of photos at once. Pace yourself. If they see only your Pins all the time, and everyone else's Pins are lost, your friends are going to stop following you.

- » **Don't spam.** Mix up your Pins so they provide a variety of content. For example, share other people's blog posts, web articles, and images (if you have permission). Don't make everything link back to your own website or sales page.
- » **Keep your Pin descriptions brief.** If your description is filled with all the details that are in the Pin's original link, why would anyone click through to the Pin's site for more information? See the earlier "Being descriptive but brief" section for tips on writing a tantalizing Pin description.



REMEMBER

Most rules of etiquette are good common sense. If you think something you do might make others uncomfortable, it probably will. Also, take some time to test other people's links before sharing to make sure they are still active and lead to appropriate content.

Using Tools for Pinterest Marketing

Since Pinterest has more than 522 million monthly active users, it's clearly a social media platform that marketers need to pay attention to. Because the interest and usage of Pinterest has grown considerably in the decade since it was released, it's only natural that companies would develop applications to help marketers maximize their Pinterest activities. Here are some helpful ones to check out.

Scheduling and automation

Some key sites for scheduling and automation include

- » **Tailwind (www.tailwindapp.com):** Tailwind can be used for both Pinterest and Instagram and features a helpful bulk-scheduling feature to publish Pins at the best times for more engagement, reach, and website traffic. Tailwind starts at \$15/month per account.
- » **SocialPilot (www.socialpilot.co/social-media-scheduling/Pinterest):** SocialPilot is another Pinterest tool that, in addition to scheduling and automation features, also has a built-in content calendar, URL shortener, and visual content-creation tool. Prices start at \$43/month.
- » **dlvr.it (dlvr.it dlvr.it.com/pinterest-automation):** This versatile tool lets you tailor your Pins with custom text, images, auto-hashtags, and short links. In addition to automatically posting to your account, the app also makes sure your posts are SEO optimized and posted at the specific time of day where they will perform the best. Plans start at \$10/month.

Growing your audience

For growing your audience, be sure to look into the following:

- » **MiloTree (<https://milotree.com>):** MiloTree is an app specifically for growing your social media audience, including Pinterest. The service provides premade pop-ups that you can put onto your website to drive people to your Pinterest account. It includes analytics so you can track your growth. It costs \$19/month after a 30-day free trial (see Figure 1-6).
- » **Woobox (<https://woobox.com/Pinterest>):** Woobox is a tool that lets you install a Pinterest app on your Facebook page, allowing you to take advantage of the audience you have on that social network. You can show all your Pinterest boards or select just one board to feature. All users have to do is click on an individual board to view the Pins for that board. The free version has limited features; otherwise, prices start at \$37/month.

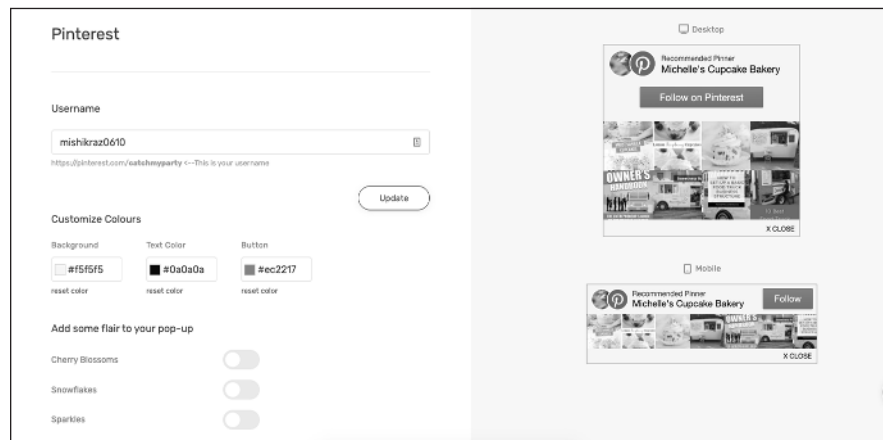


FIGURE 1-6:
A sample pop-up
created with
MiloTree.

Creating content

You may want to check out these sites for ideas on content creation:

- » **loop88 (www.loop88.com):** Although a number of tools in this list serve multiple purposes, loop88 is a very targeted service whose sole purpose is to help you create original visual Pinterest content. They start from the beginning — strategizing — and take you through the process from start to finish.

» **Vistacreate** (<https://create.vista.com/create/pinterest-graphic>):

With Vistacreate you can create eye-catching Pinterest graphics quickly and easily when you use one of their 100,000+(!) templates. They offer a free subscription that is everything you need to get started creating awesome Pins, but their \$10/month Pro subscription throws in extras like access to 70 million+ videos and animations.

