Pinterest

Pinterest is one the most amazing social media platforms we have. And because our products are so visual it's a great way to promote our products to bring people to our websites and ultimately convert them into buyers or joining our mailing lists.

People on Pinterest do the following:

- Browse catalogues of pictures on any topic they like such as Millinery, Hats, Bathrooms, Fashion, Business Inspiration, Art, anything you can imagine.
- They "Pin" pictures to their own Pinterest account and this is done by adding to "Boards". Boards are like folders that people have on things they like. Boards can be seen by the public but they can also have secret boards too.
- People can follow their favourites people on Pinterest by clicking "Follow"
- People who want to find out more can be taken to your website through "Rich Pins"
- Rich Pins are great to add value to you Pin, as you spark their interest with a desirable image and then the click through to read an article, learn a new recipe, browse your website or they may click through to your offering including your hats for sale.

What you may not know about Pinterest:

- 80% of people on Pinterest are perusing to buy – it's the internet's glamourous catalogue. Instagram is much lower (60% or less) and Facebook even lower than that.
- Most people on Pinterest are female! Great news for milliners who make hats for women.
- Images on Pinterest are generally longer than Instagram and Facebook. Ideal size is 600px x 900px so they look more visually appealing.
- Use Picmonkey to edit your images inexpensively http://www.picmonkey.com.
- As your picture (Pin) gets pinned, it will show up more in searchable topics. You don't need a large amount of followers for this to happen. Some pins can go viral because of the image, or resonate with the target audience. It may look nice or offer a great value add through the Rich Pin like an awesome blog post for example.
- Your pins stay in Pinterest and keep coming back, so in a way it's less work for you than other social media. They don't disappear from the feed like Facebook and Instagram never to be seen again.
- By checking your Google Analytics you can see where the traffic is coming from to direct people to your site. This is a great resource and can help you work out where and what social media platform is working best for your offering and where you should be spending your time. This is really important in working out which social media works best for you. Business Pinterest also has analytics in it.

- If you are in business you should have a "Business Pinterest" Account. You can convert personal Pinterest into business account. Go to https://business.pinterest.com/ to setup or convert your account into a business account.

Top Tips for Pinterest:
- By the nature of Pinterest, don't be too "salesy". Attract people with lovely images but be active in the community too. Like and follow others pins and Followers. Save their pins to your boards, pin your pins in those boards too.
- Do something on Pinterest every day, even if it's just pinning to your page.
- Create boards that have your interests. Make them secret or public. I like to let my community know what interests me. Particularly some images may inspire me to create so I collate the images for my inspiration. I love colour, succulents, beautiful studio spaces, texture, etc and I want my community to see this.
- Use a profile picture that has your face in it. It's more personal and make sure you complete all descriptions in the pins, profile and boards. Catchy descriptions can help people visit your site through your Rich Pin. Just saying "check it out" isn't enough.
- On your website make sure you add SEO detail to your media files, because when they are pinned from your site, this will improve your SEO and the picture will not have computer jargon in it, which looks messy and makes no sense.
- If your website is made in Wordpress.org, download Yoast SEO Plug In to Enable Rich Pins. This will help you link your pins to your blog or shop or website. Enriched Pins are nicer than normal pins and provide more value to the pinner. If this is too technical or you're not with Wordpress.org, then contact a Website expert for their advice. I always get them to check this for me anyway, because I'm not too techy and it's great to have someone look at this for you.
- Pinterest has just introduce paid advertising in Australia so this may be something worth exploring but hopefully it doesn't change Pinterest too much.
- Only like quality pins that are great images that have great supporting information like they come from a credible source, business or blog. Follow influencers in your industry and being active at repining their pins.
- Delete old pins that no longer serve you. If they are not your style anymore or detract from your page.
- Remove pins and bring them back later on, saves on creating more work for yourself.
- Find any angle you can for promoting your product and make many pins that link back to that one thing like a blog post for instance. This way you promote the same product in different ways with a greater chance of appealing to a broader base back to your website and increasing your exposure.
  Happy Pinning!!

References:
Female Entrepreneur Association, 2017
Pinterest: https://business.pinterest.com/en
Bigcartel Blog: https://blog.bigcartel.com/