

How to Use Pinterest to Market your Handmade Biz

Should you use Pinterest?

Yes, and here's why...

- ✓ It's all about the image... this gives makers a huge advantage.
- ✓ It's all about the re-pins.
- ✓ It drives traffic back to your site.
- ✓ You can organise your content in a logical and pleasing way.
- ✓ It's fun!
- ✓ It's got great stats.
- ✓ It's easy.

Okay, so how do I do this?

Set Up Your Business Account

- ✓ [Click here](#) to set up a business account or convert your personal account.
- ✓ Why a business account? Because of the stats!
- ✓ Make sure to confirm your website if you can ([click here for the instructions](#)).
- ✓ Why?
- ✓ It allows you to access the analytics function, and it adds your profile pic to any pin that came from your site.
- ✓ Alas, this isn't available for Etsy shops – you need to be able to access the html/back-end of your site to verify.
- ✓ If you can't verify, still go ahead with a biz account.

Set up a Pin It button on your
site!

This Encourages Pinning

- ✓ How to do this will vary depending on your website host.
- ✓ I use Wordpress, so I have a Plugin – I use one called 'Pinterest pin it button on image hover' (yes, that's its name!) but there are plenty of other choices, too.
- ✓ Etsy shops have pin-it buttons automatically.

So, what do I pin?

Set Up Themed Boards

- ✓ Think about your business and brainstorm possible boards.
- ✓ Have one that features your work, then branch out into boards on related topics.
- ✓ For example – I sell wedding rings, so I have some wedding-related boards where I pin stuff with the same 'feel' as my products.
- ✓ Try to come up with 10-20 board ideas – a nice full account will look better, but don't stress, ideas will come to you over time.

Pin Relevant Content

- ✓ Now you have your boards – start finding content for them.
- ✓ The Pinterest search function uses keywords, and is a great place to start. Just choose a few keywords for each board and spend some time searching and pinning to get your account started.
- ✓ Also start following boards and people who pin content you'd like to re-pin.
- ✓ Then, keep Pinterest in mind when browsing the internet – if you see something that would fit on one of your boards, pin it!

Use the Description and Link!

- ✓ For every pin, there is a description, and a place to put a live link.
- ✓ Make sure these are both filled in!
- ✓ The description will help people find your pin, and the link will lead them back where you want them to go.
- ✓ Remember to think 'keywords' – what words would someone use to find your pin?

Be Consistent

- ✓ Growing a Pinterest account takes time, and consistency is key.
- ✓ You want to show up regularly in people's feeds, so they start re-pinning your pins and following you.
- ✓ Aim to spend just 10 minutes a day for 1 month pinning/re-pinning content, and see what happens!

Remember not to Spam!

- ✓ Aim to pin 5-10 items for every one image you pin of your products.
- ✓ Don't be afraid to use the content cycle – pin your instagram images, for example – can be as simple as having a board that is 'My Instagram'.
- ✓ And be creative – don't just pin the main product image – pin secondary shots and model/styled shots.

Use Secret Boards

- ✓ If you've been umming and ahing about setting up a business pinterest account because you've had a personal one – you can use Secret Boards.
- ✓ Secret Boards allow you to have boards that only you can see – so you can pin personal-life stuff here, while keeping your public boards business-related!
- ✓ You can make a current public board secret if you want to 'clean up' your account – but you can't switch it back again, so be careful!



Your challenge!

For the Month of June

- ✓ Start by writing down your current Pinterest stats (boards, pins, likes, followers, following)
- ✓ Commit to spending 10 minutes per day Pinteresting... :D
- ✓ At the end of the month, come back and write down your stats again – and share your results with the Circle!
- ✓ I'm going to do this alongside you to see if I can get some more growth on my own account.
- ✓ **Come over and comment under the June workshop post in the FB group if you're committing to the challenge!**

Questions?

