



USING
PINTEREST TO
GROW YOUR
BIZ



What is Pinterest?

An online virtual pinboard to collect information from around the web in **visual** format.

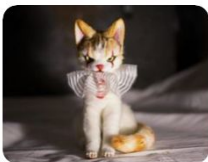


Jess Van Den

313k Monthly unique viewers

Promote

Create Pin

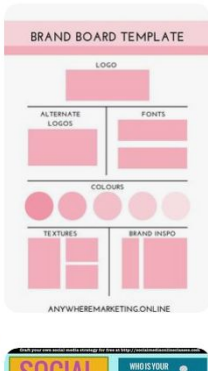


kiTten))
Etsy

Kelly Robson.



2020 Social Media Image Size Guide



Social Media Strategy Template: Develop Your Social Media...

For you Following



Julie Hamilton - A Passion for Paper, Paint and Pattern —...

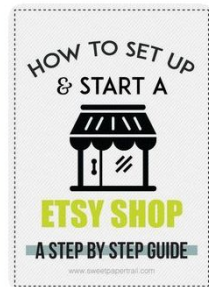


92



Perfect Backpack For Travel!

Promoted by Nordace | Stylish Bags ...



HOW TO OPEN AN ETSY



Create a Craft Business Plan



Kelly Robson.



?

Why use Pinterest to market your biz?

- Think of Pinterest like a huge visual search engine.
- People save Pins from websites, but they also hop on Pinterest and search for things they're looking for to curate them in collections.
- Used especially by people shopping for events (weddings, parties etc) and planning homes/renovations - as well as fashion, crafts, recipes, and many more demographics.

Why use Pinterest to market your biz?

- It's all about the image... this gives makers a **huge** advantage, as we already have beautiful images!
- Other people can re-pin and therefore share your Pin.
- **It drives traffic back to your site.**
- You can organise your content in a logical and pleasing way on your own Boards.
- It's fun!
- It's got great stats (according to Pinterest - *90% of weekly Pinners make purchase decisions on Pinterest.*).
- It's easy!
- It's a great choice if you aren't a big fan of social media.

Some Pinterest Stats...

- There were 335 million active users by the end of 2019 (this is 26% up on the previous year).
- 71% of Pinterest users are women.
- Shopping: Every day nearly 2M people Pin product rich Pins.
- 64% Pinterest users described the platform as a place to find ideas, products or services they can trust.
- 47% Social media users saw Pinterest as the platform for discovering and shopping for products.
- 84% Pinner use Pinterest to decide what to buy.
- ([source](#))



What I'm Covering Today

- How & why to set up a Business Account on Pinterest.
- Claiming your website and other platforms.
- Your bio/profile.
- Pin-it buttons.
- Creating Boards.
- Creating Pins (including [Video](#))
- Secret Boards.
- Your Pinterest Plan.



What I'm NOT Covering Today

- Otherwise known as 'stuff you might want to investigate in future'
- Details on [Shoppable Pins](#) and [here](#)/the new [Shop Feature](#)
- How to set up [Pinterest Ads](#).
- The [Pinterest Tag](#) (advertising tracking).
- The [Shopify/Pinterest integration](#).
- How to use [Tailwind](#) to automate your pinning.
- The 'social' element of Pinterest (comments/messages etc.).
- Group boards.



Beware of Regional Differences!

An FYI - sometimes Pinterest will roll features out in the US and they won't always be available elsewhere...

Set up a Business Account

- [Click here](#) to set up a business account or convert your personal account (or to learn more about Pinterest for Biz in general).
- Why a business account? Because of the stats and other bells & whistles!
- 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 can enable Rich Pins/Shoppable Pins.
- You can also claim a number of other accounts - like Etsy, Instagram, YouTube, Shopify etc. and connect them to your Pinterest account.

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 prior to turning it into a biz account.



Jess Van Den

Business hub

313k

Monthly viewers

13.6k

Followers

Your Pins

See stats for your latest Pins, and promote them to grow your audience

+5%

348.8k

Impressions

+12%

2.8k

Saves

-4%

1.7k

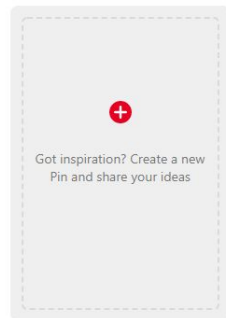
Link clicks

Top Pins

Recent Pins

See all Pins

See analytics





Claim

[Cancel](#)[Done](#)

Connect your other content to Pinterest

Claim your website

Claiming your website allows you to get attribution and analytics for your content, which may already appear on Pinterest. [Learn more](#)

createandthrive.com 

[Unclaim](#)

You can now **connect RSS** feeds with a claimed website.

Claim other accounts

We'll attribute Pins from your claimed accounts to you. You'll get stats about each Pin. We will also use claimed account information to help distribute your content and offer you additional Pinterest features and content. [Learn more](#)

Instagram

Add your name and profile picture to Pins from your Instagram account.
Your claimed Instagram account is: **createandthrive**

[Unclaim](#)

Etsy

Add your name and profile picture to Pins from your Etsy shop.

[Unclaim](#)

YouTube

Add your name and profile picture to Pins from your YouTube channel.

[Unclaim](#)

Shopify

Install the free Pinterest app on Shopify to add your name and profile picture to Pins from your Shopify store, automatically connect your catalogue, and install the Pinterest Tag.

[Install app](#)

THE *create & thrive* PODCAST



5 THINGS TO AVOID WHEN TAKING HANDMADE PRODUCT PHOTOS [232]



Schedule



Handmade Shop Tips... ▾

Save

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5 Things to Avoid when Taking Handmade Product Photos [232]

5 Things to Avoid when Taking Handmade Product Photos [232] (1)



Jess Van Den

13.6k followers

Photos Comments

Tried this Pin?

Add a photo to show how it went

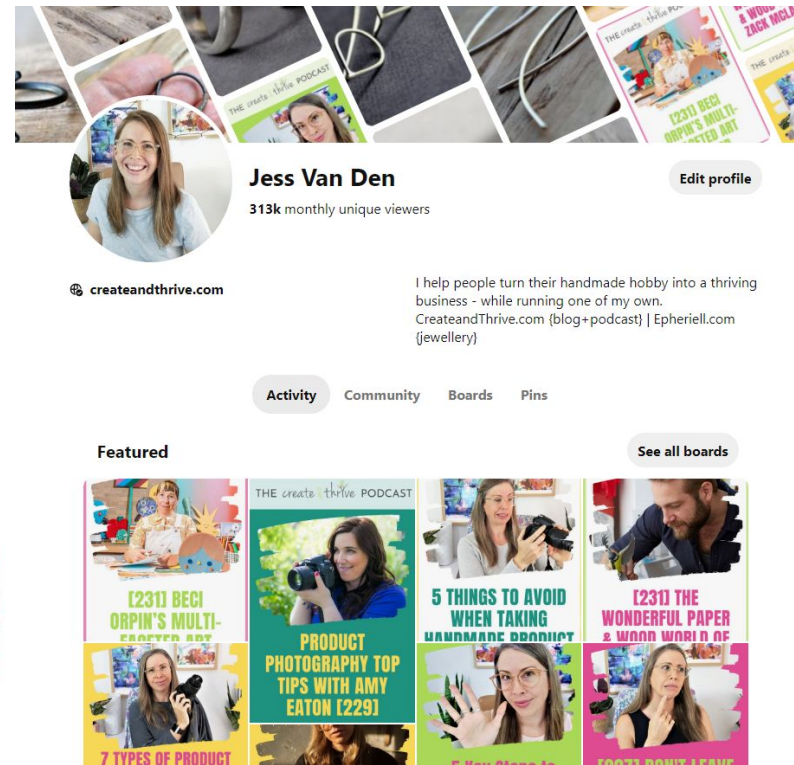
Add photo



You saved to **Create & Thrive Podcast**

5 Things to Avoid when Taking Handmade Product Photos
[232] (1)

Your Pinterest Profile



Your Pinterest Profile



- Make sure your profile matches others on Insta etc.
- Your business name.
- Photo of you, your logo, or a representative product.
- Your main website.
- A succinct description outlining what you do.
- You can also choose a few featured boards that will be at the top of your profile (hint, you want to choose boards that feature your products and/or that will engage your ideal customer).



5 Minute Activity

- Either: 1. Go sign up to Pinterest.com OR 2. If you already have a personal account, go convert it to a Business Account (business.pinterest.com).
- If you've done both of these things, take the next step - go claim all your connected accounts (under settings > claim).
- Additional work: review your Pinterest Profile - is it up to date?

Set up a Pin It Button on your website!

- This encourages website visitors to Pin your products to their own Pinterest Boards.
- 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 you don't need to do anything!*

Let's create a Board!

- We'll start with Boards - because when you make a Pin, it'll ask you to Pin it to a particular Board.
- Boards are how you categorise your Pins - both for yourself, and for any visitors to your Pinterest Profile.
- Board names are searchable in SEO, so use keywords in your Board names.
- Start simple - a Board that is **yourwebsite.com - you'll Pin all your products to this Board.**
- Then we can start getting fancy.

More on Boards...

- Think about your business and brainstorm possible boards.
- Have one that features your work (as mentioned), 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.
- The more boards = the more opportunity to pin your work alongside relevant content = the more likely that people will find it!

Why create additional Boards?

- There are 2 tabs on the Pinterest home feed (for now) - **For you** and **Following**.
- You can follow people - and they can follow you - but they'll only follow you if they enjoy what you Pin!
- So you want to encourage people to follow you because they like what you share.
- It also gives your work more chances to show up in search - if they're looking for something you've created a relevant Board for, and your products are on that Board...

Pin most things from within Pinterest to flesh out your Boards



- 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!

Create a Pin!

...

Select 

Publish



Drag and drop or click to upload images or a video

Recommendation: use high-quality .jpg files smaller than 20 MB or .mp4 files smaller than 2 GB

[View image and video specs](#)

Save from site

 **Jess Van Den**
13.6k followers

Add your title

Tell everyone what your Pin is about

Add a destination link

☒ Publish immediately ☐ Publish at a later date

Create a Pin!



- Pinterest takes you through a short tutorial when you go to make a Pin.
- You can also edit Pins right from inside Pinterest when you create them!
- You can add a logo, text, and colours.
- You can also create a collage.
- You can create multiple Pins at once.
- You can also upload a video and make it a Pin!
- You can schedule Pins to pin later.

Pin Details...

- For every pin, there is a description, and a place to put a live link.
- **Make sure these are both filled in!**
- Don't ever make the link 'generic' - i.e. to your shop homepage. Link it directly to the product/blog post etc. that you are pinning.
- The description will help people find your pin, and the link will lead them back where you want them to go - this is the gold - SEO JUICE!
- Remember to think 'keywords' – what words would someone use to find your pin?

Video Pins



- This is a great opportunity to stand out - video catches the eye in a sea of static images.
- If you're on Etsy - they are rolling out video in your item listings - use this video as a Pin, too.
- It can be really simple - showing the flash of a stone, a garment on a person turning around, a candle being lit... don't over-think it.
- Video pins are minimum 4 sec, max 15 minutes.
- Video and Static Pin specs are [here](#).



Consistency is key!

Growing an account - and traffic back to your website - will take time and consistent effort.



Not every Pin will matter...

But the more you Pin, the higher the
chance your Pins will start showing up in
search, and may even go viral...

Remember not to be a spammer...

- 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'.
- You can re-pin your own Pins to different boards (do this rather than uploading a fresh Pin each time).
- Be creative – don't just pin the main product image – pin secondary shots and model/styled shots.



Your Pinterest Plan

1. Set up your business account - including claiming your website and other platforms.
2. Set up an informative profile.
3. Make any old personal boards secret, and delete any old boards you don't want any more.
4. Create 5-10 new boards that are in-line with your brand.
5. Start pinning - regularly!



The #PinterestChallenge!

- I run the #PinterestChallenge live in the Circle once per year - but if you miss it, you can always run your own!
- Aim to spend just 10 minutes a day for 1 month pinning/re-pinning content, and see what happens!
- There will also be daily Pinterest tips in the Facebook Group.
- With a business account, you can track your stats over time. See what happens in your Pinterest stats AND your shop stats after 1 month of regular pinning.

Further Resources

Workshops & Podcasts

- Podcast: [\[144\] The Power of Pinterest](#)
- Podcast: [\[190\] Steps to Pinterest Success](#)



PLAN FOR THE
HOLIDAYS!