

The word 'Pinterest' is written in a large, red, cursive script font. The letters are thick and have a slight shadow effect, giving them a three-dimensional appearance. The background is a solid, vibrant red.

...for Business



Pinterest has to be one of my favourite Social Media platforms – and I'm not alone!

With 79.3 million users, 50 billion pins and 1 billion boards it is host to an enormous amount of content. But many of us don't understand how Pinterest can support our business. Traditionally, it has been seen as a place to store our favourite recipes, wedding ideas or decorating inspiration. So, how can it help us to promote what we write, sell or do? Over the next three weeks I will be introducing you to Pinterest, explaining how it works and then how you can optimise it for your business reach.

So here are a few more stats to try and convince you that it is worth signing up for...

- 86% of users are women, but...
- 30% of new signups are men
- 67% of content pinned on Pinterest is from a business website
- 96% of pinners have used Pinterest to research and gather information
- 80% of pins are repins
- 72% of brands use 'pin it' button on their product pages
- 47% of US online shoppers bought something as a result of a Pinterest recommendation
- Pinterest brings an average of 300% more referral traffic to your site than Facebook.

That last stat alone is worth reading on for, surely?!

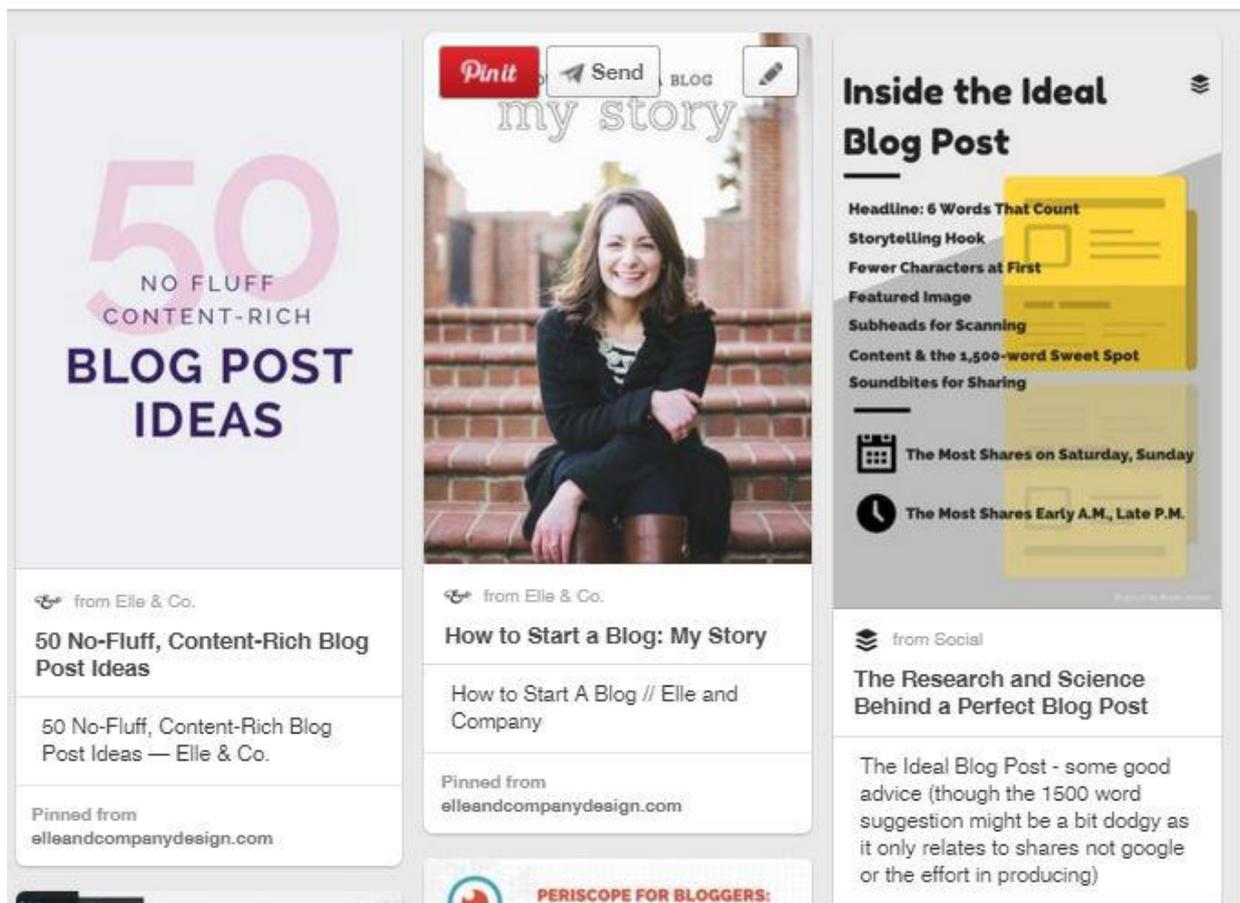
So, what *is* Pinterest?

Pinterest is an online pin board, which allows you to pin from anywhere on the internet to your own curated boards.

Imagine your scrapbook as a child. You cut out pictures or news articles or interviews from all of your favourite magazines and stuck them in. It is exactly like that, except it is online. Each page of your scrapbook might have been devoted to a favourite band or artist, and again, this is exactly how you can manage your online Pinterest account.

Pinterest allows you to pin from your own website, or from others. You can pin directly from Pinterest or from anywhere else on the internet.

What is a pin?



A 'pin' is an image or video that you add to Pinterest. You can use the 'pin it' button to add images. Most websites have the pin button enabled, so that when you hover over an image on their site a little 'p' will appear in the top

left corner which if you click on will allow you to pin it on one of your boards. If the website doesn't have 'pin it' enabled, you can download the facility on your own computer easily.

You can install the button here: <http://bit.ly/1P3oXVj>

The beauty of the pins, wherever they are pinned is that each one will take you back to the original source, allowing people to go straight to where the image or video originated whether that was a website or a blog, or even Twitter.

You add your pins to boards, and you can add a specific pin to more than one board. We recommend this as people tend to follow boards rather than accounts a lot of the time, depending on what is relevant to them.

And what is a board?



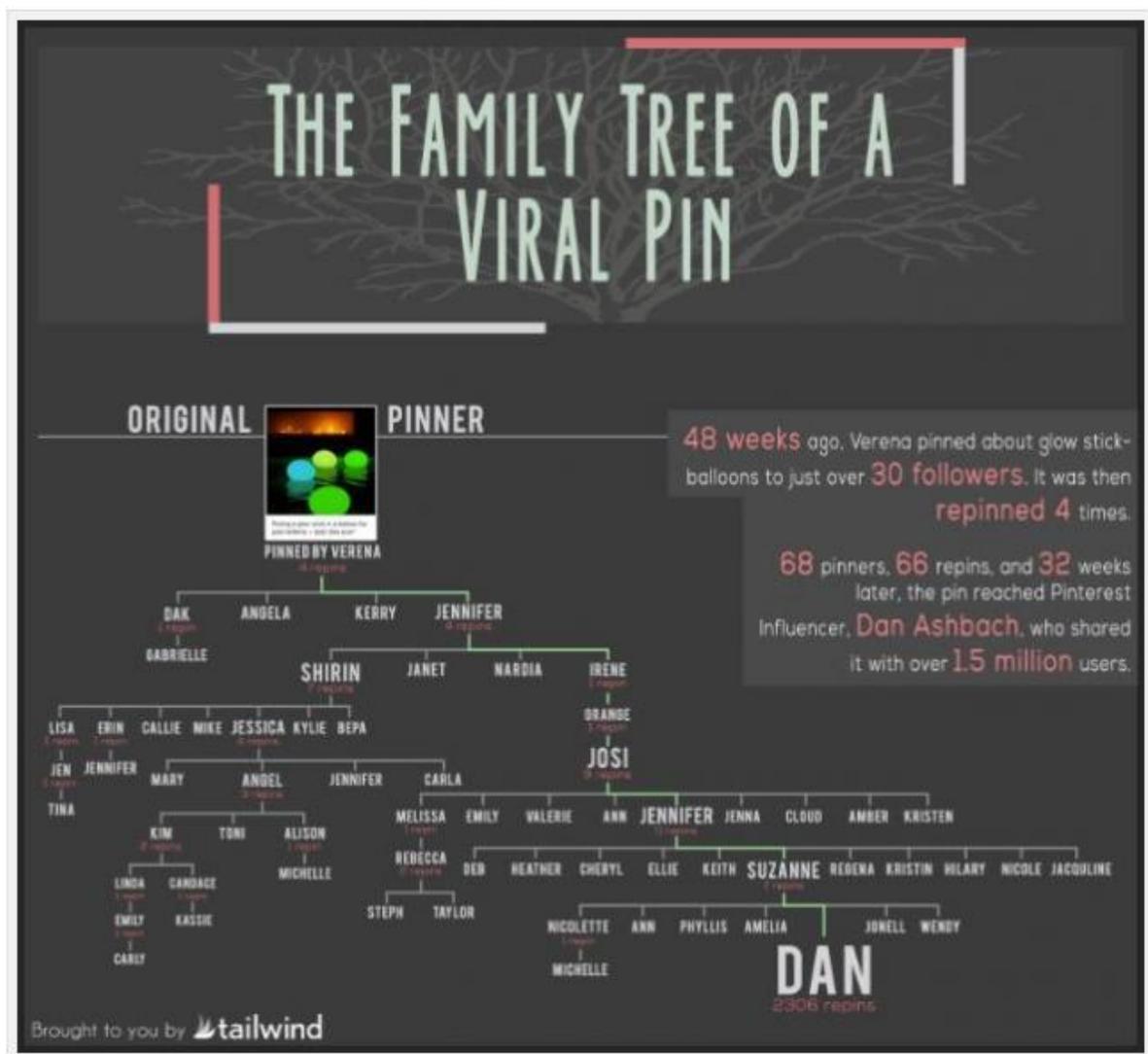
A board is where you collect all your pins. Each board has a different title and theme – on our account we have a number of different boards based around different social media channels and so are titled 'Twitter', 'Facebook', 'Pinterest' etc. Each board allows you to tell a story about that subject.

You can keep your board public, or have it secret. You can make a secret board public but not the other way round. You can also invite people to pin on your boards, whether they are public or private, and you can also join other group boards that you can pin to.

You can also give your board a location if needed.

So that's the basics, but why is it so popular and how can it help you?

Well, unlike other social networks that are faster paced, and more focused on the 'now', Pinterest actually gives you more exposure the longer your post (or pin) is out there. You get more visibility over time, and not less. The below infographic gives you an indication of the 'family tree' effect of a pin, which hopefully helps you to see the possibilities.



So what is the first thing you should do?

If you already have a personal Pinterest account it is very easy to convert it to a business, otherwise you can create a business page from scratch. Either

way, visit business.pinterest.com and click 'join as a business' – it also gives you the option below this button to 'convert now' for those who already have a personal account. Don't worry, you won't lose any of your pins or boards – everything will stay the same but with a few added extras.

Select your business type and name, plus a username - this can be between 3-15 characters. Think about consistency throughout all your social media channels and use your twitter, Instagram or Facebook business name. Write a comprehensive bio, which can be up to 160 characters long. Think about how you want to promote yourself in the best way. Using the same description as well as branding throughout your social media will keep your business concise and consistent. You can also add a link to your website here, as well as a location.

Once you have chosen your username, this becomes your url, eg www.pinterest.com/cosmic_UK so this is a good chance to brand your url the way you want it!



Cosmic

📍 Honiton, Devon, England - www.cosmic.org.uk

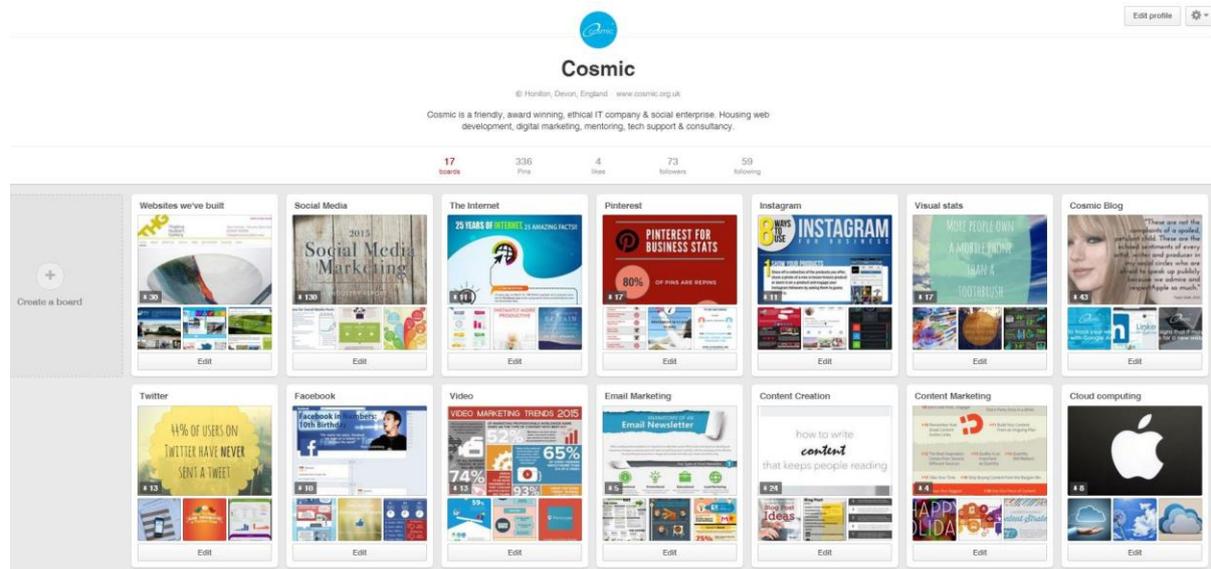
Cosmic is a friendly, award winning, ethical IT company & social enterprise. Housing web development, digital marketing, mentoring, tech support & consultancy.

After completing your account details, you will have to verify your website to allow you to access your Pinterest analytics. This involves a few steps:

- Go to the main page of your account & choose "Edit Profile"
- Scroll to the bottom, add your website address & click "Verify"
- You'll see a pop-up with verification instructions -- select "download the html verification file"
- Upload the file into the root directory of your website via FTP or CPanel then return to your Pinterest profile & click the button that says "click here to complete the process" (speak to your web builder or you can follow these steps: <https://help.pinterest.com/en/articles/confirm-your-website>)
- You should receive a message that says your verification was successful & you're good to go.

So now you are all signed up – what happens next?

Well firstly, you need to create some boards to allow you to start pinning. We recommend a minimum of ten boards to get you going. Think about who you are and what you do, and who you would like to attract. What will you call your boards? Try to use descriptions that will get people following, and include key words within those descriptions – what will people be searching for? How will they find you?



Then work on filling those boards with quality images and pins, again, well described with key words and good descriptions of what is in the article that the pin links to. Try to tell a story with your pins, and keep the pins consistent to the boards they are included in. Also, before pinning make sure that the links take you to the correct place.

Start following accounts that you already know of. Your friends, colleagues, influencers and industry peers. Anyone you are following on Facebook or Twitter, see if they have a Pinterest account. Any blogs that you subscribe to, check to see if they have an account and follow them too. You have the opportunity to not only pin these images, but also comment and like on pins to engage with the users. Like all social networks, it is important to keep engaging with others to raise your online profile.

It is very easy to pin something. Once you have your board created you can search throughout Pinterest or the wider web and find a blog post you would like to save.

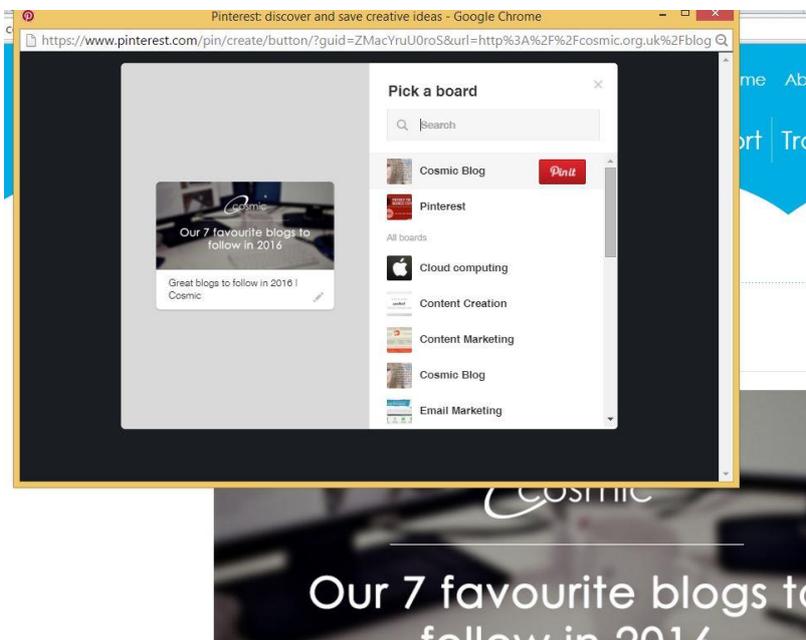
Once on the page, hover over one of the images until a 'p' icon or 'pin it' icon appears in the top left hand corner. When you click on this a new box will pop up with your collection of Pinterest boards within it and here you can select which one you want to pin to.

Great blogs to follow in 2016

Post Date: Monday 14th December 2015



Blogs are an excellent source of information and education, and can often provide you with data that can increase your productivity, further develop your business acumen and keep you up to date on current trends.



So while browsing through the internet, if there is anything you read or see that you don't want to forget about, or would like to keep for future reference you can pin it! Research, ideas, suggestions, facts and figures – it can all be saved.

A few tips...

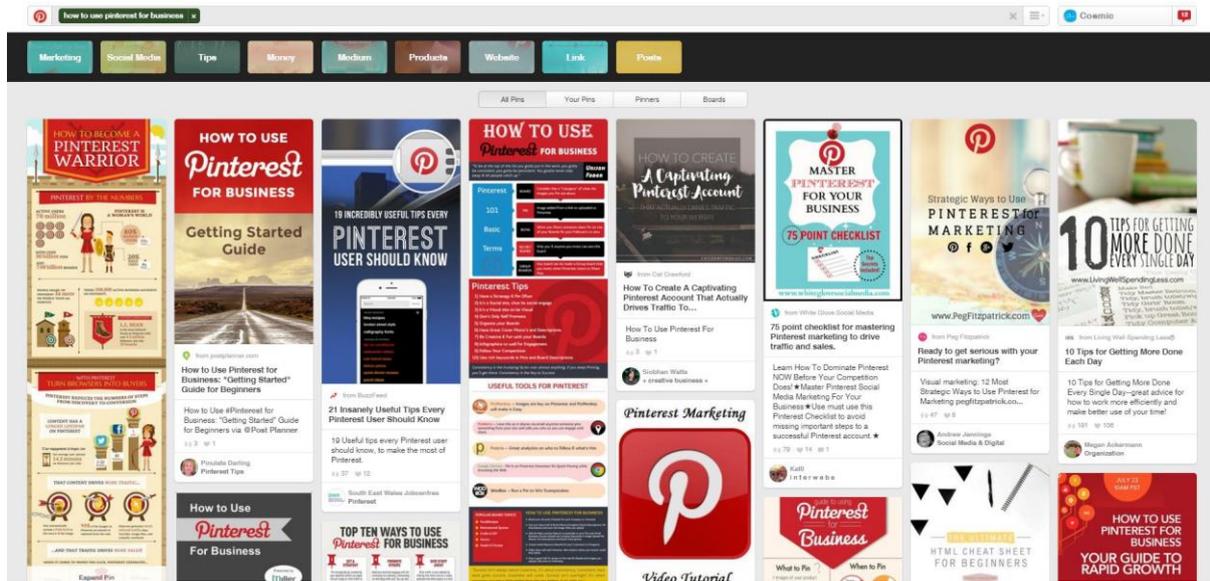
- If you start well you can maintain your boards easily
- Aim to pin daily
- You can never have too many pins or too many boards!
- Never delete a board, you may lose followers as some only follow the boards rather than the user
- Pin from your blog
- Make sure your pins direct people to the right place
- ... and have fun!

We now want to demonstrate how much content is available throughout Pinterest and how you can use that to your advantage.

Here at Cosmic we write lots of blogs about all things digital. It is my job to produce social media blogs, but with the world of social constantly evolving and changing, I need to keep researching to stay up to date. Plus, there are many, many other bloggers out there sharing a huge amount of information. So how do I find it?

I now tend to do all my research via Pinterest, rather than Google. Mostly because it is a visual search, but mostly because I can access bloggers and experts that I wouldn't ordinarily have been able to find. Plus I can see straight away how popular their blog is by how many times it has been pinned.

For example, whilst researching this blog post I searched the term: 'how to use Pinterest for business' and was presented with a huge number of blog posts. By clicking on one 'How to Use Pinterest for business – getting started guide' I found a great blog which has been shared 2780 times. This tells me it is popular, informative and engaging. It also re-iterated a lot of the content I already had about Pinterest. What it also allows me to do is connect with the writer of the blog via Facebook, LinkedIn, Twitter, and all the other social networks she has there at the top of her blog post. I can also sign up to her blog, receive her newsletter and find out more about her.



How to Use Pinterest for Business: "Getting Started" Guide for Beginners

[BACK TO BLOG](#)

Pinterest Social Media Tips

Rebekah Radice

← 2780

FACT: the half-life of a Pinterest pin is 1,600 times longer than a Facebook post.

FACT: the average Pinterest user spends 14.2 minutes pinning every time they log in.

FACT: Pinterest was the fastest growing social network in 2014, growing by a whopping 97 percent!

With numbers like these, it's easy to see what a powerhouse Pinterest has become.



“ I would have to pay tens of thousands of dollars in advertising costs to achieve the same results I get with Post Planner. ”

Kim Garst
Boom! Social

STARTING AT \$7 PER MONTH >

What you will also find is that within her blog are lots of references to other blogs, and other facts and figures which if you click on will take you on a wonderful picture and blog ride throughout the whole internet! I constantly remind people that whilst on Pinterest you always forget where you originally began because there is a whole world of content to be discovered!

As you can see, this is such a great way of sourcing connections and contacts that you can then start to build relationships with on all your social networks. And if we are doing this to others, then they will be doing it to you. By projecting yourself as an expert through your blog writing (which we have spoken about here) you can achieve such a wider audience by then pinning your blog onto Pinterest. And as we mentioned in part one, your pin doesn't then reduce in popularity, it builds steam and followers over weeks, months and years!



One of the facts I discovered through this blog is that Pinterest was the fastest growing social network in 2014, growing by a huge 97%. And it is easy to see why! I can't wait for the 2015 stats to be released to see where it is placed at the beginning of next year. I anticipate another massive rise in popularity as more and more people start to understand the value of how you can optimise it for your business!

Good luck, and let us know how you get on. If you have any questions about this blog or any others we write, please do get in touch here at cosmic.