

AN INTRODUCTION TO PINTEREST FOR BUSINESS.

A setup and strategy guide
for marketers.



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HubSpot

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INTRODUCTION:

Don't Ignore Pinterest in Your Marketing.

In elementary school, many children build scrapbooks of memories — birthdays, family vacations, you name it. By middle school, that scrapbooking passion may have converted into a passion for keeping a diary of your thoughts, ideas, desires, and so on. In high school, you built entire yearbooks every year to collect special moments. And by college, you likely mounted a push pinboard to keep notes, ticket stubs, pictures, or homework reminders.

Now imagine if other people could stumble upon each of those crafty items, click on the memory, the ticket, or picture, and be navigated to a website where they could learn more. That's what Pinterest has introduced to the world by digitizing an activity many people have loved since childhood. And that's why it's a channel worth your marketing time.

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01

WHY USE PINTEREST FOR BUSINESS?

What is Pinterest?

Let's start with the basics. **Pinterest is a social network that allows users to visually share, curate, and discover new interests by posting, also known as 'pinning,' images or videos to their own or others' pinboards.** Users can either upload images from their computer or pin things they find on the web using the Pinterest Bookmarklet, Pin It button, or just a URL.

Before spitting out even more Pinterest-specific terms, let's get on the same page with Pinterest terminology.



PIN: an image added to Pinterest



PINBOARD: a set of theme-based pins



PINNING: the act of visually sharing content



..... **REPIN:** reposting somebody else's pin.....



..... **PIN IT BUTTON:** button that can be placed on websites to facilitate sharing on Pinterest



..... **PINNER:** the person who does the sharing

Why does Pinterest matter?

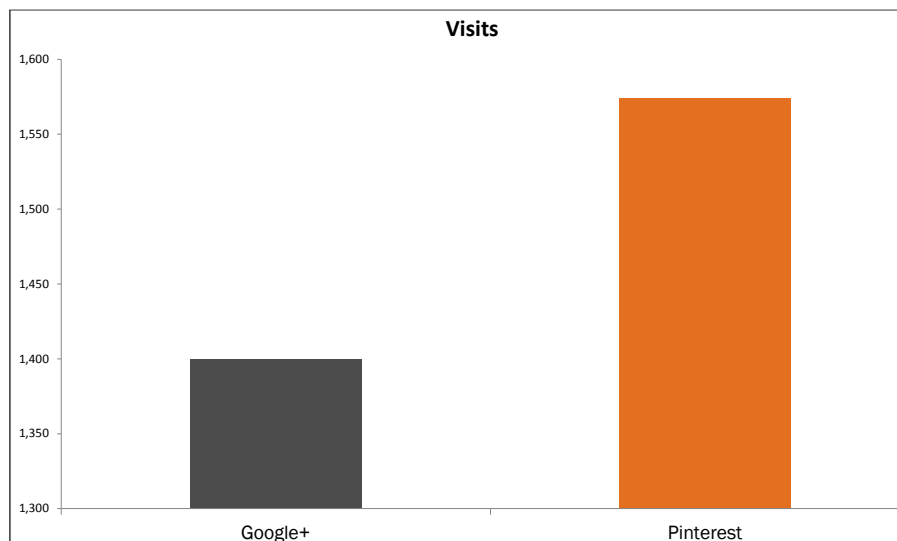
Any business that relies on driving a high volume of website traffic to increase sales should consider joining Pinterest. In fact, [according to comScore](#), Pinterest buyers spend more money, more often, and on more items than users from any of the other top five social media sites. With statistics like that, it's no wonder businesses are flocking to Pinterest.


Here are a few specific reasons why Pinterest matters for business:




TRAFFIC: [According to eBiz](#), Pinterest receives an estimated 85,500,000 unique monthly visitors. A number of companies have openly shared the increasing amounts of traffic Pinterest has sent their business.

Last year, [Shareaholic shared](#) (no pun intended) that Pinterest was driving more referral traffic than Google+, YouTube, and LinkedIn combined. And since its launch, Pinterest has continued to drive more traffic to HubSpot's blog than Google+.



 **LINKS:** If you're using the Pin It button on your pages, every single one of your pins will include a link back to the original source. That's how HubSpot's blog accumulated more than 640 links from Pinterest in just two weeks.

However, these are no-follow links and cannot be used to directly impact your SEO strategy. They still provide marketing value because they allow pinners to encounter your content and visit your website and landing pages in just one click.

 **LEADS:** As mentioned earlier, Pinterest buyers spend more money, more often, and on more items than buyers on any other of the top five social media sites — so marketers should try to engage them early on in the buying cycle. On the HubSpot Pinterest account, we have [an entire board dedicated to marketing offers](#) that helps generate leads for our sales team.

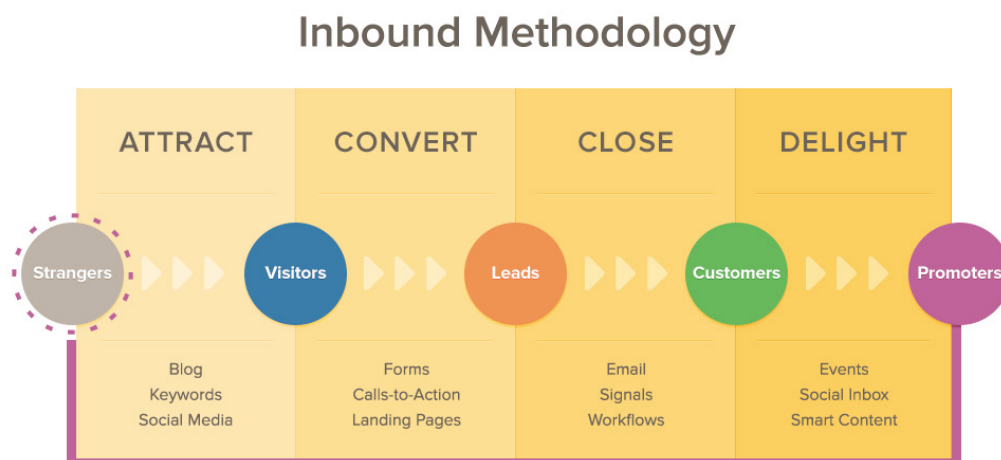


Site	Visits	%	Contacts	%	Customers
Pinterest	22,806	3.7%	844	0.2%	2

Why use Pinterest?

Today, consumers — not marketers, not salespeople — have all the power. They can choose when to interact with you, on what channel, and on what terms. Pinterest is one of the networks that enables this consumer freedom; it's a network users navigate based on their own interests. By being present on this site, you are taking back some of the control in your marketing by giving your potential customers a new channel to discover you on.

As you can see in the diagram below, attracting visitors on a social media site such as Pinterest is a fundamental first step in an individual's journey to becoming a delighted customer of your business.



This graphic represents a brief overview of the inbound marketing methodology. Get the details at [hubspot.com/inbound-marketing](https://www.hubspot.com/inbound-marketing).

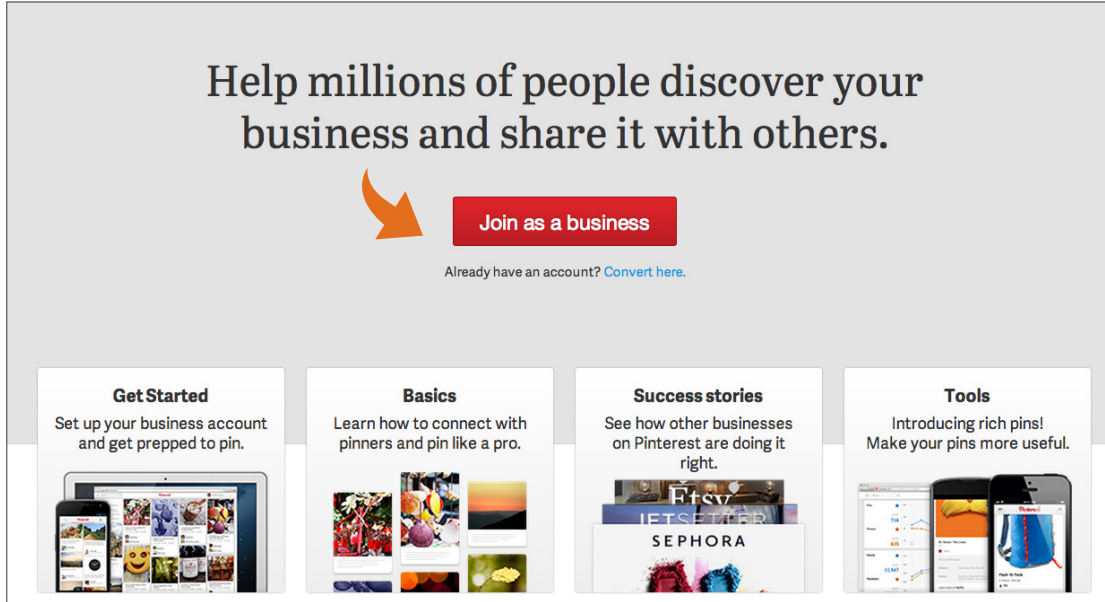
02

HOW TO
CREATE A
PINTEREST
BUSINESS
ACCOUNT.


How to Create a Pinterest Business Account

Unlike a personal profile, a Pinterest business account is, by default, public. Users can follow your page without requiring approval from page administrators — a fantastic opportunity for your business to get discovered. You can (and should!) create a Pinterest page for your company here: <http://business.pinterest.com/>


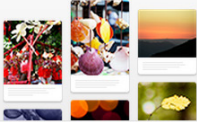


Once there, click on the big red button that says, ‘Join as a business.’



Help millions of people discover your business and share it with others.

 [Join as a business](#)

Already have an account? [Convert here.](#)

- Get Started**
Set up your business account and get prepped to pin.

- Basics**
Learn how to connect with pinners and pin like a pro.

- Success stories**
See how other businesses on Pinterest are doing it right.

- Tools**
Introducing rich pins! Make your pins more useful.



You'll start the creation of your business account by selecting a business type, then adding a contact name (ideally your social media manager), email address, and password. Make sure the email address and password can be accessed by others who may need to use the account without invading your personal information.

Create Business Account

[Already have an account? Convert](#)

Business Type	<input type="text" value="Choose a business type..."/>	Can be changed later
Contact Name	<input type="text" value="First Name"/> <input type="text" value="Last Name"/>	Person managing your account
Email Address	<input type="text" value="Email Address"/>	
Password	<input type="text" value="Password"/>	6 characters minimum

Now, if you happen to already have a personal Pinterest account you've been using for your business and want to convert it into an official business account, you can do so using the 'Convert' button right next to 'Already have an account?'



Tip for Marketers:
The business type you select will help your account **rank** in more relevant searches and provide relevant fields on your page.

Next, you'll need to add basic profile information such as your business name, username, profile image, business description, and website URL.

PROFILE INFO (shown publicly)

Business Name How you will appear on Pinterest

Username http://pinterest.com/

Profile Image

*Place
Your Logo
Here*

About

Website ex: yourwebsite.com

Here's an example of how this information is then displayed on your newly created account:



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Lastly, you'll need to agree to Pinterest's terms of service. You can read them [in full here](#), but here are the highlights:

- You can only open an account on behalf of a company that you're, well, allowed to open an account on behalf of.
- The content you post on Pinterest can be used by other Pinterest users. That means they can not only repin it, but they can also modify it, reproduce it, display it, distribute it, whatever, on Pinterest. If they start doing something weird with it outside of Pinterest that they're not supposed to do, Pinterest ain't havin' anything to do with it.
- Pinterest expects that any content you post from third-party content creators and owners doesn't violate any laws or infringe the third party's rights.

AGREEMENT

Terms of Service

Thank you for using Pinterest!

Pinterest's products and services are provided by Pinterest, Inc. These Business Terms of Service ("Business Terms") govern your access to and use of Pinterest's website, products, and services ("Products") for commercial purposes. Please read these Terms carefully, and **contact us** if you have any questions. By creating a Commercial Account, or by accessing or using our Products, you agree to be bound by these Terms and by our **Privacy Policy**.

1. Using Pinterest

a. *Who can use Pinterest.*

You may use our Products only if you can form a binding contract with Pinterest, and only in compliance with these Terms and all applicable laws. When you create your Pinterest account, you must provide us with accurate and complete information. Any use or access by anyone under the

Accept Terms I agree to the Business Terms of Service and **Privacy Policy**

03

HOW TO USE PINTEREST FOR MARKETING.

15 Pinterest for Business Best Practices

As with any other social network, Pinterest offers a range of activities you can initiate to market your company to a new audience. The goal here is to gain brand recognition, drive traffic to your website, and be successful at converting the new visits into leads. Let's get your creative juices flowing with this list of ideas for using Pinterest as part of your social media marketing mix.

One note to keep in mind before we dive in is that Pinterest functions a little differently than the typical "follower world" we know in Twitter, Facebook, and LinkedIn. For example, on Pinterest, there are two "follower options" users can take when they enjoy a piece of content they found. They can follow a specific board by a Pinterest user or a user's account. What's the difference?

When following a specific board, you will only be notified (via your stream) when another user pins a new piece of content to that board. When following a user, you will be notified every time that user pins content to any of his or her boards. Due to these differences, a Pinterest user's board might have more followers than the user herself! So how can you create a strategy to increase followers at both the account and board level?

1. PROMOTE THROUGH OTHER CHANNELS

The fastest way to jumpstart your Pinterest presence is by promoting it through other platforms. Add the Pinterest follow button to your website. Promote your presence on Pinterest through your other social networks, such as Facebook, LinkedIn, Google+, and Twitter. Consider launching a Pinterest contest and write a blog post to promote it.

2. MAKE THE BEST BOARD ON A SPECIFIC TOPIC

By taking this approach, you increase the chances of your board attracting followers who are passionate about a specific topic. Create resourceful boards based on a few core keywords that you already use in your SEO strategy.

Committing to create the best board on a topic means being ready to promote other users' pins to enhance your collection.

3. ENGAGE WITH OTHER'S PINS

Start following users you think would want to follow you back. Like and comment on their pins. When someone sees you interacting with his or her content, they might check out your account and choose to follow you.

4. AVOID HUMAN FACES IN VISUALS

Data shows that images with no human faces are shared 23% more than those with them. While having some boards featuring human faces can be valuable, try to use a variety of photos and illustrations.

5. BE PICKY WITH YOUR COLOR CHOICES

Data also shows that images with dominant colors (such as red, dark green, pink) are shared 3X more than images that don't contain them. In addition, red or orange images are repinned twice as often. When selecting visuals for this network, choose wisely!

6. CREATE A USER-GENERATED BOARD

By enabling other users to contribute their own pins to your pinboards, you open up a great opportunity to involve fans and customers in your marketing. Pick out a few of your top evangelists or customers and create a board dedicated to their pins.

7. HIGHLIGHT YOUR CUSTOMERS

Promoting your happy customers is a great way to create a positive sentiment around your brand.

Encourage your customers to send you photos (or take photos of them at your next event). Create a board of their smiling faces – perhaps using your product or service!

8. PROMOTE YOUR BLOG CONTENT

Start using clear, beautiful images that could be successful on Pinterest in your blog articles. You should be using images in your blog articles anyway! Pin visuals that best highlight your written content.

9. HOST A CONTEST

Some brands have already started launching contests using Pinterest. Hold a contest that asks users to create a pinboard on their own account to demonstrate what they love about your brand, products, or services. Ask them to send you a link to their pinboard so you can evaluate entrants, and the coolest board wins a prize!

10. ADD PIN IT BUTTONS TO YOUR WEBSITE

Make it super easy for website visitors to share your visual content or images on Pinterest by adding a Pin It button to your site. Just like other social media sharing buttons, this will help to expose your brand to a new audience.

12. BUILD A VIDEO GALLERY

Pinners aren't only limited to pinning images; they can pin videos, too! Create a pinboard of some of the interesting videos your business produces interspersed with relevant images.

11. ADD LINKS IN PIN DESCRIPTIONS

Whenever possible, include links back to your website and landing pages in your pin descriptions to drive traffic back to your website. Keep track of referral traffic and leads generated from Pinterest. Such insights will inform you about how useful this platform is in comparison to your other efforts.

13. USE HASHTAGS

Users can use hashtags to tag their pins and make their content more search-friendly. Promoting a new campaign of some sort? Create a pinboard around it, and tag it with a hashtag you're also using on Twitter and Facebook to leverage an integrated, cross-channel campaign.

15. EMBED POSTS ON YOUR WEBSITE

Pinterest allows you to embed posts on your website easily. This can help expose the visibility of your Pinterest content through other channels. We even wrote a blog post [here](#) that teaches you how to do this step-by-step.

14. FEATURE OFFLINE EVENTS

Create a pinboard that features the best photos or video footage of any events you host to help you generate buzz and promote the next one. For instance, at HubSpot we have created an "INBOUND Conference" board that features a lot of pictures from the conference that we host annually.

CONCLUSION:

Don't Let Your Pinterest Learning Stop Here.

Now that you've finished reading this guide, don't stop there! This is just the beginning of the opportunities Pinterest offers as a marketing channel. Now, it's time to test out the best practices we've covered and iterate on them with your own creative ideas to find out how you can start bringing in new business.

When you're ready to learn even more Pinterest for business best practices or see examples of other brands succeeding on Pinterest, [start reading the various blog posts we have written on Pinterest!](#)



[Click here to read more Pinterest-specific content.](#)

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