



A MARKETER'S GUIDE TO PINTEREST



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INTRODUCTION

As a platform with the main focus of inspiring others, Pinterest is a great place to market your business using visuals. If you are able to build a page/profile that is aesthetically pleasing, and which offers something different and inspiring, then this could help you introduce your business and blog to a whole new audience.

Consider the stats: 93% of people use Pinterest [to plan purchases](#), and [83% of weekly 'Pinner' have made a purchase](#) based on 'Pins' (ie, posts) they saw from brands.

That means businesses with great content on Pinterest, and a sound strategy to engage with the right people, have a great opportunity to drive brand awareness, website traffic - and more importantly sales.

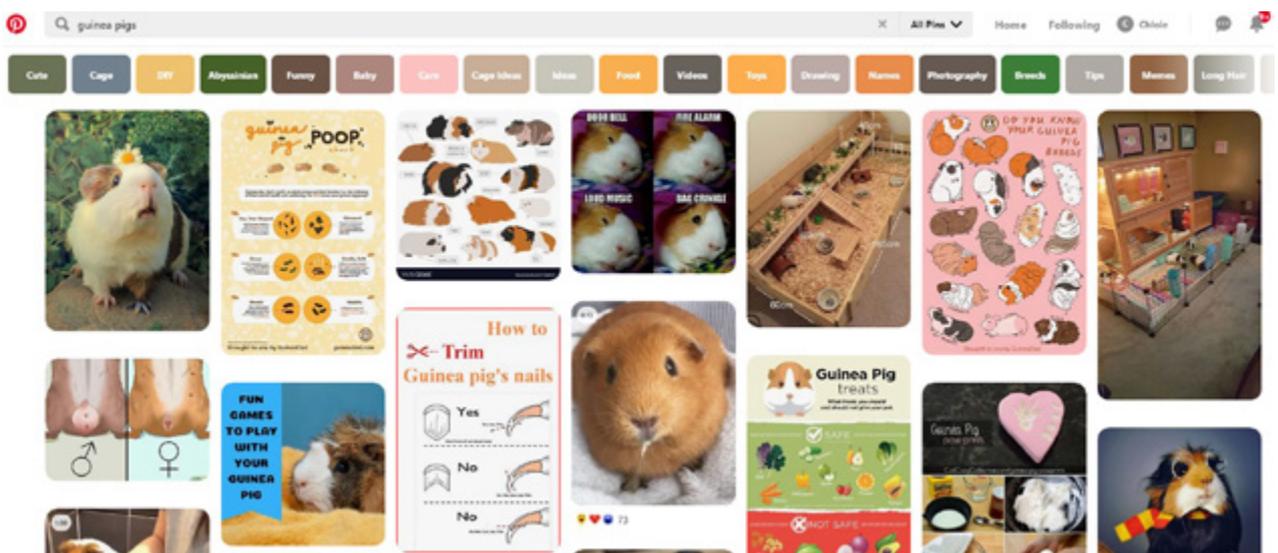


BE PART OF THE COMMUNITY

Pinterest has always aimed to maintain a community feel, whether that means following Boards and users, or contributing to shared Boards, Pinterest offers both a creative outlet and a way for people to interact with aspirational content. Contributing to Boards with others is beneficial for all parties involved - when you're part of a contribution Board, it's shared on your own Pinterest profile

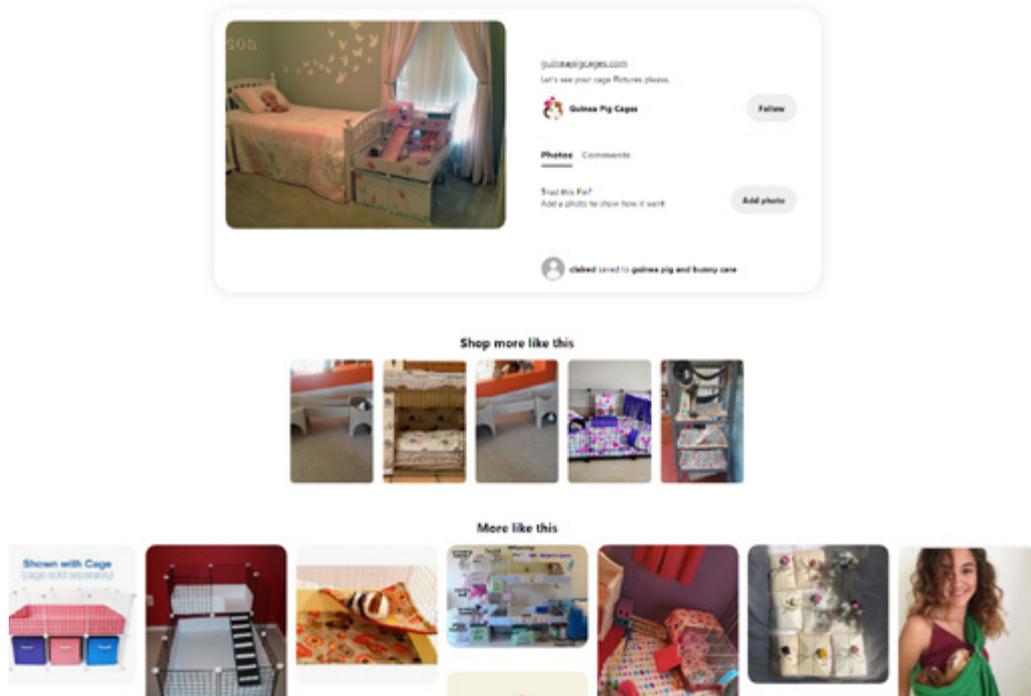
User engagement is significantly higher than for other platforms, because people are on there actively looking to be inspired, not simply as a quick way to find out information, directions or an answer to a simple question (like with Google), or catch up with what their friends have been up to (as with most other social platforms).

It has always maintained a focus on user experience and helping users to navigate to exactly the right content - much like a search engine. For example, Pinterest has additional modifiers at the top that makes it easy for user to navigate to the specific image they're looking for:



This works in a similar way to Google's autocomplete - its algorithm learns what you - and other people - often search for in conjunction with the term you've typed in.

If I select one of the images (with or without a modifier) I'm also shown a selection of related Pins under 'More like this' (I'm also presented with a selection of items that I can buy - more about Buyable Pins later):



This 'More like this' feature guides users on their search journey in a similar way to Google's 'People Also Searched For' feature.

This community feel and user focus make the platform attractive to marketers: Remember that the human brain processes visuals 60,000 x faster than text - images are a powerful form of [influence and persuasion](#).

CONTENT WITH A LONGER SHELF LIFE

Pins have a much greater longevity than on other social platforms. Instagram content remains visible for an average of 48 hours, Facebook 5 hours and Twitter, a paltry 18 minutes!

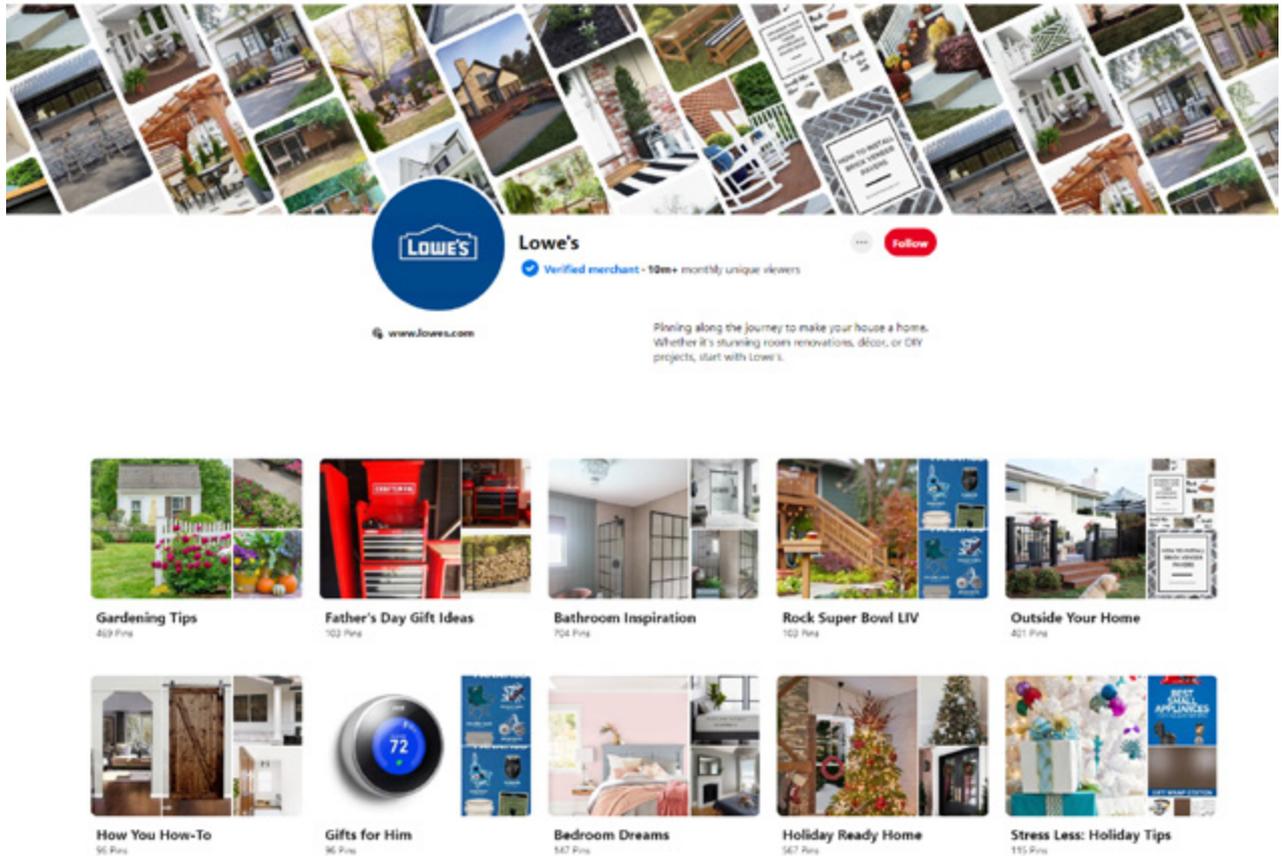
High-quality Pins can continue to get views and shares ('rePins') and engagement for a year or more, making this platform a good bet for long-term social engagement. This is because Pinterest was designed for sharing ideas.

It's this longevity and shareability that make it a highly effective platform for driving consistent, qualified referral traffic back to your website.



OPTIMISE YOUR BUSINESS PROFILE

Let's use home improvement store Lowe's as an example of a business profile done well.



Lowe's brand style is apparent the moment you land on the profile, from an eye-catching cover photo.

TIP: While Lowe's use their logo as their profile picture, which is recommended, smaller businesses could consider using a photograph of someone that represents the business to give it a human face.

Their description -

"Pinning along the journey to make your house a home. Whether it's stunning room renovations, décor, or DIY projects, start with Lowe's"

- clearly conveys Lowe's brand purpose and shows users exactly what to expect from the Board.

Lowe's has highlighted a few Boards as 'Featured' to give people a glimpse of what they have to offer; these appear at the top of your profile as the first content that users see when they visit your profile.

John Lewis is also a brand that uses Featured Boards to great effect (also note the eye-catching use of colour in the cover picture):



John Lewis

✓ 10m+ monthly unique viewers



Follow

www.johnlewis.com

Our shops are temporarily closed, but you can still shop with us via our website or app. From everyone at John Lewis & Partners, we are here for you.

Featured

See all boards



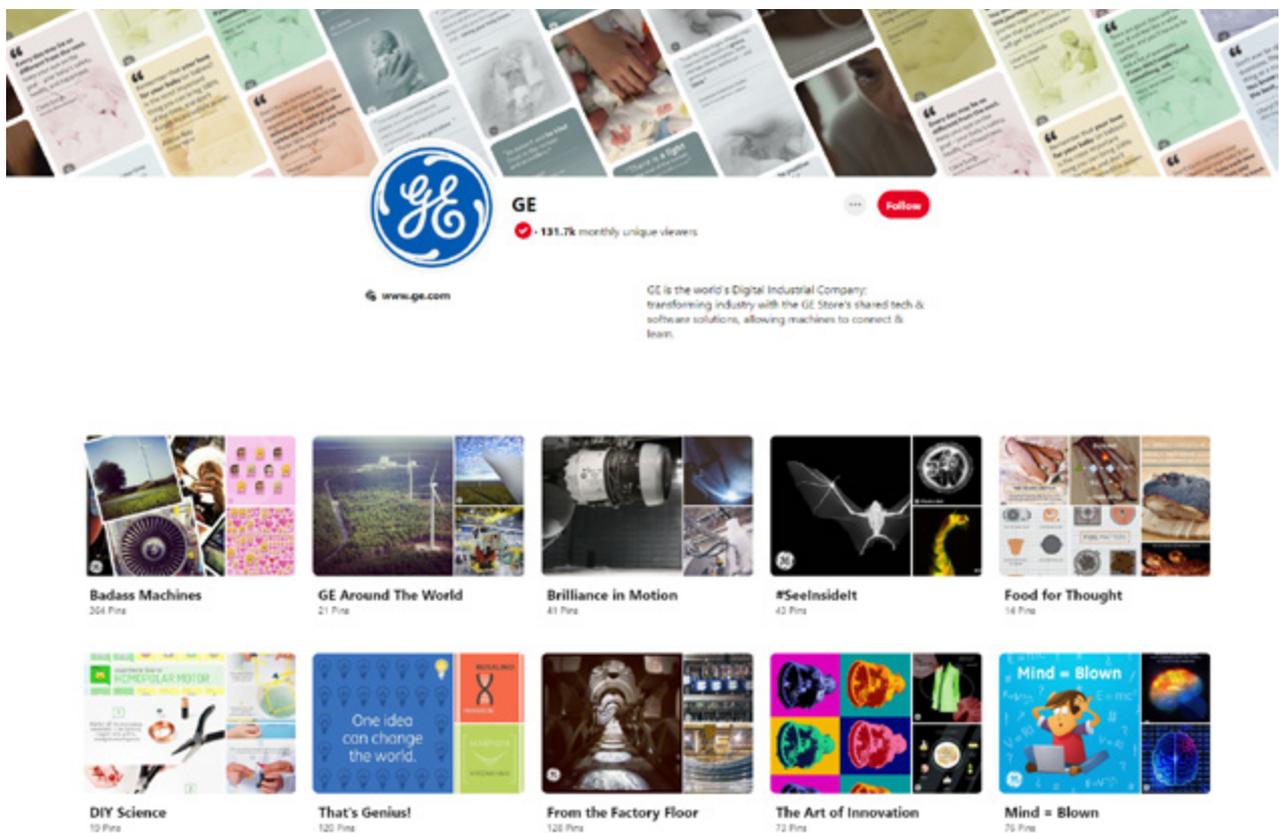
Bedroom Ideas

48 Pins

CREATING BOARDS

Boards are where you save and collect your Pins. You can create new Boards from your profile or as you create a new a Pin, and use them to organize your business' Pins so that people can easily navigate your profile or explore your ideas. You can invite people to join your Board directly from your profile, You can react to Pins to show how you feel to other people in your group or help make decisions while collaborating on a project.

GE (General Electric) may not be a company you immediately associate with great visuals, but their use of Boards to group clearly-defined topics together (and a great use of colour):



This brings us to a point worth emphasising: traditionally, Pins have been associated with those who run stores in the home decor; cooking; fashion; and beauty industries.

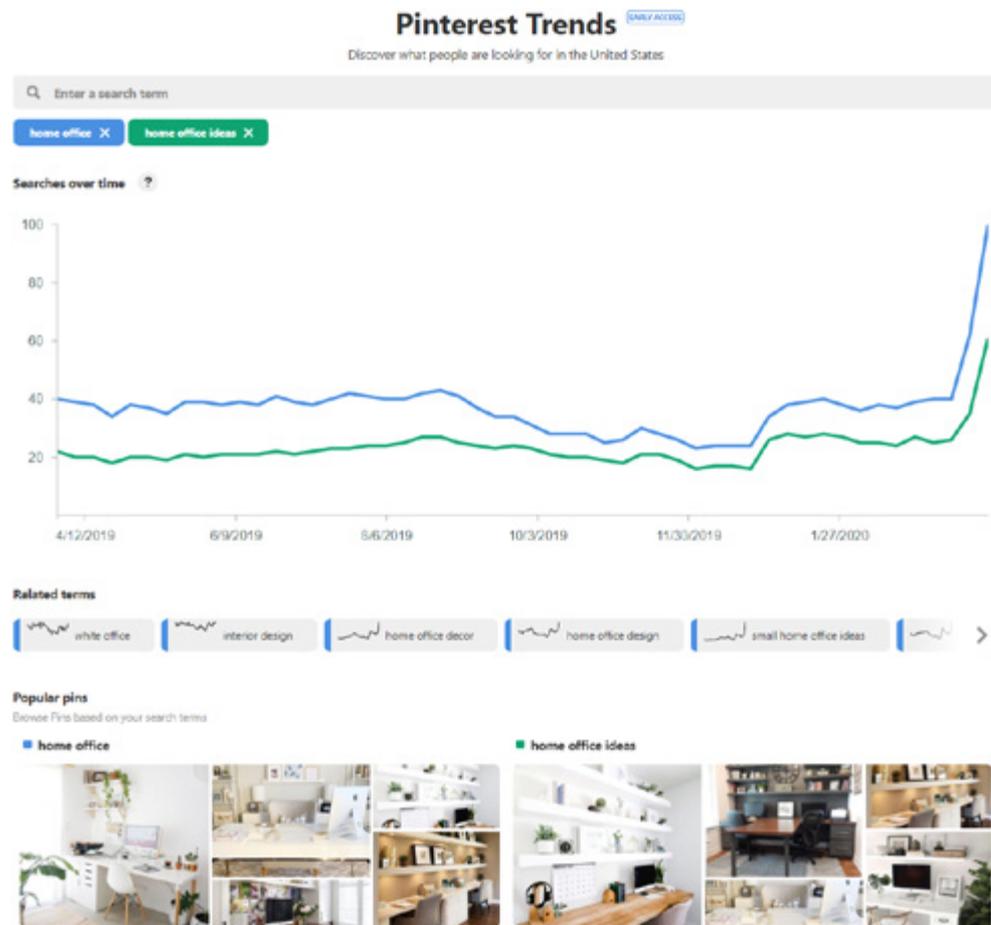
But this doesn't mean that only businesses within these verticals can see great results - it may just require fine-tuned targeting or a more creative angle.

KEYWORD OPTIMISATION

Using the keywords in the right way influences how many people will actually see your content on Pinterest. Include them in a way that appears natural in your profile, Pin titles, Pin descriptions, Board titles and Board descriptions

When deciding on which keywords to use, you can follow the same strategy you use for Google search engine optimisation (SEO).

However, unlike with Google, there's no way of determining the search volume of every keyword, or who is 'ranking' for every term, but [Pinterests Trends](#) tool - currently is Beta and only showing trends in the US - could be one to watch.



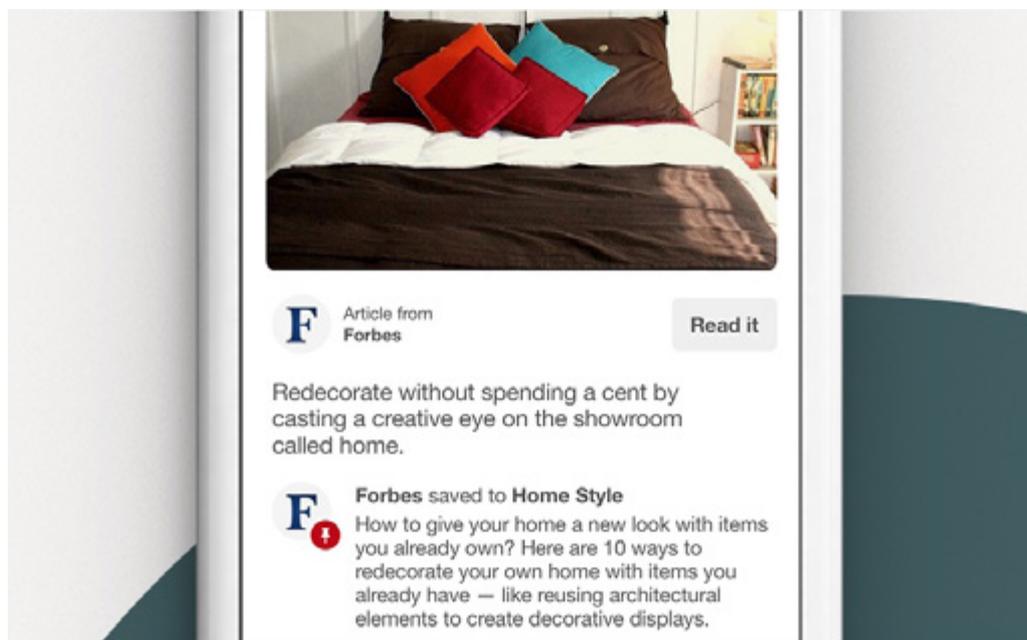
TIP: Try testing titles that are performing well in Google Ads in Pinterest.

ARTICLE PINS

Article Pins are a type of Rich Pin that let you show the headline or title, the description and the author of a page that contains text (metadata) pulled from your website. These add context - this is great for building brand awareness and authority.

One of the best things about Rich Pins is that they make your content more search-friendly as the extra info allows you to appear for more keywords.

Here's example of an Article Pin from Forbes:



Other types of Rich Pins include:

- App Pins come with an install button to download apps directly from Pinterest.
- Recipe Pins provide cooking information, ingredients, and serving sizes.
- Product Pins offer real-time information on availability, pricing and where to purchase items.

To use them, you'll need either knowledge of meta tags (using Open Graph or Schema.org markup) or an app that helps you use them. You'll also need to: add metadata to the content on your site; and apply for Rich Pins.

Find more help here on Pinterest's [Developer site](#).

TIPS TO OPTIMISE YOUR CONTENT AND YOUR STRATEGY

Only use the highest quality images

The most important bit! It goes without saying, whether they're photos, illustrations or video, need to look as good as possible. You can drag and drop or click to upload images or a video, then optimise it by cropping, trimming, or adding logos and text.

Be mindful of image & video specs

Images:

- File type: .png or .jpg
- Max file size: 32 MB
- Aspect ratio: 2:3 aspect ratio, or 1,000 x 1,500 pixels, recommended. Pins with an aspect ratio that's greater than 2:3 might get cut off in people's feeds.

Videos:

- File type: .mp4, .mov or .m4v
- Encoding: H.264 or H.265
- Max file size: Up to 2 GB
- Video length: Minimum 4 seconds, maximum 15 minutes
- Aspect ratio: Shorter than 1:2 (width:height), taller than 1.91:1. Making your videos square (1:1) or vertical (2:3, 9:16) is recommended.

Give context

Your Pins should help people understand why your Pin - and your product or service - is relevant to them. Pick images that show context and bring your topic to life. Clearly show how someone might use your product, try your project, etc.

Make videos stand out

Make sure your cover image makes an impact: this is your hook and it needs to be eye catching. As with any content, ensure you leave users with clear CTA.

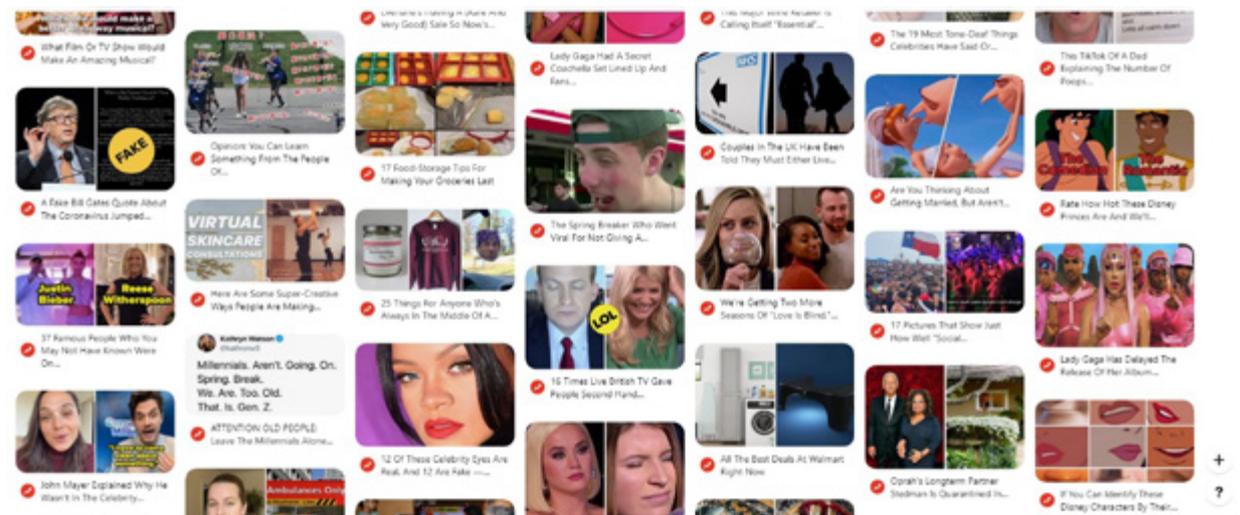
TIP: Don't rely on audio - it can certainly enhance user experience, but remember that many users will be scrolling with the sound turned off.

Use the Pin scheduler

To save time and streamline your Pinning schedule, you can schedule Pins for future posting up to two weeks in advance with a business account. Although you can only schedule one Pin at a time, you can have up to 30 scheduled for the future.

Repurpose blog content

Find ways to present popular content from your blog content into eye-catching Pins. BuzzFeed does a great job at this:

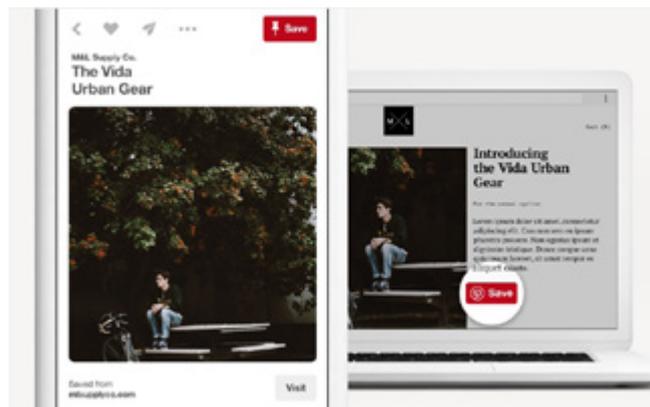


This could require going back through existing posts and pages to optimise or add graphics. When choosing images, look for visually appealing graphics that are portrait oriented, as vertical images tend to look better when shared on Pinterest and are more relevant to mobile users.

Make it easy to share images from your website

Make sure Pinterest is among the share buttons on your web pages - particularly where you have content that you know is highly shareable, such as infographics.

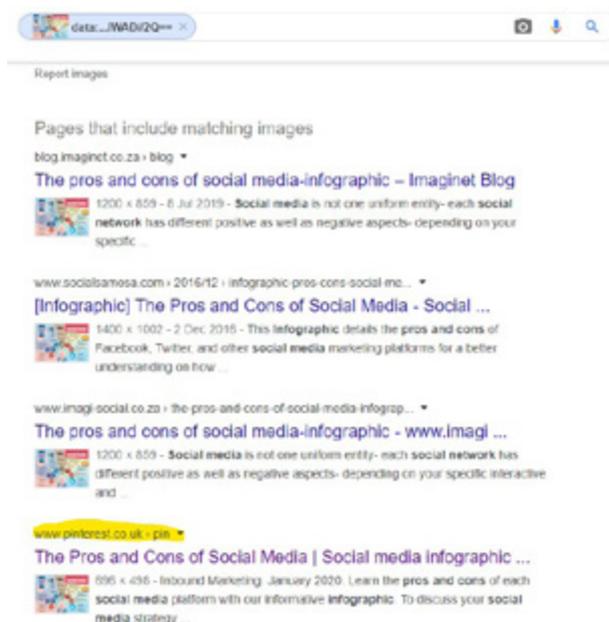
You can also add a Save button to your website - this makes a clickable Pinterest logo appear on your website's images which visitors can click the logo to save your content directly to their Pinterest Boards. they add more of your content to Pinterest. This means that other Pinner will see it too, boosting your impressions.



Reclaim your Pins

This means finding examples of original content that you've created and that other people have Pinned and asking those users to manually add your link to them - a potentially powerful way to increase your Pinterest presence.

As an example, I chose an infographic image from the Click Consult's Pinterest profile, right clicked on it, and came up with the following:



The result highlighted has been Pinned by another user - I can now contact them and ask them to manually link back to either your website or our Pinterest profile.

TIP: Of course, you can also reclaim instances where your content has been used on other websites and ask them to link back to your website as part of a general SEO exercise.



Contribute to a Board - and invite others to contribute to one of yours

Contributing to Boards with others is beneficial for all parties involved. When you're part of a contribution Board, it is shared on your Pinterest profile, as well as all the other members involved. So really, the more the merrier! The best part is, it's a group effort so you don't have to put in as much work as a regular Board. Although, this is not a valid excuse to let your group do all the Pinning. You're still trying to build your presence on Pinterest.

Both hosting the Board people contribute to or contributing are great. Personally, I recommend doing both for maximum exposure.

Tag fans and businesses in your Pins

Like Twitter, all you have to do is put an "@" in front of the member's username.

Tagging others in your Pins can result in higher engagement. People will be notified that someone has tagged them in a Pin and often they will respond back. Technically, it's networking. Feel free to comment on other member's Pins as well.

Use hashtags

Using hashtags in the description of your Pin can be helpful for people searching for certain Pins. It's different than Twitter because it's more about the search and popularity factors as opposed to just making up your own hashtags. They should be used on Pinterest for search value purposes.

Just be careful to use them in moderation. Try to stick to a maximum of three per Pin.

Make use of Pinterest's analytics

If you've got a business account, you can access [Pin Analytics](#) and check back regularly to get a sense of what content is working best to drive traffic to you.

Be original

Pinterest is designed for sharing and curation - but be sure to produce enough of your own, unique content. It's important to find balance.



Follow your competitors

Learn from what they're doing well, eg, content that's getting a lot of engagement, and use this to inform your strategy.

Interact

Remember that Pinterest is a social media platform, so interact with other users to encourage engagement, visits to your Pins and Boards, buy commenting on and sharing Pins and Boards that are in the same or very similar niche. Joining a group Board is also an excellent way to boost your visibility

Share Pins on other social platforms.

You've probably built up fans and followers Facebook and Twitter, for example, so why not remind them that you're active on Pinterest?

Post instructional content

Educational content is the life force of Pinterest. In fact, [84% of Pinners](#) say that Pinterest helps them learn new things. So make sure your content strategy includes instructional visual content that helps people learn how to do something such as how-to's, tips and DIYs



Monetise your Pins

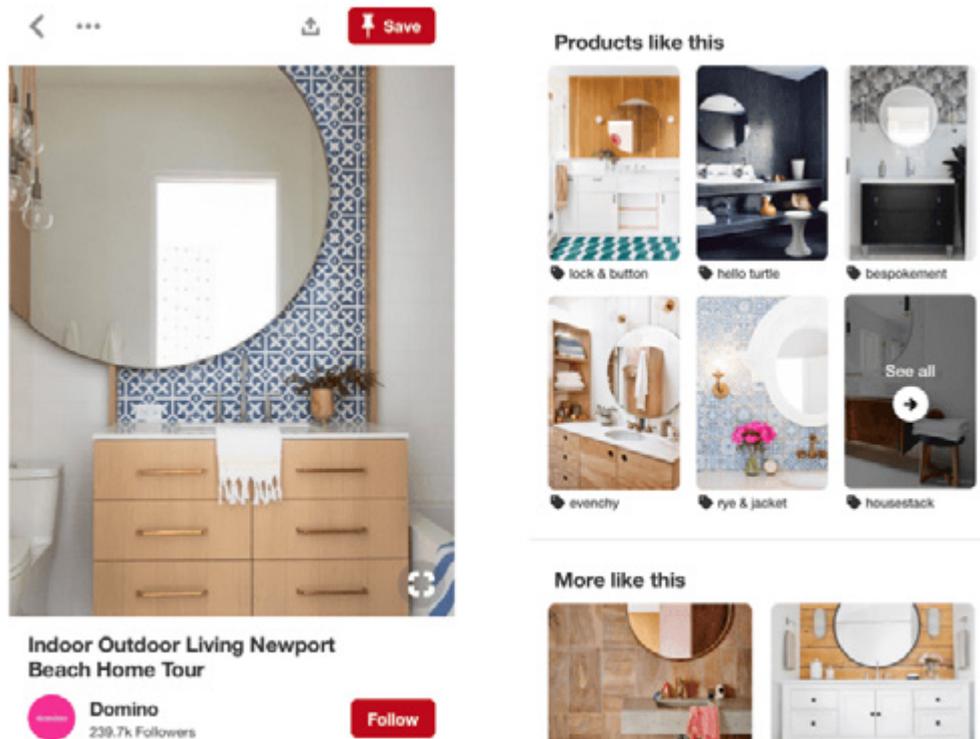
The growth of social commerce

Social referral to retail ecommerce sites has grown 110% since 2017, outpacing all other referral channels - and Pinterest pretty much blazed the trail.

“Every day, people come to Pinterest to discover new ideas — and when they find a product they want to buy, it should be easy to purchase it”, - Pinterest Engineer, Kunlong Gu

Buyable Pins

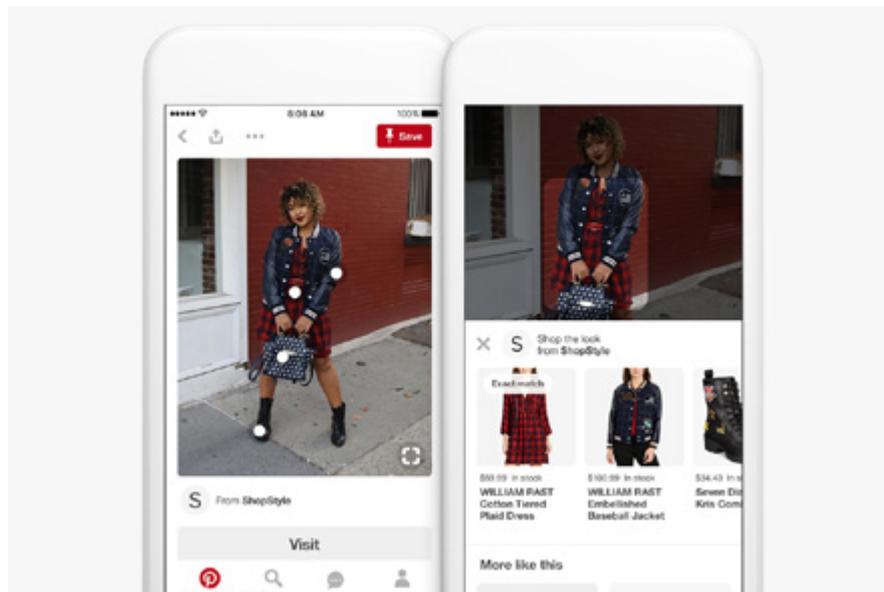
The discovery platform was a pioneer in in-app shopping with Buyable Pins (also known as Product Pins), which allow retailers to show up-to-date pricing and stock availability. This channel is often overlooked, but it's extremely effective as [Pinterest users pay more per order](#) than many other social media networks.



Shop the Look

[Shop the Look](#) lets people make fashion and home decor purchases directly from a Pin, by identifying products contained in an image and returning results for visually similar items.

Last year, this feature became fully automated, rather than using a human-in-the-loop approach which they claim helps Pinnerers get to products that match their interests faster and more accurately, and for brands to put customers on a path to purchase.



2019 also saw Pinterest further broaden its eCommerce capabilities by introducing a [Complete the Look](#) visual search tool that recommends relevant products in the home decor and fashion categories based on the context of the scene (such as variations in lighting, decor, location, or even the subject's body shape).

These developments will provide an opportunity for eCommerce brands to gain visibility on the platform at a time when users are actively looking for inspiration, often for something specific, with high purchase intent.

Gu continued: "On Pinterest, 97% of the 1,000 most popular searches are non-branded (meaning people generally start with basic searches for products like "shoes" or "couch"), and so brands of all sizes have an opportunity to reach people who are in a shopping mindset."

Pinterest is also working on a solution which will allow users to make a purchase without leaving the app, supporting the holy grail of online shopping: a frictionless eCommerce experience.

Promoted Pins

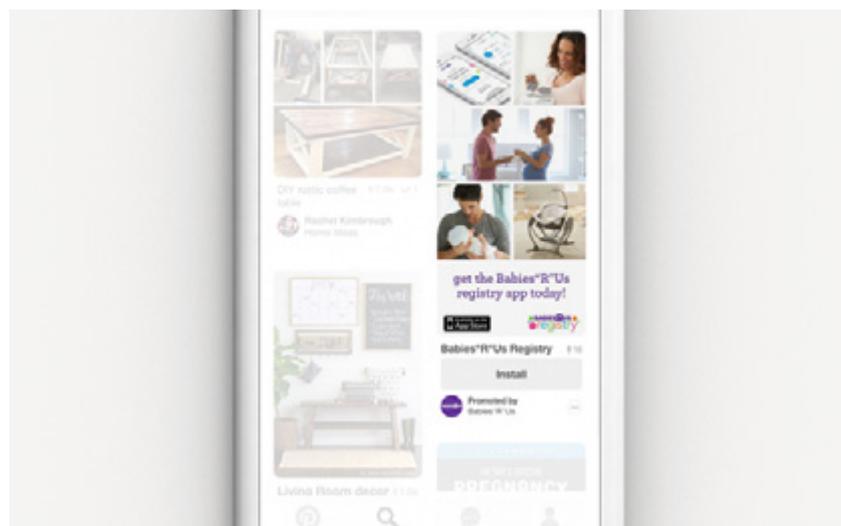
Once you've [set up an ad account](#), you can choose to promote any Pin using a paid-per-click model similar to Google Ads, which boosts reach by targeting where and when it appears.

Promoted Pins appear in the home feed and search results just like a normal Pin except that they're boosted and targeted to deliver way more reach and has a 'Promoted By' label:



Users can save and share your Pin like any others and the great thing is that after they've done this the 'Promoted Pin' label no longer applies and any activity after that is counted as organic.

You can promote image or video Pin, or encourage users (most of who are using mobile to download your app):



Finally, Promoted Carousels feature between two and five swipeable images, each of which can have a different image, title, description, and landing page - useful if you have multiple products or multiple features to showcase.

CONCLUSION

Pinterest may not be an obvious choice for businesses to focus their marketing efforts, due to its association with hobbyists and fashionistas. But its capabilities and potential have developed considerably since its inception in 2009, with relatively low barriers to entry.

In particular, visual search is an emerging development in the world of artificial intelligence (AI) and machine learning (ML) which has the potential to revolutionise how consumers find and buy products.



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ABOUT US

Click Consult is a multi award-winning digital and search marketing agency with a focus on organic (SEO) and paid search (PPC). Part of global consumer brand business Ceuta Group, we have a team of 70-plus specialists and a portfolio of more than 60 clients worldwide.

Our complementary services include content marketing, outreach, social media, conversion rate optimisation (CRO) and international/multilingual search marketing. We can also offer training and consultation to support your teams or existing strategy.

Click was named SEO Agency of the Year 2019, adding to our long list of other awards and accolades, and also ranks within Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'. We're also a Google Premier Partner, a Bing Select Partner and feature in The Drum Recommends.

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