



— HOW TO —
**MARKET YOUR BUSINESS
WITH PINTEREST**

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FOREWARD

[Pinterest](#) is more than just a visually driven social networking platform. It has proven to be a valuable asset in the marketing strategy for many online businesses. Using Pinterest to leverage your online marketing efforts can be a beneficial step in sharing content while creating a loyal and profitable following.

So what is it about Pinterest that makes the site one of the most popular web destinations for [over 70 million users worldwide](#)? How can you use this visual discovery tool to connect with your audience? This guide provides you with some ideas on how to use Pinterest effectively within your marketing plan.

WHAT IS PINTEREST?

Pinterest is an online social network that acts like a virtual bulletin board, allowing you to share content centered around lifestyles, interests and planning. You can create themed boards and pin images you find from all over the web.

With over 20 million active users worldwide, Pinterest boasts 1,090 unique visitors every minute. Though the majority of Pinterest users hail from the United States (79%), international traffic has grown 125% in the past year alone.

Pinterest's audience is heavily comprised of females (83%), a strong shift compared to the more gender-neutral audience of Facebook and Twitter. Of these users, nearly half (45%) are between 35-54 years old. They use the site primarily for entertainment and inspiration on future purchases, pinning items, such as recipes, crafts and DIY projects, home decor, fashion and beauty products. Another point worth noting is that 50% of Pinterest users have children.

While Facebook and Twitter are excellent platforms for promotional content, Pinterest is a place to show off your business's personality, philosophy and style. The focus is less about marketing your products and more about sharing your business's ideals and core values. Think of your boards as extensions of your brand personality. The content you pin should reflect the lifestyle that your target customers embrace.



Did you know 1,090 people visit #Pinterest every minute? Download this free guide for tips on how to market your business with Pinterest.

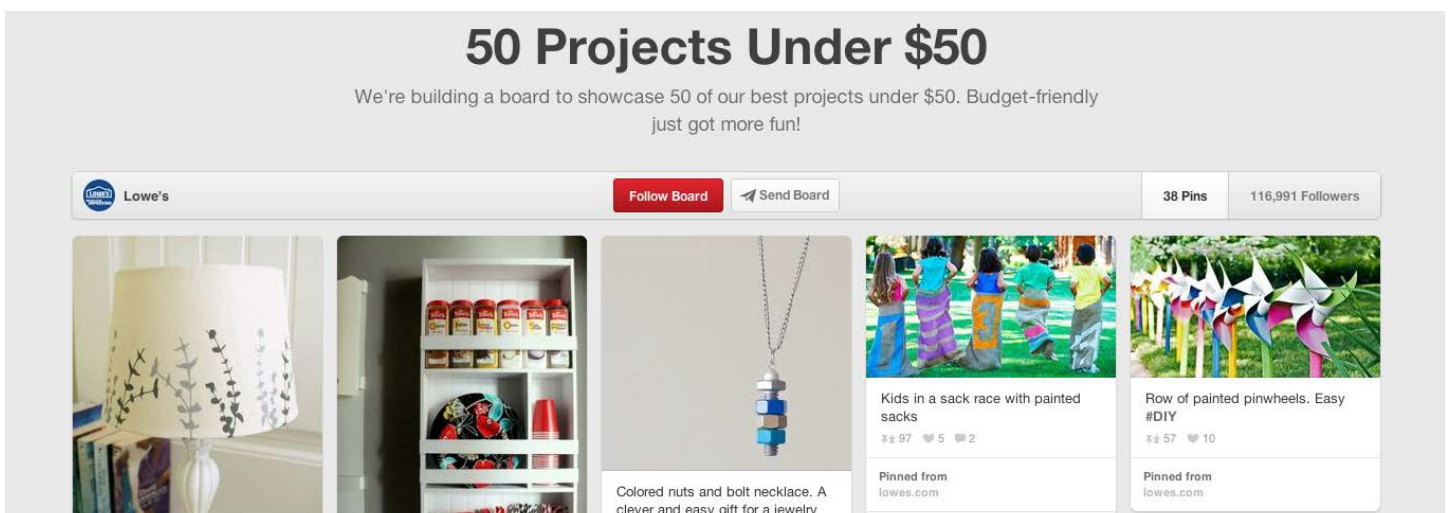
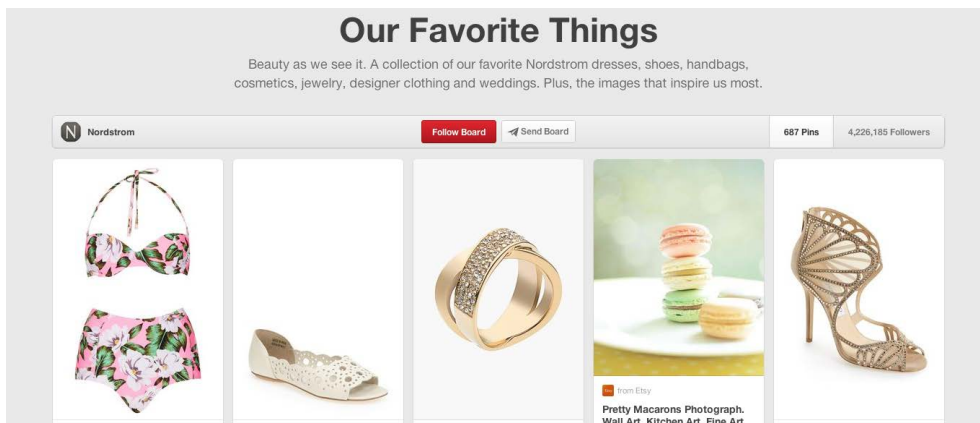
Three Ways to Market with Pinterest

You can leverage Pinterest for your business in three ways: gathering ideas, pushing out content, and providing supplemental resources.

GATHER IDEAS

At its core, Pinterest functions as an online scrapbook for ideas and inspiration. Gathering these ideas can be useful in two ways: to serve as inspiration for your own business and as a helpful resource for consumers.

For example, [Nordstrom](#) has a Favorite Things board, where they share images of fashion, products and artsy photographs that their editors look to for inspiration. Home improvement store [Lowe's](#), on the other hand, curates boards of home decor and DIYs for homeowners. Though the content they share is different, both brands use Pinterest as a continuation of their brand.

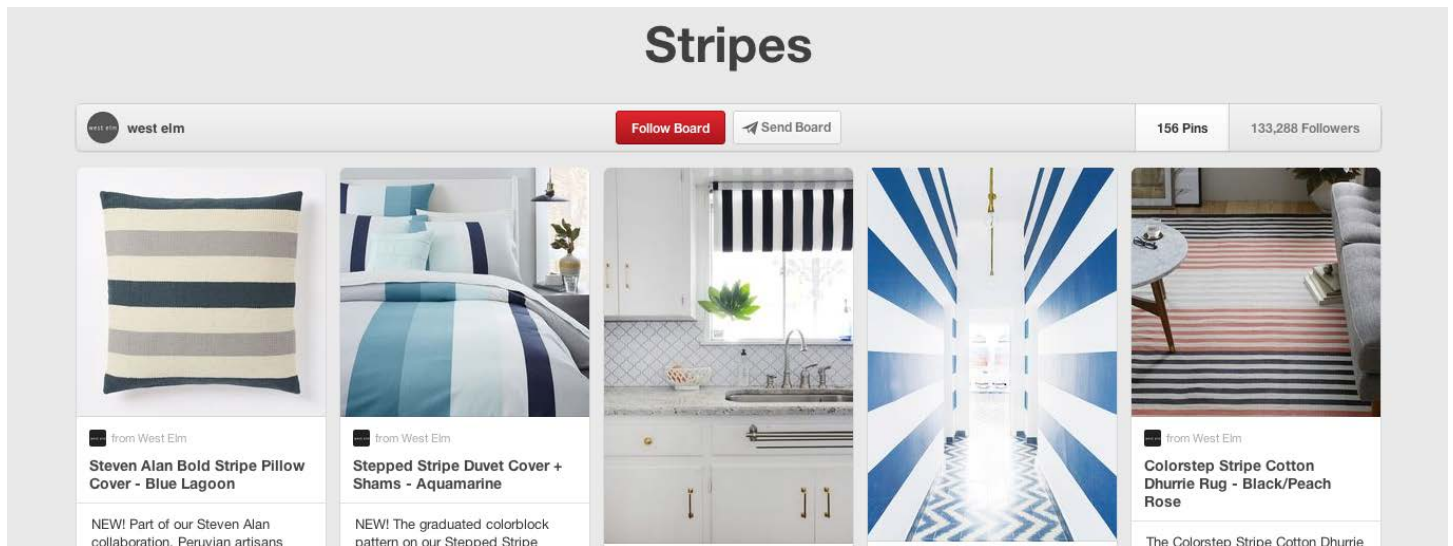


PUSH OUT CONTENT

Pinterest is about users sharing interests and ideas with one another, so the content you pin shouldn't be purely promotional. That doesn't mean you can't use Pinterest to market your business. Here's a great example of how [West Elm](#) uses Pinterest effectively to leverage their marketing efforts:



Check out how @WestElm uses #Pinterest to create conversations around their products.



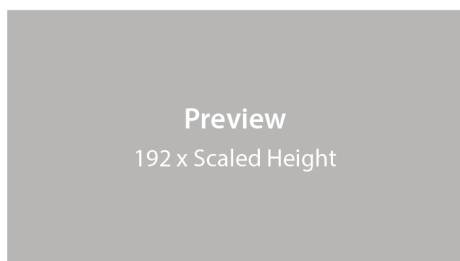
The brand chooses to create themed boards centered around their own offerings, such as their stripe-patterned products, along with other sources of inspiration. This balanced ratio of original content to images found across the web is ideal for effectively promoting your content on Pinterest.

Let's take a step back and look at the different ways Pinterest allows you to market your products and services:

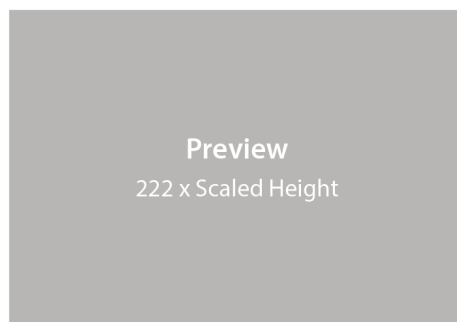
Pinterest allows you to customize your own domain (e.g. [Pinterest.com/YourCompany](#)), as well as provide a 200 character description at the top of your profile page. This is a great opportunity to highlight your business story and provide a verified link to your website or blog. You are allowed to use a 160 pixel wide by 165 pixel tall profile photo. You'll want to adjust the dimensions of your logo or image of choice accordingly.

Profile Photo 160 x 165px	Title (100 Characters) Description (100 Characters)	Pins from [Red square] [Input field] [Red square] [Input field] [Red square] [Input field]
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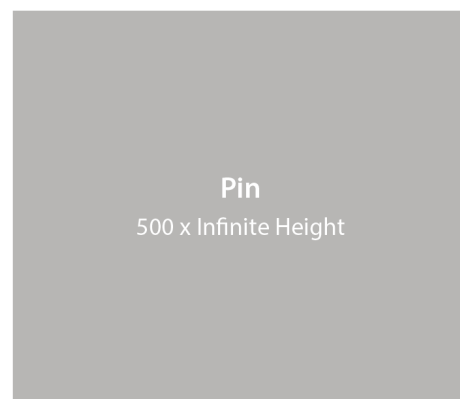
Pins on Main Page



Board Pins

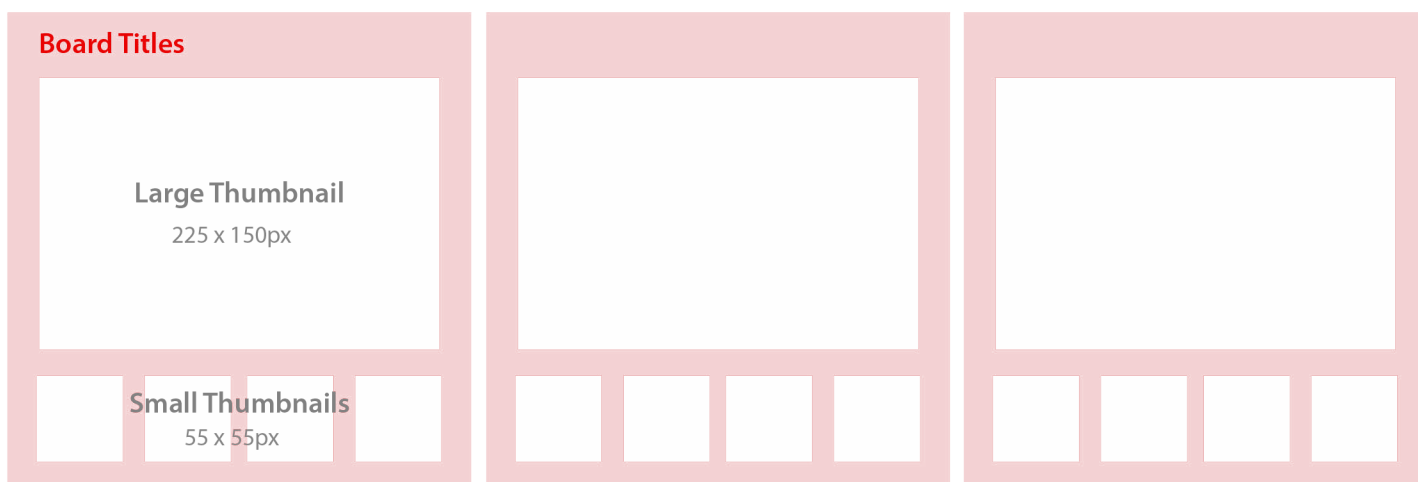


Enlarge Pin



Whether repinning content from another source, or creating original images to share, you will want to follow specific image dimensions to maximize the possibility users will engage with your content. Vertically orientated images have a higher share rate than images that are positioned horizontally. A ratio of 2:3 or 4:5 is ideal. As far as image size, pins appear 192 pixels wide in a user's feed, with little limitations on height. On a board, pins appear 222 pixels wide, with little limitations on height. When images are clicked, they are enlarged to a width of 500 pixels with no height limitation.

A cover photo gives users a preview to the contents of a board. Make sure that the image you choose to feature, as well as the title of the board, gives users a strong idea of what's inside. A board labeled "DIYs and Crafts," for instance, would be best represented by a photo of a paintbrush or toolbox. The images that accompany this board should remain consistent with the theme. Pinterest limits cover photos to 225 pixels wide by 150 pixels tall - something to keep in mind when deciding on a cover image.



Images with a dominant color scheme see three times as many repins than their multi-color counterparts, while images with 50 percent color saturation get 10 times the amount of shares than those in black and white. Pins that feature human faces are shared 23 percent more often than those that do not. When it comes to background, the simpler the better; images with more than 40 percent background see a decrease in repins by 50 percent.

As far as captioning your images, detailed and aspirational descriptions are often well received. A conversational voice lends personality to your brand, while instilling a sense of trust in consumers. Including a link to additional content or a purchase page provides convenience to people interested in your products.

Users can pick and choose which of your boards they want to follow. If they're following specific boards, that means they're interested in the content you're pinning. It's important to keep a steady flow of content so followers are getting new and relevant pins to their feed.

Timing can mean everything when it comes to your pins. According to Social Caffeine, the peak time for activity on Pinterest is between 2-4 p.m. EST and 8 p.m.-1 a.m. EST on Saturdays. The worst time to pin is between 5-7 p.m. EST, as traffic tends to fall around the late afternoon. Third-party services, such as Buffer and ViralWoot, exist to help businesses manage their Pinterest accounts, whether it be pin scheduling or analytic reports that measure the success of your efforts. Keep in mind, however, that the best time to post is when your customers are engaged. If you notice a surge in activity during certain times of the week, take note of this trend. Every business has a unique audience, so experimentation is encouraged.

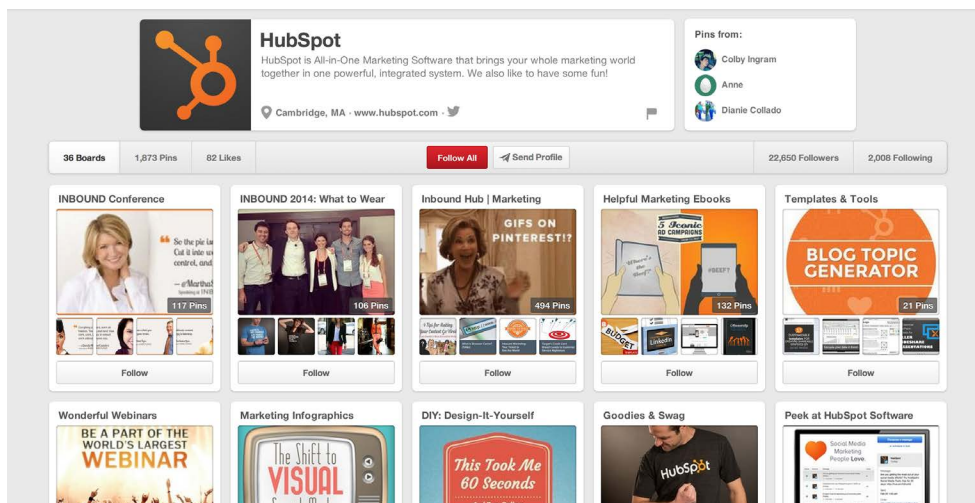


PROVIDE SUPPLEMENTAL RESOURCES

A board on Pinterest can also serve as a supplemental resource to your regular site content. Pinterest is video friendly; try pinning a companion video with a link to a tutorial posted on your blog. Charts and infographics related to your industry do well on Pinterest, too.

Pinning your most recent blog posts keeps users updated on new content and products and can capture the attention of prospective readers as well. Choose an image that is both eye catching and represents the information you are sharing, while including a detailed and intriguing caption that gets readers to click through.

You can even pin ebooks or suggested reading materials, such as [Hubspot](#) does on their boards:



Pros & Cons of Pinterest Marketing

Like all new media channels, marketing on Pinterest has its pros and cons for businesses. On the plus side, getting your content on Pinterest can:

STRENGTHEN YOUR BRAND PERSONALITY



The Pros & Cons of
#Pinterest Marketing

People like to buy from businesses that feel more human and personable. By sharing your business's personality, inspiration and resources on Pinterest, you make your business more approachable through your content.

CAPTURE YOUR TARGET AUDIENCE

Pin items that appeal to your ideal customer. As you pin quality resources and appealing images, the target demographic you'd like to attract will pay closer attention to your brand. Pin content that appeals to the lifestyle of your target audience to build a strong following.

MAKE YOUR CONTENT VIRAL

With enough likes and repins, your Pinterest content can go viral. Just as Twitter lists popular hashtags as trending topics, Pinterest displays the most liked and repinned images on its [Popular](#) page. This page boasts more than just appealing images. You'll find plenty of tip articles, DIY instructions, infographics and more that have made their way onto this page. By pinning useful content, your followers will be eager to share.

Pinterest is also incredibly easy to update. You don't even need to visit the site to update your boards. Pinterest provides a ["Pin It" button](#) you can add to your browser and use any time you find content on a website that you want to pin to your board. You can select the image, select the board to pin it to, and Pinterest takes care of the rest, including linking back to the original source. You can pin things on the fly as you find them interesting and it shouldn't take you any longer than clicking a link.

MANAGE YOUR ANALYTICS

Pinterest has a built-in analytics tool that allows users to see which of their pins are most popular among users, as well as which ones are bringing in traffic to your website. These insights are helpful in determining how to approach your Pinterest strategy in the most effective way.

But Pinterest isn't for everybody. Here are some cautions and drawbacks to keep in mind before you dive in:

COPYRIGHT CONCERNS

Be careful about where you pin images from. [Pinterest recommends](#) getting permission before pinning images that aren't yours and always pinning from the original source. If you find an image you want to pin from a Google Image search, for instance, pin the image from the actual site or blog where it is located, not from the image search results page.

TIME REQUIREMENT

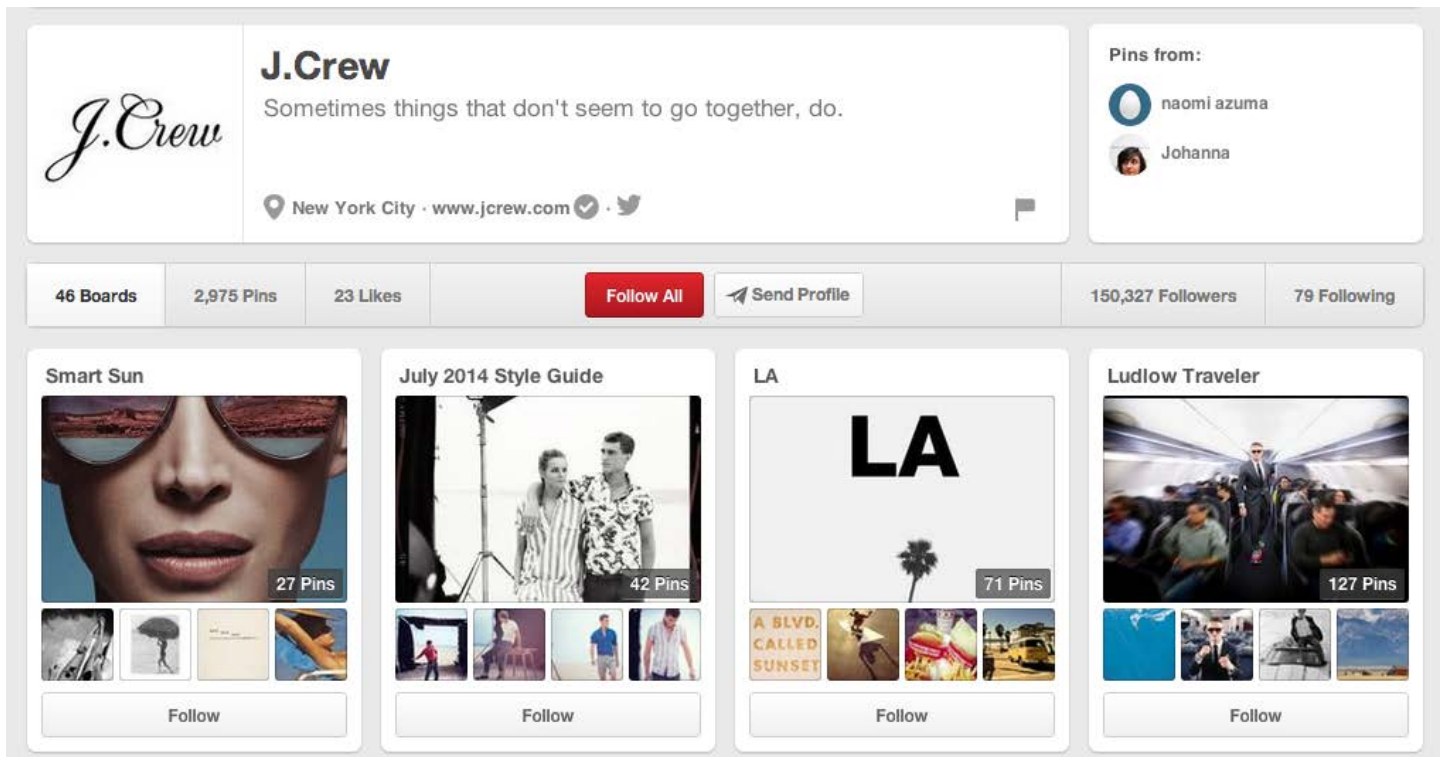
Although Pinterest is simple to use, it is another social network to keep up with. If you're already involved on several social networks and feeling spread too thin, you might want to wait before jumping on the Pinterest bandwagon unless you have a very compelling reason. You might also consider dropping one of your other networks if your brand has a strong visual element that fits well on Pinterest.

BEST PRACTICES

As in email marketing, it's important to always give users a sense of where information is coming from. Make sure to cite your sources and include accurate descriptions of the content they will encounter should they click.

Maintain a level of consistency with your boards and content on Pinterest. Keeping a well curated board keeps followers interested and engaged. Remember that your social media activity is an extension of your brand. Only pin images that are appropriate for your audience.

Lastly, adhere to Pinterest's [Terms of Service](#) and [Acceptable Use](#) policies. Following these best practices will ensure that your marketing efforts are sending the right message to the right audience.



PINTEREST'S VISUAL NATURE

Pinterest has obvious value for retailers, designers, event planners and other businesses with a strong visual marketing component. Even bloggers can leverage images in their articles to pin their content. But suppose you're a plumber or an accounting firm. Some businesses just aren't a good fit with Pinterest's focus. If your business doesn't fit, don't force it. Move on to a social network that better suits your industry.

The bottom line is, take stock of how Pinterest works and the demographic who uses it, then decide if it's a good fit for your business.

Now that you've read the guide, see Pinterest marketing in action. Watch this video to see how bigger brands and small businesses alike are reaching their customers on Pinterest.

<http://www.youtube.com/watch?v=ndGatYKxSkU>

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About AWeber



What do leading marketers from Social Media Examiner and Pro Blogger to Tim Ferriss and Peter Shankman have in common?

They rely on AWeber for easy-to-use email and social media tools to cultivate relationships with their readers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, social media and testing applications, extensive template libraries, and industry-leading deliverability and live support.

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