

# HOW TO USE **PINTEREST** FOR BUSINESS



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## Introduction



Pinterest may not be as well known as Facebook or Instagram but what I can assure you is the fact that Pinterest has its own unique way of drawing in visitors. Over the past years, Pinterest has gathered nearly 10 million visitors thus making it one of the fastest growing sites in the World Wide Web. Over the last 6 months, visits to this visual bookmarking tool have grown by 4000% with an average of 11 million visits per week.

Yet despite its growing popularity, still there are people who do not understand exactly how Pinterest works. Perhaps because we've all been too familiar with the mechanics of Facebook, Twitter and Instagram that we don't have the patience to learn yet another social media tool. Well, if you are in business I believe Pinterest is worth learning, with its 10 million unique visitors, there is no doubt that if you use it correctly you can generate a platoon of new customers and this in turn will make your business grow in terms of sales.

But let me tell you this, if you have the patience to learn you will realise that Pinterest is incredibly simple and it can create a massive impact on your business. So what if you have already maintained active Facebook, Instagram and Twitter accounts? If you want to extend your audience reach you should utilise Pinterest because Pinterest has the capacity to drive more traffic to your site, generate leads and get you more sales in ways that work differently from your other existing social media accounts. Besides, when you are in business, you need to take full advantage of every potential opportunity and Pinterest is a big opportunity for you to expand your reach. If you think your business can do so much better then let Pinterest help you. If you fail to use Pinterest to help you in your business you're missing out on a lot.

Pinterest is a website where people visit to search for something, whether these are useful pieces of information, advice, inspiration or whatnot. And with over 100 million Pinterest users seeking discovery every day, as a business owner, you simply cannot afford to ignore them.

Let's break it down more clearly.



## *How can Pinterest be of use for your business?*

### **Demographics**

67% percent of the 100 million Pinterest users are below 40 years of age. This percentage is a big jump from last year's 27%. And what makes this even more interesting is the fact that 54% of its users are women between 34 to 55 years old. These are the people who frequent Pinterest. And it doesn't stop there; 35% of these women have incomes of more than \$100,000. With these numbers in mind, it's hard to neglect Pinterest. If your business caters to men, don't worry because male Pinterest users have skyrocketed 120% this year. In other words, Pinterest works for both sexes.



### **Marketing Success**

Every business owner knows that you can never sell a product or a service to someone who does not want to be sold to. Yes, you can try but the chances of you getting a sale are slim so why waste energy over prospects that aren't worth the investment? This is why you need Pinterest.

Pinterest asked visitors who they would rather follow, their favorite store or brand or their favorite celebrity. 83% of those surveyed preferred to follow their favorite store. In other words, it is obvious that Pinterest has influence on people's purchasing power. A principal part of the social buying process is using social media to bookmark products for purchase so if you want to involve your brand in this, you need to use Pinterest for your business.



Do you know that 87% of pinners have purchased a product or have patronised a service all because of Pinterest's influence? And 93% of these pinners actually use Pinterest to plan for their next purchases.

## Drives Traffic

Before you can generate sales online you need to improve the traffic to your site. This is where Pinterest gets in the picture. Next to Facebook, Pinterest is the second most influential website that gets tons of referral traffic. The more repins you secure the greater the chances of Pinterest followers visiting your website. By far, Pinterest is the biggest referrer of website traffic.





## *How to use Pinterest*

*There are several ways to advertise your business through Pinterest.*

# 1

### **Make a Blog Board**

When you've already managed to collect a number of blog articles it would make a lot of sense if you include these into your Pinterest account by creating a Blog Board. Having a Blog Board makes it convenient for your Pinterest followers to find your blog posts and if they happen to like what they see, they would even follow your Blog Board.

When creating a Blog Board the title of your board has to be the same as your blog's title page to avoid confusion. If you are blogging about DIY crafts then you should name your blog DIY Crafts Blog. Furthermore, if you want your boards to rank in search engine sites add important keywords to your Pinterest boards.

When adding a blog post to your Blog Board, don't forget to include a short summary or better yet a quote from your article. You should also include an image that best represents your board. And more importantly, add your blog article's link on your board. If you have an abundance of blog posts you should break them down into several categories to make it easy for your followers to locate them.

### **Create Boards That Are Lifestyle-Related**

# 2

Creating boards may seem like a no-brainer but when you are in business you have to be keen on what type of boards to name and the kind of posts you need to fill them with. I suggest you make Boards that your market and your business can relate to. It doesn't have to be of the same thing. You can mix them up, for example if your target market is interested in fashion then throw some fashion content in. Or you can add images of clothes or models sporting the latest trends. Or if your target audience have a penchant for household organisation tips add some blogs and images about home organisation. Again, just like your Blog Board, add a short summary that relates to the theme of your Lifestyle-Related board as well as including an interesting image. And lastly, don't forget to include a link to your website.



## Add Lots Of Images

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A quick browse through Pinterest and you will instantly notice one thing: Pinterest is all about images. Although it may seem questionable and even ridiculous to add images when all you really want to do is let your followers read your blog, amazing visuals actually serve as your bait to get Pinners to click on your Board and visit your blog simply because amazing visuals entice Pinners.

Study Pinterest closely and you will see the resemblance of these boards with glossy magazines. The images contained in these boards appeal to the eyes and this is done to get the attention of the pinner. The whole point of adding great visuals is to urge followers or pinners to click on the image and eventually clicking through your blog post. You can also include infographics if you can find or make one.

## Focus on Engagement

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It is not enough that you polish your Pinterest account by filling it with great visuals and categorising your boards to make it convenient for pinners to find what they are looking for. When doing business, marketers and entrepreneurs need to focus on engagement. This is very important especially if you have successfully converted your pinners into avid readers and subscribers to your blog. The more time you spend engaging with them, the more likely they'll connect with you.

How can you then engage with your followers on Pinterest? Well, you can start off by pinning relevant and original content. You should also pin consistently so that your pins appear on the feeds of your followers. When someone follows you, return the favour and follow him or her back. It also helps if every once in a while you check out the boards and the pins of your followers so you'll have an idea about the content they like or are interested in. Also, you should Like, Comment or Repin the pins of your followers when you think their pins are amazing. Lastly, repin other great content or repin industry leaders that you think your followers may like.

When you give priority to engagement you are actually building a relationship with your followers that transcends beyond Pinterest and in the long run if you are consistent with this it will result in website traffic. And we all know what happens next; you secure customers and get more sales.



# 5

## Your Blog Post Pins Need To Be Searchable

It would be pretty darn useless to spend so much time on your Pinterest account by posting pins and segregating boards when you are not ranking in any of the popular search engine sites like Google. Therefore, I suggest you practice good SEO techniques when you post pins on your site.

To make sure that you have a good chance of ranking, ensure that your pins are searchable by checking your Account Settings and setting Search Privacy to public so that search engine sites can locate you. Other SEO tips that you can use for your Pinterest account is to use your blog title as the title of your Blog Board as mentioned in tip number 1. You should also include relevant keywords to describe your Pinterest posts. As much as possible, add hashtags if you cannot find relevant keywords to describe your boards.

### **Conclusion**

It is wrong to think of Pinterest as a website designed for images alone. If you correctly use Pinterest and use it efficiently, you will see right before your very eyes that the number of visitors to your website will shoot up dramatically. You can use Google Analytics with your site to keep track of the Pinterest referrals you gain. Or another way to know if your pins were successful is to use Pinterest Count tool. With the Pinterest Count tool you will know the exact number of times your pin has been pinned or repinned.

So don't let this opportunity slip through your fingers now that you've learned how Pinterest can help you in your business. Pinterest, with its vibrant and diverse community can help increase the reach of your site's readership.



I would love to offer you a FREE half hour discovery session personally with me. I guarantee by the end of the session you will know exactly what your next step is in your business or life. If you would like my FREE gift complete the form in the link below and I will be in touch with you very soon.

<https://www.surveymonkey.com/r/FMWGJ9V>

If you would like to work with me more closely please go to the link below.

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