

Pinterest for Business

Here's everything you need to know to get started

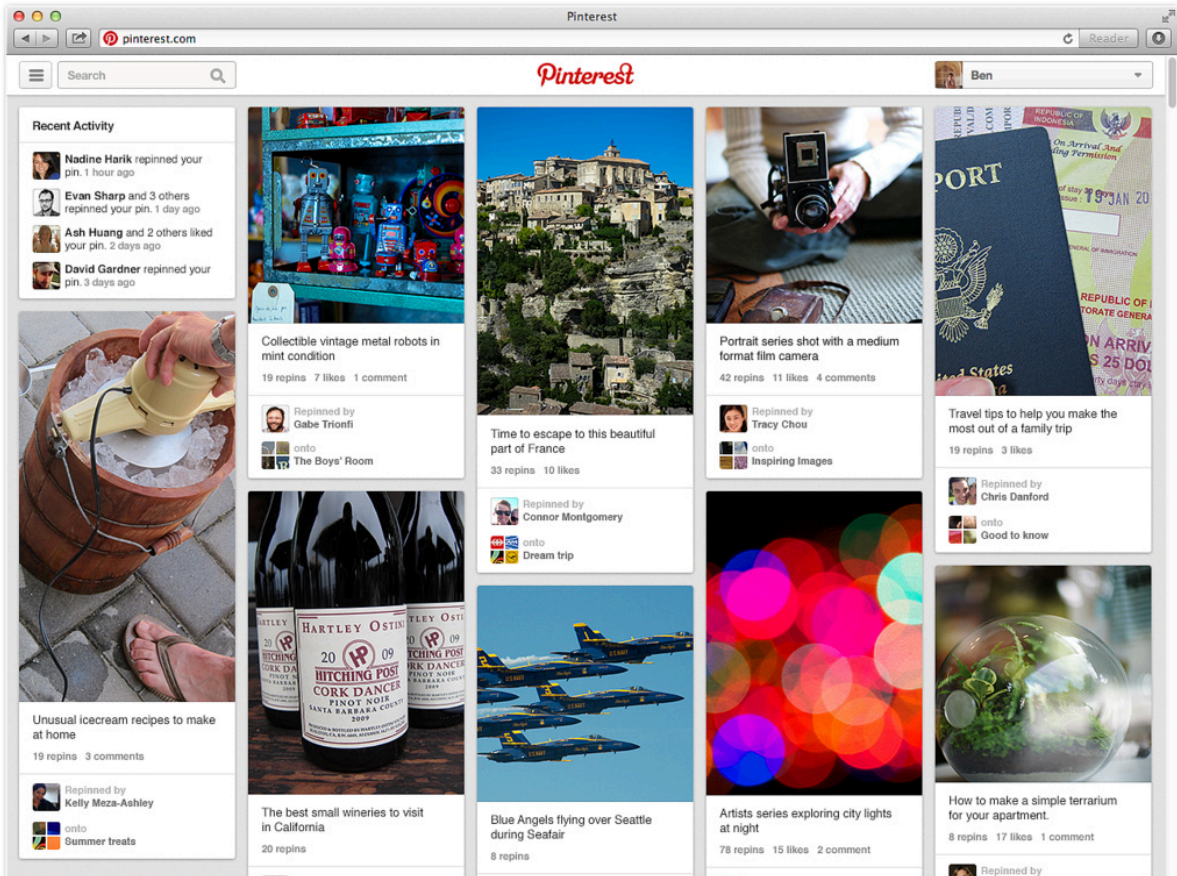


The big picture

What makes Pinterest stand out in a crowd

Every day, millions of people use Pinterest to explore their interests, find products to buy and connect with people who share common interests.

We call this network of people, content and interests the **interest graph**, and it's a powerful tool for businesses to reach more people. The easier it is for people to discover your products and content on Pinterest, the more people you'll reach and inspire.



Pinning 101

How Pinterest works at a glance

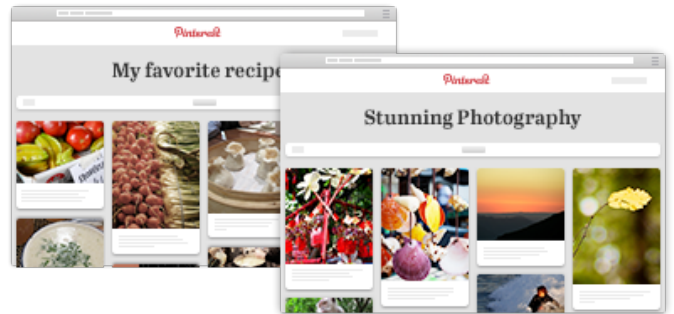


People pin your content

A pin is an image or video that people add to Pinterest. People add pins directly from websites or apps by using the Pin It button. Any pin can be repinned and all pins link back to their sources.

They organize pins by interest

People organize pins into collections called boards, and share their boards with others. The same pin might be pinned to lots of different boards across lots of interests, making boards a great place to discover new stuff.

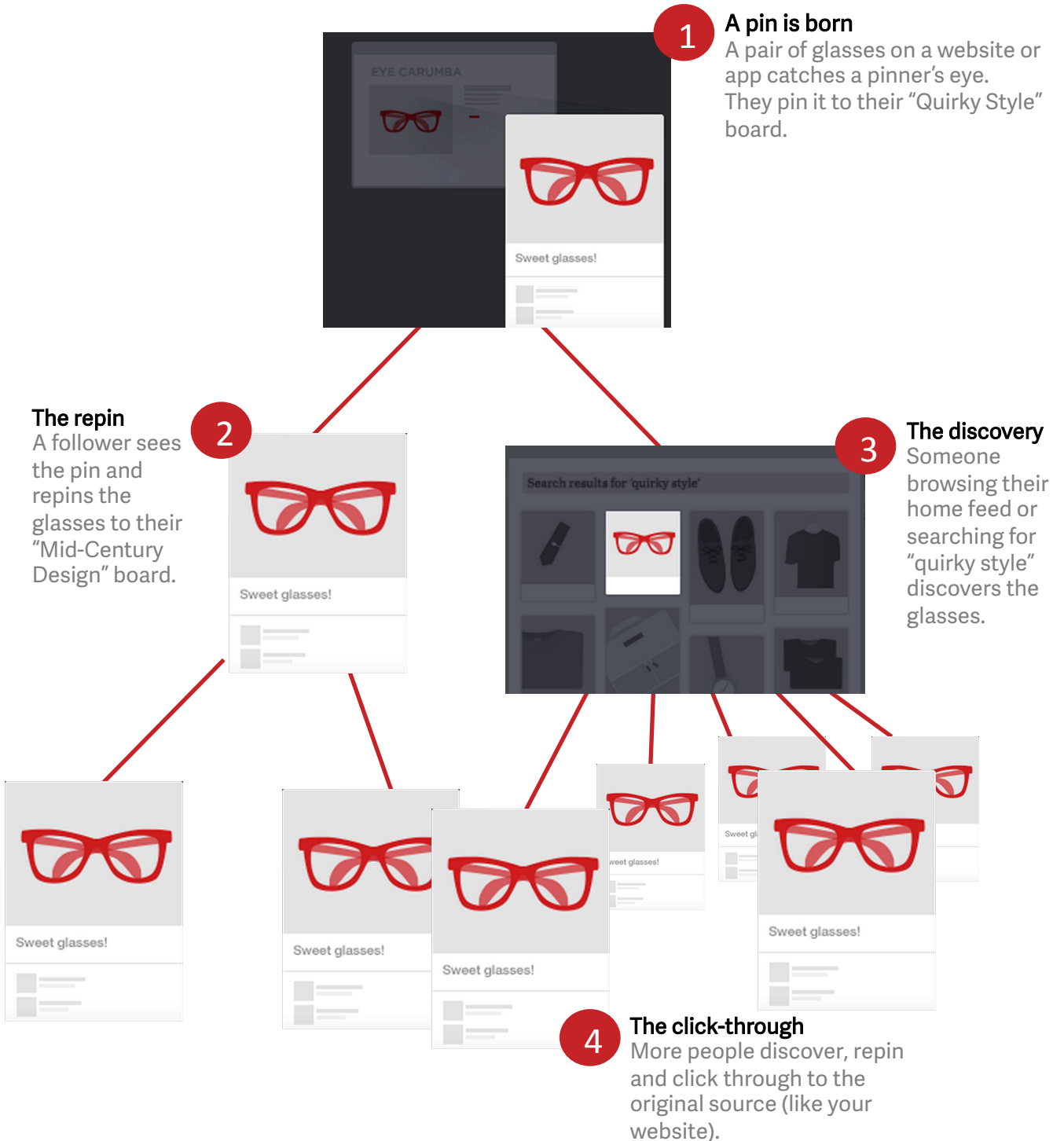


They use feeds to discover pins

People can follow all of someone's boards or just the ones they like best. As they discover and follow more pinners and boards, their feed becomes more relevant.

The pin cycle

How a pin meets new people



A great Pinterest strategy starts with your website

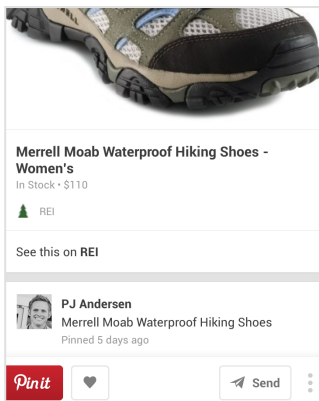
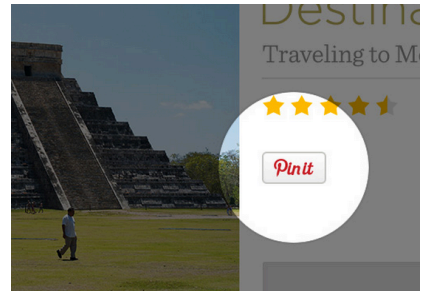


Use plenty of high quality images

Your website may already be full of stuff that can be pinned – but make sure you have enough images and that they're high resolution. Images that are at least 600 pixels wide will look best on Pinterest. Keep in mind that only images that are at least 100 x 200 (or 200 x 100) pixels are pinnable.

Add the Pin It button to your site

A Pin It button makes it easy for people to pin from your website. By copying and pasting just a few lines of code, you can put Pin It buttons next to images and content you want people to pin. Pinners will do the rest!



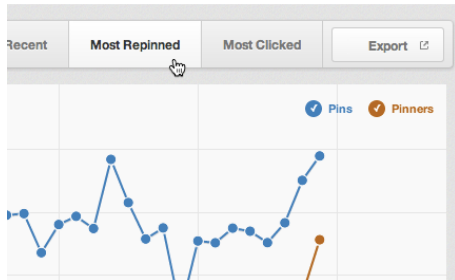
Make pins from your website more useful

Use rich pins to automatically include information like prices, availability, ingredients and reviews with your pins. All you need to do is add some meta tags to your website and sign up at business.pinterest.com.



The easier it is to pin from your website, the better chance your business has of getting discovered on Pinterest.

Put your pins to work



Learn from pinners

Pinterest Analytics shows you which pins are most popular with pinners and which ones are driving the most traffic to your site. You can also see what boards your stuff appears on, how the pins are described and what people pin along with your stuff. All of these insights will help you make smarter choices about your merchandising, product development and pinning strategy.


Motivate people to pin

The more people pin your content, the more discoverable it becomes. To encourage more pinning, make it easy to pin from your website and email marketing, and promote pinning in your social channels, packaging and advertising.

subject: Top 10 Pinterest Recipes
sent: Thu, Mar 14, 2013 10:00:22 PM

This message contains graphics. If you do not see graphics, [click here to view.](#)

Find What You Love
UP TO 70% OFF
HOME DECOR—AND MORE




ONE KINGS LANE
[SHOP NOW](#)

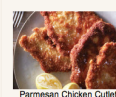
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Popular on Pinterest
Week of March 11, 2013

epicurious




Beef and Guinness Pie
[Pin It](#) [Add to Recipe Box](#)

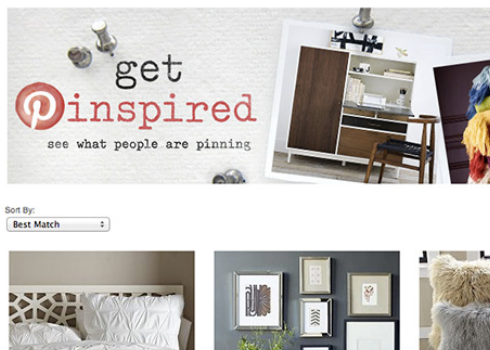



Parmesan Chicken Outlets
[Pin It](#) [Add to Recipe Box](#)

Most Pinned Recipes

Follow **epicurious** on





Show off your most popular pins

Lots of businesses highlight their most-pinned products on their websites and in physical stores. You should also include the Pin It and Follow buttons in your emails to make it easy for people to pin straight from there.

Establish your presence on Pinterest

1. Start with an eye-catching profile

Create a business account and be sure to verify your website. This will let pinners know that it's the real you and it'll also give you access to Pinterest Analytics.

Pick a profile image that will help people recognize you (logos work great). Profile images look their best at 160 x 165 pixels. You should also include a quick description to introduce your brand and what inspires you.

2. Create and organize boards

Create a range of boards that showcase your brand's personality and taste, and make sure each board has enough pins to make it feel substantial. Remember that people can choose which boards they want to follow, so not every board has to appeal to everyone.

Give your boards clear names so people can tell what's on them, but don't be afraid to get creative – just keep it to 20 characters or less so it doesn't get truncated. And don't forget the description, which can inspire people to follow your boards and help you show up in searches.

For each board, choose a compelling cover pin that quickly gives people a sense for what's on that board (often the one with the most repins works well).

Use secret boards as a staging tool to make sure new boards are ready for prime time before you launch them to the public.

Try putting your most relevant boards at the top. For example, these might be seasonal boards or boards with the most repins.



Think about your goals before you start pinning. Do you want to increase traffic? Sales? Awareness? Try out different approaches and track results to see what works best.



Pins are evergreen and can be discovered and repinned long after the first pin. Keep this in mind as you develop your Pinterest strategy.

3. Pin like a pro

Pin at least once a day so your followers get fresh content in their home feeds.

Try pacing your pins throughout the day (instead of all at once).

Don't just pin your own stuff. You can tell a richer story by adding pins from others.

Make sure your pins link back to the right place for a better pinner experience and more referral traffic.

Once you've made it easy to pin from your website, you might also want to try creating new pins just to share on Pinterest.

Try pinning a handful of pins at once that together tell a story and capture imagination. For example, a pin of a car alongside pins of beautiful highway vistas is more inspiring than just a product photo.

Just like with boards, thoughtful descriptions will make your pins more inspiring and searchable.



What makes a good pin description? Check out these tips:

Recipes: Describe the main ingredients of the dish and how to cook it

Fashion: Include what kind of clothing, the designer or season to wear it

Travel: Tell people the location and the kinds of things you can do there

DIY: Describe what it is, how you make it and what materials people need

Photography: Name the photographer, year, subject or publication

Design: Mention the designer, medium, publication, etc.

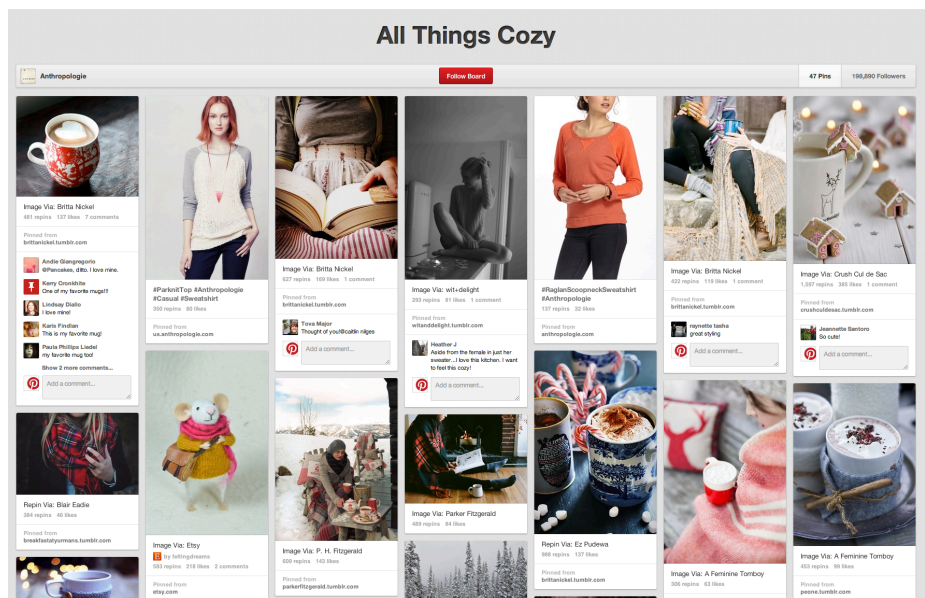
4. Engage with the community

A great way to get people pinning your stuff is to be an active pinner yourself. Follow other people's boards and repin, like and comment on pins that inspire and relate to your business.

Create group boards and invite people who love your brand to contribute.

Make it easy for people to pin your stuff by adding the Follow button to your website and including a Pinterest link in emails to make sure people know you're here.

Consider how your pins will look in feeds, not just on boards, since most people will find them there.



Anthropologie pins their own stuff, as well as things that inspire them, to their "All Things Cozy" board. Creating boards for the ideas, places, people and moods behind your brand is a good way to tell a more vibrant and well-rounded story.



Set up a business account, verify your website and find more resources and case studies at business.pinterest.com

Thanks for reading.

Stay in touch at business.pinterest.com.

