Pinterest for Creative Entrepreneurs

Explore, Prepare and Get Started with Pinterest

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Pinterest for
Creative Entrepreneurs

Connect with
Your Audience
Grow your
Business

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Introduction

Greetings and welcome to *Pinterest for Creative Entrepreneurs*. In this program, you'll learn how to easily create a presence on Pinterest and how to attract your ideal customers. The unique thing about Pinterest is, it's not just about marketing, it's primarily about connecting with your audience in meaningful ways. That doesn't mean that you'll be sharing trivial content. Quite the opposite. What you'll be doing is sharing heart-felt messages that will support and inspire your audience while providing them with the solutions, products or services they are seeking.

You may find it interesting to know that while people visit most social media sites to socialize and interact, on Pinterest, one of the primary activities people participate in is looking for things to buy! Being that we are visual creatures, Pinterest is perfectly positioned to attract customers. The entire network is designed to provide a visual experience. You'll be learning all about this in our program.

On the following pages, you'll find exercises which will prepare you to develop your presence on Pinterest. One of the first exercises will help you identify your primary business focus for Pinterest. You'll need to have this in mind before setting up or updating your Pinterest account.

Here are a few action steps to help you get acclimated.

Dedicate time to go through the exercises on the following pages. This will set the stage and help you to prepare for this Pinterest journey.

Open your calendar and schedule time each week to focus on developing your business and your brand, on Pinterest. You may want to dedicate an hour once a week or thirty-minutes twice a week (for example.)

To access the member's area head over to: https://ShareYourBrilliance.com

Enjoy this training and take time to apply what you learn. Be sure to plug in to the discussion forum for ongoing encouragement, support and celebration!

Here's to your success,
D'vorah

Course Overview

Here is an overview of what we'll cover during the four modules of this course.

Module One: Explore, Prepare, and Get Started with Pinterest

- Discover Pinterest
- Set the Stage and Prepare for Company
- Set Up Your Pinterest Business Account
- Create Pinterest Boards
- Add Pins to Your Board

Module Two: Design and Create Pins for Your Pinterest Boards

- Create a Pinning Habit
- The Anatomy of Effective Pinterest Pins
- Design Your Pinterest Board Covers
- Design Your Pin Templates
- Set up Your Pinterest Board Showcase

Module Three: Grow Your Presence on Pinterest

- Continue to Grow Your Presence on Pinterest
- Increase Clicks to Your Pins
- Create Content to Pin About
- Boost Your Pinterest Presence by Blogging
- Grow Your Email Subscriber List

Module Four: Pinning as a "Long-Tail" Marketing Strategy

- Pinning as a Long-Tail Marketing Strategy
- Tips and Strategies for Easy Pinning
- Identify Reasons and Occasions for Pinning
- Engage Your Email Subscribers and Share Your Pinterest Content with Them
- Increase Your Exposure and Your Reach

Discussion Forum

- Our online community center, on Facebook is where to come for ongoing idea sharing, networking, celebrations, and a place to get your questions answered.
- You'll find a link to the group on our course dashboard.

About Pinterest

Pinterest is the world's catalog of ideas. Their mission statement says, "Our mission is to help people discover the things they love and inspire them to go do those things in their daily lives." Ben Silbermann, Evan Sharp and Paul Sciarra co-founded Pinterest in March 2010. Since then, they've helped millions of people around the world find products and services they are searching for online.

Whether you're promoting awareness of a certain cause, want more traffic to your blog or are promoting your business, Pinterest offers a unique opportunity to get your message out there through the use of images.

One great thing about Pinterest is that you don't need have to have a lot of followers to be seen. Pinterest is a very open website and people are always searching for images and topics of interest, so it's easy to get started right away.

People come to Pinterest looking for ideas to discover, save and do. Your Pins help visitors understand your business and what you have to offer.

Here are some stats from Pinterest, that you may find interesting. The infographic to the right can be found at: https://business.pinterest.com

- ➤ Over 200 million people visit Pinterest each month.
- ➤ They have 500 employees who speak 30 different languages.
- ➤ Offices are in San Francisco, CA (headquarters) with offices in New York, Chicago, Atlanta, Los Angeles, London, Paris, Berlin, Tokyo and Sao Paulo.
- ➤ 10 billion recommendations are shared every day on Pinterest.
- ➤ 93% of Pinners use Pinterest to plan purchases.
- ➤ 72% of Pinners say Pinterest introduces them to new brands and services.
- ➤ 87% of Pinners bought something because of content they saw on Pinterest.
- ➤ 50% of people on Pinterest are international
- ➤ 80% of people on Pinterest use our mobile app
- ➤ 50% of new signups are men

How Pinterest Works

People use Pinterest to discover and save ideas. Ideas can range from recipes to renovation projects to a new journal or pair of jeans. Every idea is represented by a "Pin" that includes an image, a description and a hyperlink. When people click on a Pin, they'll be taken to that link to learn more about the topic of that Pin.

Individuals and businesses can add anything they like from the Internet using Pinterest browser extensions and the *Save* buttons. Ideally you want to add content from your own blog or website. Once you add a Pin, other people will start to see that Pin in their home feed and search results.

Every Pin *lives* on a "board" that features related ideas. Someone might sort their boards by service or interest. Businesses often sort their boards by product category, interest or seasonal topic.

People use Pinterest a few different ways: they search for things they're interested in, browse their home feeds for new ideas and look at other people's boards to see what catches their eye. When they like what they see, they either save the Pin to their own boards (which is called *repinning*) or click on the Pin to learn more, shop or buy.

Pinterest Terminology

- **Pins:** A Pin is an image that you upload to Pinterest. Currently the ideal dimensions for a Pin is 736 x 1102 pixels. A Pin is designed to represent something you want to share, such as a blog post, product, interview, place, recipe, etc. The goal of Pins is to attract your ideal customers, who are looking for what you are sharing. By providing attractive and enticing Pin images, you'll increase the odds of people clicking on them to find out more.

- **Boards:** Pins live on Pinterest boards. Think of a Pinterest board as you would a cork board that you'd pin ideas to. Ideally, each board focuses on a specific topic or concept and features Pins on that board's topic.

- **Repin:** Repinning is where you Pin other peoples' pins to your boards. This is a very common and accepted practice and is in fact a key activity that takes place on Pinterest. Repinning is a great way for Pins to gain more visibility and a great way to add value and additional content to your boards. In time, people will repin your content to their boards and ideally, their visitors will be enticed and want to click to see what your Pin is about.

- **Follow:** On Pinterest, you can follow people, businesses, and boards. The people or content you follow will help you connect with the Pinterest community and can show up in your Pinterest feed. Keep your focus on following people, businesses, and boards that reflect the topic of what you want to be known for on Pinterest.

Set the Stage

Before you begin marketing on Pinterest, you need know what it is you want to promote. While you can promote several things, it's best to choose an "umbrella" topic and a primary place or product you want to promote. An umbrella topic is your main business focus. If you keep that in mind it will help you to make the most of your marketing efforts and the opportunities available to you.

Here's a worksheet to help you identify your umbrella topic and your goals for marketing on Pinterest. When promoting on Pinterest, decide on the primary place you want to direct people to.

Do you want people to go to your:

❑ Online Shop
❑ Blog / Website
❑ Amazon Author Page
❑ Other: _____

What is your primary umbrella topic? _____

_____

What is your ideal audience looking for support with or solutions to? _____

_____

What do you currently charge money for, in relation to your primary business focus? _____

_____

What do you want to promote on Pinterest? _____

_____

Imagine a stream of visitors lined up to click on your web link. What is the URL you'll send them to?

www._____

List your business name or what you want to be known for on Pinterest, using up to 20 characters: _____

_____

Prepare for Company

Before you embark on our Pinterest journey, you want to get ready for company. In the previous exercise, you identified the place on the Internet that you'd like to steer people to from Pinterest. Before you begin doing so, you want to prepare. Just like you prepare your home when you invite guests over, you want to prepare your online home before you invite guests over from Pinterest.

What is the URL where you'll be directing traffic to: _____

Head over to that site and look at it from the viewpoint of a new visitor. Is everything neat and tidy? If not, take action to prepare for company. Here are a few things you can do:

❑ Is your photograph or business branding visible from the top of the page?

❑ Go through your website or shop and make sure that all links are working properly.

❑ Is there any out-of-date content or past dates listed?

❑ Remove any content that is time-sensitive and no longer valid.

❑ Update content that was date-sensitive but can easily be adjusted so it's available as evergreen content into the future. Remove dates and change wording to present versus future tense.

❑ Make sure your website or shop is attractive, colorful, attractive and magnetic. Display content that draws your visitors in and makes them want to explore.

❑ Add a call-to action. Examples would be; an opt-in gift offer to new subscribers.

   o From your website, you can prominently display your offer near the top of your page.

   o From your online shop, you can create an image, offering a special discount coupon for subscribing to your list.

   o Your opt-in gift does not have to be complicated or long. An effective, yet short and sweet gift is oftentimes more effective. One popular example is: The Top 5 Tips About…

❑ Whether you are promoting your website or your online shop, having a blog, where you regularly post articles is a powerful way to grow your brand and your sales. Today's websites often have a blog built is as part of the platform.

   o Consider writing and posting blog articles at least once a week. You can promote these on Pinterest, which will grow your subscriber list and increase your sales.

   o These articles also provide you with great content to share with your email subscribers.

Set Up or Update Your Pinterest Account

It is easy to set up a Pinterest account and it only takes a few minutes. Pinterest offers two options for accounts, personal accounts and business accounts, both are free. To promote your business, you want to set up or convert your account to a Pinterest Business Account.

If you have not yet set up a Pinterest account, head over to Pinterest and register for an account.

- When given the option, **choose "business account"** rather than a "personal account."
- If you already have a personal account, it's easy to convert your account to a business account.
- Business accounts are designed to help with your marketing as they include additional features, such as Pinterest Analytics.

Convert your personal account to a business account.

- The simplest way to know if you have a business account is to log into Pinterest and check the top left corner. If you see the "analytics" icon, then you have the business account.
- If you don't see the analytics button at the top left of your profile page, you **do not** have a Pinterest business account.
- **To convert your account, simply go to:** www.business.pinterest.com
    - **Click on the button** that looks like this: It's on the left side, part way down the page.

Once you register your account, you'll want to complete your profile.

- ❑ Choose your business name. Your name can include more than just your name, you can list keywords that describe what you want to be known for on Pinterest.
- ❑ Choose your profile image; either your headshop photograph or your company logo.
- ❑ Choose your Pinterest URL – it's a good idea to have it the same as your business name.
- ❑ Complete the *About* section of your profile. You have 160 characters to share a keyword rich statement about what you or your business offers.
- ❑ Add the URL to your website.

Once you've completed your profile, you can create your first *board*. Turn to the next page for details. You'll need to make at least one board before you start saving Pins. Every board should have a distinct theme. As you add boards, think about which topics fit best with your business category and brand personality.

Create Your Pinterest Boards

When creating Pinterest boards for your account, make it a priority to segment content so everything that goes onto a board fits that board's topic. For example, if one of your boards is called "Motivational Quotes" focus on posting motivational quotes to that board and avoid pinning non-related content, such as news articles or pizza recipes, to that board.

Naming and Describing Your Boards

- Choose board names that include keywords your audience would type into Google.
- You want to make it crystal clear what your board is about so you attract "bees to honey."
- Write a compelling board description that includes keywords and clearly states what it is about.

Rule of Thumb

- For public boards, choose topics that your ideal students and customers will be interested in.
- For personal interest boards, you'll want to set those as "secret" boards.

To get started, create 10 boards for your account. You can make five of them active and set five of them as "secret" boards, until you have time to add content to them.

Here's a list of topics to help spark ideas for boards you'll create.

- ❑ A board based on your business.
- ❑ A board based on your expertise.
- ❑ A board about your book(s).
- ❑ A board about your online shop and products.
- ❑ A board about your courses or programs.
- ❑ A board based on your blog posts.
- ❑ A board featuring your students' achievements.
- ❑ A board featuring student or client testimonials.
- ❑ A board featuring podcast interviews of people in your industry.
- ❑ Recommended reading lists, for books on topics of interest to your target audience.
- ❑ Recommended tools or resources of interest to your target audience.
- ❑ Other: _____
- ❑ Other: _____
- ❑ Other: _____

Create Covers for Your Boards

By creating matching or coordinated covers for your boards, you will increase your branding and your visibility. Your board covers can be solid colors, perhaps with colorful borders. To make it easy for people to know what your boards feature, choose a light background with a dark colored font.

Once you've uploaded a board cover, you can assign which board it goes to. Then click on that board and click on the little editing pencil above the board's name. You'll see a button to "change cover." You'll be able to select from the images (pins) that have been pinned to that board.

Decide on the titles for your boards, using keywords of course. Then map out the labels for your Pinterest Board covers. By keeping the word count to less than five words, you can make the font size big enough for people to clearly see what your boards are about.

- You can create a template at Canva.com and then replicate the covers for each of your boards.
- The current dimensions of Pinterest covers is 736 x 736 pixels.
- When creating multiple board covers, be sure to "save the file" before downloading each cover.

Scroll down and map out the titles for your first 12 boards. Remember, not all of the boards have to be visible from the get-go. You can set some of your boards to be "secret" boards and add them over time.

Add Pins to Your Boards by Repinning Content on Pinterest

For this module, your homework is to set up your profile and boards, and have fun exploring Pinterest.

Once you've created at least four active boards, and perhaps a few secret boards, it's time to begin adding content to your boards. In the next module, we'll be focusing on creating Pins to promote **your** content. In this module, you'll learn how to repin other peoples' content to your boards.

Since you won't be learning how to create your own Pins until the next module, you can add content to your boards by repinning other peoples' Pins to your boards. This is a common and accepted practice on Pinterest. Before too long, your Pins will be pinned to other peoples' boards.

- Choose at least four of your boards to repin content to and add at least 20 Pins to each board.
- Once you begin adding your own content, you may want to remove some of the repins, or you can leave them if they add value.

The most important thing to remember when looking for content to repin to your boards:

- Search for Pins based on keywords and topics associated with your Pinterest boards.
- Content for your public boards should be geared towards what your audience is interested in.
- For content that interests you personally, or for content you want to explore in the future, pin those Pins to your secret boards.
- As you explore Pinterest, you may get additional ideas for boards of your own.

Before repining a Pin to one of our boards, give it the "credibility test." You want to make sure that:

- The Pin is attractive.
- If the Pin is hyperlinked, that it links to a page that you'd be proud to invite people to.
- Avoid repinning Pins that lead to *spammy* sites, or sites that directly compete with your business.

Which four boards will you be repinning content to first?

❑ _____

❑ _____

❑ _____

❑ _____