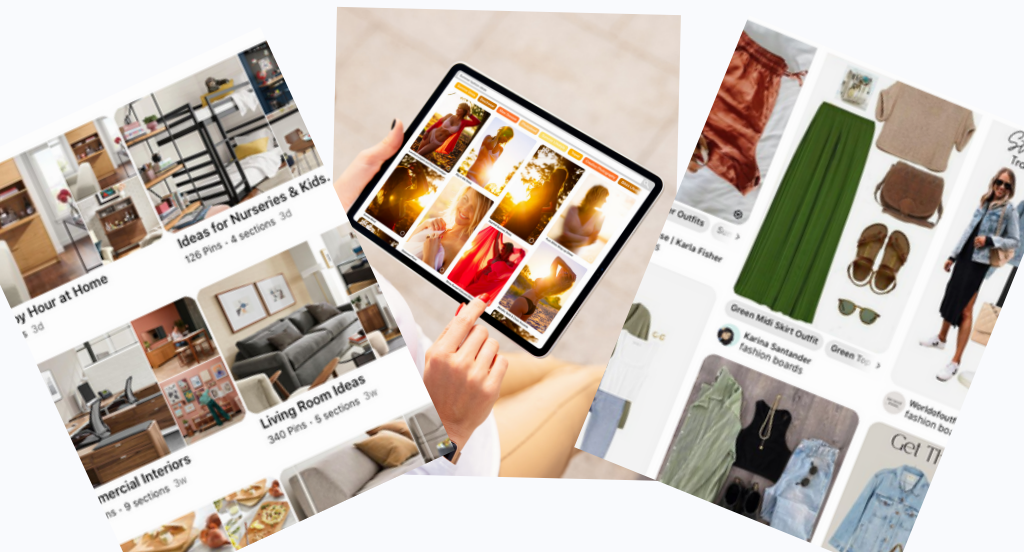# Pin

YOUR WAY TO

$10K

THE ULTIMATE GUIDE TO MAKING
$10K USING PINTEREST

INTRODUCTION

Pinterest has become a leading giant in its own way. Early users used the app to look for trends in mostly art based culture, right on the spot, the best discovery. And it has stayed the same. Across beauty, fashion, poetry, the arts, Pinterest is as solid as Facebook, Google etc. The digital era has redefined what it means to do business. Like every other platform, Pinterest has doubled down on its discovery, reach and diversity. Pinterest is a great place to reach new and existing clientele at the tap of a button.

In this guide, we introduce you to the business side of Pinterest including secret tools to help you optimize your chances for success, recommended platforms to outsource Pinterest graphics for your pins, paid and free Pinterest marketing.

Contents

Contents

GLOSSARY: FAMILIARIZE WITH PINTEREST TERMINOLOGY BEFORE YOU GET STARTED

TERM	MEANING
Lens	This feature in the Pinterest app uses your smartphone's camera to suggest pins based on the pictures you take. For example, if you snap a picture of a product, it'll show you similar products. You can choose to "explore" similar pins or choose "shop" to click to pins that are tied to an online store.
Comments	You can add comments to other users' pins.
Save	When you click on a pin, you have the option to save, send or hide. When you save, you pin it to one of your boards.
Sending pins	You can send pins to other users or non-Pinterest users in private messages.
Tagging	You can tag other users using the @ symbol.
Messages	You can send private messages to other Pinterest users.
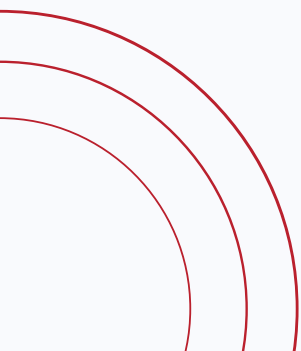
GLOSSARY: FAMILIARIZE WITH PINTEREST TERMINOLOGY BEFORE YOU GET STARTED

| TERM	MEANING
Pins	All content shared on Pinterest is a pin – i.e., ideas to inspire you. When you click on a pin, it links to a website.
Pincodes	Sort of like QR codes, Pincodes are special codes you can create to unlock your business's curated boards and profile on Pinterest. Users can enter the code to be taken directly to your suggested boards.
Pinners	This is what Pinterest calls its users.
Boards	In the Pinterest world, a board is a visual bookmark or digital bulletin board, boards are how you organize your pins.
Group boards	A group board is a collaborative board owned by one user. Owners can add other users to contribute to the board. You can ask to join a group board, but the board's owner has to send you an invite.
Archived boards	You can archive a board you no longer use but don't want to delete. Archived boards won't show up on your profile, and you'll stop seeing suggestions related to the board. For example, you can opt-out of seeing wedding dresses after the big day has passed.
Feed	Similar to a Facebook or Twitter feed, this is a group of pins from people you follow or what Pinterest thinks you'd be interested in.
Hashtags	Hashtags on Pinterest work like they do on other social media platforms, like Instagram: They make it easy for other pinners to find your pins and relevant content.

Chapter 1

An introduction to Pinterest

Spaghetti Straps Black Tea
Length Evening Dress with Split

inquebrantable
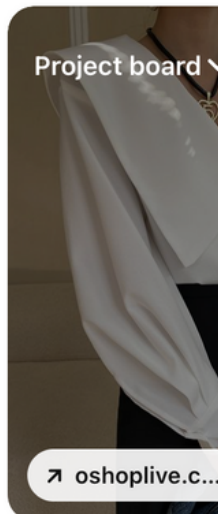
Project board

oshoplive.c...

Urban Loose Long

oshoplive
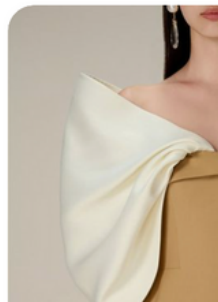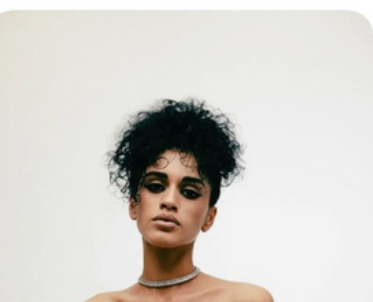
PINTEREST 101

<u>Pinterest</u> is one of the best social curation websites for sharing and categorizing images found online. The site is described in its own content as a visual bookmarking site.

Pinterest is a portmanteau of the words "pin and interest." In other words, Pinterest is like a virtual bulletin or cork board that allows users to find and curate images and videos.
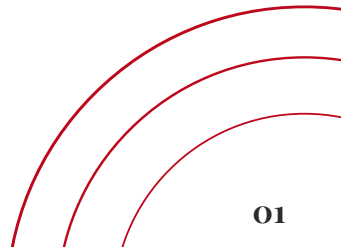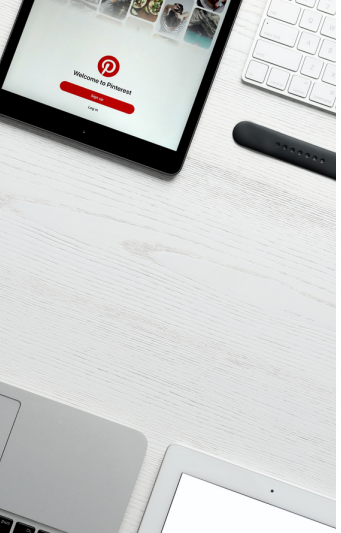
1.1 WHY CHOOSE PINTEREST FOR BUSINESS?

Businesses and shopping websites can capitalize on the Pinterest surge to market their products and services and grow their consumer base as part of their marketing strategy, with an estimated 85% of Pinterest users making a purchase through the site.

Many businesses have reported realizing steady profits through the platform, which affords them an opportunity to engage their consumers through colorful graphics, infographics and visual media that promotes deals, new products, and more, and by using the platform to channel traffic to their websites for sales.

1.2 TAILOR PINTEREST TO YOUR BUSINESS

If you are looking for a guaranteed way to boost sales for your business, you'll find recommended steps and strategies to boost your business on Pinterest below.

1.3 SET UP A PINTEREST BUSINESS ACCOUNT

To get started, you need to set up a Pinterest business account. This is a free account giving you access to features to increase your Pinterest revenue as well as give you access to analytics to keep track of your progress. If you already have a personal Pinterest account, you can simply convert it to a business account.

As part of the sign up process, you will be prompted to set up your profile. A business account will require you to provide your company name and description and even include some relevant links such as your website URL or links to accounts on other social media platforms. Here you need to make sure your profile is optimized to reflect the tone of voice and aesthetic of your brand.

KEYWORDS

Hot Tip: Ensure that your bio is filled with relevant keywords that reflect your company's voice and help you attract the right audience.

Anita Hendrieka | Digital Nomad + Blog Coach

@anitahendrieka

anitadykstra.com · I'm Anita a top New Zealand travel blogger and marketing coach living in Albania. I teach you how you can travel the world and live the digital nomad lifestyle while making more money online with your courses and coaching business using the power of SEO blog marketing and Pinterest marketing.

15.8k followers · 2.2k following

We recommend that you get comfortable with the platform as a user first, and then use that knowledge to work on your business presence. Use the site to get inspired: All that visual content will surely bring to mind ideas for marketing campaigns, photos, products, and other content. Sign up, browse around, and let the site help you brainstorm your own projects.

List of
Sentence Starters
For Pinterest Pin Titles & Descriptions

- # signs you __
- # __ every __ should own
- # key benefits of __
- # Rules for __
- Advanced guide to __
- How __ made me__
- How __ could save __
- Add more __ to your _
- Quick ways to __
- Why __ beats __
- # Point checklist: __
- # Factors for getting__
- # FREE ways to __
- How to _ like a pro
- A cheat sheet for __
- Start a _ in # steps
- Top # ways to __
- Behind the scenes _
- # Strategies to __
- # signs you might be _
- How to CRUSH your __
- What to do with __
- How to use __ to _
- # essentials for __
- # ways to master __
- # quick fixes for __
- Life changing ways to _
- __ Will change your life!
- Mistakes _ never make
- Tips for first time __
- # Unbelievable __

- Want to know__
- The BEST__
- The Ultimate___
- Best ways to __
- Tips for __
- How to __ with a __
- Why does__
- How to_that will help__
- Proof that __ will/wont__
- # ways to ___
- Best ways to __
- # reasons why __
- Learn how to __
- Ever wonder why__?
- The best__ for __
- Habits of __
- Are you a __?
- How to use __ to __
- Common __
- The WORST __
- What NOT to do at __
- How to __ when you __
- # FREE __
- Why you're not __
- How to get __
- How to create__
- How to get your first __
- # easy tips to __
- # clever ways to __

- What it really costs to__
- # Completely free__
- # ways to __ without__
- # minute a day __
- $# Hacks to __
- Simple breakdown of __
- Step-by-step ways to __
- # Tricks when you are __
- # Must Have __ for __
- How to use __ to __
- Do you struggle with __?
- # of the best __ for __
- Confessions from a__
- How to get rid of __
- # Ideas to spark your __
- Beginners guide to __
- Easy shortcut to __
- STOP doing _, do __ Instead
- How to FINALLY__
- # ways to increase your __
- The __ Secret to __
- How to OWN your next __
- Foolproof ways to __
- Ideas to spark your __
- # Key first steps to __
- # Major Mistakes __ always ma|
- Insanely powerful __ to __
- Little known ways to __
- Lessons learned from __

Using keywords also allows for better pairing with potential customers searching for what you have on offer. In the visual above, you can find examples of powerful sentences and titles to incorporate in your boards.

Knowing the right keywords to target is essential in Google SEO and Pinterest search results. Most Pinterest marketers do keyword research on Pinterest and consider the common keywords with high-volume traffic and find a specific niche with less competition.

A secret tip here is to create short and catchy terms that people search for often. Done well, this will allow you to target people with the intent to purchase. To achieve success in this, look no further than Google Adwords, a pay-per-click online advertising platform that allows advertisers to display their ads on Google's search engine results page.

1.4 BRAND YOUR ACCOUNT

Pinterest can benefit your business in a variety of ways and nailing the branding will take you a long way to achieve the success you want. It is advised to stick to one niche, for example, fashion, food or home decor. Good consistent ideas, those are the pins that do really well. Your Pinterest account is more likely to attract your desired audience when you focus on a single category instead of dabbling in multiple categories in the early stages of building your community.
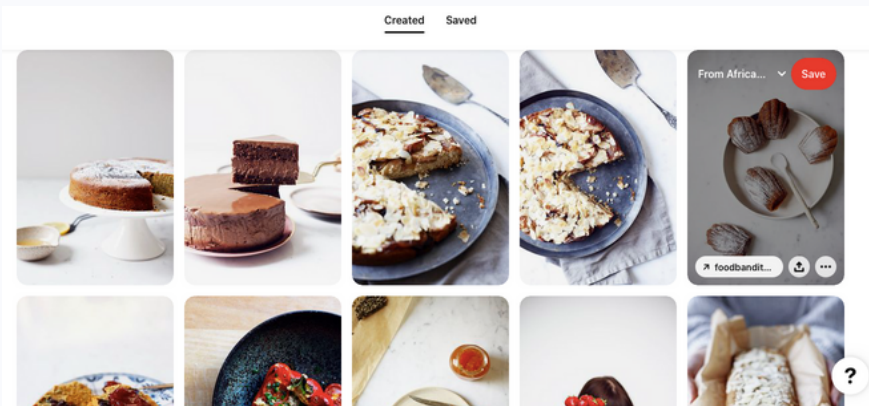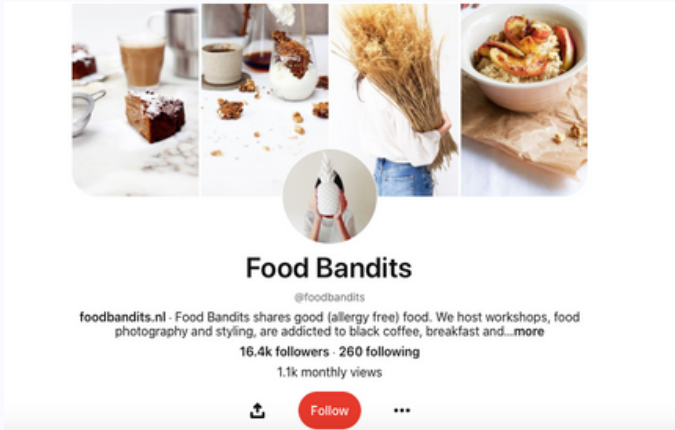
Tap board to visit this brand's Pinterest page

To brand your page, add a board cover to your profile on your home feed. These work to make your Pinterest account more cohesive with your brand. You'll also need to choose search-friendly board titles. You'll utilize the board's description section to insert more information, keywords, and hashtags. These hashtags are clickable and fantastic for getting a better idea of what products or services your target market is looking for on Pinterest. You can use this information to refine your marketing strategy over time so that it becomes more and more targeted for years to come.

1.5 OPTIMIZE YOUR WEBSITE FOR PINTEREST

With the assumption that you have an existing website which serves as a portal to market your products and services, this is where you can marry the visuals from your website with your Pinterest account perfectly. You can drive traffic back to your website, while also driving traffic to Pinterest from your website.

To achieve this, you want to make it as easy as possible for your website visitors to save an image from your web pages directly onto their Pinterest boards. The easier the experience is, the more you can count on people to visit your website to share an image from your home page or website.
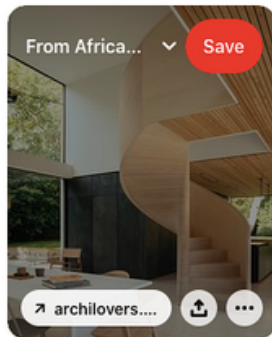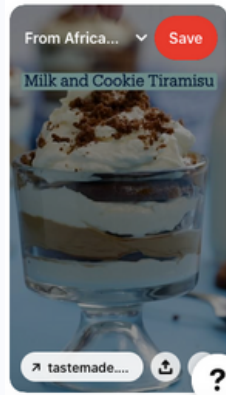
You can achieve this by installing Pinterest's 'Save Button' to allow users to save visuals onto their Pinterest account (when logged in), with just a few simple clicks.

One of the advantages of using Pinterest for business is that brands can gain access to additional tools in order to monitor performance, run ads and create rich pins.

Rich Pins

Most times, the images and descriptions you use for your pins are enough to provide pinners with what they need. For everything else, you can count on Rich Pins, a type of organic pin format that includes extra information directly on the pin, providing more context.

Apply for Rich Pins

Rich pins only work if you have a validated website. The validation process doesn't occur automatically. Instead, you'll have to apply for it by doing the following:

1 Add Pinterest's code to your site. You can use the Yoast SEO plugin to do that; this app allows you to add a Pinterest meta tag as well as the option of copying and pasting the necessary code from Pinterest.
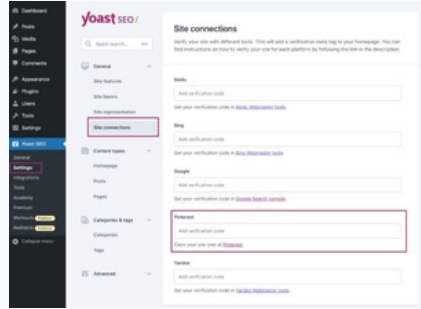
2 Next, enable Pinterest to review the legitimacy of your site. Validate your site on Pinterest. To do this, head over to Pinterest's validation tool. Not only does this give you a preview of your pin, but it also gives you the opportunity to apply for rich pins. If the application is successful, you'll get an email from Pinterest telling you your Rich Pins have been enabled.
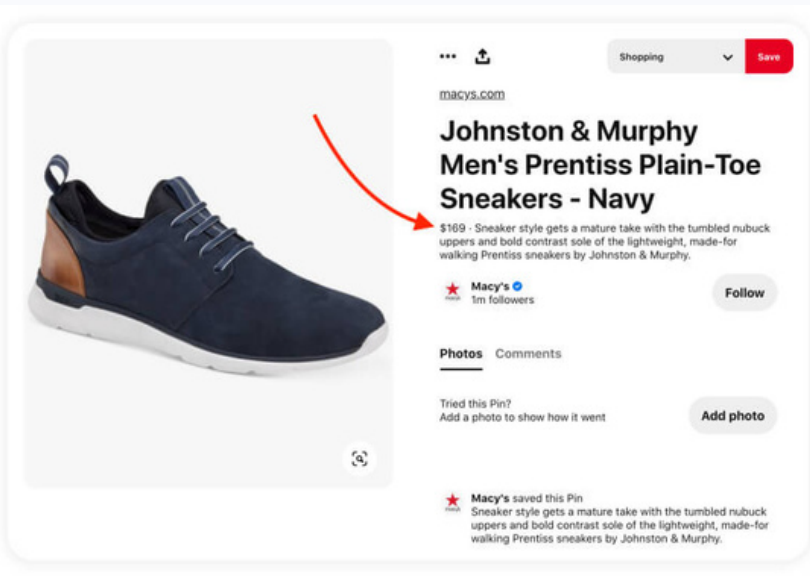
Currently, there are 3 different types of rich Pins.
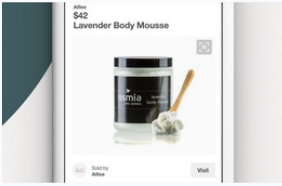
Product Rich Pins

These are a go-to when it comes to conversions or sales. These pins include the pricing, availability, and product information. These are also ideal if you are running an e-commerce store.
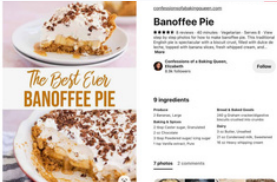
Recipe Rich Pins

In the food business or a food blogger? This pin will serve you well- allowing you to add the recipe title, serving size, cook time, list of ingredients, and directions.

Article Rich Pins

If you are running a blog, this type of pin is just what you need to drive traffic to your platform. It lets you show the headline or title, the description, and the author of your article or blog post.

Through pins like this, when users save your pin, they can "Add to bag" and pay for your products without even leaving Pinterest – how awesome is that?

Hot Tip: Use vertical images, and scale them, so they boast a 600-pixel width and an aspect ratio of either 2:3 or 1:3.5.
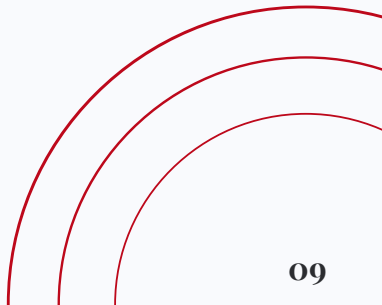
Handy Hack: If you are struggling to create Pinterest-friendly images, use Canva. It's a free resource offering a ton of pre-made templates that are fabulous for Pinterest marketers. If you want to take your product pins a step further, you can sync your online store with your Pinterest account.
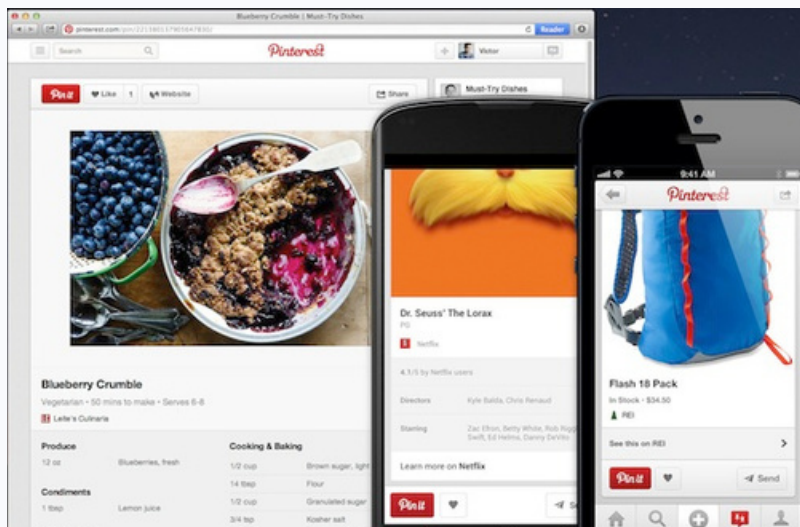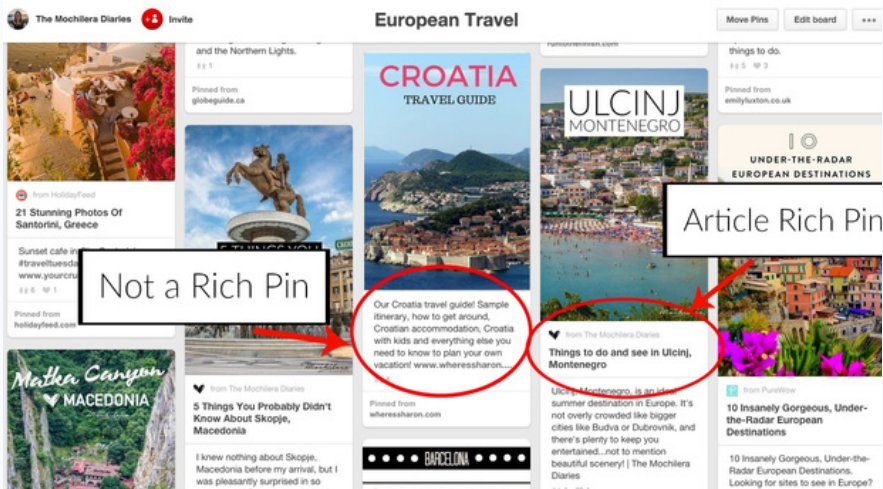
Chapter 2

Paid and Free Pinterest Tools

CHAPTER 2: RECOMMENDED PAID AND FREE PINTEREST TOOLS FOR MARKETERS

Did you know that the Pinterest application goes beyond being a visual search engine? Marketers use its potential to rank better and drive more traffic to their websites. Social media statistics unveil its active base of 442 million users who frequent the platform and account for more than 2 billion monthly searches.

In this section, you will be taken through free and paid marketing tools to optimize pinterest for your business
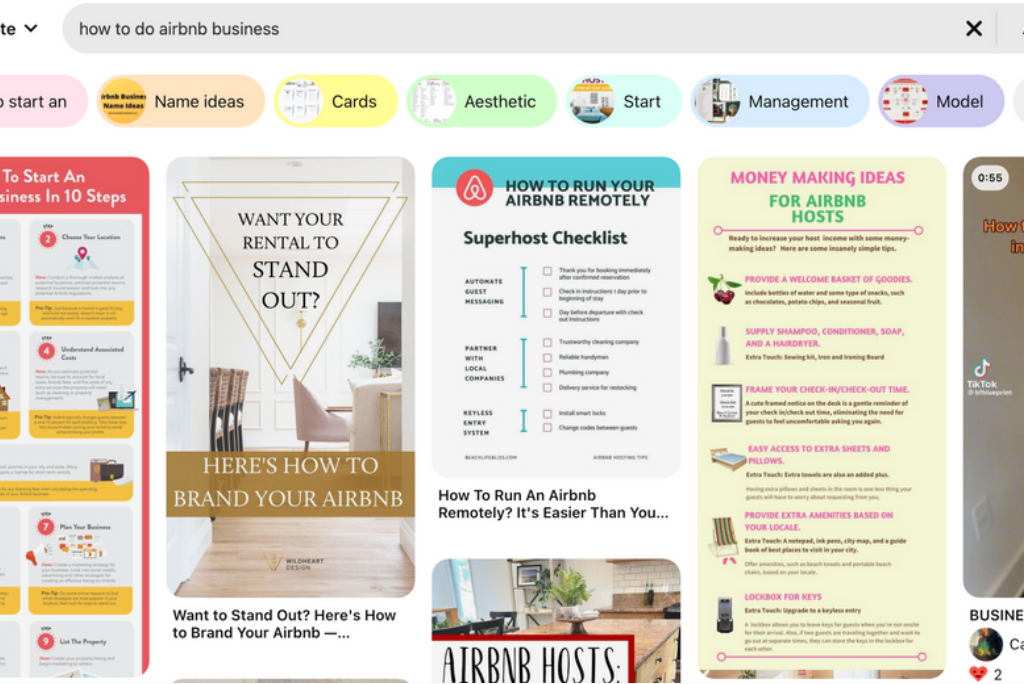
2.1 The Tailwind App (PAID with FREE option)

If you are looking for an official Pinterest marketing developer, then using Tailwind for your Pinterest growth is the best choice! We will take you through some of the effective ways to use Tailwind to grow your Pinterest.

Tailwind App is a scheduling tool designed to help content creators, bloggers, and brands grow their Pinterest audience. The app works by creating awesome Pins, sharing them on Pinterest on time, and getting high engagements in return! All of this is one powerful tool! What more? you can use the Tailwind App to automate all your posts and get real results in less time!

Advantages of using Tailwind

- It offers an optimized pinning calendar, which automatically publishes pins when your audience is most likely to see them making it one of the best Pinterest automation tools.
- Manage your social media campaigns on Pinterest efficiently with its multi-board pinning, bulk upload, drag-and-drop calendar, and more.
- Schedule your posts from your smartphone with its mobile app.
- You can use Tailwind to collaborate with social media management teams working together for a Pinterest campaign.
- Check how your pins and boards perform and how it drives traffic with its Google Analytics integration with this Pinterest analytics tool.

Cons:

- You cannot automatically post your content from Pinterest to other social media channels, like Facebook, Twitter, and the like, as it only focuses on Pinterest and Instagram.
- You cannot pre-set weekly schedules, so you'll have to set schedules for your post every time.
- The dashboard can be overwhelming for some users.
- It might be slow to load and time-consuming when you have a high number of pins.

How to Set Up Your Tailwind Account

To get started, create a Tailwind account:

- To connect the app to your Pinterest account, make sure that you log in to your Pinterest account first and then head over to the desktop version of the <u>Tailwind App website</u>. Then select "Sign up with Pinterest."
- Once your Pinterest account is connected to the Tailwind app, create your Tailwind account simply by entering your email address and a password of your choice to complete the registration process.
- Once your Tailwind account is set up, it's time to explore the app! Learn more about how to use the features through its helpful video guides or <u>FAQ</u> page. Look for that "question mark" icon at the top right corner of the app, then click the drop-down menu to choose.

Next, create a Tailwind schedule:

The best part about the Tailwind app is that it lets you plan your pins in advance. Once you've already set up your account, you can start to set up your pinning schedule. The most ideal pins to be scheduled is 20 pins a day. It may seem too much but keep in mind that Pinterest is a social media search engine where people come for inspiration. Therefore, repinning relevant content is considered a best practice for widening reach. Make sure to not make your boards boring by just pinning 1 pin per day, just follow the 80/20 rule. The rule suggests that 20% of your Pins should come from yours and the 80% from others. By this time, the Pinterest algorithm realizes that you are active in repining and using the feature to the fullest. By doing this, your pins will more likely appear in different pages and reach more viewers.

Follow these simple steps to create a Tailwind Schedule of Smart Calendar:

- Click on "Publisher" then on the drop-down menu, click on "Your schedule".
- Click "Add Time Slot", if you like. This page will let you see your weekly pinning schedule with boxes in different time slots.
- If you want to post a maximum of 20 Pins per day, click on "Recreate Schedule" and type 20 times per day.
- You can also click on "Add Time Slot" if you already have a specific time slot in mind.

It is super simple, right? Tailwind's Smart Calendar is a smart, easy, and fast way to schedule Pins to keep your activities on Pinterest consistent.

How to Find Pins to Add to Your Schedule

Tailwind also provides users an easy way to find different pins to add to your schedule. Check these steps to know how to do it:

- Download a browser extension of your choice. A browser extension allows you to add as many pins as you want at the same time from Pinterest or other sites and schedule them at the time you prefer. Once done, it will automatically add a new tab at the top right of your browser bar.
- Go to "Publisher," then from the drop-down menu, choose "Drafts" and you'll see the tab at the top.
- To add an image from a website, click on the "tailwind button" located in the upper right corner of your web browser, and select as many images as you want to schedule.
- Hover your mouse on top of the image and click on the "Tailwind Icon" or click on the "Tailwind Button" to find pins from Pinterest. Once you found the best one, select the pins to schedule.

How to Find Pins to Add to Your Schedule

- If you want to upload multiple images and videos from your computer at the same time, simply click the "Create New Pin" tab. On the drop-down menu, choose "Upload Photos/Videos." Enter titles, descriptions, and URLs for each uploaded image.
- When adding a pin to a particular Pinterest board, add it to the most relevant board first. If you want to add the Pin to two or more boards, click the "Interval button." This button will space the Pins for 5 or more days apart. Tailwind will automatically add the pins to their respective boards as scheduled.
- Before you schedule the pins, be sure to check the pin description first to make sure it's relevant. Once everything is set, click on "Schedule Now"

Keep in mind that unscheduled Pins will be placed on the "Drafts" page, so make sure to recheck the Pins you are going to schedule attentively.

How Tailwind Can Grow Your Pinterest

Planning to market your brand or content on Pinterest is always a good idea. Considering how many followers Pinterest has gained over the years can make us sure about it.
The problem still lies in the number of content to pin each day and whether other people's content is worth repining or not. While this may seem like a tricky question for everyone, there are strategies you can create to achieve the desirable traffic and followers on Pinterest.

Prioritize Your Own Content

You can never go wrong if you provide valuable, relevant, and interesting content to your audience because that's what Pinterest really wants! If you can provide them with this content, massive sales and traffic to your site is most likely to happen!
Tailwind Analytics can provide information about the type of content that works for a specific niche. Be resourceful, creative and engaging. Take time and effort to create your own content, and if you follow the rules, Pinterest's algorithm will bring your content to different pages, increasing your viewers and popularity.
Keep in mind that Pinterest allows content duplication! Take advantage of repining other people's content that seems beneficial to your audience. It can also help you get support from other hard-working creators. The most important thing is to be constantly active.

Save New Content To Pinterest Right Away. Don't leave your work hanging, but present it to the right viewers! Relevant, useful, valuable, and interesting content should be saved on Pinterest and immediately added to the most relevant Pinterest board! Remember to always prioritize the most relevant first. Use the Tailwind app interval pinning to automatically spread your content to different Pinterest boards.

Plans & Pricing:
Free plan: $0

Pro: $12.99
Advanced: $19.99
Max: $39.99

2.2 SocialPilot (PAID)

SocialPilot is one of the best Pinterest tools for businesses of various sizes to manage their social media campaigns. It's currently one of the most popular ones among all other Pinterest tools for marketers. Businesses use SocialPilot to engage and communicate with their target audience by analyzing their interactions. This Pinterest marketing tool helps you post content on Pinterest and other major social media platforms like Facebook, Instagram, LinkedIn, Twitter, and TikTok.

With SocialPilot, plan your content schedules, curate posts for the entire week or month, and analyze the number of users who engage in each of your content. Find out what works and expand your content's reach on multiple platforms with this great Pinterest tool.

Pricing:

$30 per user

2.2 SocialPilot (PAID)

Why use SocialPilot to manage Pinterest accounts?

- Manage and schedule as many as 50 Pinterest accounts with advanced Pinterest scheduling.
- With this Pinterest analytics tool, analyze and monitor Pinterest performance with weekly, monthly, and annual PDF reports
- Upload multiple pins with bulk scheduling.
- Visualize Pinterest posts and schedule with its social media calendar.
- Create tailor-made posts branded with logos for the brands they belong, watermarked automatically during publishing.
- It has Canva integration for editing all visual elements.

HOW TO REPURPOSE YOUR CONTENT ON PINTEREST
Using the new SmartLoop feature on Tailwind
How to Loop Your Content Using the New SmartLoop on Tailwin…

How To Triple Your Traffic &

Business In Just 12 Months Using Pinterest
DIGITALEMPIRES.CO
How I Built $7K/Month Business Using Pinterest

EVERYTHING YOU NEED TO

PUT PINTEREST ON AUTOPILOT WITH THIS NIFTY POSTING TOOL
Put Pinterest on Auto Pilot with this Nifty Tool

How to USE THE NEW SmartLoop feature with Tailwind

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2.3 ViralTag (PAID)

ViralTag is a Pinterest marketing tool that's more team-centric as it allows a social media management team to collaborate on content strategies and production. This, in turn, improves efficiency in online marketing and helps businesses acquire a more transparent view of the ROI. With this Pinterest tool, team members can post their drafts and receive feedback from the administrator if the post is approved or needs revisions.Its primary focus is on online campaigns that rely on visual marketing, making it one of the most useful Pinterest tools for any business running high-cost social media campaigns.

Advantages of using ViralTag

- It helps teams collaborate on social media campaigns on Pinterest.
- Pin multiple boards and multiple accounts all at the same time.
- It has a built-in image editor.
- It automatically recycles your top-performing posts to gain more traffic.
- Analyze and monitor the performance of your pins.
- Schedule multiple pins at the same time through bulk scheduling.

Cons:

- It can be quite expensive for freelancers and small companies.
- You need to pay more if you want to see the visual analytics of your content's performance.

Pricing:

$99 for 3 users

2.4 HootSuite (PAID)

HootSuite is a Pinterest tool mostly used by large-scale enterprises to manage their social media campaigns. It's currently one of the most popular ones, albeit costly for small businesses or freelancers.

Through this Pinterest automation tool, you can publish, create boards, and schedule your posts. You can also monitor website conversions through the Hootsuite Impact upgrade.

Advantages of using Hootsuite

- Save drafts and receive updates with the administrator's approvals.
- Publish multiple posts on different Pinterest accounts and boards all at the same time.
- Single dashboard to schedule, view, edit, and delete the pins for effective social media campaign management.
- Monitor pin performance and their conversion rates.

Cons

- It's not user-friendly for beginners. So if you're just starting out with social media management and are not tech-savvy, HootSuite may not be right for you.
- There is an additional fee for accessing other tools in the application. You'd spend about $100+ a month to use the HootSuite Pro or Enterprise plans.
- You might encounter bugs in the auto-schedule feature when uploading images.
- You'll have to pay more if you want to receive a more comprehensive analytics report on your Pinterest posts' performance.

Pricing:

$249 for 3 users

2.5 PinPinterest (PAID)

Pinpinterest is a Pinterest tool that helps you schedule, publish, and monitor your pins. It only has limited features as it only posts content specifically for Pinterest.

Although you can use multiple Pinterest accounts for the tool, each account does not run for the same number of days. If you purchase 90 days for one Pinterest account, you can transfer 30 days to another, 40 days to another account, and 20 days for another account.

Advantages of using PinPinterest

- Like other Pinterest automation tools, you can publish pins and schedule them to update at a specific time automatically.
- It has a user-friendly UI.
- The application automatically follows users who show interest in the specific niche you are marketing and unfollows people who no longer do.
- It can pin new content from your website.
- You can still have multiple Pinterest accounts.

Cons

- Depending on the type of plan you purchased, there is a limit on the number of Pinterest accounts you can handle.
- It mainly focuses on Pinterest, so if you plan to post your Pinterest content on other social media platforms, you have to do it manually on another social media management tool.
- It does not have the advanced features other social media management tools have when it comes to organizing, managing, and analyzing your pins' performance.
- This would be a more cost-efficient alternative for small businesses or bloggers who want traffic or a following, rather than big enterprises who seek more mediums when sharing visual content.

Pricing:

$33

2.6 Outsource Pinterest marketing on Fiverr

Small or big businesses can benefit from outsourcing graphic design, especially if you want to scale fast. If you're a solo entrepreneur, new business owner, or just need a quick design done we recommend: Fiverr has a ton of designers who can do designs at the starting rate of $5. This is a good option if you just need a quick design done and have the patience to wait at least a week or two for the final design draft. If you need logos, websites, apps, or something more sophisticated done

Some of the best Pinterest services you can outsource on Fiverr include Pinterest account management, Pinterest profile setup and integration, Pinterest marketing management, optimizing your Pinterest account to increase marketing and sales, designs for custom Pinterest pins and boards.

How Fiverr works

Fiverr, the world's largest marketplace for digital services offers both buyers and sellers. Sellers of particular services, in this case Pinterest tailored services offer starting price points and they also offer Gig Packages to buyers. These contain multiple price ranges and sellers can offer buyers various and tailored service packages. In this way, buyers can pick and choose from all that's offered according to their particular requirements. You can browse Fiverr Freelancers by skills, reviews, and price, and select the right Freelancer to meet your needs and budget.

Signing Up

Signing up with Fiverr is free but only registered users can buy and sell on Fiverr. When you sign up, your account will automatically be a buyer account.

Once you have found a service you'd like to order, click the 'gig' tab. Choosing the right freelancer is easy:

1. Check out the freelancer's work samples.
2. Check out the feedback from buyers like you.
3. Choose the package that best fits your needs.
4. Contact the freelancer with any questions to make sure they are aligned with your expectations. Browse Services

Payment

Buyers pay Fiverr in advance. When an order is successfully delivered and completed, sellers receive 80% of the total order value. Ex. if a service costs $10, the seller will receive $8 for a completed order.

Outsourcing on Fiverr saves you time and affords you access to the best experts to propel your business.

2.7 ViralWoot (PAID)

ViralWoot is a social media scheduler and Pinterest analytics tool for online marketers to publish content and determine its performance online.

This tool boasts of being one of the most efficient Pinterest tools that aids you in getting more traffic and boosting your engagement with your specific target market. Its main features are more focused on Pinterest and Instagram marketing.

Advantages of using ViralWoot
- Automatically publish your pins through its scheduler.
- Upload multiple images with over 21 integrated apps that include Twitter and Instagram.
- Search for images on Google and pin them to your account without leaving the application.
- Get an overview of your monthly and weekly scheduled pins.
- Manage your pins from one central location.

Cons

- It has limited features compared to other social media management tools.
- You cannot integrate some of your posts into other social media platforms, which calls for another social media management tool.
- It does not provide a more comprehensive analytics report compared to other social media management tools, like SocialPilot.
- It has poor customer support compared to other tools.

Pricing:

Starter: $10/month
Premium: $499/month
Growth: $50/month

2.8 Pinterest Analytics (FREE)

<u>Pinterest Analytics</u> is the main tool marketers use to determine how their posts perform on Pinterest. It's one of the tools Pinterest has developed for businesses to promote their products or services. It gathers data and shows you which content is garnering the most engagements.

If you're looking for a Pinterest analytics tool to know what type of content resonates more with your audience, then this would be the perfect research partner for you. Pinterest Analytics studies the target market and determines the right content to use in social media campaigns.

Advantages of Pinterest Analytics

- It's a very straightforward tool that can help you analyze the engagement rate of your Pinterest account.
- This tool is great for studying your demographics and knowing what niche appeals to your audience the most.
- This can greatly benefit freelancers, bloggers, and influencers who want to learn more about their market and what they can do to improve their traffic.
- You can determine the right niches for your businesses and the right keywords to target for your titles and descriptions.

Cons

- It's mainly a Pinterest reporting tool and only gathers data within the social media platform itself.
- You can only handle one account, unlike other social media management tools that let you see how other accounts are performing all in one place.

Pricing:

Free of Charge

Chapter 3

Get your visuals game up

Pinterest allows you to use visual assets like photos or infographics as a type of social currency in their own right — garnering likes and "repins," the equivalent of shares or retweets — instead supplementing web pages, blog posts, or other text-based media

Creating inspiring visual content works to get the attention of your target audience, but make sure it is professional. Not sure where to turn to to access images and other visuals to put you in the best standing with your potential clientele? Here are a few recommended platforms to access stock images to suit your business:

3.1 Pexels

Pexels is a platform offering free stock photos and videos you can use everywhere. On the site, you can browse millions of high-quality royalty free stock images and copyright free pictures.

3.2 Nappy.co

Through Nappy.co, gain access to compelling imagery of black and brown people, for commercial and personal use, free of charge

3.3 Adobe Stock Free Collection

Discover a world of free photos, vectors and videos through the Adobe Stock Free Collection

3.4 Getty Images

Find the perfect royalty-free image for your next project from the world's best photo library of creative stock photos, vector art illustrations on the Getty Images platform

Chapter 4

Photo Editing Tools for Pinterest

4. PHOTO EDITING TOOLS FOR PINTEREST

4.1Adobe (PAID)

Adobe is one of the most popular applications used for design, illustrations, photography, videos, and the like. Adobe Photoshop, Illustration, and Lightroom features can be complicated, but it provides premium quality outputs.

Many brands use Illustration for graphics, Photoshop for photo manipulation, and Lightroom for photo enhancement. You'd have to download the applications on your computer, and they may take up a huge space in your memory as it may constantly want you to update now and then.

Advantages of Adobe

- It provides good quality outputs for your social media campaigns.
- You can benefit from its special features that can't be found in any other application.
- You'll have all the tools you need to create appealing images you can post for Pins.

Cons

- The application may be too complicated for those who aren't experts in design.
- It can be heavy on your computer or laptop's memory.
- Applications may be costly as you need to pay for the subscription monthly.

Pricing: $52.99

4.2 GIMP (FREE)

GNU Image Manipulation Program, also known as <u>GIMP</u>, is a free image editor you can use as an alternative to Photoshop
Although it does not have the advanced tools and features Photoshop has, you can still use it for quality photo manipulation and enhancement. And like Photoshop, it supports various file formats.

Advantages of GIMP:

- If you're still starting out, GIMP can be your alternative for learning photo manipulation, enhancement, and design.
- You can edit photos without having to pay monthly or annual subscriptions as it is free.
- It has many similar features to Adobe Photoshop.

Cons

- Some files can't be exported to the program and can't be edited.
- It doesn't update its features daily, unlike its commercial counterparts.
- It may lack the filter and effects that Photoshop has and the vector operations that Illustrator has.

Pricing: Free of Charge

4.3 Canva (PAID WITH FREE OPTION)

If you'd rather have templated designs than create ones yourself, you might find what you're looking for in <u>Canva</u>. By getting a premium membership, you can access more templates and fonts.
It's one of the Pinterest tools for social media marketers who are not expert designers. It has notable features that can help create and curate your marketing content. Some social media management apps have even integrated Canva for on-the-go edits.

Advantages of using Canva

- You can choose from a variety of impressive templates for your social media campaign.
- You don't have to resize the picture manually as each template is categorized as per social media platforms.
- Create quality images without using a high-end illustration or photo manipulation software.
- Collaborate with your team as everyone can view the images and add comments.

Cons:

- There are constraints in terms of design since you can only work with the given templates.
- You cannot resize the image once you have started on the project.

Pricing: $150 per enterprise

4.4 Piktochart (PAID WITH FREE OPTION)

If you use Pinterest on a daily basis, you must have come across or particularly searched for infographics. These types of images get pinned by the audience very easily
There might be a lot of image editing tools, but <u>Piktochart</u>, as the name suggests, deals with graphs and charts. It is more of an expert in creating infographics

It is a very useful free Pinterest tool on which you can create amazing graphics even if you have little to no design experience. There are design templates already available for on the platform to make your task much easier

You can use Piktochart for free but its premium will get you nifty features like watermark removal, HD image export and custom branded color-schemes.

Advantages of using Piktochart
- It is a very simple and user-friendly tool for organizations
- The customizable templates make it easy for brands to create graphics that align to their creative guidelines

Cons
The features which make the tool so useful for brands are absent in the free version

Pricing: FREE with paid option

PAID with FREE option

Chapter 5

Interesting Pinterest Insights

INTERESTING PINTEREST INSIGHTS

5.1 You can partner with brands on Pinterest

Tag brand partners in your Pins with the paid partnership tool. Just make a Pin, add the paid partnership label and tag your partner brand. Once they approve the request, their brand name will show up on your Pin. Brands can also choose to promote your Pins as ads, boosting your reach to even more people.
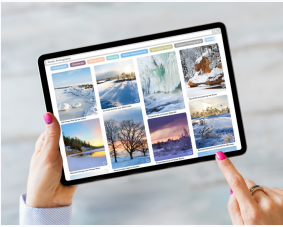
5.2 Make your Pins shoppable

Tagging products in your Pins makes it easier for people to shop your picks. You can search and tag any product you want to recommend to your audience. You can also tag Pins using affiliate links so you earn commission when people click through and shop. Pinterest isn't part of affiliate agreements, so your commission will depend on the terms you've set up with external merchants or programs.

Please note Pinterest does not facilitate payment for monetization programs like product tagging, affiliate links or brand partnerships. For those programs, you'll organize payment terms and logistics directly with your brand or affiliate partners.

Chapter 6

Successful Businesses on Pinterest

HOW TO
REPURPOSE
YOUR
CONTENT
ON
PINTEREST

Using the new
SmartLoop feature on
Tailwind

vanessakynes

o Loop Your Content Using
ew SmartLoop on Tailwin...

Business In
Just 12
Months
Using
Pinterest

DIGITALEMPIRES.CO

**How I Built $7K/Month Business
Using Pinterest**
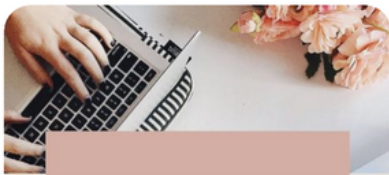
PUT PINTEREST
AUTOPILO
WITH THIS NIF
POSTING TO

Put Pinterest on Auto Pil
this Nifty Tool

EVERYTHING
YOU NEED TO

How to
USE THE NEW

SmartLo
feature
with
Tailwir

How To Triple

SUCCESSFUL BUSINESSES ON PINTEREST

Fashion is the third most popular category on Pinterest. It accounts for 45% of the activity (search, favorites and pins) on the platform. There are 30 billion pins in the system across 750 million boards and 4.5 billion are fashion related.

To serve as inspiration on your journey to get your Pinterest business going? We will share some case studies of success stories businesses that use Pinterest for marketing and growth.
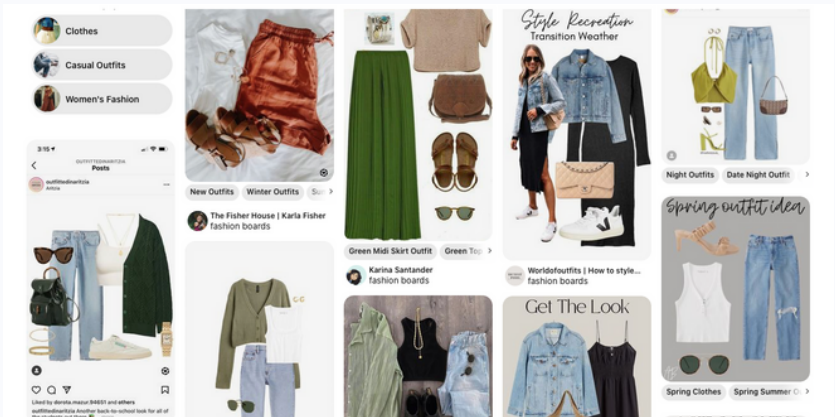
<u>1.Urban Outfitters-</u>

A lifestyle retailer dedicated to inspiring customers through a unique combination of product, creativity and cultural understanding.
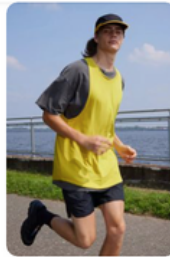
<u>2. Vending Machines</u>

A vending machine platform showcasing the scope of the trade.

Vending Machines ...

Cheryll Moreau

865 followers

3.[Matchbook Magazine-](#)

Interiors, fashion, and travel inspiration
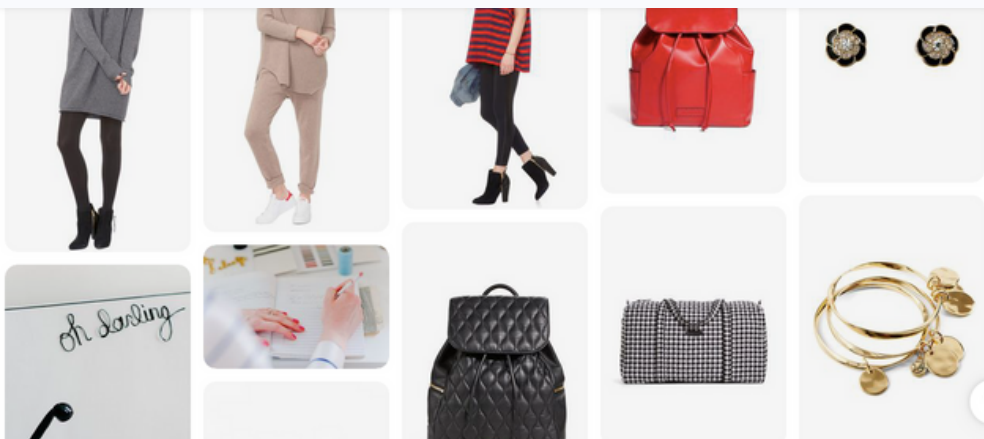
4.Architectural Digest

The definitive design magazine, traveling the world to report on the best in design
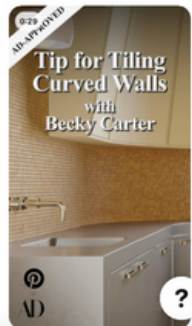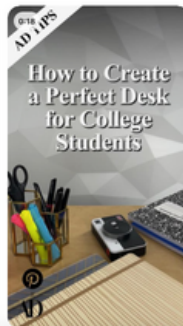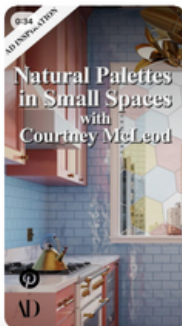
Women's boho clothing and bohemian fashion

FINAL THOUGHTS

Over 400 million people use Pinterest each month to find ideas for their projects, answers to their problems and inspiration for their next purchase.

When you post something to Pinterest, not only will you be reaching a new audience in your home country but you can also expect to reach and build a global audience.
The potential for reach and brand awareness on Pinterest is massive!

Why not tap into it?