



Inside Stylists

Pinterest Masterclass

Issue #1





So, Why Pinterest?

Pinterest is a funny old thing.

Of all the questions I've been asked during the lockdown most of them have been about Pinterest. Why to use it? How to do it? What to name boards? How to pin? The list went on and on and so I decided as there was enough interest in it I would create a masterclass all about everything I know about using the platform. And here it is.

Brutal honesty

As always I'm gonna be honest here - and share that I don't use Pinterest as I probably should.

Last year I got completely obsessed with it. I devoured any podcast, YouTube video and blog post I could find. I found myself sitting next to Pinterest expert Jen Stanbrook at a press lunch (poor thing!) and I quizzed and questioned her and tried

to impress her with everything I knew about pinning. I wanted to work out exactly how to make it work from an Insider's point of view.

The Results.

What I found is that it's pretty easy to go from just a few monthly views to a huge amount in a very short space of time - but only with consistent effort. Did I do it? No. Why not? Because it became another thing to add to my daily to do list. It became a "nice to have" not a MUST HAVE! Do I wish I had kept it up? Definitely!

In this Masterclass I'm going to share everything I learnt about Pinterest and why I can't wait to get started again. I hope you'll find it useful and can use it to take you onto the next level - I know it will.

Spk soon
Em x

How we use Pinterest

Pinterest is one of those things we think of as a tool to use - to do what we do. We use it to create mood boards or vision boards for shoots, to be inspired for a feature or how to create a pampas grass cloud! But Stylists, Writers and Assistants don't tend to pin their own images... until now!

Why use Pinterest

The main purpose of Pinterest is to be found and to direct people to your content- whether that's on a blog, an online portfolio, a website or your Inside Stylists profile page. You want more eyes on what you do so you'll be found and booked to style a shoot, write a feature or they'll subscribe to your blog and get you noticed more. But we tend to think of it as a social media channel.

Pinterest isn't a social media platform. It's a visual search engine

... and for that reason it's much easier to be found. There are over 320 Million users on Pinterest and over 100 million of those are monthly active users who are doing two billion searches each month. And your pins will get a lot of love. When you compare your Pinterest content to other forms of social media (as of October 2019) you can see why everyone is so interested in learning more about pinning.

Life of a pin vs other social media platforms

Twitter - 15- 18 minutes

Facebook - 5 hours

Instagram -21-48 hours

LinkedIn 24 hours

YouTube 20+ days

Pinterest 3-4 months

So, your pins will be around for a long time. They'll get re-pinned over and over again and be found over and over again and that gets you seen, known, liked and trusted and that is what we want from all forms of social media sharing.





The Research

When I went deep into the research last year, I found that Pinterest is the place most people go to be inspired for their homes. "What?" I hear you cry! Not Instagram?

The thing about Pinterest is that people who are active on Pinterest are looking for the answer to a problem. They want a new recipe that they know will work, a pair of summer sandals they can walk around London in without their feet hurting or inspiration for their next decorating project. They'll search on Google and Amazon to see what's out there to buy and then use Pinterest to find the proof that it's a good choice. They'll check out someone else who already has it so they know that it looks good or works and there's always an easy link with where to get it from. That's it in a nutshell. It's a selling platform.

So is it really for me? I'm not selling anything.

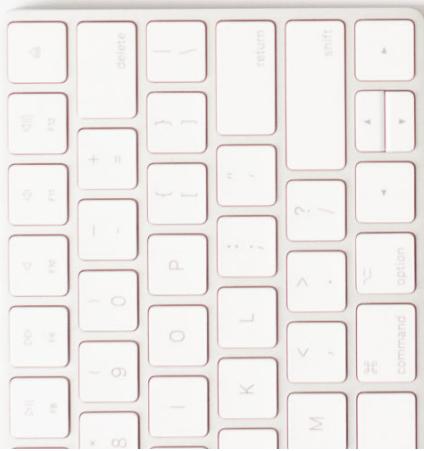
Yes, we're all looking for new shoots and features to be booked to do. We want to be found by the right people and if we have a blog or website we want our clicks to go up, up, up! The more pins you add to your Pinterest boards - using your name and service as a Keyword, the more content potential clients, brands, prs and editorial staff will see, making you even more visible and easy to find and book. And if you link your pins to Instagram you'll be found there too! You need to decide what your goal is. If you don't have a website or blog and aren't active on Instagram then Pinterest probably isn't for you. But if you do then it definitely is the place to be active.

The numbers

Last year I was getting around 30k monthly views on my Pinterest account. After one month of pinning every day that rose to 96.5k monthly views. It took 10-20 minutes a day and most of the time I pinned whilst in a queue, in bed or with my morning frothy coffee. It was easy.

It's important to remember that the number of followers you have is almost irrelevant. The number of monthly views are what gets you seen. The more people who see and like your images on Pinterest, the more people will link through to your websites, blogs and Instagram. After one month of pinning consistently the traffic to InsideStylists.com went up 10% purely from Pinterest traffic. I'm sure if I carried on it would have kept on rising as the more images I shared would have resulted in more people finding my content.

It's also worth mentioning that my old and neglected cake blog - that's been around for 10 years, got over 6,000 visits via Pinterest last year and only 636 from Facebook. I share the same kind of content to both platforms but Pinterest was an outstanding winner. It's also worth mentioning that I hadn't posted any new blog posts to that blog for over a year but it was still getting the Pinterest love.



How to use Pinterest

Your Profile

This is not only the first place viewers might find out about who you are, but it's a valuable way to add key words to your information - making you easier to be found for the right search terms. Make sure you complete your profile. It will help support your boards and whole profile.

- Always add an image to your profile and really that should be a photo of you. People like to see who it is they are connecting with and accounts with photos do much better than ones without.
- Add a description about who you are and what you do. Think about who you're trying to attract and ensure that you word your profile content to suit them. Be as personal as you like but make sure they will know exactly what you're all about. Think of it as a mini CV. Sell your skills... but in a friendly way.
- Use keywords. They're the words that describe your content best. If you're a writer anyone searching "writer" is more likely to find you if you use that 'keyword' within your description. Don't overdo keywords - the analytics will know and penalise you for it, rather use friendly conversational copy.
- Make it short and snappy - you get 160 characters
- You can and should include links to websites, blogs or your Inside Stylists profile page. It gives credibility.
- If you are linking through to your website or blog you will need to verify this through Pinterest and by adding code to your site. This will optimise your account and give you greater analytics.



Your boards

You can have as many boards as you want. The optimum number of is 68 but you can have up to 500! That's including- secret boards (that you can create and only you and people you invite - clients, can see) and archived boards (boards you want to keep but keep private).

- To create a board: Click on the + with 'create a board' and here you can give your board a name and date the board if you wish.
- To change any detail about a board either select the pencil sign on the bottom right of it or once the board is open the pencil appears above the title.
- Give each board a name and description. These are searchable. Avoid being too vague or fancy. Keep it simple to be easily found. Simple names like Houseplants for dining rooms not Biophilia, that is less well known.
- Select a category from the drop down menu. Design/ Entertainment/Health/ Cars etc
- Give your board a description that uses keywords and still makes sense
- Arrange the boards on your Pinterest page so the most important ones are at the top.
- You can segment content on the boards so a crafts board might have separate sections for paper crafts, sewing and macrame.
- Think about seasonal boards and events and post to them 45 days before the event as that's when Pinterest says people start their searches when planning any seasonal event.
- Add at least 15-20 pins to each board. You can keep a board as secret until it has enough to be interesting to people searching your profile.

Best practices for Pinterest

How often should I pin?

The more you put in the more you get out. Pinning everyday is the key to your success. The general rule of thumb is to pin around thirty images each day with a 70/30 ratio. Others peoples content being re-pinned 70% and your own content pinned 30%. Pinterest likes you to use the platform and share the love. It's an algorithm thing. Play the game, get seen more

Pin regularly

5 minutes a day is better than once a week for an hour. Mix up old and new content

How to pin

- Link every image to a website/Instagram/blog post - obviously
- Give every image a good description using keywords. Under the image click the pencil icon and write your copy and make sure it makes sense, don't be tempted to add a load of keywords and #.
- If you're linking to your blog/website say that in the description - "Check out these gorgeous cushions over on InsideStylists.com"
- Add hashtags - 20 max - Make them relevant - If you start typing # you will see the most used # come up. eg #interior will pull up #interiordesigner #interiordecor etc
- #your name / company / blog website
- Descriptions can be 500 characters long including the hashtags

Images and sizes

Profile Picture Image: 165 x 165px

Tall posts - 800 x 1200 px

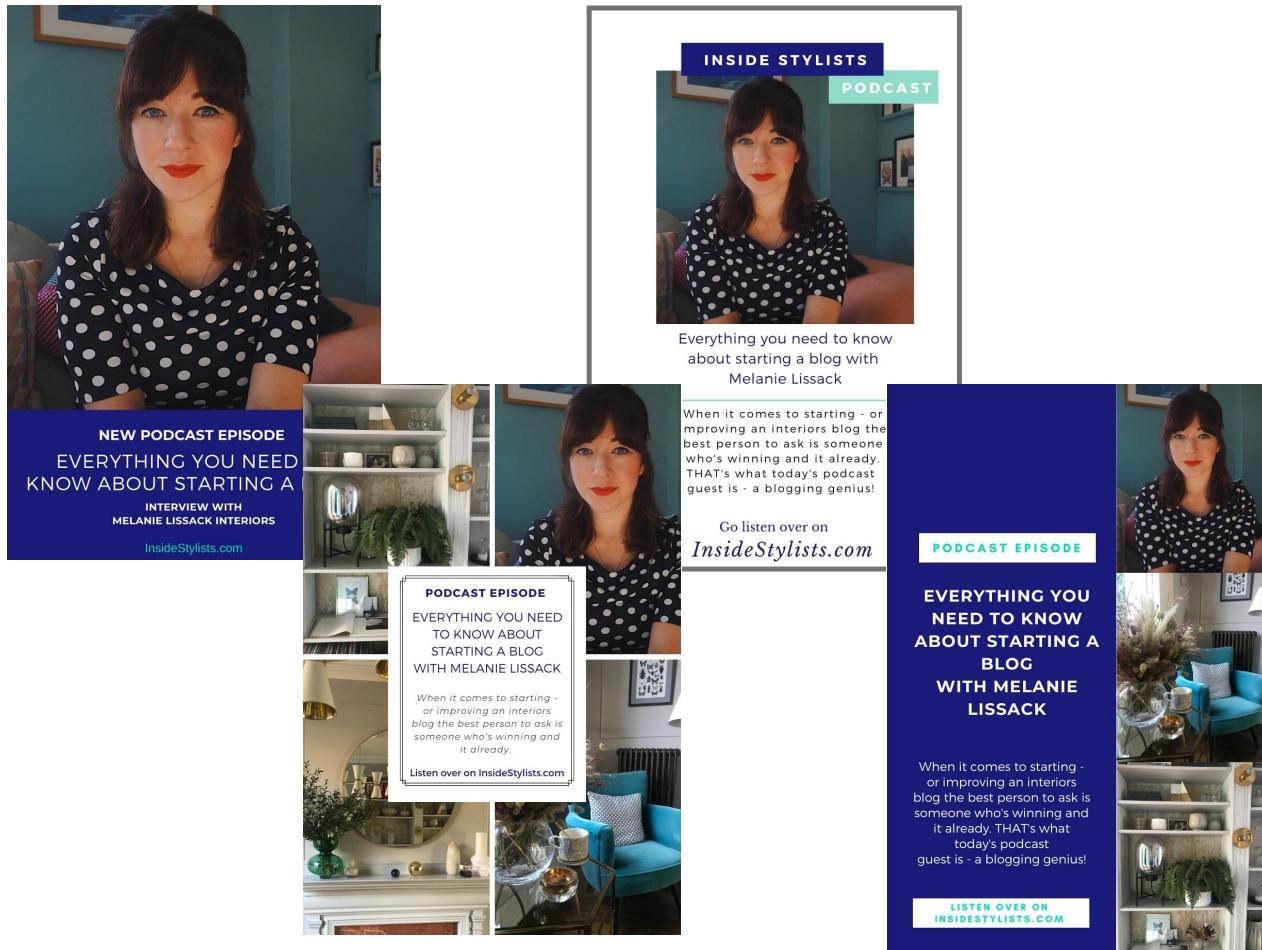
Use JPG and PNG for profile pictures.

Best practices for Pinterest

Make the images work hard:

Although most of your images will be pinned directly from a website you can create additional images to pin and link through to, to help promote a specific piece of your content at a later date. Tall images work best on Pinterest and if they have words on the image even better. And don't forget to change the description for each pin within Pinterest.

This is because Pinterest likes fresh content even if it's saving to the same link. So the images below show how I create a different look for the same podcast content. I use canva.com to create a template and then just swap in the new image and fresh copy for each new post. I'll then post a different image over the next few weeks.



Best practices for Pinterest

Should I get a business account

With a business account you have access to analytics and can see what's working well. You can see what's being shared, liked and clicked through to. With the Inside Stylists Podcast images from last year - I Interviewed Sarah Colson who designed a light for 2LG. As she mentioned it I included an image of it on the show notes and shared it to Instagram - in 10 days it got 9391 impressions. That's quite unusual and I'm sure the guys were promoting their bathroom too and that's why it got so much love but either way it helped the website to be seen.

Can I plan pins ahead of time?

Only use Approved Pinterest Partner scheduling tools like Tailwind to pre-plan posts. I had a go on the free trial on Tailwind and it is a no brainer if you're looking to post to Pinterest regularly. It even works out the best time of day to post and you just select a load of pins from yours and others content and it will automatically spread the pins out to the optimum time. Try it out and see if it's good for you.

Link your instagram to your Pinterest account - set up a specific Pinterest board for links from and to your Instagram account or pin to whichever board is relevant - great way to get more people to your Insta account

'Pin for later' on blog posts

You want to encourage people who come to your blog posts to save the content so add a "pin for later" to images on your post.

Pluggins that automatically link your images to Pinterest is an easy and essential way to get more shares.

Pinterest Checklist

Your profile

- 1. Join as a business account so you can access analytics
- 2. Verify your website / Claim your website via Pinterest
- 3. Add a headshot to your profile 165 x 165 px
- 4. Complete your "About" section sharing who you are & what you do using keywords related to your job.

Your Boards

- 5. Create at least 10-15 different boards on your profile.
- 6. Create one board just for your blog, website and/or Instagram.
- 7. Give each board a simple name
- 8. Describe each board using keywords that relate specifically to that board (and your industry if possible)
- 9. Choose a category for each board
- 10. Add 15-20 pins to each board before making them public

Your Pins

- 11. Create tall pin images 800 x 1200 px plus four more to post at a later date. Add writing to the images for more impact and shares.
- 12. Link every pin to a website
- 13. Add a description and hashtags to each of your pins that you share. Include your web address in your description
- 14. Pin 30 images a day
- 15. Pin regularly using the 70/30 rule.

Don't forget...

- 16. Add a 'click to pin' button on your website
- 17. Consider using Tailwind to automatically schedule pins
- 18. Don't get lost down the rabbit hole that is Pinterest

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