Tips & Tricks to use Pinterest efficiently

# What is Pinterest & How does it work?

Pinterest is a social network that let users to visually expand, and discover new interests by posting (known as ‘pinning’) images or videos to their own or others’ collection of pins’, usually with a common theme (known as boards) and browsing what other users have pinned. In short It is a place where you “pin” things that “interest” you. It is visually focused search engine and social media.

# How Pinterest is different from other social media platforms?

When it comes to visual dominant content Pinterest’s biggest competitor is Instagram. The biggest difference between the two, and possibly Pinterest’s greatest advantage, is that it directs people to external content or websites. Where Instagram can be considered as a platform which try to keep the audience within there platform, Pinterest is focused on helping users explore and discover new content.

For beginning, pins on the site is far more shareable than a post on any other social media. In fact, they’re more spreadable than a normal tweet because the reach of visual content is far more than text.

With over 700 million users and 500,000 brands on Pinterest, creating shareable content to break through the noise can be a challenge. It is challenging to creating shareable content to break through the noise.

Tips to a successful use of Pinterest

## **The most shared Pins are helpful and beautiful.**

On Pinterest loll long images dominate the show consuming up the most visual real estate in the Pinterest feed. Pinterest’s preferred image ratio is 2:3 to 1:3.5. it is those tall long images which have higher probability to get clicked due to partial visibility of interesting content which can only be viewed to full potential after clicking.

Your Pinterest must be interesting for which the pin images should help tell a story of your article, movie, or product that you’re sharing. Your image needs to capture attention quickly and hold it with exciting text or visuals.

Write thoughtful descriptions with user-friendly language for easy digestion for targeted audience, and include keywords in the text so that your post can be easily discovered. Make sure the information is helpful, minimal and appeals to pinners. Plus, avoid overly salesy text.

## **Explore rich pins**

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Rich Pins, they add extra details to Pins making it easy for the audience’s eye and update important information from the websites they came from. If anything changes on the original website, the Rich Pin reflects the update this is convenient in the long run in such unpredictable environment that we deal with.

There are five types of Rich Pins

* Product - Product Rich Pins show the most up-to-date price, availability, and product information on your Pin.
* Article - Article Rich Pins show the title, the meta description or called as snippet, publish date, and sometimes the name of author.
* Recipe - Recipe Rich Pins include ingredients, cook time, and serving info. The information displayed will vary depending on the recipe plugin you use
* Movie - Movie Pins include ratings, cast members and reviews to help Pinners learn about new flicks
* Place - use Pinterest Place Pins to increase your visibility on Pinterest and get your business on the map

Rich pins include more information about pinned images and the integration of the Pin It button with mobile apps. The Pin It button is making its way into mobile apps, and you can be sure that more of your customers will be thinking about pinning your products on their smartphones.

## **Change from Personal to Business account**

From SEO context, Pinterest users realized that their pins and boards were getting indexed and viewed on the pages of Google search results. This led to increase in the interest among the community to get insights on Benefits of using a Pinterest Business account.

On a personal account, when you go to Edit profile, you can only set up a Your First and Last Name. With a business account, you’ll have one box with Business Name to fill where you can include your personal name, business or blog name and add keywords.

There will be no much changes in the account, but you will be able to have access to business features such are Rich Pins, Promoted Pins and Pinterest Analytics.

Having Pinterest business account is free. you can easily create a business account from scratch or convert your personal account to business account with just a few clicks.

Pinterest Ads are regular Pins that you can pay for so that more of your target audience sees them in relevant search results, category feeds and home so that your establishment have a wider reach.

There are three types of analytics, with metrics:

* Your Pinterest profile – Pinterest profile analytics are 4 sections: Impressions, Saves, Clicks, and All-Time.
* People you reach – In this area, you can see information about the people who interacted with your content in some way. You’ll be able to see from what country, gender visits you the most and more.
* Activity from Your Website –You can find out what content people like most from your website. You can see impressions, saves and clicks for Pins linking back to your site as a daily average.

## **Collaborate with Influencers**

get attention and earn recognition by posting in popular community boards which can increase the audience rage. A Pinterest board directory, is a great way to search for popular boards in your scope of interest. It provides the board’s type, contributors, amount of followers, and more option to choose from. Collaborating with influencers could not only promote your brand but help you establish a strong base which is a necessity on Pinterest. You can also grab an influencer’s attention by simply tagging them along the pins. Take time to share a meaningfully comments on influencer page because that is a highly noticeable area by the regular audience of the particular influencer and they may consider expanding their interest towards your content ultimately leading to gaining more audience and shares.

## **Creative comments help**

if you leave great comments on other sites, they may lead to visits to your own website through your profile or through links that you leave there as a trace back, through people clicking on your profile and then following that link.

Commenting can also lead to indirect links through exposure itself, meaning that things like you leave a regular consistent quality comments, people start to notice you. You sort of see that profile picture again and you become familiar and the go, "I know that brand from somewhere oI have some positive association with them." That can lead to a better chance of engagement with you, your brand, or your corporate brand in the future, which can mean a better chance of future conversion and activity.

## **Find Best Times to Post**

If your Pin does not perform up to expectation its mainly because you post it at a wrong time, Pinterest learns that it is probably not of good enough quality to show in the Smart Feed. If this happens regular and repeats more regular than not, then Pinterest modify how it sees all of your content.

It’s very important to remember that Pinterest is a search engine social media in and of itself, so people can find Pins that we posted at any time with the search feature. But, it is more likely Pinterest will serve up Pins that are more popular, so by posting at the time of day that you get proper engagement or active users, you’ll get that authority boost in the algorithm so your Pins will show up much higher in those search results when users are looking for something our discoverable factor increases here.

## **Choose a cover board to show your brand**

Pinterest allows users to choose a cover board that shows pins from that board at the very top of their profile. The individual pins cannot be clicked but can be accessed by the link on its side

This is the right place to add a branded board that has blog posts, heavy content, product shots and other designs from your company. Ensure that they match your brand to give your profile outlook. It must be appealing like mentioned above most attractive pins are beautiful the cover must be visually appealing to the audience’s eye.

## **Keywords are important**

Keywords are important! But there is a right way and a wrong way use them in the platform. Pinterest is a search and social network. Pinners are searching for plans, ideas, goals, dreams, and more. In order to find those contents, they need to search for certain elements. We need to make sure your content has those elements so they can find you in a ocean of pins.it is equally important to use keywords in a respectable manner because It’s not a way to game the crowd. It is a way to ensure that the right people find your content. That’s where you get qualified audience and they added to your tribe.