



Pinterest

~[50-70 million](#) members ([drives more traffic](#) than Google+, Twitter, LinkedIn and Reddit combined – say what!)

___ [80% of pins](#) are repins so create original material. Every pin links back to your site

___ [Longer pins](#) (2:3 ratio) fare better than wide ones

___ Create [niche boards](#)

___ Group [\(community\) boards](#) for interaction and ideas

___ Use [Board Deck](#) for group board analytics

___ Follow others, create pins and start boards for more followers according to the [University of Minnesota](#)

___ Install the Image Hover Lite or [SumoMe](#) plugin for Wordpress

___ [Integrate Pinterest](#) with your other social media accounts

___ Create a [business account](#)

___ Get [verified](#) to get access to [Rich Pins](#)

___ See everything of yours that's been re-pinned with [http://www.pinterest.com/source/](http://www.pinterest.com/source/www.yoursite.com/)[www.yoursite.com/](#)

___ Images with prices get [36% more](#) repins. Pinterest shoppers make larger purchases than those on Amazon

___ Best [time to pin](#) is 2:00 – 4:00 pm EST; also 8:00 pm – 1:00 am



___ Optimal size is [238 pixels wide](#), 735 px for expanded pins

___ High contrast, [rough textured](#), medium lightness and several dominant colors receive between 60% and 17 times more re-pins

___ Most re-pinned words (using photo badges) are DIY, the heart symbol, cup, cute, recipe, dress and idea

___ Food and drink are the most popular categories for men and women

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