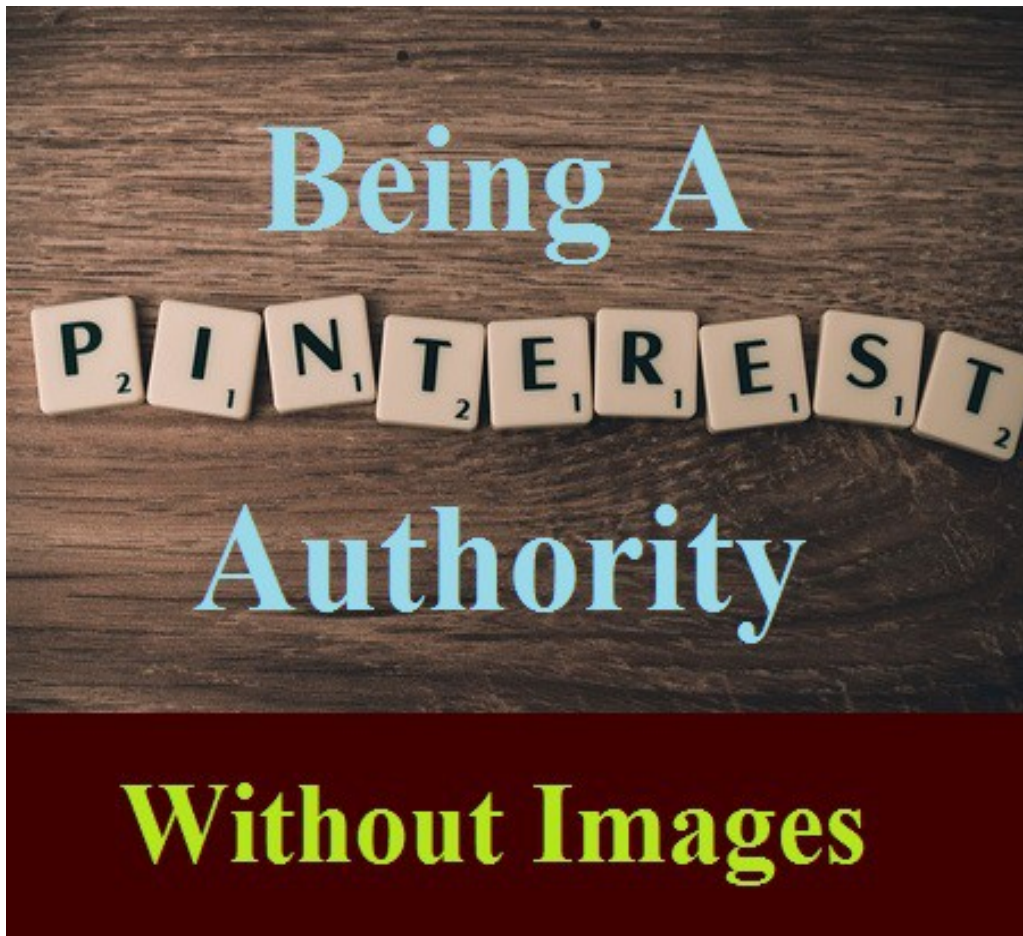


# Being A Pinterest Authority - Without Pics



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## Advanced Pinboarding:

Pinterest is all about the pinboards. Making effective pinboards takes planning, effort, and organization. Pinboards are the content that your audience wants to see. If you put your audience in the forefront of your mind, you can make pinboards that make selling your products and services faster.

**1. Connect to Your Audience** – It's important that your boards make you connect to your audience in a way that is appealing to them. Make them feel as if they know you and you'll win fans who will share with others.

**2. Appeal to Their Emotions** – You want people to feel emotional in some way when they see your boards. You want them to click through because they felt something.

**3. Give Boards Keyword-Rich Names** – Don't forget to use keywords wherever and whenever fitting. Keywords are what will help people find your boards.

**4. Make Different Boards for Different Categories** - Make more boards by keeping everything categorized properly. Don't mix up different categories; make it obvious what the viewer will find in each board.

**5. Tell Your Company's Story** – Tell the story of your business and how it got started and where you envision it going in the future.

**6. Tell Your Personal Story** – Make a board that's all about your personal story about how you got to where you are today.

**7. Create a Social Media Board** – Want people to connect with you on social media? Create a pinboard of your social media accounts so they know where to find you.

**8. Make a Quotes Board** – Find quotes that you love that are relevant to your followers. Make a pinboard of quotes that you like.

**9. Do How To Boards** – Just like you write “how to” blog posts, you can do “how to” pinboards with the right images and linking to the right blog posts or YouTube videos.

**10. Give Behind-the-Scenes Information** – Create a storyboard about what goes on behind the scenes of your business. Like a “day in the life” board.

11. Set up a Coupon Board – If appropriate, a good way to make a board that includes all of your products without going against the categories is to include a lot of coupon codes on one board.

**12. Provide Excellent Board Descriptions** – The area where you keep the descriptions of the boards is an important thing because that's a place to put keywords as well as good descriptors for your audience.

**13. Link to the Right Resources** – Be sure to use the linking function to link to the right resources. Hopefully that is back on your own website and your own online real estate.

**14. Choose the Right Cover Picture** – The last picture is the one that shows up as the cover photo. Ensure it is the right size so that when the board is shared or people are viewing your boards, they can see that pin and what it says very clearly. There is the function to 'choose' the image you want to show on each board, so be sure to use that function where appropriate.

**15. Rearrange Boards Occasionally** – Most of your viewers will look at the top centre and from left to right. However, many only focus on the top row, so moving them around such that some of your other boards can get attention is a very effective way to get your viewers looking at more of your boards.

**Create a Pinterest strategy to promote each area of your business.**

Use creative imagery, keyword-rich descriptions, and make each board fit into one category.

Put at least five to ten pins in each board.

Keep them updated, move them around, and grab your audience's interest with your creative use of pinboards on Pinterest, and you'll soon be an advanced pinboarder too.



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## **Becoming a Trusted Resource:**

Just like any other social media network, you will need to take the time to build the trust of your followers and others on Pinterest. You do that by being consistent, honest, helpful and friendly to others. If you do this, your Pinterest experience will be very positive and profitable.

The main difference between those who make it and those who don't is trust. People like to buy from people whom they trust, and you can develop trust by your actions on Pinterest.

**1. Update Regularly** – Don't put up 100 pins in one day. Instead time pins so that they update slowly and steadily. Putting up too many in a day can cause people to become frustrated with you. Keeping things updated in a steady manner will look better.

**2. Develop Excellent Categories** – Figuring out categories can sometimes be difficult because some things overlap. But the more closed each category can be, the more people will trust you when they click on a category and get what they think they're going to get.

**3. Link Appropriately** – When you pin anything, each pin should link back to your website, which then links to the source of the information if that's necessary. Remember that the idea is to get people to visit your property, which should reside on your website or blog.

**4. Use the Right Keywords** – Keywords are a very important part of titles, descriptions, tags and more. Using the right keywords will help your audience find you. Study keywords so that you can use the right ones.

**5. Fill in Descriptions Accurately** - Don't lie or pump up what's inside any pinboard or single pin. Be accurate in your descriptions to develop trust among your viewers. The more you deliver what they expect, the more trust that will build.

**6. Build Relationships** – Don't forget to do more on Pinterest than post pins. Be sure to share other people's pins to your audience when relevant. Comment, share, engage should be your mantra when it comes to building relationships on Pinterest.

**7. Mention Others** – In your pin descriptions, you can call out others by name to be sure they see your pin and that they are recognized for inspiring you. You have to be creative with Pinterest to engage with others, so use every method you can come up with.

**8. Use Guest Boards Strategically** – Contributing to guest boards can help get the word out about your expertise. In addition, create your own guest boards to invite others to share their pins on. They can even consist of testimonials.

Pinterest is a wonderful solution for visual marketers. And even if your business is not especially visual, you can find ways to make it visual by using interesting imagery and relevant quotes or statistics on Pinterest.

## **Blending Your Pins into Your Other Marketing Methods:**

It's important to combine social media marketing networks together, and a good way to do that is to use Pinterest and integrate it with other networks. When you first set up your account, connect it with Facebook and Twitter using the tools available. Use that to find and invite the friends you already have to your Pinterest account.

\* **Cross-Promote** – No matter what you share, it's important to cross-promote as much as possible. As you do this, new people will start connecting with you.

\* **Make Your Blog Pin Worthy** – When you write blog posts, include beautiful imagery with quotes and watermarks and a pin button so that people will then pin your posts on Pinterest.

\* **Add a Facebook Page Tab** – Facebook and Pinterest can work together very well if you add a Facebook Page Tab for Pinterest on your Facebook pages. Link directly to your Pinterest account in this way.

Link to add Facebook Page Tab:

[https://www.facebook.com/dialog/pagetag?app\\_id=305927716147259&next=http%3A%2F%2Foffertabs.com%2Futil%2Finstalltabreturn%2F305927716147259](https://www.facebook.com/dialog/pagetag?app_id=305927716147259&next=http%3A%2F%2Foffertabs.com%2Futil%2Finstalltabreturn%2F305927716147259)

\* **Ask People to Connect** – On all your social media accounts, announce your Pinterest presence and ask them to join you on your Pinterest account too. Make an announcement to “join me on Pinterest” with a link.

\* **Use Promoted Posts** – Get the word out about your Pinterest account by using promoted posts on Facebook, Twitter and LinkedIn. Use them to promote your

Pinterest account so you can get more Pinterest followers.

\* **Turn Comments into Posts** – When you get a positive comment, use software like Canva.com to turn the positive comment into a meme. Make a pinboard with the positive comments and be sure to share them on other social media too.

\* **Put Links to Your Social Media Accounts in Your Email Signature** – When people have signed up for your email list, they probably will enjoy being part of your business by signing up for your other social media accounts too.

\* **Make Updates a Little Different for Each Account** – Don't just use automation to send the same exact thing out to all your social media accounts. Change each a little bit so that those who have joined more than one list don't feel spammed.

\* **Add Social Media Share Buttons to Email** – Aside from linking to your social media accounts via email, offer social share buttons too. That way email readers can share the content with others, which will get you more subscribers.

Keeping all your accounts integrated with each other, but craft each update a little differently to make it unique for each social media account. Use automation carefully to avoid your followers feeling as if they're reading the same thing over again. You want, as much as possible, to make each account a little different, but you want to share most of the same information. It will require creativity to do so.

On a personal note; I don't use automation to post on any Social Media platforms as I feel that rather defeats the object of "social Media" :-)



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## Creating an Award-Winning Profile on Pinterest:

Leave no stone unturned when you create your business profile for Pinterest. Treat it very business-like and focused on your audience. Remember: even when you are telling your business story, ultimately everything is about your customer, *not you*.

\* **Business Profile Name** – You may want to choose your actual business name, or you might want to use a keyword profile name. It's up to you and depends on how you intend to use the account. If you do use your business name, you can include keyword descriptors in the description of the business.

\* **A Thorough Description of Your Business** – Using keywords that your audience might look up, describe your business and how you plan to use Pinterest in the business. Let your audience know why they might want to follow your boards and get to know you better.

\* **A Good Profile Picture** – For your business account your profile picture can be your logo or a picture of you. It depends on what type of business you have. If it's a freelance business, a picture of you is a good idea. If there are more people part of the business, using your logo is a good idea.

\* **Website Information** – Don't forget to include your URL and information about what they'll find on your website if they visit it.

\* **Social Account Information** – Integrate other social media into your account by providing the URLs of them on your profile.

\* **Descriptive Board Names** – Start five to six different boards with descriptive keyword-rich names that your audience will understand and potentially search for.

\* **Keyword-Rich Description for Boards** – Don't forget to always fill out the description of each different pinboard so that it will help your audience find them.

\* **Select Appropriate Board Cover Photos** – Remember to select the right cover photo for your boards. Resize it as instructed so that it shows the whole picture without clicking on it.

\* **Organize Your Boards** – Remember that people look at any account at the top boards, so put your most important boards at the top. You might even want to rearrange them occasionally in order to be sure all your boards are seen.

If you get all of the information to put on your Pinterest business account ready prior to starting your account, you should be able to set this up in just a couple of hours. If you've already started, you can go back and change things - even the name of your business if you chose poorly the first time.

To fill out your Pinterest account faster, put up at least five or six different categories of boards for your business account and keep it up dated on a regular basis for best results. You can add to the boards, reorganize them, and other things to keep them up to date later.

## **Creating Punch-Worthy Pins:**

Creating punch-worthy pins on Pinterest is about vision, beauty, and the words. If you want people to look at, share, and re-pin your pins, you'll need to look at everything in a new visual way.

**1. Choose the Right Images** – Using images on Pinterest is a necessity; without images there is no Pinterest. But, you need to ensure that you use high quality images that are legal to use. You can find images at Canva.com, and places like iStockPhoto.com pixabay.com and Stockfresh.com. You can also take them yourself.

Links:

Canva - <http://www.canva.com/>

iStockPhoto - <http://www.istockphoto.com/>

Pixabay – <http://pixabay.com>

Stockfresh - <http://www.stockfresh.com/>

**2. Make Pins the Right Size** - Listing the sizes here would be a mistake because it changes so often. Check with Pinterest to find out the perfect sizes for your pins that show up and are readable as thumbnails. Pinterest's user guide will tell you most of what you need to know in an up-to-date format. This blog has a cheat sheet:

<http://www.authormedia.com/the-pinterest-cheat-sheet-to-image-sizes/>

**3. Use Words with Readable Fonts** – It's important to learn about fonts and how they translate from a larger size image to a smaller size image, and whether they can be read across browsers and mobile devices.

**4. Craft a Clear Message** – The message that the image and words combined makes is important. It might take a few times to get it right so that the image and words resonate in one glance.

**5. Link to the Right Place** – Ensure that you take the time to link your pins to the right sales pages, blog posts, and/or other places. In this way it will encourage those who click to either purchase what you are recommending or take an action you want, such as signing up for your sales page.

**6. Have a Clear CTA** – A call to action is important and it doesn't have to be direct as in "click here." It can be implied with an image and the words combined with the image. The point is that it needs to be obvious what you want the viewer to do.

**7. Share with Your Connections** – Start off any new pin or board with sharing with people you already know. Share across all social networks so that everyone you know will see it. They'll also be sure to share it, helping you get the word out.

**8. Use Defined Categories** – As you create boards, ensure that each board has a defined category and that a pin that you create goes with that board. This will encourage people to follow your boards at a higher rate.

If you want punch-worthy pins, it will take a little bit of creativity to think outside the box in terms of your promotions. You'll now need to be visual. Think of these pins as a display advertisement in a paper. You need the image to be clear, the words to make sense and pull at their emotions so that they want what you have.



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## How to Track Your Social Traffic:

When you want to track your social traffic on Pinterest, the best way to do it is to use the native analytics that the social media network offers.

### Pinterest Analytics

Pinterest Web Analytics enables you to see the following:

- \* How many images have been pinned from your website
- \* How many people are pinning images from your website
- \* Which pins are being repinned
- \* How many visitors are repinning your pins
- \* How many impressions your pins received
- \* How many unique visitors looked at your pins
- \* How many times people clicked on your website from your Pinterest
- \* How many visitors clicked through to your website
- \* Most recent pins
- \* Most repinned pins
- \* Most clicked pins
- \* What your followers are into
- \* And more...

All of this information can be used to improve your Pinterest account and to do more of what is working and less of what is not working. The key to the Pinterest data is that the images must have originated on your own website for them to count in the metrics listed above. This is actually a good thing because the point of using Pinterest for business is to lead people back to your site, and pins that start at your site will lead back to your site.

You can learn a lot from this information to help improve your business. You can learn from pin insights, and act on them as soon as you want to. The whole point of looking at analytics is to do something about them, and Pinterest keeps improving their native analytics as they get feedback from Pinners.

### ***Other Forms of Analytics;***

Other ways to study and track your social media traffic are to use other forms of analytics such as:

\* **Google Analytics** – If you have Google Analytics on your website then you can look at traffic sources and see which social media is sending traffic to your website. You can also set up custom traffic referral specifically from Pinterest.

Link - <http://www.google.com/analytics/>

\* **Curalate** – This service offers many features but one is to generate insights into images, including those shared on Pinterest.

Link - <http://www.curalate.com/>

\* **Piqora** – This website offers a scheduler as well as analytics to help you make sure your images are generating a return on investment for your business.

Link - <http://www.piqora.com/>

\* **Octopin** – This service helps with every aspect of your Pinterest marketing, including finding your images “out there” which don’t mention your brand.

Link - <http://www.octopin.com/>

\* **Tailwind** – This is a fully-featured Pinterest management system. It helps schedule pins based on an algorithm to determine when it's the right time to put the pins up, in addition to analytics.

Link - <http://www.tailwindapp.com/>

Using these tools to help you make Pinterest and other social media work for your business is an important part of social media marketing. If Pinterest is going to be a large part of your social media marketing efforts, one of these tools will make everything easier.



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## Maximizing the Social Elements of Pinterest:

Pinterest is different from other social media networks due to its visual nature and the inability to communicate directly with other members like you can on Facebook and Twitter. But, there are ways to maximize the social elements of Pinterest.

\* **Add a Pinterest Share Button on Your Website** – Every image on your website should be able to be easily pinned and shared.

\* **Add the Pinterest Follow Button to Your Website** – The follow button will enable people to follow you on Pinterest from your website.

\* **Add the Pinterest Follow Button to Your Facebook Page** – You can add a link to Pinterest via your Facebook page by adding a Pinterest tab.

Link to add tab - [https://www.facebook.com/dialog/pagetable?app\\_id=305927716147259&next=http%3A%2F%2Foffertabs.com%2Futil%2Finstalltabreturn%2F305927716147259](https://www.facebook.com/dialog/pagetable?app_id=305927716147259&next=http%3A%2F%2Foffertabs.com%2Futil%2Finstalltabreturn%2F305927716147259)

\* **Add the Pinterest Profile Widget to Your Website** – This will show a small version of a few of your boards, which will encourage people to click.

\* **Build an App with the Pinterest Profile Widget Included** – You can build Android or iOS apps and include the profile widget in them.

Link to Pinterest profile widget - [https://business.pinterest.com/en/widget-builder#do\\_embed\\_user](https://business.pinterest.com/en/widget-builder#do_embed_user)

\* **Share, Share, Share and Share Some More** – It's imperative that you share your own things on Pinterest from your website or blog, but you should also share other people's pins, boards, and profiles.

\* **Comment on Other Pins, Especially the Popular Ones** – When you comment on something, people can click through and see your boards. Make useful comments and you'll get a lot of good connections.

Link to popular pins - <https://www.pinterest.com/categories/popular/>

\* **Mention Others within Descriptions of Your Pins** – A great way to connect with people on Pinterest is to mention them by name and tag them in a pin or board's description area.

\* **Mention Others in the Comments Area** – You can't directly talk to people on Pinterest in the way you can on other social media platforms, but you can tag them in the comments section of a pin.

\* **Find and Invite Friends from Other Social Networks** – Pinterest has a tool that enables you to find your friends on Pinterest based on your email address. Use that tool to find and immediately follow your friends and invite them to connect with you.

\* **Promote Your Boards to Get People to Follow** – People tend to follow boards more than entire profiles on Pinterest, so promote individual boards rather than your profile.

\* **Follow Other People's Boards** – Find boards that your audience would like and enjoy but that aren't direct competition, and then follow them.

\* **Follow People Back When They Follow You** – Don't be picky about who you follow if they follow you first. The fact is, if they like your boards, then their friends may too. Like them back.

\* **Have Contests** – Everyone loves winning, and if you have a contest you can get a lot more connections and activity if the prize is good. There are apps to help you run a profitable Pinterest contest that you can use to make it easier.

Link to Pinterest contest app - <http://corp.wishpond.com/pinterest-contest/>

### **Social media networks are made for social interaction.**

Don't just make boards and pin things without interacting with people who connect with you, or people with whom you want to connect. The more you engage with others, the more you'll get from your participation on Pinterest.



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## Top Ten Tips for Effective Pinterest Contests:

Having a Pinterest contest is a great way to get buzz, spread awareness, and get email subscribers. In fact, almost any goal that you have for your contest can be realized if you know how to do it right. Just follow these ten tips.

**1. Determine Your Goals** – Never do anything without knowing what the goal is of your contest. Is it to get more subscribers? To announce a product launch, or something else? Write down all your goals before you get started.

**2. Decide What Type of Contest You'll Have** – Are you having a contest to get more followers, feedback, traffic, or something else? Whatever it is you'll need to choose the right type.

**3. Follow the Rules** – Read all the rules about contests on Pinterest (which change periodically) to be sure you don't break them. Follow the rules to the letter.

**4. Eliminate Boundaries to Entry** – Don't ask for too much information for entry. A name and email address should do it if your prize is digital. If you ask for too much information, you'll create a lot of barriers. You can almost get more information from your entries later.

**5. Choose an Awesome Targeted Prize** – When you choose a prize it's imperative that it is targeted toward your audience so that you don't attract people outside of it. For example, if you offer cash or electronics many people from all over the world will enter with no intention of buying from you ever. But if the prize is something only your targeted audience wants, such as your free products or free services, then your entries will be more targeted.

**6. Ask for Repins and Shares** – When you have a contest, ask all people who see it or enter it to repin and share. The more it's shared and the more buzz it gets, the more will enter it.

**7. Ask You Contestants to Participate** – They should create boards for your contest that enable people to enter it from their profiles instead of just yours. The more people who recreate it, the more entries you'll get.

**8. Cross-Promote Everywhere** – Promote on your blog, email, other social media accounts as much as possible. The more you tell people about it, the more will enter. Send out a press release too.



**9. Make Your Contest Pretty** – The graphics for your contest should be very beautiful and a notch above anything else you have created. The more beautiful it is, the more entries you'll get.

**10. Your Contest Should Be Mobile Friendly** – Of course, people should be able to look at your contest and join it using their mobile device.

Contests are a great way to launch a new product, build an email list, and expand brand awareness. The right contest can go viral and make a huge difference in your business almost overnight. Plan it out in advance, ensure that you can deliver on your promises and follow all the rules of having contests on Pinterest to ensure that everything is above board.

## **Eight Ways to Get More Followers on Pinterest:**

Getting more followers on Pinterest isn't much different from getting followers on any other social media network. You must be a contributing part of the community on a regular and ongoing basis, ask for people to follow you and follow them back.

**1. Add a Pinterest Tab on Facebook** – You can easily add a tab on your Facebook page in order to encourage people to follow you on Pinterest. When you create the new tab, be sure to point it out and announce it to your Facebook likes.

**2. Add a Follow Pin on Your Blog** – Your blog and website should also have a follow me button for Pinterest. If you use WordPress there are many plugins available to make this a simple and almost automatic thing to do.

**3. Invite Your Friends** – When you join Pinterest you get the option to invite the friends their system can find, using your email address book to determine who might be your friend.

**4. Cross-Promote Your Social Media** – Using your email mailing list and other social media accounts, be sure to share your different social media accounts with easy share, like and follow buttons.

**5. Comment on Popular Pinboards** – When you comment on pinboards, everyone who sees your comment can follow you on Pinterest. If you comment, just say something intelligent and don't spam by asking people to follow you. Really communicate with others without "selling".

**6. Post Original Content Regularly** – Don't add 100 updates all at once; instead create them and then schedule them to go out periodically. This way you show up with something new often. And the more often you show up with something new, the more chances you have of people following you.

**7. Repin Other People's Content** – When someone has content that you like and that you find useful, repin it. The activity is going to show up to more people and then you'll have more of a chance to get new followers.

**8. Use Keywords Wisely** – Keywords are important because that's how people find you when they want to find certain types of pins. Add keywords in descriptions, board names, and anyplace you can to get more viewers.

Getting more followers on Pinterest will help increase the buzz about your business, as well as help bring more traffic to your website and blog. Plus, you may also gain email subscribers if you organize your pinboards in such a way that makes viewers curious about what else you have to offer. Build your followers, like your boards slowly and steadily, and you'll get a lot further and be more successful than if you do it too quickly.



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## **Eight Ways to Make Money with Pinterest:**

Making money via Pinterest is very doable if you know how to do it right. Pinterest makes it easy for businesses to use the social network to make money. There are many ways to make money with Pinterest that anyone can take advantage of with just a little work.

**1. Create Product Pinboards** – If you sell products, make a pinboard of them. You can make one board for each category of product. Ensure that the pictures show up sharp and look as good as they would in person. You actually can do this if you sell services too. Just find an image that represents the service using words with the images to get the attention of the viewer, and link to your shopping cart - for example using aMember.

Link to aMember: <http://www.amember.com/>

**2. Create Memes with Motivational Quotes** – Make an entire board with motivational quotes, but make them link back to your blog when the visitors click them. This is a great way to get extra traffic to your blog, where you can use the quote to promote something that you sell that relates to the quote. You can use software like Canva to help you create memes.

Link to Canva: <http://www.canva.com/>

**3. Have a Contest to Get More Email Subscribers** – Contests on Pinterest are a wonderful way to get more email subscribers. There are many ways to run a Pinterest contest, including third party software that you can use to help you run it correctly.

Link to third party software - <http://corp.wishpond.com/pinterest-contest/>

**4. Create a Portfolio Board** – This works great for service providers and artists who need a way to showcase their work. For example if you design websites, you can put screen shots of each site with software like Snagit in the portfolio and link back to your website. You can do this with books, photography and more.

Link to Snagit - <http://www.snagit.com/>

**5. Create a Testimonial Pinboard** – As you collect testimonials, use Canva to make them into images with quotes. For example, you could put the person's picture on the left, with a small part of their testimonial to the right in quote form. Link to your website and the services or products the customer purchased.

**6. Pin Affiliate Products Properly** – You have to be careful about pinning affiliate products because Pinterest strips out your affiliate code. But there is a way around this. The way to do this is to use pretty links such as a Bitly, or you can also use a redirect (see links below). Note: You can do the redirects with every host.

Link to Bitly - <https://bitly.com/>

Link to redirects:

<https://youtu.be/VdiuXoYJKRg>

<https://youtu.be/Qc3eWwZ2BKc>

**7. Pin YouTube Videos That Promote Your Products** – A great way to promote your products or affiliate products is to do a demo video or a review video of the product and include an affiliate link or your sales page link in the description of the video.

**8. Pin Images from Your Promotional Posts** – When you write a blog post that is promotional in nature, ensure that you include an awesome image of the right size and shape so that you can then promote that pin on Pinterest.

Put two or three of these money-making ideas to practice as soon as possible, and you'll see for yourself that you can make money with Pinterest. It's easy, it's lucrative and it will happen if you do it.



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