Pinterest for Business

Pinterest is a web and mobile application company that operates a photo and idea sharing website. It is a free website that allow users to upload, save, sort, and manage images or videos (known as pins) through collections known as pin boards. Pinterest goes viral because it works like a real-life bulletin board, you can save any ideas or any online content such as recipes, fashions, styles, or other inspirations you find interesting and compile it on your pin boards so you can access them easily whenever you need it. You can have as many pin boards as you want and then organize them based on your preferences; usually by central topic or theme. Unlike other social media, you do not need to have connection to the person posting the information in order to see their ideas on Pinterest. However, user registration is required to access this site. An account can also be created by linking Pinterest to a Facebook or Twitter profile. Users then can manage the setting if they want to share what they pin or post on Pinterest to be shown in their Facebook or Twitter account.

The website has proven popular - especially among woman, but pin boards can be used for every market segment. For example, it can be used by educators to plan lessons where teachers can pin sites for later referral or students to pin and organize sources. This site has an enormous amount of traffic of people search for new items or ideas so it is an ideal location to promote a business or line of products.

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Pinterest also allows businesses to create pages aimed at promoting their companies online. It allows business to create pages that can serve as a "virtual storefront." There is no cost associated with setting up a business account. Pinterest is an effective way to drive traffic to your company's website and increase sales if your product has a high number of repins.

To get started

1. **Create an account**

    First, go to www.Pinterest.com/business/create and fill the information required such as email, password, business name, and business type. Your website information is optional, but it is essential to have it ready even before you create the account.

2. Edit Profile

You can add profile picture here and create username which will be your URL. Also, tell more about you and your location. You can set to hide your profile in the setting if you prefer to have more search privacy.

3. Add pin / boards

As Pinterest is designed as a virtual inspiration, you will need to have eye-catching, attractive, and engaging photos.

Tips to have good photos in Pinterest:
- Do some research on type of photos that are pinned by most users
- Crop your photos to draw your audience attention direct to the subject of the photos
- Use long photos rather than wide photos
- Declutter background if necessary to add more focus to the subject
- Make sure you have good lighting

Also, include a price tag in the pins you create because it triggers more potential customers rather than let them to do more steps to only check the price. In addition, make sure you name your board using relevant keywords so it's easy for followers to find in search engine results.

4. Manage your account

You can manage your account by steps such as
- Post regularly - the more content you have the more likely people are to pin your product/idea
- Follow others who have similar content and add its followers. This will increase the chance of the followers finding your page once they notice your content as well.
- Add a Pinterest app to your Facebook and Twitter account.
- Optimize your website with profile widget, 'follow us' buttons, and 'pin it' buttons on your image

5. Track and Analyze

Pinterest allows you to track your boards and pins including your new data audience. The new profile metrics shows you which of your pins and boards appeal to the widest audience. You will able to see average daily impressions and viewers. Also, you can learn more about who's interacting with your pins by checking average monthly viewers. This data will help to tell the story of what is of interest and what is not that you can continually improve your postings. You can also select the paid

advertisement option which helps you to build brand awareness, boost engagement with your pins or get traffic to your website.