

Getting Started on *Pinterest*

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Welcome!

If you don't already have a Pinterest account, you probably have at least heard of it. Your friends may use this popular phenomenon to look at fashion ideas, recipes or cat photos. But the truth is, *Pinterest is capable of so much more.*

What's so attractive about Pinterest?

It's all about sharing ideas in a visually attractive way on a medium encouraging users to take action based on what they see. All types of brands, from small, local stores to multi-national chains, such as Sephora, utilize Pinterest to help their brand by raising awareness and driving valuable traffic.

If you haven't jumped on the Pinterest bandwagon yet, *what are you waiting for?*

Tailwind's mission is to help you infuse social intelligence in all that you do. Starting with Pinterest, our aim is to deliver tools that help you harness and make sense of social data; ushering in the new age of socially-aware enterprises. We got our start with Pinterest analytics, as our first customer, by digging into an opportunity that arose out of our marketing needs. By continuing that focus on customer marketing needs, we've continued to grow.

We are certain this eBook will convince you why you should be on Pinterest, introduce you to some of the basics of Pinterest, and give you suggestions on how to maximize your Pinterest in order to utilize its full potential. It doesn't have to be hard if you have the right approach.

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Why Pinterest?

You're already on Facebook, Twitter, Instagram, Tumblr, Vine, and basically every other social network, so you're probably wondering if you really need to add Pinterest into the mix. We think that the answer is a definite *yes* and here's why!

Hyper-targeting is built in.

With Twitter and Facebook, users are forced to follow every single post that a brand produces. This can lead to their news feeds to become flooded with content from a brand they may not care about, leading to an unfollow. The good news with Pinterest is that a user has the option to follow a brand's entire profile OR just the boards that peak their interest. Because users control what content shows up on their news feed, brands no longer need to create separate accounts to target different audience segments. Instead, just make a board!

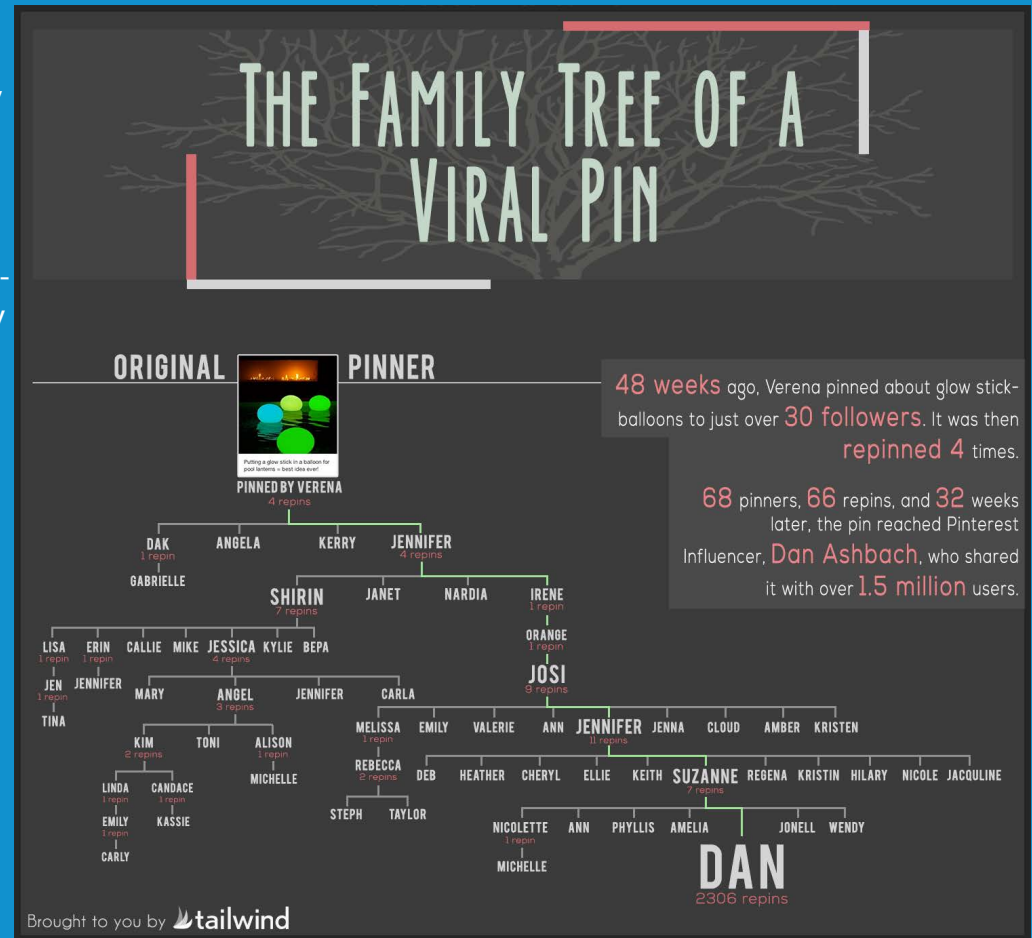
Hyper targeting equals a bigger addiction.

Since users are only following certain boards, this enables them to create their perfect Pinterest profile feed, making it much easier to get addicted to pinning. In fact, studies show that after six months on Pinterest, users are pinning between 300-500 pins each month.

Content lives longer.

When you send out a tweet, that message only lives for 5 to 25 minutes. When you pin something, that pin can live for MORE than a week! To demonstrate this phenomenon, we created the "Family Tree of a Viral Pin," shown to your right.

We created this infographic 48 weeks after the pin was originally pinned by a woman with only 30 followers. The original pin received 4 repins, and the repin cycle continued until it eventually found its way to Pinterest influencer, Dan Ashback, 32 weeks later!



Why Pinterest?

You catch users before a purchasing decision is made.

With Facebook and Twitter, users are usually engaging with brands from which they have already made purchases and are happy with. Because Pinterest is about who you want to be, users pin things that they desire, allowing brands to get in on the conversation before the purchasing decision is ever reached.

It's not just for ladies anymore.

In 2011, when Pinterest just started making a splash, women made up 90% of the platform's audience. With the popularity of more "manly" Pinterest categories, like "Outdoors" and "Men's Fashion," men now make up nearly 30% of the audience on Pinterest.

Sixty-nine of the world's top 100 brands now have Pinterest accounts, and Pinterest is still driving more traffic to websites and blogs than Twitter, LinkedIn, Google+ or YouTube.
-Beth Hayden, Copyblogger Media

Seventy percent of Pinterest users say they use the site to get shopping inspiration, and 43 percent say they use it to associate with brands/retailers. Only 17 percent of Facebook users look for buying inspiration on Facebook, and only 24 percent say they use Facebook to connect with companies they like.
-Matt McGee, Marketing Land

Get Started

Have we peaked your interest yet? Before you take the leap on Pinterest, here are a *few key things* you should know.

The Basics



The Perks of Being on Pinterest

5 repins

onto
Social Media Tips

1. **Pins** are the individual images taken from the Internet and added to Pinterest. They can be pinned using the website's "Pin It" button, a user's bookmarklet (both links are found in Pinterest's "Goodies" section) or uploaded from the user's computer.

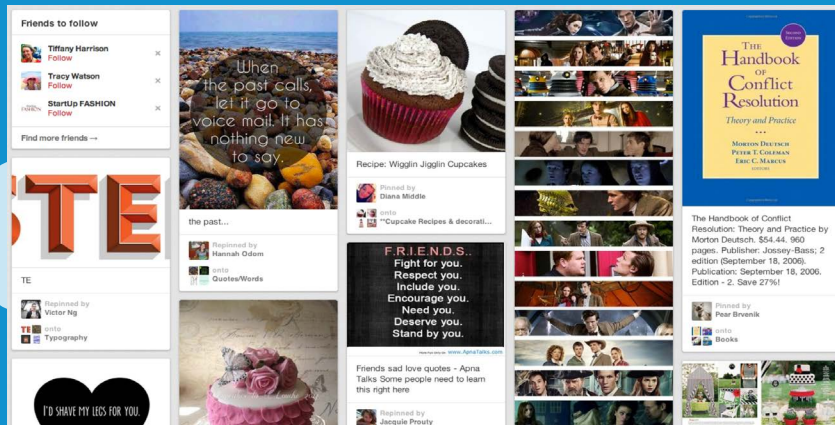
2. **Boards** are a collection of pins based on a theme, like "Home Decor" or "Funny Memes." When following a brand, a user can either choose to follow its entire profile or just certain boards.

A League of our own



42 pins

Edit



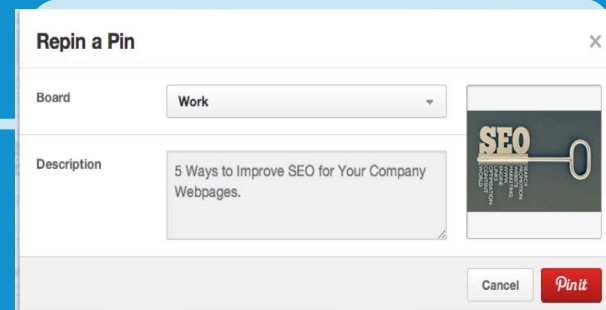
3. After following a brand, their pins will begin showing in your *Home Feed* and will be organized from newest to oldest.

Get Started

The Basics

Home Feed	Film, Music & Books	Men's Fashion
Popular	Food & Drink	Outdoors
Everything	Gardening	Photography
Gifts	Geek	Products
Videos	Hair & Beauty	Quotes
Animals	Health & Fitness	Science & Nature
Architecture	History	Sports
Art	Holidays & Events	Tattoos
Cars & Motorcycles	Home Decor	Technology
Celebrities	Humor	Travel
Design	Illustrations & Posters	Weddings
DIY & Crafts	Kids	Women's Fashion
Education		

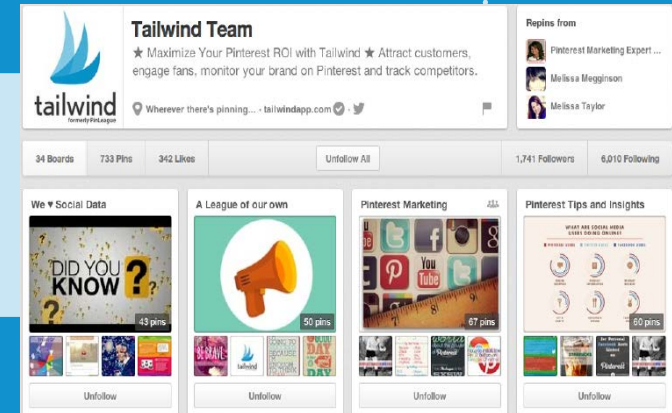
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4. *Repins* are generated when a user sees an image on their home feed or through a category or search page that a user pinned and pins the same image to one of their boards.

5. *Categories* are a list of 32 themes from Women's Fashion to History. When creating a board, choose a category in the board settings so the pin can make it to the category page and receive more exposure.

6. The *profile page* is where all the pins and information a user shares are aggregated. From this page, you can see a user's profile photo, where they are located, a little bit of information about them, their social profiles, and all of their pins and boards.



These are the basic terms you will need to start your own Pinterest experience. Now that you know the lingo, you're good to go!

Get Started

Sign Up

Hopefully, by this point, we have convinced you that Pinterest is something you need to take advantage of. Now, it's time that you *sign up*. This is an easy process, and it doesn't take much time at all, so you can do it the next time you have a few minutes to spare.

Pinterest offers several options- you may sign up using *Facebook, Twitter* or your *e-mail address*. Pinterest requires that you connect through one of these options in order to prevent any spamming from occurring on their website. In addition, by connecting via these options, it gives you the opportunity to find some of your friends on Pinterest. Here are the instructions, step-by-step.

Personal Sign Up

1. Visit the Pinterest homepage:
www.pinterest.com

2. You will be prompted to either "Sign up with Facebook" or "Sign up with email"



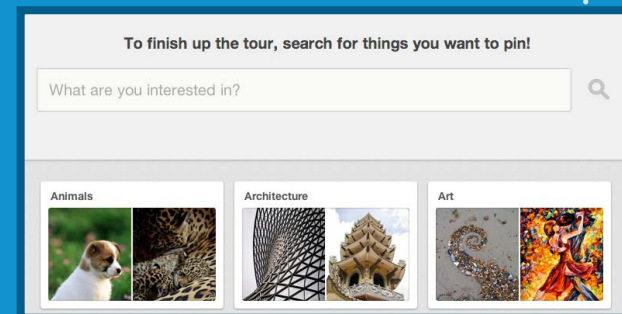
3. If you choose to sign up with Facebook, simply follow the prompts from Facebook, then be taken back to Pinterest.

4. If you sign up with your email you will be taken to the following form:

A screenshot of the "Sign up with Email" form. It has a close button (X) in the top right. The form contains fields for "First Name", "Last Name", "Email Address", and "Password". Below these is a dropdown menu for "United States". There are radio buttons for "Female" and "Male". A checkbox is checked, with the text "Let Pinterest personalize your experience based on other sites you visit - Learn more". Below that is the question "Are you a business? Click Here". At the bottom, there is a line of text: "By creating an account, I accept Pinterest's Terms of Service and Privacy Policy." and two buttons: "Cancel" and "Sign up".

Notice the pre-marked box that says "Let Pinterest personalize your experience based on other sites you visit"? If you leave that checked, Pinterest will leave cookies on your browser and suggest content based on your browsing habits.

5. After going through a few screens about what a pin is, Pinterest will ask you to choose a few categories you're interested in.



Then, you'll find your first pin to pin. From there, you're ready to go!

Get Started

Business Sign Up

Business Sign Up

1. If you know that you would like to sign up as a business, once you go to Pinterest's homepage to sign up, click the businesses link on bottom right side of the page. You will then be taken to Pinterest's business page and will be given the option to "Join as a business."

Help millions of people discover your business and share it with others.

Join as a business

Already have an account? Convert here.

2. You will be led to a page where you will provide what type of business that you are (there will be a drop box of options to choose from), your contact information and your profile information. Fill these out accordingly.

3. You will need to check a box that says you agree to the Terms and Services of this page. Read over these, check this and continue.

4. The rest of the process of signing up is the same as if you were signing up from a personal account.

Create Business Account

Already have an account? Convert

Business Type

Choose a business type...

Can be changed later

Contact Name

First Name

Last Name

Person managing your account

Email Address

Email Address

Password

Password

6 characters minimum

3.

The *next step* after setting up your business page, is to verify your account with Pinterest.

Get Started

Verify Your Website

How to get Verified

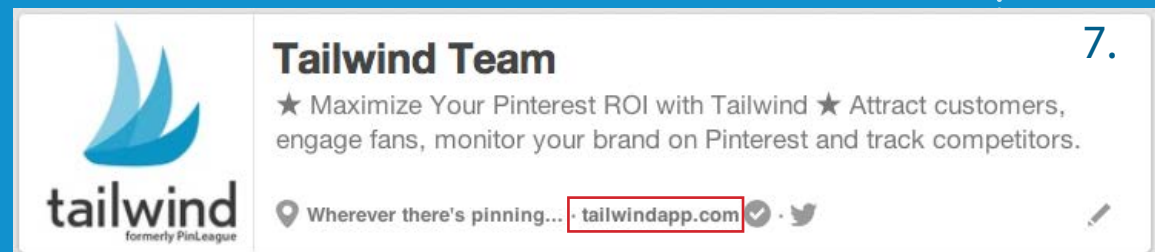
1. Log in to Pinterest.
2. Go to your settings tab.
3. Scroll down and find the option to verify your domain.
4. Once you have done this, you will need to download the small (only 8kb) simple HTML verification file.
5. After you have completed this, upload this file to your web server. If you have a top-level domain, such as tailwindapp.com, you are capable of being verified, whereas if you have a lower-level domain, such as a tumblr site, you cannot be verified at the present time. Once you have completed these steps, go back to your Settings page to continue.

6. Once you install this file, you will see an image like the one to the right corresponding with this number.

7. Now, users will be able to see your full domain on your profile as well as in search results along with a checkmark that represents that you are verified.

It's as *simple* as that!

An additional step that you can take to create an impactful Pinterest profile is to business-verify your page. This is an important feature that Pinterest added to give businesses the *credibility* that they needed as well as to keep other users from using the same domain as the business.



Get Started

Set Up Your Profile

The next step is to create a user-friendly profile that shows the best side of your business. If you aren't putting forth your best, not only are you not maximizing the potential Pinterest has to offer, in some cases, it can even be damaging to your image or brand. The good news is that by following some simple guidelines, you can achieve an attractive Pinterest profile that draws people in. The most important thing to remember about Pinterest is that the site is designed so that *visual content is its number one priority*. With that in mind, here are some things on your profile that you should give special attention to.

Your Profile Picture

Because your profile picture appears whenever anyone goes onto your page as well as in any pins, repins or comments that you make, it should be representative of you and what you want your brand to convey. With that said, you don't want to appear over-branded either. People usually respond better to faces rather than logos. Unless you feel like you HAVE to, don't use a picture of your logo; other items, such as your most popular product or a spokesperson for your company, are better choices.

Your profile picture should evoke some sort of emotion. For example, a profile picture for say,

a travel account should choose a picture that could evoke feelings of aspiration.

The dimensions available for your profile picture are 160px by 160px. Choose a picture that is at least that size, and for best results, choose a square-shaped picture - NOT a rectangle - which will look neat and clean on your page.

Your Profile Description

Your profile description doesn't have to be complex. You simply need to tell viewers who you are and what you are pinning about. This should give users a general idea of what sort of activity they can expect to see from you if they

follow you. Just be short, clear, and to the point.



Get Started

Set Up Your Profile

links

If your brand has an additional website to link to or any blogs with content that users might want to pin, you should definitely include these links. This will give your audience a chance to go to your website in search of more to pin or just for more information. Additionally, Pinterest gives you the option to link both your Facebook and Twitter accounts to your profile. This gives interested users the chance to interact with you on even more platforms, so if you have these other social media accounts, you should link them.



You're almost done with the set up process.
Excited to move on?

Get Started

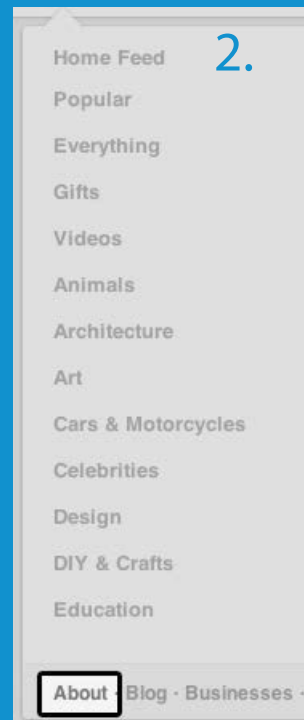
Install Browser Pins

To really get into the pinning spirit, and to make it a part of your Internet routine, you should install a *toolbar plugin*. This way, you can easily pin images from virtually any website that you may be visiting in a matter of seconds. Instead of having to go to Pinterest's website every time you see content that you may want to add to one of your boards, you can simply use the "*Pin It*" plugin and add an image directly to your boards from the website that you are already on.

Install "Pin It" Button

Here are the steps to install this handy toolbar for Mozilla Firefox, Google Chrome, Internet Explorer and Safari.

1. Log in to your Pinterest account.
2. Find the "About" menu section and click it (located at the bottom of the left drop down menu).
3. At the new page, locate "Goodies" near the top. Once you have clicked this, scroll down until you find the section labeled "Pin It" button.



The Pin It Button

Pin things you find on the web.



Get Started

Install Browser Pins

Now that you have completed the previous steps, follow the next *step-by-step* according to your Internet browser.

Firefox

View the instructions available to add the "Pin It" button to your toolbar. They should be as follows:

1. Display your Firefox bookmarks bar (Click Display>Bookmarks>Bookmarks Bar).
2. Drag the "Pin It" Button up to the Bookmarks Bar.

Google Chrome

View the instructions available to add the "Pin It" button to your toolbar. They should be as follows:

1. If not already visible, display the Google Chrome bookmarks bar. (Click the wrench icon located on the far right side of the screen>Bookmarks>Show Bookmarks Bar)
3. Drag the "Pin It" Button to the Bookmarks Bar.

Internet Explorer

View the instructions available to add the "Pin It" button to your toolbar. They should be as follows:

1. Right-click in the space near your Internet Explorer tabs in order to pull up the Favorites Bar.
2. Right-click the "Pin It" Button on Pinterest's page and select "Add to Favorites."
3. A pop-up window will appear. Select: "Create In: Favorites Bar".

Safari

View the instructions available to add the "Pin It" button to your toolbar. They should be as follows:

1. Click "View" then "Show Bookmarks."
2. Drag the "Pin It" Button to the Bookmarks Bar.
3. "Pin It" will be displayed by default on your Bookmarks Bar. You can rename it if you wish.

Now that you have your "Pin It" Button installed, you can pin anything you want from anywhere you want with ease. This should get your juices flowing and give you the incentive to add plenty of content to your profile.

Curate Content

Know Your Audience

Ok- you know why you should be on Pinterest, you've got the basic vocabulary down, and you're all signed up and ready to pin. Now, it's time to actually market to your consumers in a way that they will appreciate and respond to. Doing this requires actually knowing a little bit about your audience.

If you don't know what your audience is interested in, how will you know what to pin? By using both Pinterest's analytics tools as well as a third party's analytics tools (we're partial to Tailwind's free-to-start analytics suite), you can easily find out what resonates with your audience.

Your first step is to see what's trending from your domain. By seeing which content from your domain is already popular on Pinterest, you will have an idea of what content connects with your fans.

Next, check out what content is popular with your competitors. Since you're both going after the same audience, seeing what works for them will help you learn what works for your audience.

Going through these steps will get you acquainted with the users that you want to appeal to.

It's a win-win for both you and your audience!



Create Content

Set Up Your Boards

It's time to actually start pinning, but first you need to create different boards to pin on. Pinterest will easily guide you through setting up your different boards, but it's important to put thought into what each board will provide. Because you have taken the time to get to know your audience, you should have some idea of where to start, but for further assistance, here at Tailwind, we have a simple formula to follow when it comes to creating boards that will appeal to your target audiences.

Provide Plenty of Content

If you want consumers to spend a longer time on your profile and interact more with it, provide a lot of content. To play it safe, try to have AT LEAST 10 boards. Each of these 10 boards should have a minimum of 10 pins. Otherwise, they don't provide the user with enough content to look through, and they might become bored and click away from your profile.

Create 5 Boards For Things Your Audience Loves

After doing your research on your audience, you should know what kinds of content that they love to pin. Create five boards centered around that knowledge.

Create 5 Boards For Things They Have a Hard Time Finding

A lot of users come to Pinterest to find solutions to problems. If you hold the key to those solutions, you'll be more likely to engage with users. Keep in mind, these don't necessarily have to be topics related to your company—just things to help make the users' lives easier.

Create 2 Boards Centered on Your Company

While these boards may seem like the perfect place to pin all of your products, you'll have to mix it up! Users don't want to feel like they're being advertised to.

Instead, create a mixture of your product offerings with something else related to your company, like where you're located, what inspires you or quotes on your team philosophy.

By knowing your audience and curating content based off of that knowledge, you will be able to create a meaningful relationship with your customers and your marketing results will reflect this.

Create Content

What to Pin

Finally, it's time to actually pin! *What* you pin is the most important factor of your Pinterest profile, so pay close attention to what content best appeals to your target audience. Here are some of the *do's* and *don't's* when it comes to pinning.

DO be appropriate

While this may seem like a no-brainer, it is important to mention. Pinterest explicitly states that objectionable content includes porn, nudity, graphic violence, attacks on other people, hateful speech/symbols and spam. Anything that falls under these categories not only will be violating your agreement with Pinterest, but also runs a high risk of deterring customers. An additional item of consideration that you may want to look at is whether your pin violates your own or someone else's privacy. A good rule of thumb is to stay away from content that may be seen as crossing some sort of boundary.

DON'T post low-quality images

As mentioned earlier in this eBook, Pinterest is all about visual content. Since people come on Pinterest to find visually appealing and eye-catching pins, anything that is not up to standards will do more harm than good. Make sure that your images are high-quality by avoiding anything too big, too small, too blurry, or low-quality in some other way. Images should be vibrant, unique, and exciting-anything that takes away from this should be avoided.

DO add a pin description and link source

Pin descriptions can be up to 500 characters, so use this to your advantage. Be sure to use any keywords that may apply to your business and/or brand that consumers are likely to search. Don't use too many hashtags, however. This can look spammy. Whenever possible, link back to your website, your blog or any of your social networks. This will drive more traffic to your business.

DON'T be too promotional

People don't want to follow an account that is strictly advertising to them. Rather, they follow a brand for the relationship that they gain with the brand and the experience that the particular brand will provide for them. This means that the content that you pin shouldn't only be from your site. Instead, it should be a mixture of posts that come from your site and pins that come from other relevant sites that you know your viewers will be interested in seeing. You should also repin relevant content from your followers- it's a great way to remain engaged with your Pinterest audience.

Create Content

When to Pin

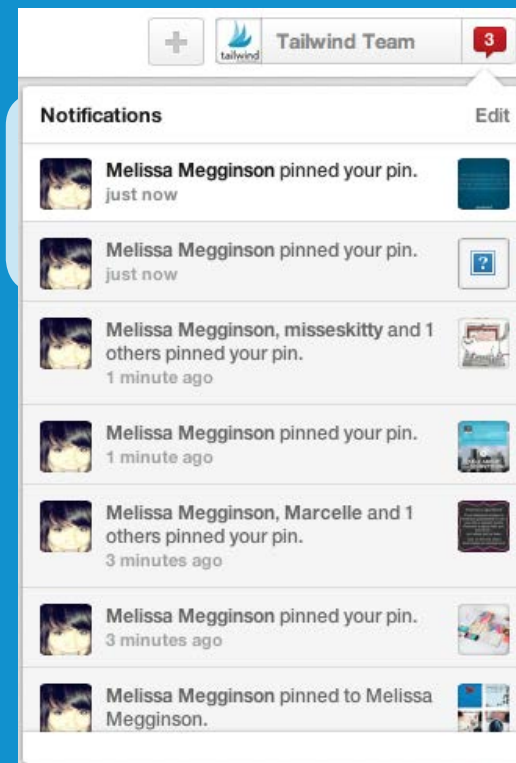
What you pin isn't the only important thing to think about when pinning. *When* to pin is important for businesses as well. You want to pin enough to stay on your followers' minds but not too much to overwhelm them. In addition, depending on your audience, there might be more *optimal times* of the day or week to pin. The best time to pin really depends on your business's own unique situation, but here are a couple of general guidelines.

Most businesses' goals when determining the timing of their pins tend to be to maximize exposure in order to utilize a pin's full potential, to gain more repins and increase traffic on their web site.

However, due to different time zones, difference target audiences and other variables among businesses, it's hard for us to give you exact times to pin your content that will deliver the best results. Instead, our best advice to you is to pay attention to your followers' pinning patterns. When you are observing your audience's patterns, there are two key things that you should pay attention to.

Your Notifications

Your notification box, the small box in the upper right hand corner of your page, will let you know about new repins, comments, followers and invitations to group boards. It's important to pay attention to this box because, if you do, you'll notice trends. Certain times of the day or of the week, you may see notification after notification, while other times you may go long periods without receiving anything. During times that your notifications are coming in quickly, you will want to have more content out there for your active audience to consume, because these are the times when you can increase your potential reach.



The number of notification you have will appear in the top right corner of the page. Click on the number and a drop down will show you what you missed.

Create Content

When to Pin

Your Home Feed

Your home feed, as mentioned in the basics section, is another area to pay close attention to when determining when to pin. The top of your feed displays a tab that shows new pin numbers that increase as the users that you follow pin new content. Just as with your notifications, you will see that while, sometimes, this number rapidly increases, at other times it will remain stagnant for long periods. The times when it increase more quickly are the times that you can expect your pins to reach a higher amount of people.



Because every business is different and has unique goals, be sure to factor in those goals and your brand's unique insights into your target audience when planning the best time to get your content out there. For more insights about the best times to pin and times when your audience is most actively engaged, you can refer to a *Pinterest analytics company*, such as Tailwind. This gives you an idea of the prime windows of opportunity (unique to your business) to pin your content.

» Contact Us! »

Hopefully, this eBook has provided you with the information you need to successfully start and maintain your Pinterest profile. Remember, your Pinterest will require upkeep but should be a fun new way to interact with current and potential customers. With these tips, and some trusty analytics, building your Pinterest presence should be a breeze.

If you happen to decide you need a little extra help with your Pinterest presence, we're here for you. To learn more about the leading Pinterest analytics and marketing platform (That's us!), you can visit our website Tailwindapp.com to sign up for a free dashboard. If you'd like to speak with someone on the team about your needs, feel free to email us at help@tailwindapp.com or call us at (405) 309-2903. We look forward to hearing from you!

Thank you for your time!

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