



Getting up to speed with

PINTEREST

AND HOW TO USE IT EFFECTIVELY

Build your Business using Pinterest



johnlawley.co.uk

Getting up to speed with **PINTEREST for BUSINESS**

Thanks for downloading!

The aim of this guide is to give you as much information in a straightforward, no-nonsense form to give you an understanding of Pinterest and its potential for your business.

The information here has been learned, tried, tested and curated from our own experience and experts that we trust. There's a lot of noise out there and a number of ways of saying the same thing. This makes it very important to find a voice you can understand and trust so you know where to invest your budgets.

Need help or advice? Drop us a line at hello@johnlawley.co.uk

Do social like a pro with Sprout

We use Sprout Social to manage all our social media accounts and the client accounts we look after.



sproutsocial

Sprout Social integrates perfectly with Pinterest allowing you to create posts and pins directly from its platform, schedule them to post automatically for the days or weeks ahead, monitor their effectiveness and find out who your ideal customers are. It's a professional all-in-one tool that will really kick start your social media efforts and save you lots of time.

**OFFER: Try Sprout Social
FREE for 30 days**

JohnLawley.co.uk started, well, with me, John Lawley, way back at the start of 2014 building on my experience working with some very talented people in TV, Radio and Advertising over the previous 10 years.

I'd helped people get to the pinnacle of UK radio, break into national TV and conquer the voice over world creating huge revenues and brands in their own right. I now do exactly the same thing for business owners and their companies.

People want to know what works, in straightforward terms, which is where these guides come in to help you get up to speed.

So why Pinterest?

For visual businesses (designers, architects, interior designers, builders, arts and crafts) and eCommerce Pinterest can be an amazing investment of your time and energies. This is why:

- 90% of Pinterest users say it helps them decide what to purchase as they can search and find ideas they like
- A huge 98% of Pinners try out new things found on Pinterest (71% on other platforms)
- 70% of people on Pinterest use it solely for research purposes

And this is just for starters! So let's get going.



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Pinterest: Our How To Guide

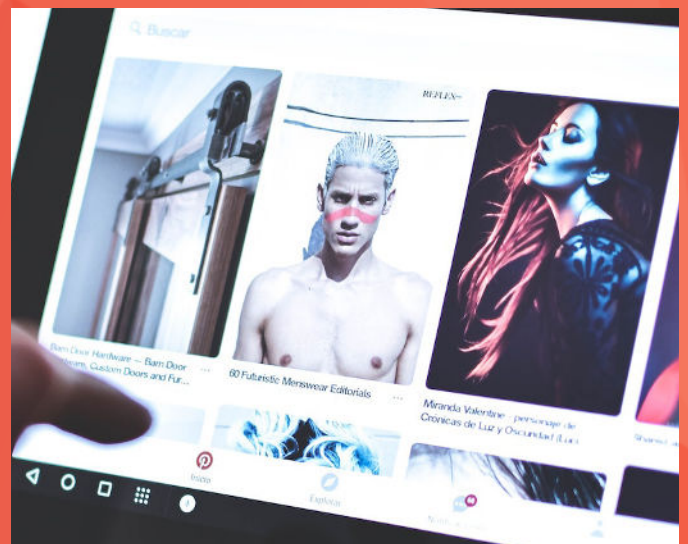
Pinterest may not be as big as Facebook but it still presents a number of great opportunities for businesses to gain extra exposure for their brand, not to mention ways to explore what's proving popular and get ideas and insights.

Users (or Pinners as the platform calls them) navigate the site and take inspiration from the images and information posted on the platform. There is no social interaction, but as an image-driven site it allows brands to really catch the eye of their target audience.

10 Key Pinterest Statistics

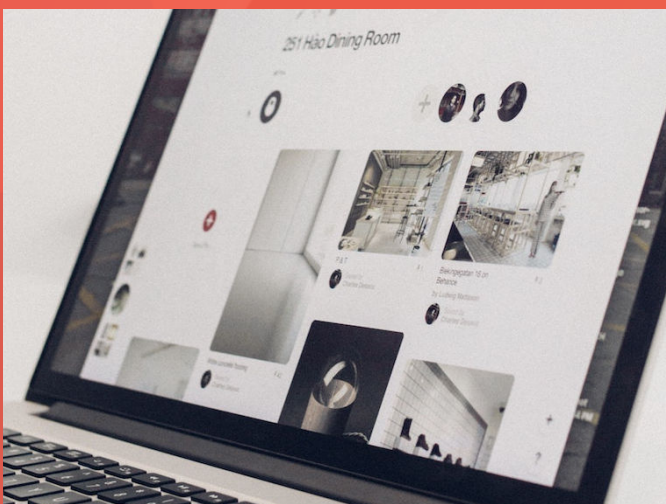
Here are some key reasons why Pinterest can prove to be so important:

- 10 million users visit the site every month
- 4.3 million 'ideas' are pinned every day on the site (featuring an image, description and link)
- 90% of users say Pinterest helps them decide what to purchase
- 70% rely on the site for research purposes
- A huge 98% of Pinners try out new things found on Pinterest (71% on other platforms)



In terms of the demographics of users who use Pinterest, this breaks down into:

- 45% of women use the site, compared to 27% of men
- 44% of users have an income of £48k plus
- 25-34 years olds use the platform the most, representing 62% of UK adults online
- 50% of UK adults online are from a middle class background
- 38% of pinners live in cities, compared with 31% living in rural areas



How to use Pinterest effectively

Not everyone knows how to get the most out of using Pinterest. When used correctly, it can become an incredibly powerful and valuable part of your marketing toolkit. Follow the five steps below and you'll soon see how it can benefit your brand:

1) Organise your profile

If your profile doesn't look good, you'll lose credibility. Include your brand logo, branded description with a live link and some featured boards to show off some of your pins.

2) Define your content

Identify your marketing strategy on the platform. Will you use DIY or 'How-to' guides? Pin inspirational images? Factoids or infographics? Always make sure you include a link too.

3) Set your goals

Be aware of what you want to achieve from the start, and how realistic your goals are. Be clear on whether you want to drive traffic, increase sales or raise brand awareness.

4) Optimise your images

Pinterest can be used as a powerful SEO tool. Pins can be optimised to include keywords and hashtags and when done correctly, can drive traffic to your links via Google image results.

5) Remain active

Like any social media site, producing fresh, relevant and engaging content is pivotal to finding success. Once you get results, fine-tune activity to produce even higher returns.

How to interpret Pinterest

Before you know if your Pinterest strategy was successful, you need to be able to understand the analytics reports. This is direct data produced by the platform that will allow you to refine and make alterations to achieve your targets.

At this point we need to mention that it's critical to be using some form of publishing software. There are lots to choose from such as Hootsuite, Loomly, Later but for ease of use and its feature rich platform we use Sprout Social. There are more details at the end of this document where you can find out more.

1) Setup the correct account

Ensure your Pinterest account is a business account. This will provide access to the right analytical data you need.

2) Claim your website

This means you are recognised as being the owner of the site via Pinterest and a small globe icon will verify this once completed.

3) Audience growth

You'll be notified when someone follows your account. The Sprout Pinterest report shows stats on Total People and Items Following. This will show how well your brand is performing.

4) Publishing Stats

The Sprout Pinterest report breaks down data on Pins Sent and Average Pins per Day. This is key to understanding if you need to fine tune your strategy for better exposure.

5) Separate Pin Analytics

Here you can see the amount of comments left under pins and how many times they have been saved by users. Data for the number of times URLs in pins are clicked can also be seen.

6) Audience Insights

This will reveal some detail on the audience demographics who are engaging with your content. Location, age, gender and device used are some of the information displayed.

How to sell using Pinterest

With over 200 million users signed up to Pinterest, there is a lot of potential to gain traction for your brand. As we mentioned earlier, a massive 98% of pinners feel comfortable trying out new things found on Pinterest.

But what is the best way to sell to all these Pinners?

1) Know who you are selling to

Once you understand your audience then you can produce a targeted strategy. Take a look at our 10 Pinterest statistics above to get a better insight on who uses the site in the UK.

2) Develop buyable pins

Buyable pins make it easy for your audience to purchase items via your Pinterest page. This makes the most of customer interest immediately, rather than sending them to another site.

3) Utilise your rich pins

Rich Pins are available in six different categories. They allow you share real-time price data, connecting your website information with your Pinterest account.

4) Promoted pins

These act like Google or Facebook PPC campaigns. Set your budget and duration and you only pay when someone uses a Promoted Pin to visit your website.



Our 5 Step Plan for your Pinterest business account

As you can see, Pinterest is the perfect platform to increase awareness of your services and products, while helping to improve online sales. You know the customers are out there to be won and now you need a plan that will help you do it.

1) Organise your business account

Get your business account in order so it looks up-to-date and professional. Include relevant industry related keywords to help SEO. Use branded icons, colours and fonts where possible.

2) Optimise your content

You want visitors to Pin from your pages as easily as possible. Utilise a save or share button, or make Rich Pins or Buyable Pins available. Optimising images will also prove beneficial.

3) Keep on pinning

You have more credibility the more fresh content you produce. It keeps customers engaged with your brand and keen to find out what you have to offer when they are on Pinterest.

4) Constantly review your approach

Use the native analytics tools to understand which pins are performing best. It is critical you do this on a regular basis so you remain in tune with the needs of your audience.

5) Vary your strategy

After developing a successful base strategy, try out new ideas like videos. These can even be promoted for more exposure. Avoid the hard sell and go for how-to guides, as an example.

A Pinterest Strategy to adopt now

Visual businesses always work best on Pinterest and we found that one strategy can work amazingly well as a client testimonial.

An architecture business started using Pinterest and setting up individual boards for each client. The client was asked to participate by pinning examples of features, colours, fixtures and fittings they liked and would like to be included as inspirations for their project. The architect was also involved sharing their views and ideas on the same board.

Once the project was completed the before and after shots were also added to the board and the client was invited to comment and share their experiences.

This created an amazing portfolio board with brilliant, visual pins that were shared by hundreds of people. With comments and shares from the client and the client's friendship group the architect soon had a large amount of enquiries.

Not only had this created a very interesting and visual way of working with their client to create the dream home she was looking for, it also worked to showcase the talent of the architect to a much wider audience and explain their working methods simply and visually to a much wider audience of potential new clients.

Try developing this yourself in your business.

The professional way to ace Social Media **SCHEDULING & ANALYTICS**

Whatever happens you won't get far without using professional software to schedule, post and analyse your social performance.

Social media relies on you being current, posting at the right times of day and on the right days in order to capitalise on the most engagements, and most importantly for your sales, knowing who is interested in your content.

While Facebook offers some great analytics and scheduling tools for business pages, Instagram and Twitter only offer analytics and rely on you posting content live, either when you remember or when you set an alarm.

So wouldn't it be great if you could have one place you could login to where you could create all your different posts for each platform, schedule posts days, weeks or months in advance and have all the analytics from each platform in front of you all at once?

As soon as you realise the time this saves you (in many cases you can save days!) and the power of being able to identify which piece of content works best and then being able to repost popular content from a few months back in the click of a button, you'll have started to think like a social media professional.

We particularly enjoy using Sprout Social as we can work collaboratively with our clients giving them access to different accounts. Posts can be created or curated and your clients can be allowed to comment, update, alter or approve content before it is posted which makes the process flow much better.



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Using Sprout Social you can:

- Create posts for all your social media accounts all in one place
- Schedule all your posts for the days or weeks ahead, create them, set them and leave them to post out automatically
- Track your effectiveness across each platform, see which content worked well on Facebook or Instagram
- Build up an exact profile of your ideal customers, the times of day they're online and what they like most

And much, much more! Click below:

**OFFER: Try Sprout Social
FREE for 30 days**

Sprout Social integrates with all the major social media platforms including Facebook, Instagram, Twitter, Pinterest and LinkedIn allowing you to run all your social accounts from one convenient control panel and analyse all your data in one place.



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