

Effective Pinterest Strategies

**Make the Most of Your
Pinterest Business Account**

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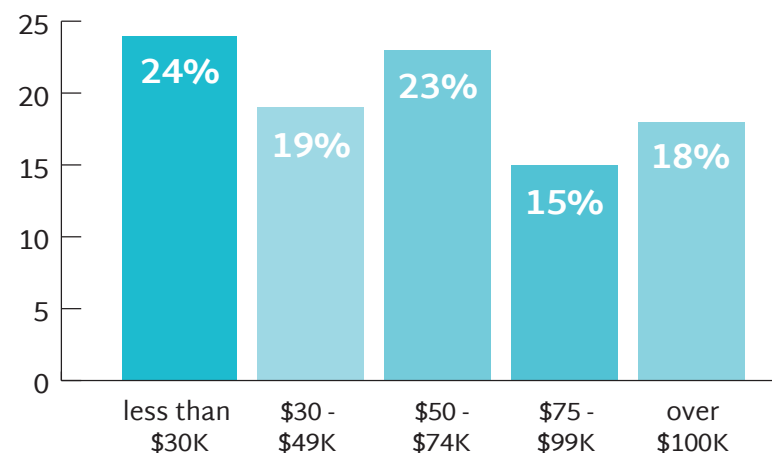
Effective Pinterest Strategies

In this ebook, you'll learn which Pins work best and how to create them, how to make your Pinboards more effective, and how to create a Pinterest strategy to gain followers.

By now, you should know the basics of getting started on Pinterest including [how to create your profile](#), Pinboards, and Pins. As with any social media marketing campaign, there are certain best practices you can follow to build an effective Pinterest strategy that will help users find your profile, repin your Pins, and view you as an authority in your area.

Why make Pinterest a part of your marketing strategy? Almost one-third of U.S. Internet users have Pinterest accounts, and 55% of Pinterest users are active on at least a weekly basis.¹ Of these users, the Pinterest user base probably aligns closely with your target audience; over one-quarter of active Pinners have an income over \$75,000. Plus, of daily Pinners, 28% say Pinterest is their “go-to” source for travel.²

Annual Income Distribution
for Active Pinners in 2015



While browsing Pinterest, you may have noticed some common traits among Pins and wondered if what you pin makes a difference. One study found that there are certain visual elements that can make a Pin more effective and result in more click-throughs.³ Here are a few factors to keep in mind when deciding what to pin.

Vertical Orientation

Pinterest is made with vertical scrolling in mind, so to get the most real estate for your Pin you want to use a taller image. One study found that the most effective aspect ratio is 2:3, so users see your content but don't get bored or annoyed by too long of an image. A good image size to start with is 600 x 800 pixels, though you could go Pin up to 600 x 2000 pixels before Pinterest hides part of your Pin behind an "Expand Pin" option.

Text on Image

A common theme of images on Pinterest is to catch attention with a headline on the Pin rather than only in the description. These are often used to link to informative articles, but text can help any image to stand out.



No Models Needed

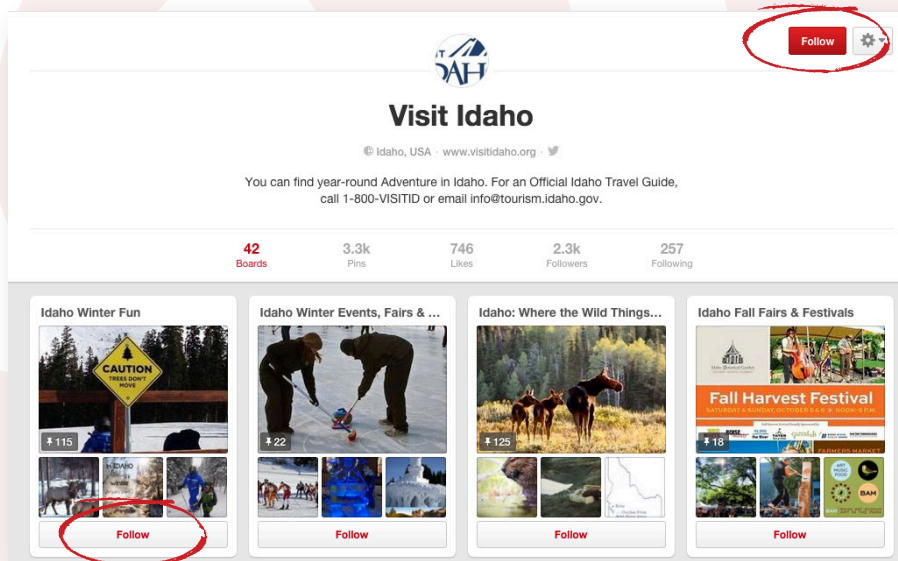
Images without a person in it get 23% more repins—in fact, less than 20% of images on Pinterest show faces.³ Pins that perform better include interesting places, cool things to buy, and helpful tips and tutorials.

Colors Matter

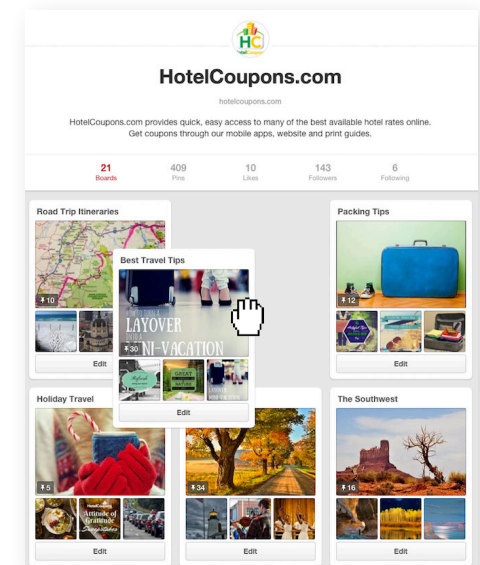
Images with warm, red tones receive twice as many repins than images that are mostly blue. When you're choosing colors, also remember that very light and very dark images do not perform as well - aim for midtones that aren't over-saturated or desaturated.

Try websites like Canva or PicMonkey to easily make your image the right size to Pin and add text and filters.

Your Pinterest profile is made of **Pinboards**, which are more important than you may think. Visit the profile of any active Pinterest user and you'll find that boards can be elaborately organized into very specific categories. When a Pinner finds someone they want to **follow**, they can either follow that Pinner, which will add all of their Pins to their home feed, or they can just follow a particular board of interest.



Before you start creating boards, make a plan of what kind of content you want to start with and how you want to categorize it. Once you start making boards, you can optimize your profile to look more attractive to Pinners. Simply **drag and drop** boards to reorder them. The top few boards should be the most important as they receive the most visibility.



You want to make a good first impression to get users to click through to your board. Click **Edit** below the board, then **Change** next to cover. Scroll through your board images and choose the best image to **Save** as your board cover. Remember, Pinterest is driven by visuals, so always make smart image choices that will inspire Pinners to save your Pins to their boards.

You can be creative with your board names, but keep search results in mind when writing them. For example, Visit Florida uses the word Florida in many of their board names to make it easier to be found in search.

Getting Found in Search

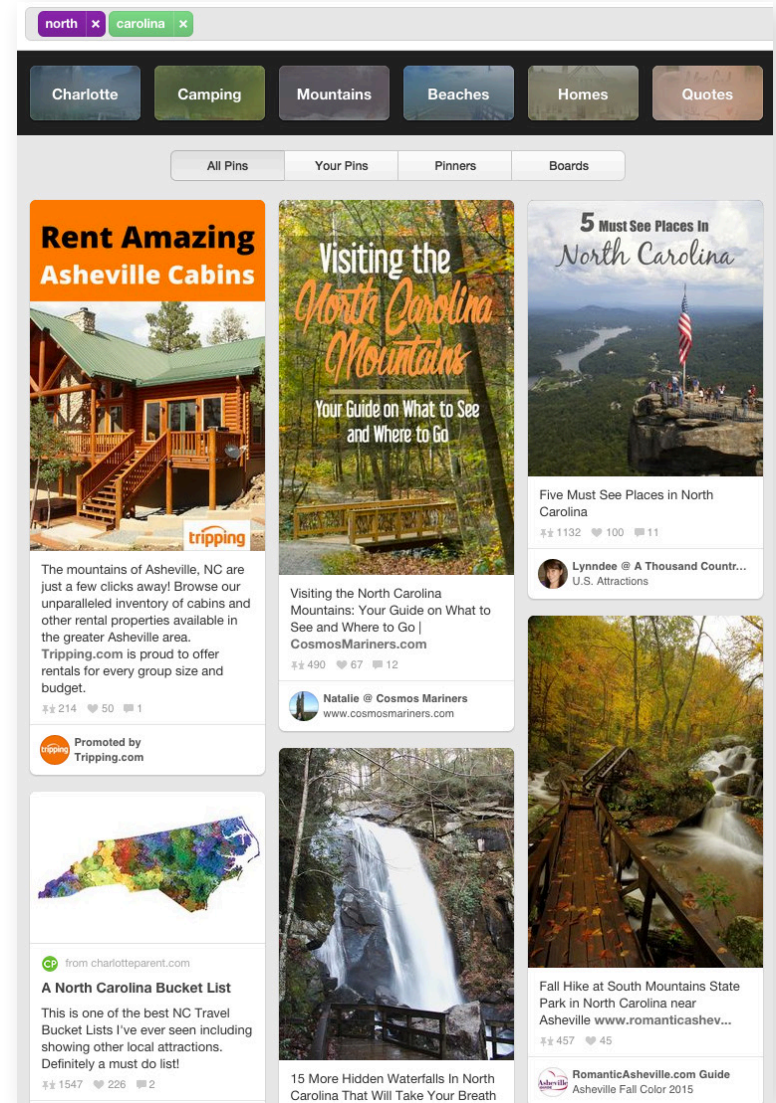
There are a few different ways that people can find your Pins on Pinterest:

- Going directly to your Pinterest profile from your website link
- Someone in their network repins one of your Pins, which appears in their feed
- Your profile or Pin come up in a search
- Using Sponsored Pins to show your Pins to a wider audience

You can influence the first two behaviors simply by having your Pinterest profile link easily available on your website and by being active on Pinterest. The third is influenced by how well you Pin.

When a user completes a search on Pinterest, the website will suggest other search terms that can be added to the original search or they can simply scroll down to view search results. Just like on a website, the search engine knows what to show based on keywords.

When writing the description for a Pin, write in detail and use relevant keywords people may use. Although it is possible to use hashtags on Pinterest, they aren't especially effective in the search engine—the description “#travel #newyork #budget” is less effective than “These are great budget travel tips to see New York without breaking the bank.”



Strategic Pinterest Use

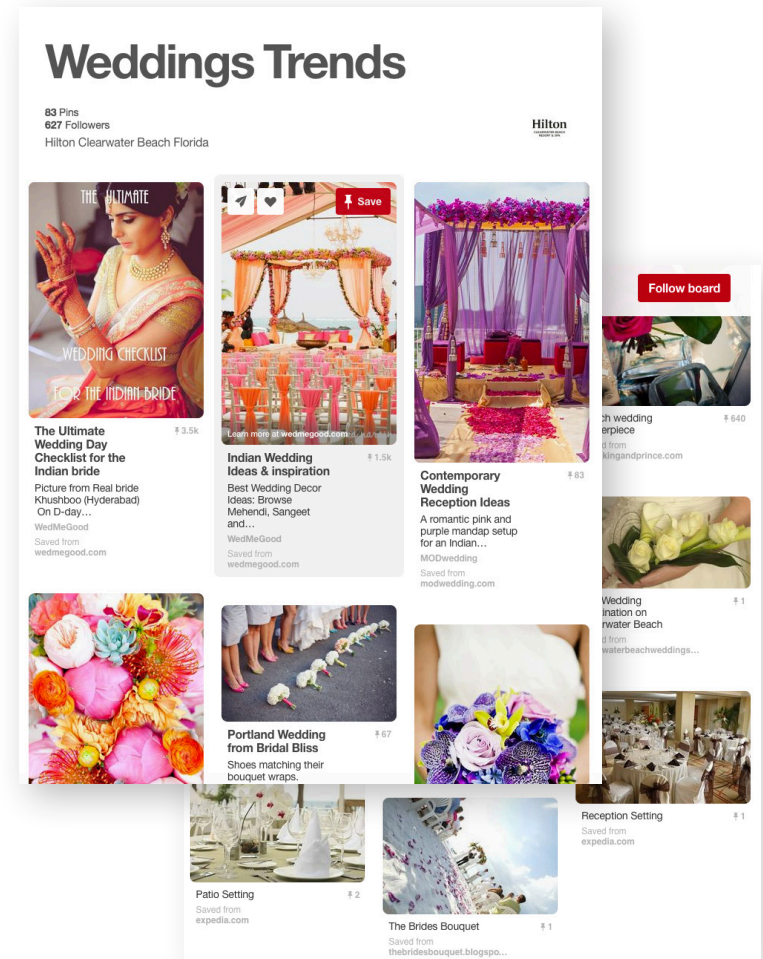
As with any social media marketing strategy, it is important to have a plan. One of the reasons Pinterest is great for marketing is that your posts always remain in your profile and are findable in search. While a Tweet or Facebook post will get pushed down as time goes on, a Pin you post may continue to be shared months or years after you publish it. Here are some key strategies for curating a long-lasting profile that people will be excited to follow.

Provide Value

While you certainly want to pin images from your website to help drive traffic, you need to also pin from a variety of sources to provide value to Pinterest users. Remember that you should offer resources that people find interesting and useful so that they will want to follow you and see other posts you make. While your posts may show up in search results, the best way to continuously reach Pinterest users is by gaining followers.

Mix Inspirational with Actionable

When you're creating Pins that link back to your website, use the other Pins on the board to provide a reason to click through on yours. If you run a hotel in a foodie destination, create a board featuring restaurants in your city that will inspire users to want to visit. Then, pin something relevant from your website, such as an image leading to the amenities page that has information about your hotel's shuttle service to nearby restaurants and shopping districts.

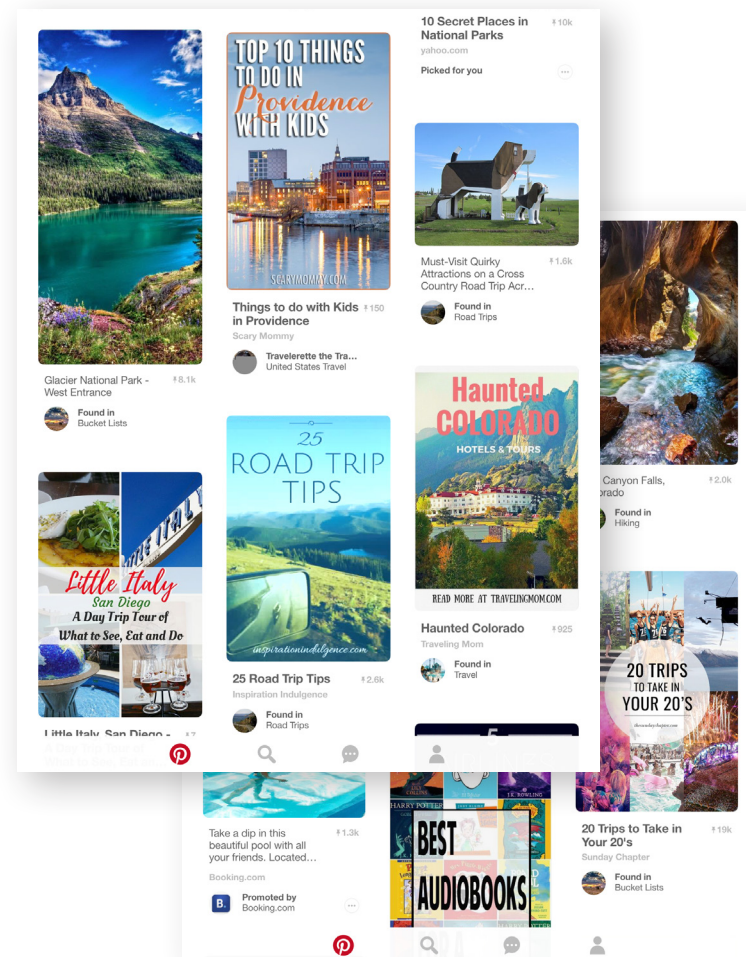


This hotel pairs popular wedding Pins on a wedding inspiration board with original Pins that direct back to the hotel website.

Build Out Your Profile

There is no right or wrong when it comes to how much you should be pinning or how many boards you are creating. However, your profile should look active and relevant. Start with about 5 boards and build them out with at least ten Pins each. Then, continuously add more Pins to these boards as you occasionally add a new board. Be sure you have a decent amount of resources you're planning on adding to a new board before you begin so it doesn't look half-built or forgotten.

It's better to continuously add Pins to some core boards than to add many more boards with few Pins each, as this can look disjointed and disorganized. Many businesses are successful on Pinterest while maintaining 20-40 boards, such as Whole Foods and L.L. Bean, which each have fewer than 40 boards. This works well for retail companies, but we would suggest 10-15 boards for active hotel profiles. If you don't have the time to commit to so many boards, adding Pins to even just a few boards can help boost your reach.



Pins perform well over time and accumulate the most traffic when they are pinned a couple of months early. For instance, begin pinning about summer in March or winter holidays in October.

Reach More Travelers Online

Pinterest is an excellent resource to add to your social media strategy to help engage with potential guests, inspire future travelers, and to share your property online. The nature of Pinterest Pins, which can appear in search results and feeds long after they have been posted, provide a unique opportunity to have direct links to your website shared again and again.

The strategies included in this guide will help you jumpstart your Pinterest profile. For hoteliers that understand the value of Pinterest but don't have the time to participate, Travel Media Group provides Pinterest set-up and ongoing Pinning for clients using our Social Media program. This even includes the ability to use our Social DIY Dashboard to add your own Pins! Contact us to learn how adding Pinterest and all of our **Social Media** services to your marketing plan can help you reach more travelers online.

Sources

1. Pew, **Mobile Messaging and Social Media** (2015)
2. Ahalogy, **Pinterest Media Consumption Study** (2015)
3. Curalate, **Beautify Your Content: 8 Image Features that Shine on Pinterest** (2013)



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