

01 - How To Use Pinterest To Grow Your Business



S1: Hello and welcome to this video course. In this video, you will learn how to grow your business through Pinterest.



S2: In this module, we will go through five main things, which are:

- What is Pinterest
- What you can do with Pinterest

- Types of rich pins
- Knowledge about promoted pins
- How to create your business account

Pinterest 101

- ▶ People pin your content
- ▶ They organize Pins by interest
- ▶ People use feeds to discover Pins

S3: Social networks like Facebook and Twitter are often the go-tos for businesses and brands and many companies will also benefit from the visual aspects of a platform like Pinterest.

A Pin is an image or video that people add to Pinterest. People add Pins directly from websites or apps using the “Pin It” button. Any Pin can be re-pinned and all Pins link back to their sources, which is how you can get referral traffic.

Also, people organize Pins into collections called boards and share their boards with others. The same Pin might be added to lots of different boards across lots of interests, making boards a great place to discover new stuff.

People can follow all of someone’s boards or just the ones they like best. As they discover and follow more Pinner’s and boards, their feed becomes more relevant and personal to their interests.

What You Can Do With Pinterest

- ▶ Drive traffic
- ▶ Create engagement
- ▶ Indirect sales

S4: So, how is Pinterest able to help your business grow? There are three main things Pinterest can do for you, the first one would be to drive traffic to your website. All Pins that you find on Pinterest will link back to their original websites when you click on them.

Next, is to create engagement with “Pinner”.

You can create engagement with a beautiful Pin, useful description and also be an active “Pinner” yourself. Holding a Pinterest contest is also a good way to create marketing engagement for your brand.

The last one would be you can do an indirect sales to urge people to click on your Pin. Why indirect? This is because you are not allowed to put an actual call to action button on your Pin. If you do so, your Pin will not get approved.

Types Of Rich Pins

- ▶ **Rich pins:** Special type of Pinterest that is more straightforward and seamless. It includes extra information rather than just image

S5: Besides normal Pins, Pinterest also offers a feature named Rich Pins for you to categorize your Pins. Rich Pins are a special type of Pinterest that is more straightforward and informative. It includes detailed information rather than just plain images.

Types Of Rich Pins

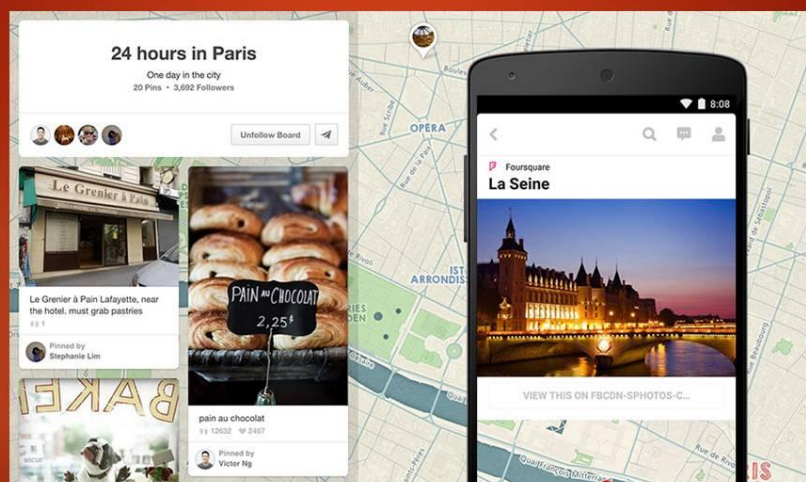
- ▶ Types of rich pins
 - ▶ Place pins
 - ▶ Article pins Product pins
 - ▶ Recipe pins
 - ▶ Movie pins
 - ▶ App pins

S6: There are 6 types of Rich Pins that you can found on Pinterest, which are:

- Place pins

- Article pins
- Product pins
- Recipe pins
- Movie pins
- App pins

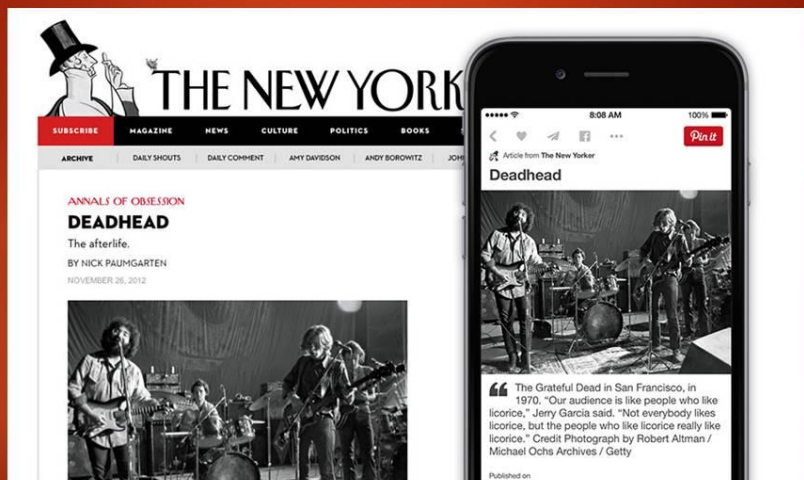
Place Pins



Source: Pinterest

S7: Place pin allows you to create a map with the content you share. In order to enable place pins, all you need to do is check off the “add a map” option when you create or edit a pin-board.

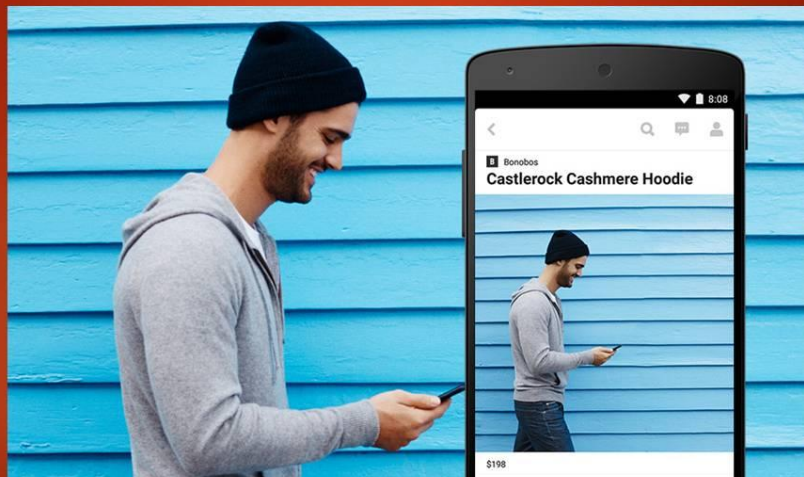
Article Pins



Source: Pinterest

S8: An article pin is very useful because Pinners can automatically see the article's headline, author and a story description. It makes it more searchable and distinguishable from other content on the platform.

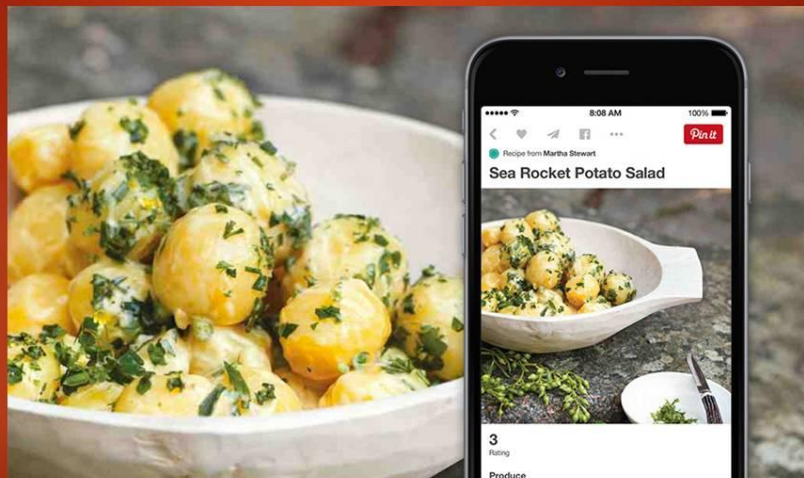
Product Pins



Source: Pinterest

S9: Next up, a product pin shows where the product you are pinning can be purchased, the current price and a direct link to the product page or website. Plus, product pin's prices' are constantly updated.

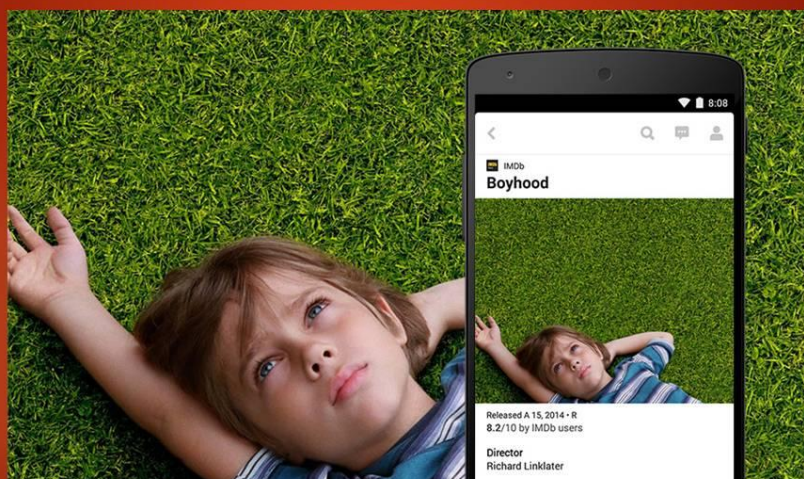
Recipe Pins



Source: Pinterest

S10: In Pinterest, you can find any recipe that you can imagine on the site and recipe pins take sharing food on Pinterest to a whole new level. Unlike regular pin, recipe pin shows Pinner's important information such as specific ingredients, cooking duration and serving info.

Movie Pins

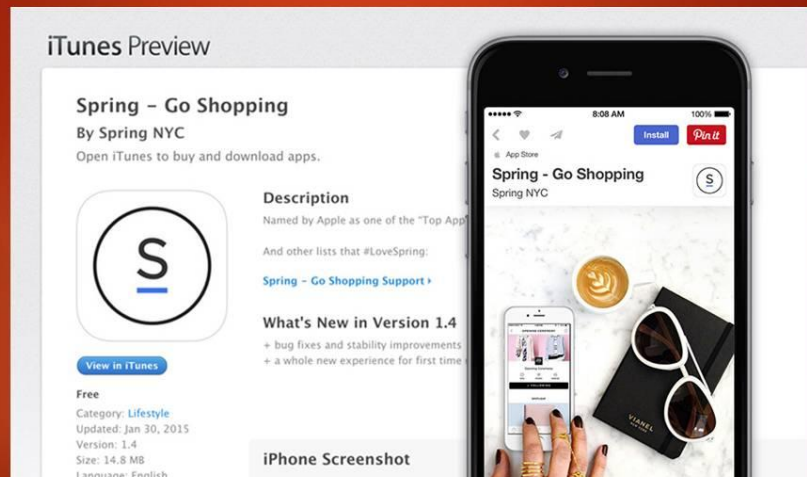


Source: Pinterest

S11: Movie pins help the Pinterest community to learn more about new and upcoming movies. It also includes essential information about the movie such as ratings, cast members, and reviews. Think of it as an online movie

directory which you can save information on your favourite movies, categorized and organised and share them with the community.

App Pins



Source: Pinterest

S12: App pins helps the Pinterest community to discover more relevant apps and it can be done without ever leaving Pinterest through the App Pin. It is similar to the rest of the pins and the only thing is that it helps to pin apps. This is available for iOS in the US.

What Are Promoted Pins

- ▶ **Promoted pins:** Also known as Pinterest ads
- ▶ Allows you to pay to promote your best pins

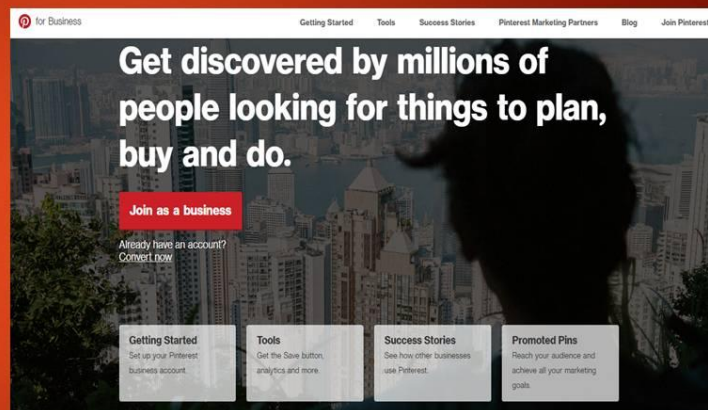
S13: You can also advertise on Pinterest using a Promoted Pin. It functions like a paid ad and you can advertise to your audience by location, demographics, devices and even interest. It runs on cost-per-click basis and we will cover more on this in our later videos.

Depending on what business you are in, the strategy which you can use is to organize your marketing collaterals of your brands to create a pin that can be easily shared across social media. Your marketing collaterals of course, covers things like articles, infographics, products, services and images, just to name a few.

When you've finished "pinning" them, promote it across to your target audience and watch them get consumed and shared by your audiences.

Creating Your Business Account

Step 1: Click on the businesses button at the very bottom of the page.



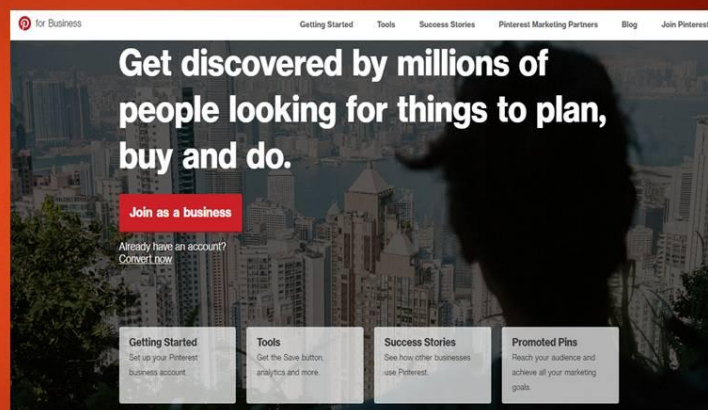
S14: And now, we have come to creating your business account. All you need to do is just 3 simple steps and you can have your own brand and business.

Step 1, click on the businesses button at the very bottom of the page...

Creating Your Business Account

And then you will land on the page shown in the figure.

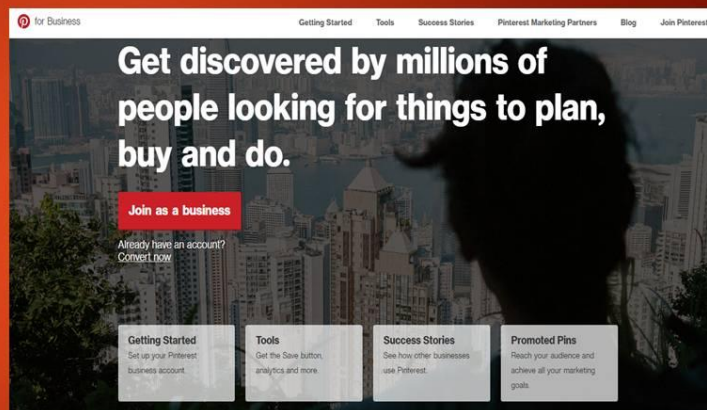
Simply click on the convert now button if you have already have an account.



S15: ...and then you will be directed to the page shown here. Click on the convert now button if you already have an account.

Creating Your Business Account

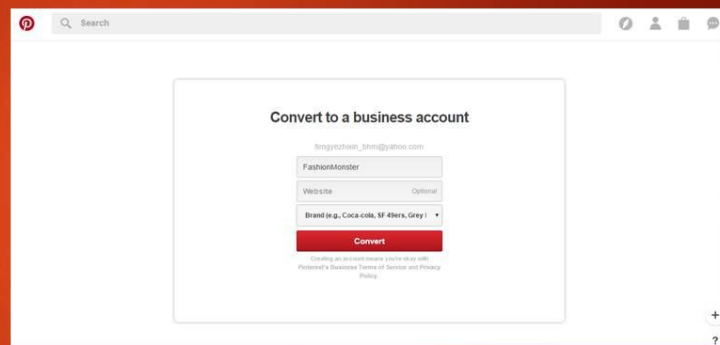
If you don't, just click on the "Join as a business" button will do.



S16: If you don't, just click on the "Join as a business" button.

Creating Your Business Account

Step 2: Fill in your business name and insert your website. And then select your brand type and click convert.

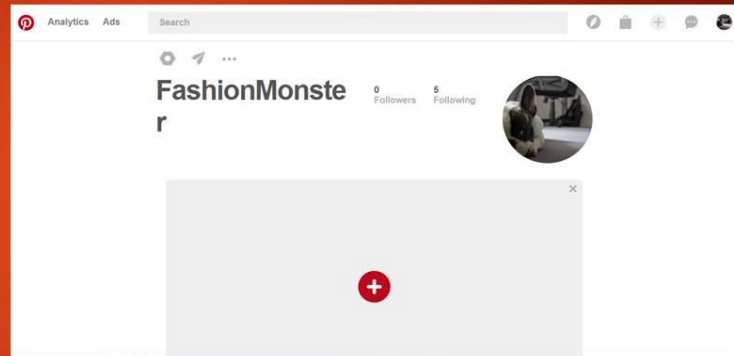


S17: Step 2, you will reach a page where you are required to fill in your business name, insert your website and also select your brand name.

After you have filled out the form, click on the convert button to proceed.

Creating Your Business Account

Step 3: Lastly, you will land on the page as shown in the figure beside and this is how your business dashboard looks like.



S18: Lastly, you will land on the page as shown in the figure. And this is how your business dashboard looks like.

We've reached the end of the first part in building and expanding your business on Pinterest. In summary, there are multiple things which you can do on Pinterest to grow awareness and create engagement with your brand. The main aim is to create a pin board that has value, captures interest and has viral capabilities which would persuade and motivate your target audience to share with their friends and we will cover more on this in our next videos.