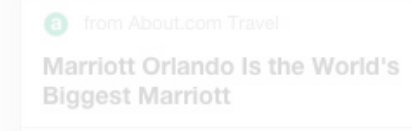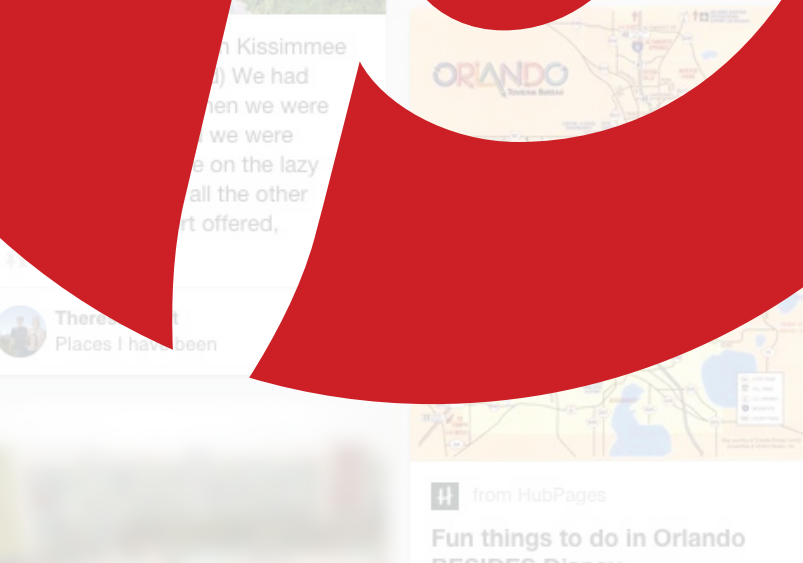Getting Started on

Pinterest

Guide to Using Pinterest for Business

Getting Started on Pinterest

Guide to Using Pinterest for Business

Travel Media GROUP

Social networks are great for providing excellent customer service, maintaining brand awareness, and encouraging clicks to your reservations page. However, these benefits all take place during or after travelers have already started planning their trip. There is a way to reach travelers before they've settled on their destination - you just need to be where they are looking for travel inspiration: Pinterest.

Pinterest is not usually the first social network that hoteliers join, and because of that it's a great market to tap in to. By providing helpful resources before the traveler has made their reservation, you can be the source they keep coming back to once they've pinned you on their pinboards. Best of all, Pins are an evergreen source of links - while your status updates will be replaced on other websites' newsfeeds with more recent posts, Pinterest Pins can be revived and continue to be seen by new Pinners months or years after they've been Pinned.

We've already used a few words that you may not know if you're new to Pinterest. Here are the basics:

Pinterest is often referred to as a vision board on the internet. Users (known as **Pinners**) often use it to save recipes, fashion ideas, DIY projects, and things that inspire them - especially travel inspiration.

A **Pin** is an image with a description saved by a user. Clicking the picture will send you to a source link of where the picture was pinned from or where the original Pinner chose to link it. Users can like pins, allowing a user to view it later without saving it to a Pin Board, and comment on a pin, which stays with that pin even when repinned by other users.

A Pinterest profile is comprised of **Pin Boards**. This is how you can sort and organize your pins. Many Pinners choose to break down their boards into very specific categories to make it easy to find things they saved later - for instance, instead of "Travel" they may have boards like "Beautiful Beaches," "Family Vacation," and "Dream Road Trip." If you create a Board and it becomes a little crowded, you can always reorganize later and move some Pins to a new Board.
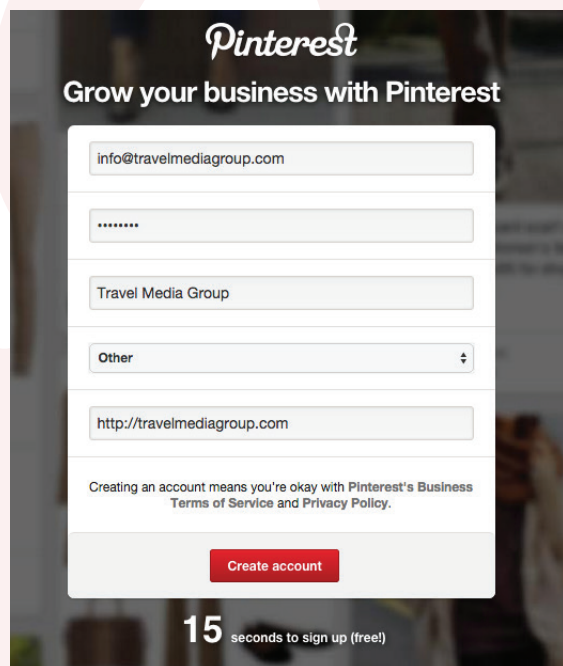
Finally, you can access your **home feed** at any time by clicking the Pinterest logo in the top right of the screen. This is where a feed of Pins will update for you to save and share.

Many websites have
Rich Pins
enabled, which give a little more detail on where the Pin's link will send you.

There are six types of Rich Pins, including *Article Pins* which give a description of the article that was pinned, and *Place Pins* which show a map and address of a pinned location. We'll explain more on Place Pins later.

It's easier than you think to get started on Pinterest. Just go to

https://www.pinterest.com/business/create

Once there, fill out your email, password, business name, business type (likely Local Business) and add a link to your website.

Then, you'll be launched into building your home feed. Just select five interests (you can search for specifics) and Pinterest will curate your home feed. Later, this feed will also be filled with any Pinners or pinboards you follow.
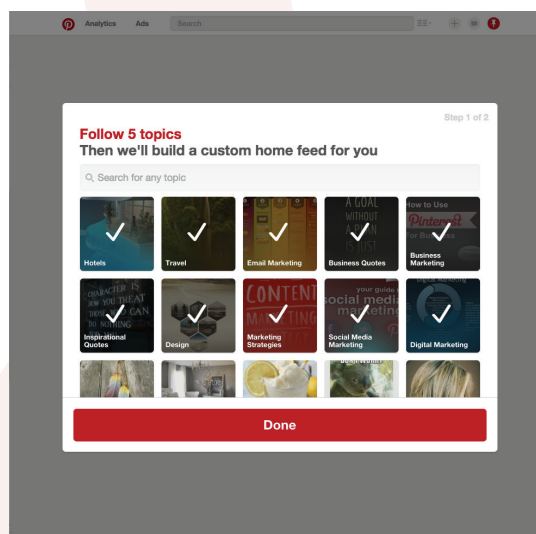
Next, you'll want to complete your profile. Click the red pin on the top right of the screen, which will show a dropdown where you can click Your Profile. It looks pretty bare right now, but filling it out is easy. Just click Edit Profile and fill out the information, including uploading a picture, setting your username, adding a 140-character description, and linking your website.
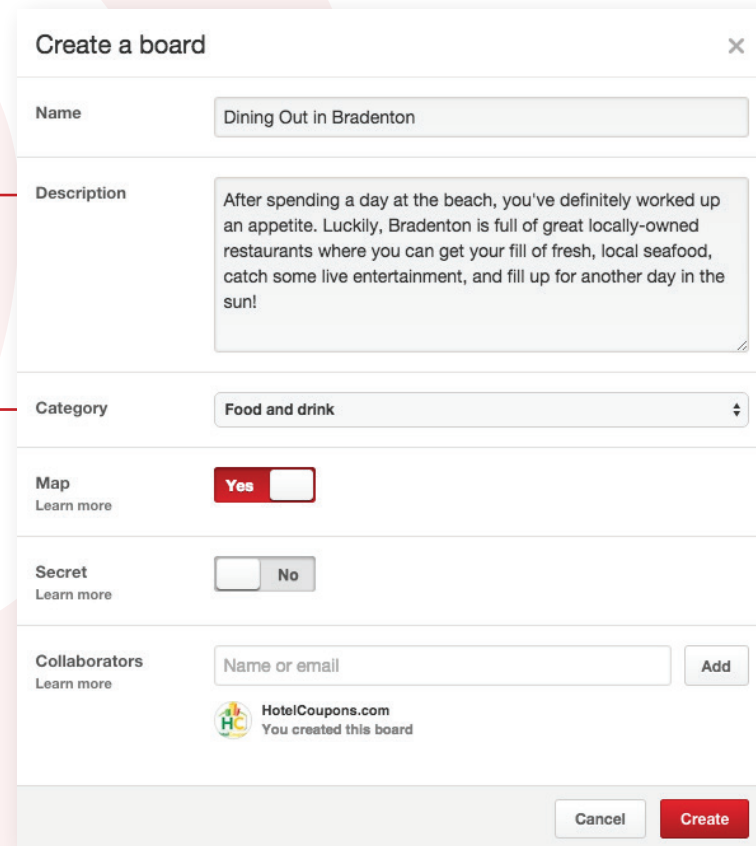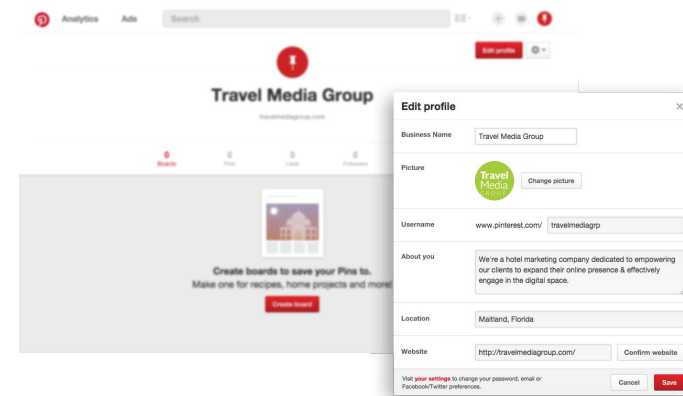
Need even more help? Pinterest's extensive Help Center probably covers what need. Search the Help Center for "edit your profile" for more details on linking and verifying your website.

Now it's time to create Pinboards to start saving Pins. Pretty soon, you'll be coming up with plenty of ideas for new Pinboards with helpful links to share. All you need to do to get started is click **Create a Board** on your profile, and a popup will ask for all the details. Here's an example of a Pinboard that would highlight your local area with restaurant recommendations.

Create a description that lets people know what to expect from the Board and is engaging to make people want to follow it.

Choose the best one for your board - try to stay away from "Other" so it can be found easily in searches.

Create a board ✕

Name — Dining Out in Bradenton

Description — After spending a day at the beach, you've definitely worked up an appetite. Luckily, Bradenton is full of great locally-owned restaurants where you can get your fill of fresh, local seafood, catch some live entertainment, and fill up for another day in the sun!

Category — Food and drink

Map Learn more — Yes

Secret Learn more — No

Collaborators Learn more — Name or email   Add
HotelCoupons.com You created this board

Cancel   Create

If your board will be showing specific locations with addresses, check Yes. This is where those Place Pins will come into play.

Secret Boards are viewable only by you, so they're good if you want to build something ahead of being ready to publish it or if you want to save links that wouldn't be appropriate for your audience.

Now, you can start Pinning! There are a few ways to do this: repin from Pinterest, Pin from a website, or create your own Pin.

Repins: Repins are simply finding a Pin on Pinterest and adding it to one of your own boards. You can use the search bar at the top of the page to find Pins on specific topics or easily repin from your home feed. Just click on the Pin, then click Pin it on the top left, and adjust the description as you'd like before selecting the board you're pinning it to.

Because this is a Place Pin from a map-enabled board, it includes helpful location information!
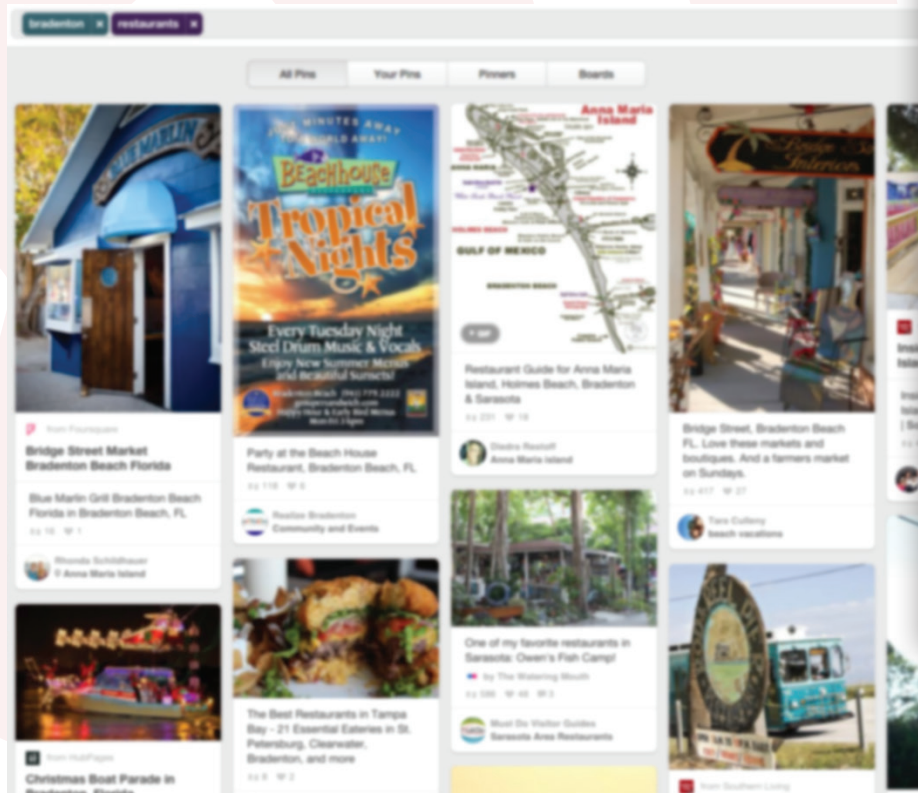
Before you add a Pin to your profile, it's best to check that the link on the Pin is working and that it doesn't send the user to a competitor's website. In the case of this Pin, it was saved from Foursquare so the link takes the user to the restaurant listing on Foursquare.

Pin from a Website: When you're navigating the Internet, you may come across helpful links that you want to share, or you may want to Pin pages from your own website. There are two ways to do this. One is to add the Pin It button to your browser (find it **here**). When you're on a page you want to pin, just click the button and pin options will appear. Select the photo you want to Pin, then click on the description to edit it.
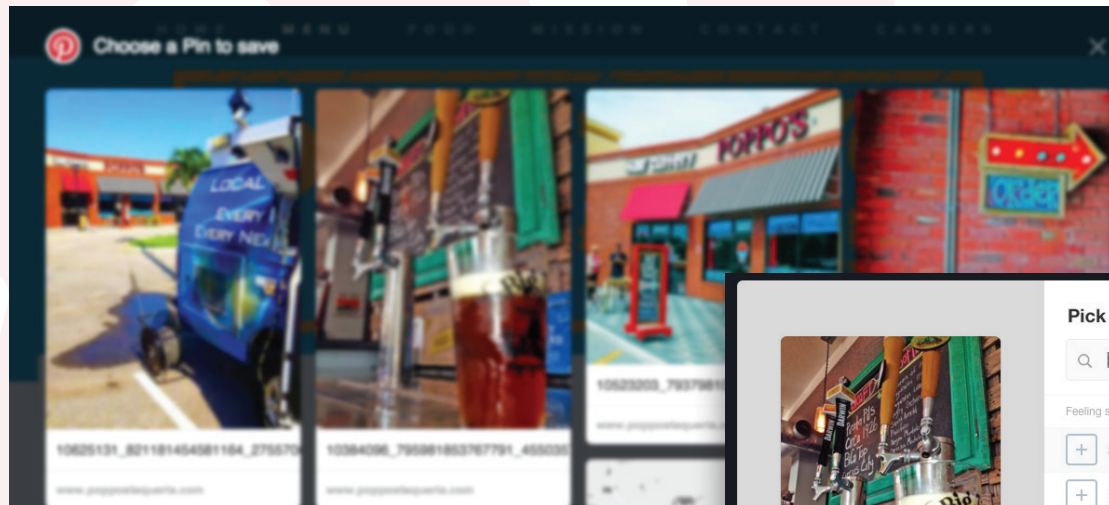
Many websites do not properly optimize their image tags, so you'll want to click here to edit the description.
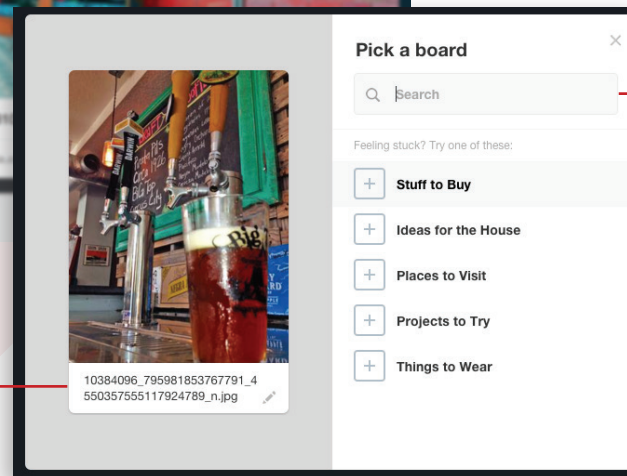
You can begin typing in the search bar to create a new board, or select an existing one.

Create Your Own Pin: You may have noticed that many website photos do not look like the pretty photos populating your Pinterest feed, or they simply do not pull in correctly when you try to Pin from the link. In either case, creating your own Pin will give you more control over the finished product and only takes a couple more steps.

On Pinterest, click the plus sign on the top right of the page, then click **Upload from computer** from the dropdown. Upload your image. Just like before, click below the image to add a description and then select your board on the right. Once you click Pin it, you'll be redirected to the board and your new Pin.

Next, hover on the Pin you just created and click on the pencil in the top left corner. In the **Edit this Pin** window, add a link in the **Website** field and click **Save**.
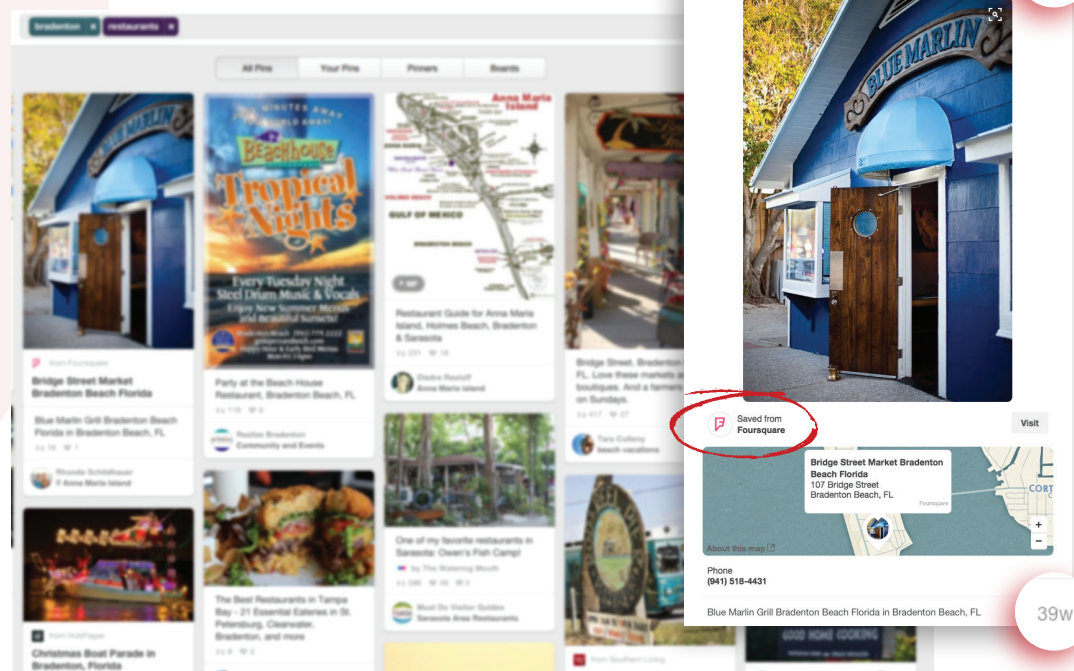
To find Pins that you want to repin, you'll need to follow users and boards to populate your feed. You can use the search bar at the top of the page to search for topics like "travel quotes" or try searching for your city. Then, click **Pinners** or **Boards** to find people relevant to your company interests. Then, just click **Follow**! If you follow a person, then everything they pin will appear in your home feed. If you follow a board, then only Pins on that board by that person will show up in your home feed.

When you repin, like, or comment on someone else's Pin, they will receive a notification. These actions will make you more visible to them, as they may then look at your profile and repin from you to their followers. As mentioned earlier, Pins are a great way to promote your hotel since each time they are repinned, they appear in the feed of anyone who follows you.

Look again at this pin from earlier, which came up at the top of the results page for our search. As you can see in the bottom right of the pin, it was first saved from Foursquare 39 weeks ago! On the top right you can see that it has been repinned by 16 different users, each who have followers who have seen this pin. For a social network, that's a long lifetime and a huge reach for a single share.

This guide is to help businesses get started using Pinterest, which is still an up-and-comer in the social media marketing world for many businesses. Pinners love to save travel inspiration and find new places to explore on their next trip, so it's a perfect place for a hotel brand to engage with potential travelers.

Travel Media Group knows that this is a larely untapped market for hoteliers, so we began providing Pinterest set-up and ongoing Pinning for clients using our Social Media product. 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.

Speak with a Digital Marketing Specialist for more information on our Social Media Services info@travelmediagroup.com or visit trvl.media/pinterest

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