

HOW PINTEREST CAN BOOST YOUR BUSINESS

by



Wondering how you can leverage Pinterest to give your business that much-needed boost? With a whopping 400 million active users every month, Pinterest is fast becoming one of the favourite social hangouts. Yet, many online businesses seem to be napping on the immense potential of this platform.

My Journey with Busy Women Networking: A Community that Inspires

I joined the Busy Women Networking group in Bedford last year. The support and friendships I've made have been so important to me, and the encouragement from my networking group has helped me continue to build upon my expertise as a Pinterest strategist.

I've had so much fun connecting with so many inspiring female entrepreneurs who understand the importance of having an engaging online presence.

During this time I've had countless conversations with women who see the potential of Pinterest but are unsure of how to get started. This blog will help you get started!

Why Pinterest Matters for Your Business

As a busy woman entrepreneur, Pinterest is an incredible platform to showcase your brand, reach potential clients, and amplify your website's visibility.

This platform is especially beneficial for online businesses in the lifestyle, fashion, health, and travel sectors. However, its potential is far-reaching and virtually any niche can tap into it.

How to Get More Clicks to Your Website from Pinterest

- 1 **Optimize your profile:** Your Pinterest profile should accurately represent your brand, with a profile photo consistent with your other social media, and an engaging bio that includes relevant keywords.
- 2 **Create eye-catching pins:** The key to Pinterest success lies in creating visually appealing pins that capture your audience's attention. Use high-quality images, bold text overlays, and engaging hooks to encourage users to click through to your website.
- 3 **Pin consistently:** To maximize your Pinterest presence, aim to pin regularly. Consistency helps boost your visibility in Pinterest's algorithm, making it more likely that your content will be discovered by users searching for similar topics. One pin a day is plenty!
- 4 **Utilise keywords:** Just as with search engines like Google, using relevant keywords in your pin titles, descriptions, and board names can help your content be found by users searching for related information on the platform.
- 5 **Track your analytics:** Keep an eye on your Pinterest analytics to see which pins perform best, and tweak your strategy accordingly. This data will help you understand what content resonates with your audience and drives the most traffic to your website.

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Would Pinterest be a good fit for your business?

Before diving headfirst into Pinterest as a marketing platform, it's crucial to ensure it's a good fit for your business. Some businesses may reap more benefits from Pinterest than others, based on the nature of the business, the products or services offered, and the target audience.

If your business is in a creative or visual industry, such as interior design, graphic design, or fashion, then Pinterest can be a fantastic choice for you. It's an excellent platform for showcasing your products and services and getting inspiration for new ideas.

For businesses selling products, such as homeware or clothing, Pinterest can be a powerful platform for increasing brand awareness and getting your products in front of your target audience. With Pinterest's search engine, you can effortlessly reach potential customers who are searching for the products you offer.

If you're a service-based business, like a web designer or event planner, you can use Pinterest to showcase your work and create boards to inspire potential customers. You can also use Pinterest to promote your blog posts and share helpful tips and advice.

But if your business relies heavily on local footfall, then Pinterest might not be the right platform for you. In such a case, it would be more beneficial to focus your efforts on Facebook, Instagram, and your Google Business Profile.

The Power of Collaboration

My business journey wouldn't have been the same without the support of the Busy Women Networking community. Since joining I've made invaluable connections, and been introduced to exciting opportunities, which have helped me grow both personally and professionally.

If you're interested in exploring the power of Pinterest to drive more of your perfect customers to your website, visit my website for lots of 'how to' content in my blog and details of my membership at www.strangesocial.com and of course, don't forget to follow me on Pinterest! <https://www.pinterest.co.uk/strangesocial/>