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Aliya Hammond Consulting
Keeping You Connected in the Digital Universe

Pinterest For Beginners

Presenter
Aliya Hammond

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Aliya Hammond

I'm a **Social Media Strategist and Trainer** specializing in:

- ✓ *Social Media Management, Marketing, and Training for:*
 - ✓ *Small and Large Businesses*
 - ✓ *Entrepreneurs*
 - ✓ *Busy Executives*
 - ✓ *Non-Profits*

I help build their brand and connect with their clients using various online social networks.



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Agenda

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- 01 What Is Pinterest?**
- 02 Pinterest Stats**
- 03 Why Use Pinterest?**
- 04 Decoding Pinterest Terms and Terminology**
- 05 4 Pinterest Tips For Business Owners**
- 06 Pinterest Case Study**
- 07 Pinterest Best Practices**
- 08 Homework**



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What Is Pinterest?

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What Is Pinterest?



Pinterest is a visual discovery engine for finding ideas like recipes, home and style inspiration, and more.




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Why Is Pinterest So Special?

THINKING...



- Social Network That Works More Like A Search Engine
- Create Digital Vision Boards
- Fill Them With Things That Inspire You
- Can Be Used As A Tool To Search For Ideas, Share Content
- Pins Can Be Categorized Onto Individual Boards



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Is Pinterest Right For My Business?



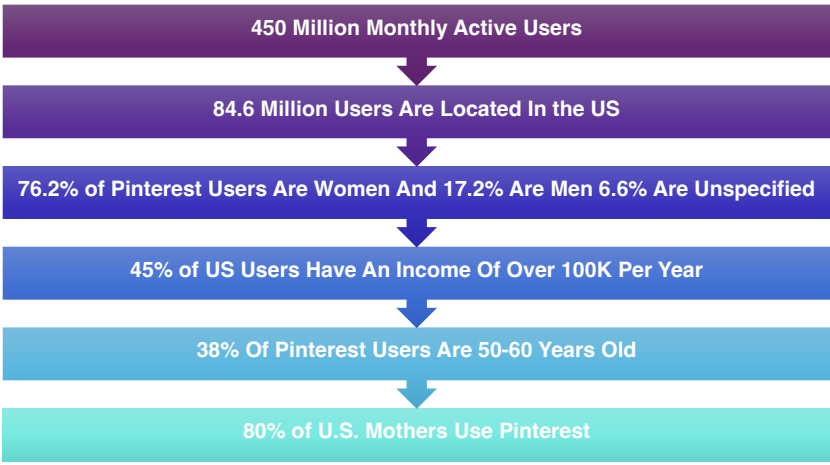
The illustration shows a woman with long brown hair and a pink top, holding two circular signs on sticks. The left sign is green with the word 'Yes' in white, and the right sign is red with the word 'No' in white. Between the two signs, the word 'OR' is written in blue. The woman has a neutral expression, looking directly at the viewer.

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Pinterest Stats



The flowchart consists of six horizontal bars of varying colors (purple, dark blue, blue, teal, light blue, and green) connected by downward-pointing arrows. Each bar contains a specific statistic about Pinterest users.

- 450 Million Monthly Active Users
- 84.6 Million Users Are Located In the US
- 76.2% of Pinterest Users Are Women And 17.2% Are Men 6.6% Are Unspecified
- 45% of US Users Have An Income Of Over 100K Per Year
- 38% Of Pinterest Users Are 50-60 Years Old
- 80% of U.S. Mothers Use Pinterest

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Why Use Pinterest?

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Pinterest Is Shoppable

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- Pinner's Are Actively Using Pinterest To Shop
- Pinterest Offers Shoppable Pin With A Search Tab Just For Finding Products
- 85% of Users Have Made A Purchase Based On Something They Saw In A Pin



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Pinterest Extends Your Reach

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-  Pinterest Is A Visual Discovery Engine Where Content Lives & Gets Surfaced & Resurfaced Over and Over Again
-  Pinterest Is Primarily Built For Search & Discovery
-  A Focus on SEO And Quality Keywords Can Help To Extend Your Reach And Increase Your Sales



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Pins Have Staying Power

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Your Content Has A Much Longer Shelf-Life Than It Would On Other Platforms

↓


Not minutes...but MONTHS!



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Decoding Pinterest Terms & Terminology




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Pins




Karina Velvet Stool, Set of 2,...
Houzz



Houzz

More from Houzz
Houzz is the leading online platform for home remodeling and design, providing people with everything they need to improve their homes from start to finish.



Any content shared on Pinterest is a Pin.



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Pinner


Pinner are the more than **450 Million** people who use **Pinterest** on a monthly basis.

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Pin Codes



Pin Codes are similar to a **QR code**. They take your **target audience** directly to your **profile** or can link to a **suggested board**.

1. Open  app
2. Go to  bar
3. Tap  to scan

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Boards


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Boards Allow People To Organize And Save Pins On The Platform By Subject

They Can Be Either Set To Public Or Private

Group Boards Are Collaborative Boards That You Can Invite Others To Contribute To

These Are A Great Way To Build Partnerships With Industry Leaders And Encourage Engagement

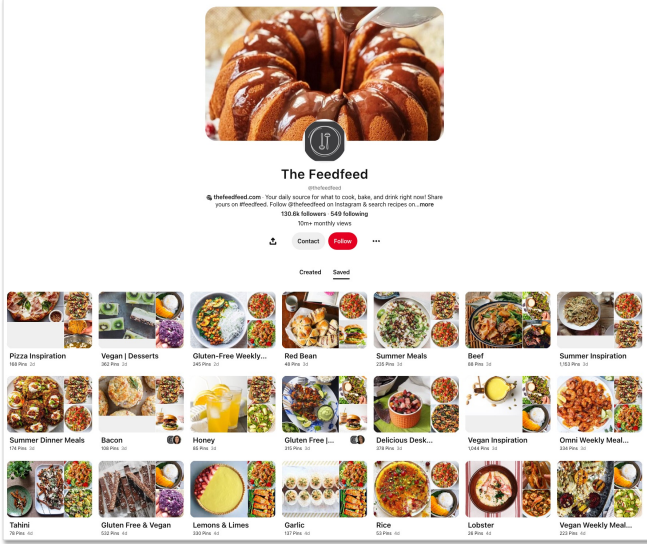


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Boards

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Archiving

Archiving On Pinterest Is A Way Of Hiding Non-Evergreen Content Without Deleting It Forever

When You Archive A Board, You Can Find It At The Bottom Of Your Profile Below Your Boards

Archived Boards Will Not Show Up In Your Public Profile And You Will Not Be Able To Save Pins To It




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Home Feed

Your Home Feed Is A Feed Of Pins That Have Been Picked For You Based On The Boards You Create, Pins You Engage With, and Things You Search For On Pinterest

Browse Your Home Feed To Discover Pins From People And Boards You Follow



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Home Feed

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The screenshot shows a grid of pins from a Pinterest home feed. The pins include:

- Metal Stick Glass Bulb... Ruffal Lights
- Seating
- Abernathy Chandelier Luke and George
- Aubrey Counter Stool - Walnut Stain Monaco Cream Promoted by Rose Concepts
- Collections Castro Lighting
- Visit site
- Watch again
- Shop Casper Today Promoted by Casper
- The Chicest Chick: Photo
- REK'S
- Everly Quinn 4 - Light Spheres... Wayfar.com
- Retractable Blades Ceiling Fans
- Hudson Valley Outlink 20" Wid... Lamps Plus - The Nation's Large...
- KOZYO Get Fast Delivery & Pickup on 10,000+
- Cute Back to School Outfits Promoted by JCPen's Sporting Goods
- Abode Jungle
- Promoted by KAYO
- Healthy Food | recipes L...

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Comments, Tagging and Hashtags

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The diagram consists of three rounded rectangular boxes arranged horizontally, with a large light blue arrow pointing from left to right behind them. The boxes contain the following text:

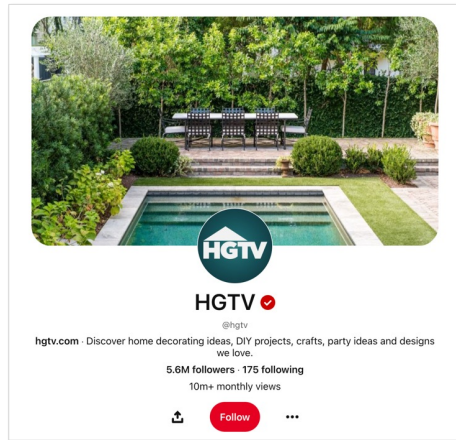
- Light Blue Box:** Pinner Can Add Comments To Your Pins And Vice Versa
- Dark Blue Box:** You Can Also Tag Others Using The @ Symbol
- Dark Purple Box:** Use Hashtags To Make It Easy For Pinner To Find Your Content

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Profile

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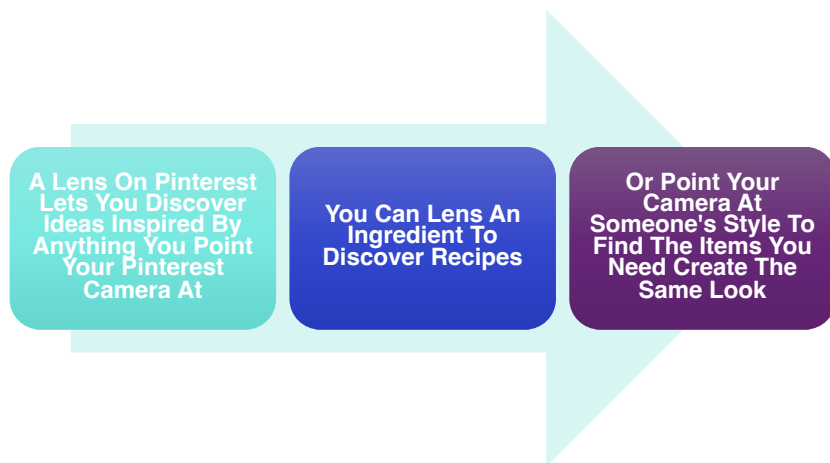
Your profile lets you share details about yourself or your business with other people on Pinterest.



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Lens

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Lens

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Rich Pins

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Rich Pins Are A Type Of Organic Pin That Automatically Syncs Info From Your Website To Your Pins

You Can Identify Rich Pins By The Extra Info Above And Below The Image On Closeup And The Bold Title In Your Feed

If Something Changes On Your Website, The Rich Pin Updates To Reflect That Change


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Types of Rich Pins

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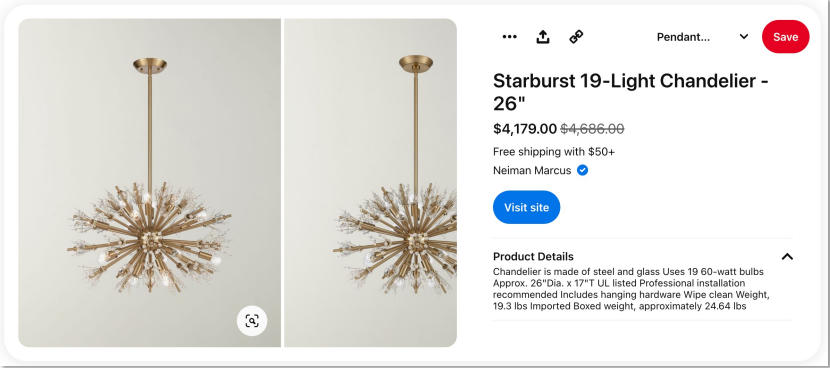
| Product Rich Pins | Recipe Rich Pins | Article Rich Pins |
|---|---|---|
| <ul style="list-style-type: none">• Include The Most Up To Date Pricing, Availability, And Product Info Right On Your Pin | <ul style="list-style-type: none">• Add A Title, Serving Size, Cook Time, Ratings, Diet Preference And A List Of Ingredients To Recipes That You Pin From Your Site | <ul style="list-style-type: none">• Add The Headline Or Title, The Description, And The Author of the Article Or Blog Post From Your Site |


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Product Rich Pin

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Starburst 19-Light Chandelier - 26"

\$4,179.00 ~~\$4,686.00~~


Free shipping with \$50+

Neiman Marcus

[Visit site](#)

Product Details

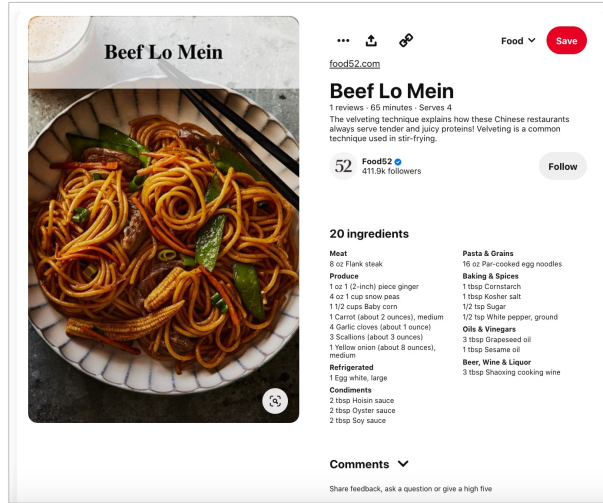
Chandelier is made of steel and glass Uses 19 60-watt bulbs
Approx. 26" Dia. x 17" H UL listed Professional installation recommended Includes hanging hardware Wipe clean Weight, 19.3 lbs Imported Boxed weight, approximately 24.64 lbs


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Recipe Rich Pin

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Beef Lo Mein

food52.com

1 reviews · 65 minutes · Serves 4
The velveting technique explains how these Chinese restaurants always serve tender and juicy proteins! Velveting is a common technique used in stir-frying.

52 Food52 411.9k followers Follow

20 ingredients

| | |
|---|--------------------------------|
| Meat | Pasta & Grains |
| 8 oz Flank steak | 16 oz Pre-cooked egg noodles |
| Produce | Baking & Spices |
| 1 oz 1 (2-inch) piece ginger | 1 tbsp Cornstarch |
| 4 oz 1 cup snow peas | 1 tbsp Kosher salt |
| 1 1/2 cups Baby corn | 1/2 tsp Sugar |
| 1 Carrot (about 2 ounces), medium | 1/2 tsp White pepper, ground |
| 4 Garlic cloves (about 1 ounce) | Oils & Vinegars |
| 3 Scallions (about 3 ounces) | 2 tbsp Grapeseed oil |
| 1 Yellow onion (about 8 ounces), medium | 1 tbsp Sesame oil |
| Refrigerated | Beer, Wine & Liquor |
| 1 Egg white, large | 3 tbsp Shaoxing cooking wine |
| Condiments | |
| 2 tbsp Hoisin sauce | |
| 2 tbsp Oyster sauce | |
| 2 tbsp Soy sauce | |

Comments

Share feedback, ask a question or give a high five



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Article Rich Pin

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How to Find and Report Stolen Pins on Pinterest

socialmediaexaminer.com

Pinterest Tip... Save

How to Find and Report Stolen Pins on Pinterest : Social Media Examiner

Learn how to identify and report copyright infringement for stolen pins on Pinterest.

Social Media Examiner 53.2k followers Following

Comments

Share feedback, ask a question or give a high five

Add a comment

Social Media Examiner saved to Pinterest Marketing



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4 Pinterest Tips For Business Owners




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Know Your Target Audience

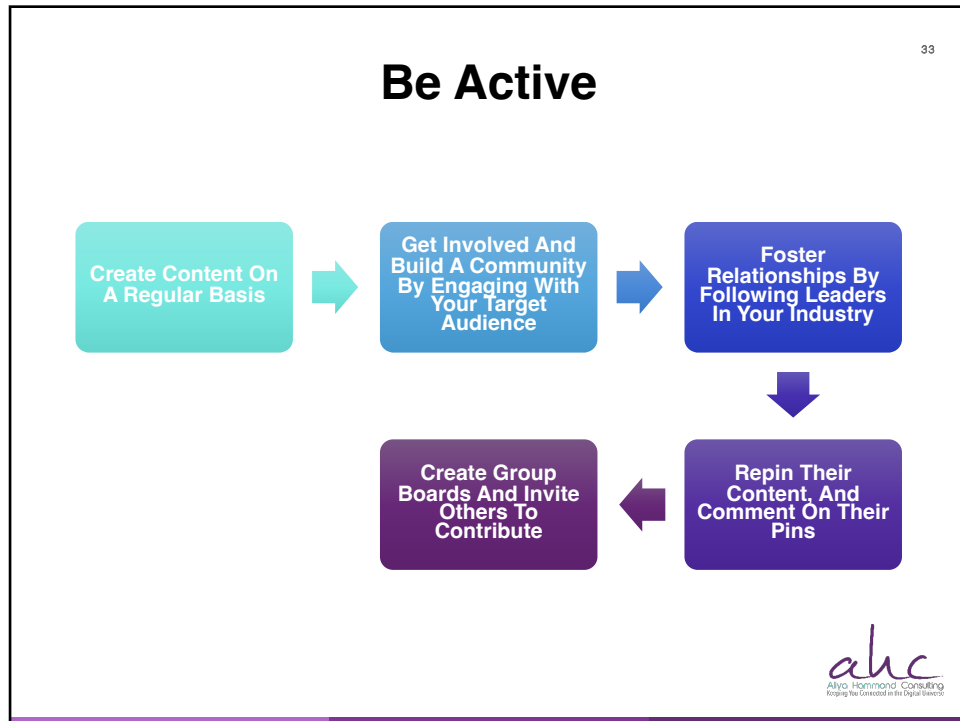


```
graph LR; A[Pinterest Has More Female Users Than Male] --> B[Popular With Moms, Millennials & Those With A College Degree]; B --> C[Attracts A Higher Income Bracket];
```



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Focus On Branding

ADD TO CART

According To Sprout Social 85% Of Pinners Made A Purchase Based On Content They Saw From Their Favorite Brands On Pinterest.

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Helpful Tips To Focus On Branding

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Craft A Creative Description On Your Profile Page That Defines Your Business

Visual Elements Should Have A Cohesive Look

Include Your Profile Picture And Organize Your Board Displays








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Plan Ahead

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-  **Know What Your Goals And Objectives Are**
-  **Create Your Content In Advance By Setting Aside Time To Content Batch**
-  **Create A Content Calendar**
-  **Use Scheduling Tools Like Later or Planoly**



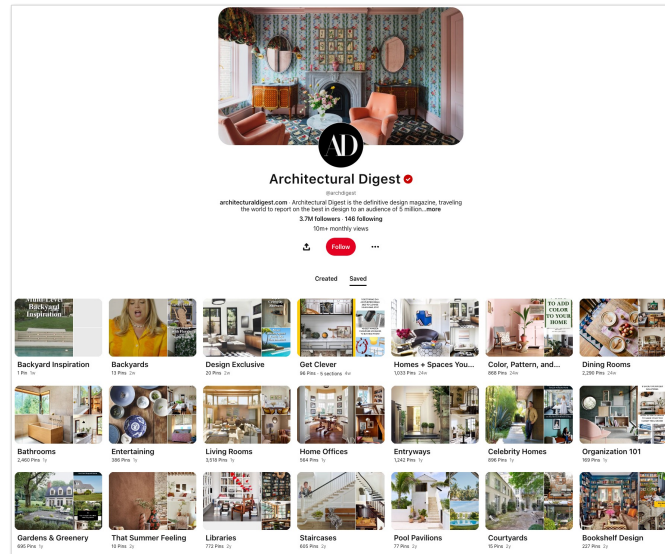
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Case Study

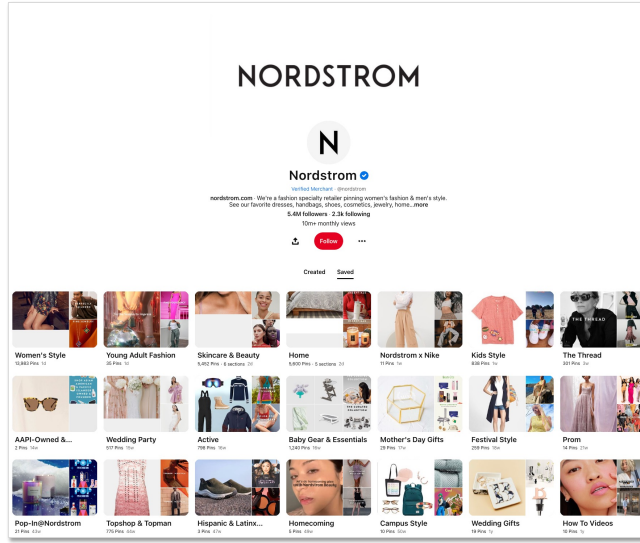


Architectural Digest



Nordstrom

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Best Practices

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Homework


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Set Up Your Pinterest Account

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- Open A Pinterest Account
- Choose A Username
- Add a Profile Picture & Cover Photo
- Add Your Description
- Create 3 Boards (Your Interests)
- Happy Pinning!



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Connect With Me On LinkedIn

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Questions and Answers



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Thank You

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info@aliyahammond.com

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<https://www.linkedin.com/in/aliyahammond/>

www.aliyahammond.com

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