

Pinterest for Business

A Photographer's Guide



Professional
Photographers
of America

WHY USE PINTEREST?

Simplicity

Pinterest is one of the easiest platforms you can use to market your business and reach new clients.

Reach

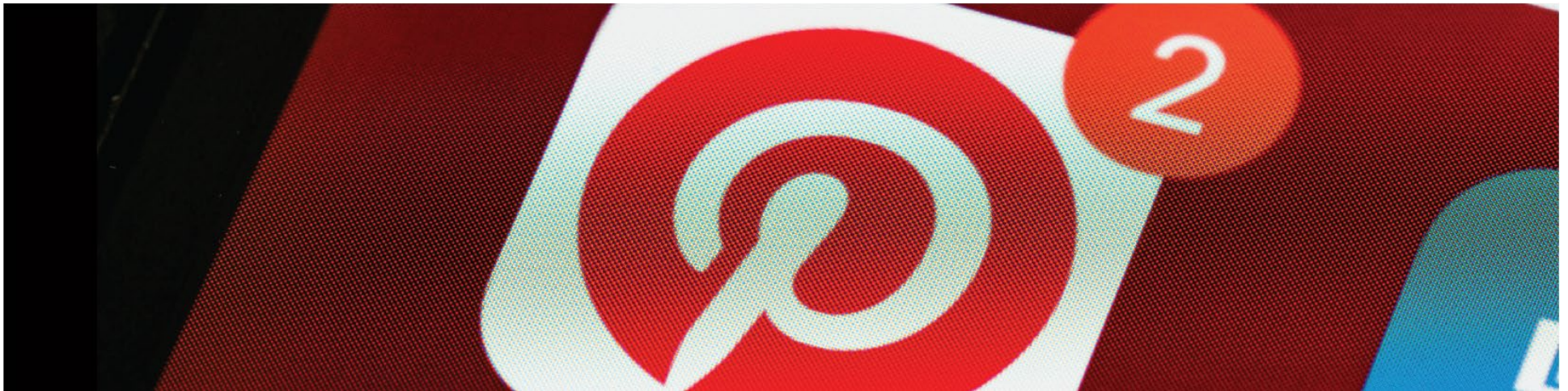
According to a 2022 study by Pinterest, more than 478 million people now use Pinterest every month, so it is worth exploring the platform and considering using it to reach new customers!

Links

Unlike Instagram, it's easy to add links to your Pins, which makes the platform a powerful marketing tool. These links allow users to easily find out more about your content and to potentially make a purchase.

Sales

Pinterest drives 3.8 times more sales than other social media platforms, and 89% of users have purchased a product because of Pinterest.



WHY USE PINTEREST?

Think of Pinterest as a search engine for images.

Just like Google, users go to Pinterest, type in keywords, and search for ideas and inspiration based on their hobbies and interests. Every idea is represented by a Pin (an image that can then be saved/bookmarked by Pinterest users). Each Pin can be linked back to a website, which means you can use them to easily drive traffic to your website.

Pinterest content remains evergreen.

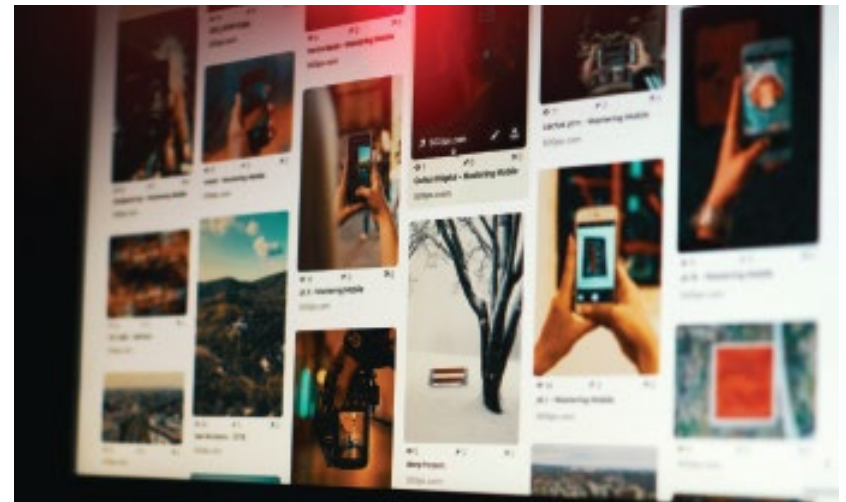
The longer content stays up, the more people see, save, and share that content, which in turn increases its reach. Content will surface when it's relevant and when people are searching for it. In other words, users don't have to be following you to see and find your Pins! By putting in the work on the front end, you will continue to see benefits—sometimes even years later!

It's versatile and easy-to-use.

Pinterest can be accessed from an internet browser or via the platform's mobile app (available both for iOS and Android). To download the app, simply visit the App Store or Google Play.

Ready to start Pinning?

This guide will walk you through the platform to make it easier for you to get big results with the least amount of effort!



TERMINOLOGY

Board

The place where you save related Pins. Boards are like folders that let you keep your Pins organized. You can create as many boards as you like.

Follower

Pinner's can interact and follow each other. Once someone follows you, they will be alerted when you add a new Pin, and it will appear on their homepage.

Pin

A visual bookmark that redirects you to another website, often the original source.

Pinner

Pinterest's users are often referred to as Pinner's.

Repin/Re-Pin

Saving a Pin that has been posted by someone else to your board. Also known as re-pinning or saving.

Source Link

A source link is the website URL that a shared Pin links to.

SETTING UP YOUR BUSINESS PROFILE

If you already have a personal Pinterest account, you have three options.

Create a New Business Account

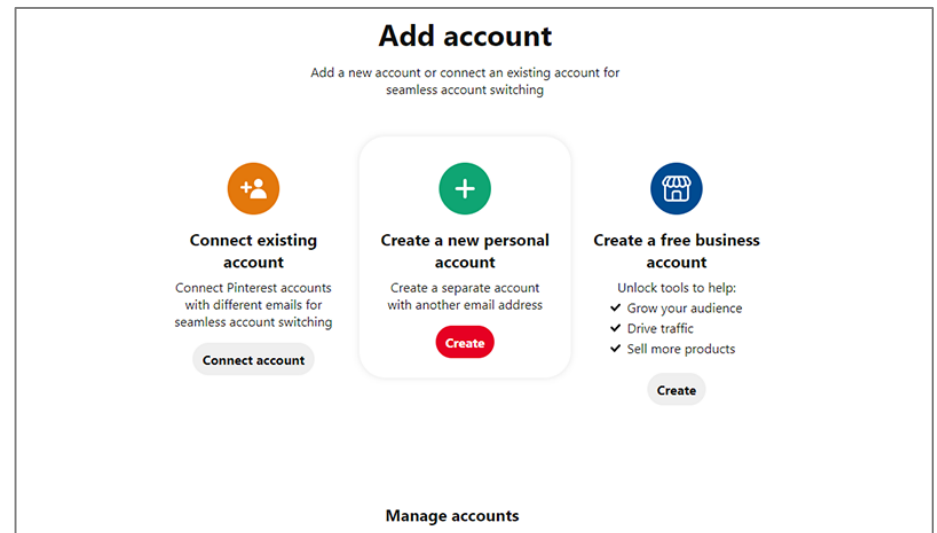
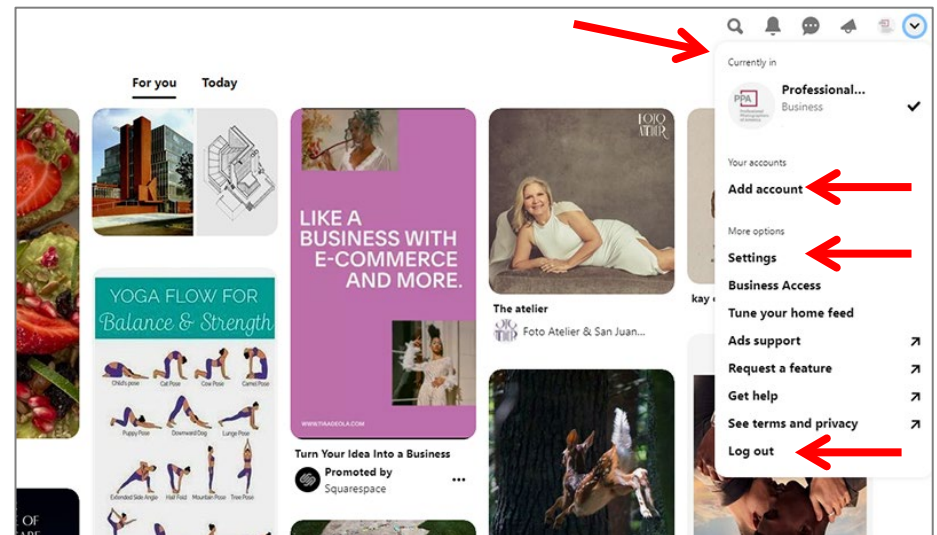
Log out of your personal account by clicking on the arrow on the top right-hand corner of the screen and select "Log out." Next, go to [Pinterest for Business](#) and click "Sign Up" in the top right-hand corner. Fill out details about your business and the person who will manage the account. Once that's complete, just read and accept Pinterest's Terms of Service and click "Create Account."

Create a Linked Business Account

You can create a business account that's linked to your personal account and switch between accounts. You'll use the same login credentials to sign into both accounts. Four business accounts can be linked to a personal Pinterest Account.

Upgrade from a Personal to a Business Account

You also have the option to switch from a personal to a business account. The good news? You won't have to delete all of your personal boards; instead, you will have the option to hide/archive them. To upgrade to a free business account, click on the arrow in the upper right-hand corner and then click "Add a Free Business Account" and enter your business information.



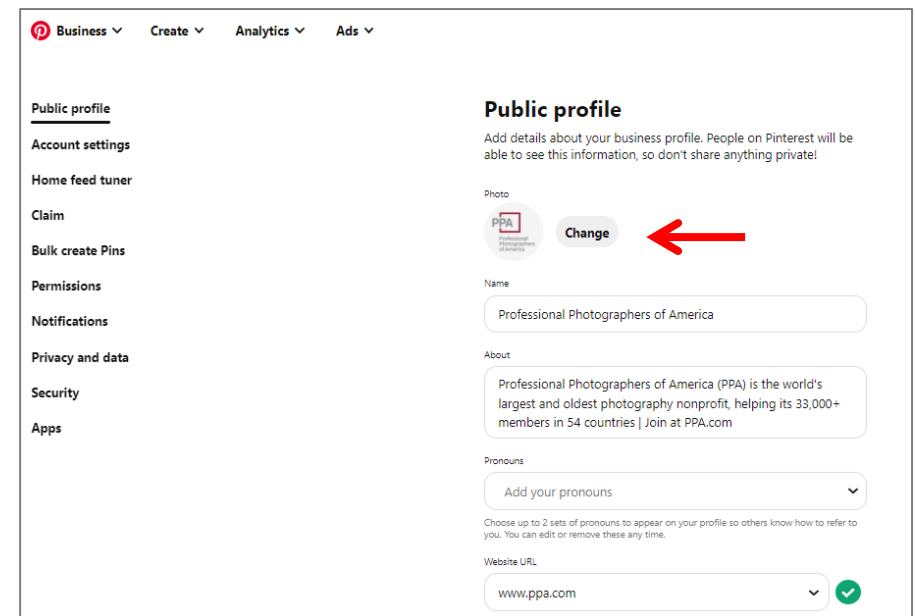
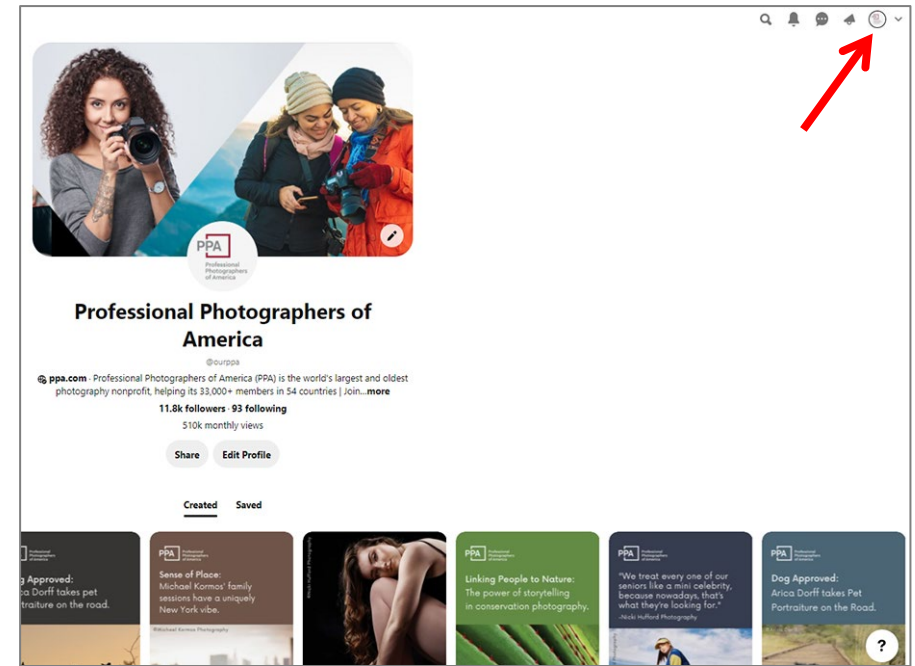
YOUR PROFILE PHOTO

If you don't already have a photo of yourself or a business-related image as your main photo for your Pinterest account, now is the time to add one. Be sure that the profile photo you choose is:

- High-resolution
- Current
- Either a professional headshot or your business logo

Pro Tip: As photographers, we are the faces of our brand. Using a photo of yourself can be more personable than using your business logo as a profile photo.

You can add/change your profile photo by clicking the arrow in the upper right-hand corner and choosing "Settings" from the drop-down menu. On the left-hand side of the page will be a menu, choose "Public Profile". You will now see a button that says "Change" right next to your current profile image. Click it and choose a new photo from your computer.



OPTIMIZING YOUR BIO

Use your bio to tell people, in a clear and concise way, who you are and what you do. It's also an opportunity for users to interact with you via a call to action.

The limit for a Pinterest profile is only 500 characters, so focus on what matters:

- How do you serve your clients?
- What makes you stand out from other photographers offering the same services as you?
- What is a call to action that will make them want to learn more?

Change your profile description by clicking the arrow in the upper right-hand corner and selecting "Settings" from the drop-down menu. You will see a section titled "About". Add your short description and call to action, and you are good to go!

The top screenshot shows the Pinterest Business profile page for 'Professional Photographers of America'. A red arrow points to the 'Settings' option in the top right corner of the profile menu. The bottom screenshot shows the 'Public profile' settings page, specifically the 'About' section. A red arrow points to the text area where the bio can be edited. The bio text reads: 'Professional Photographers of America (PPA) is the world's largest and oldest photography nonprofit, helping its 33,000+ members in 54 countries | Join at PPA.com'.

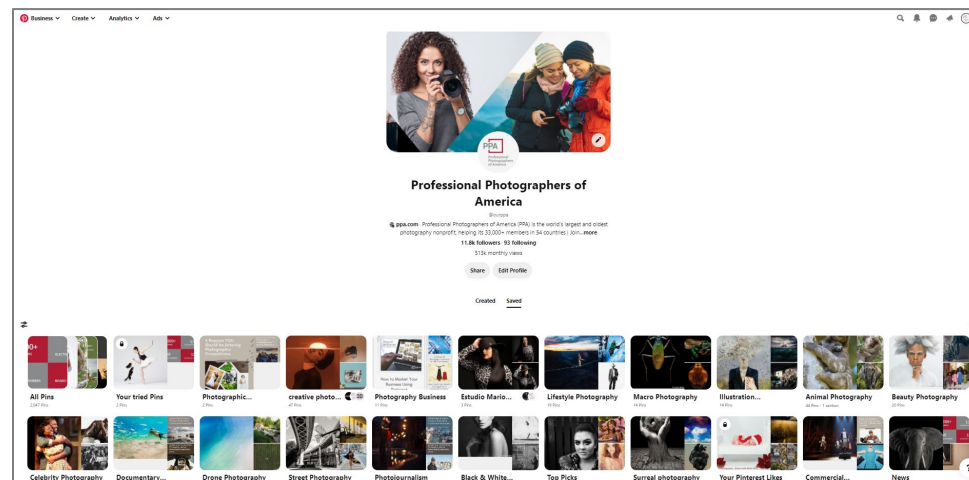
SETTING UP YOUR BOARDS

Pinterest boards allow you to organize and save your Pins based on categories, purpose, or audience. This makes it easy for followers to search, find, and follow the boards that interest them most.

Create 'Group Pins' with your boards to help your audience find the information they want and encourage them to browse your other boards for more information on different topics.

How you set up your boards, what language you use to name and describe them, and what content categories you assign them all affect where the actual content (Pins) appear on the platform. According to Pinterest, there's no right way to set up your boards, and you should base your decisions on what you're trying to say about your business or brand.

For example, your wedding board could have sections for Bride Getting Ready, Flower Girl Ideas, Floral Arrangements, etc. Using sections will help your followers (and other pinners) navigate your boards and find the content they are looking for!



Pro Tip: Using clear, descriptive language when naming and describing your boards is important. You can even create sections within a board to help people navigate your content.

CREATING A NEW BOARD

To create a new board, click on your profile icon in the top right-hand corner of the screen then select "Saved" from the center three buttons. You will see a plus sign on the right. When you click it, you will see a drop down with the option to create either a new Pin or a new board. Choose "Board."

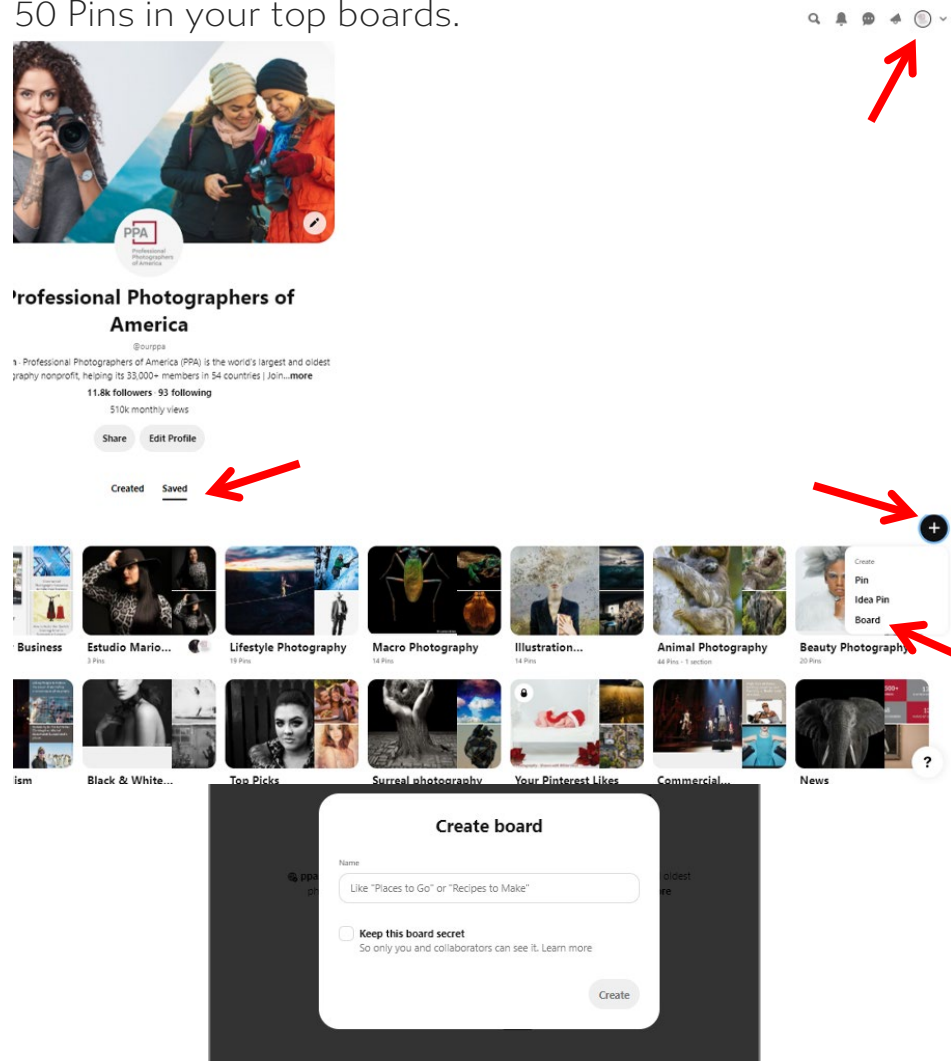
On the screen that pops up, name your new board. Use short, clear, and descriptive language. Think about what your clients would be searching for on Pinterest. If you're a wedding photographer, this could include ideas for wedding dresses, rings, venues, and even photography poses for the big day.

Pinterest Board Ideas for Photographers:

- Bride & Groom Portraits
- Family Outfit Ideas
- Engagement Outfits
- Fine Art Nature Photography
- Destination Weddings
- Outfits for Senior Portraits

How many boards to you need?

Shoot for 15 to 20 active boards on your account and 50 Pins in your top boards.



CREATING A NEW PIN

It's time to start adding Pins!

The world of Pinterest revolves around Pins. Having high-quality, eye-catching Pins with informative descriptions is the best way to generate a strong following for your business on Pinterest.

Use the "+" button at the bottom of the screen to add a new Pin.

You will see a new page where you can enter the details about your Pin. Remember to use descriptive keywords in both the title and the description of the Pin and ALWAYS include a link to your website where people can find out more and connect with you.

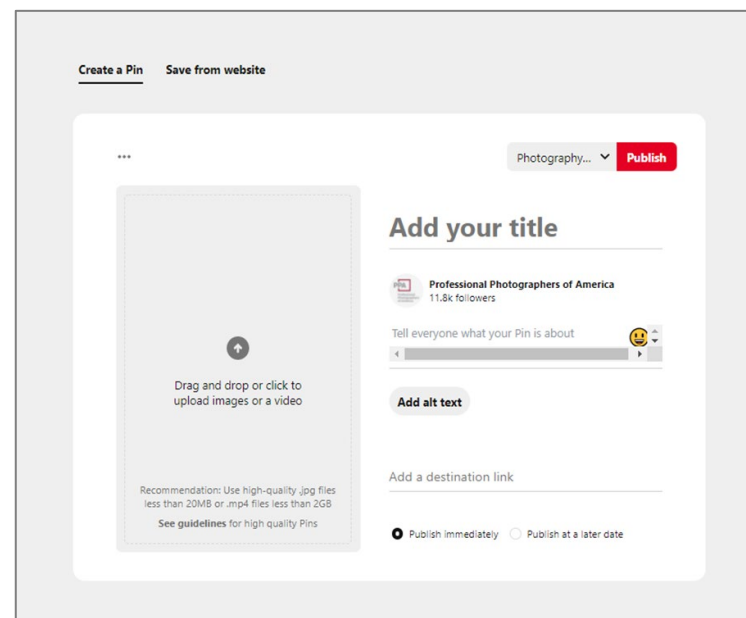
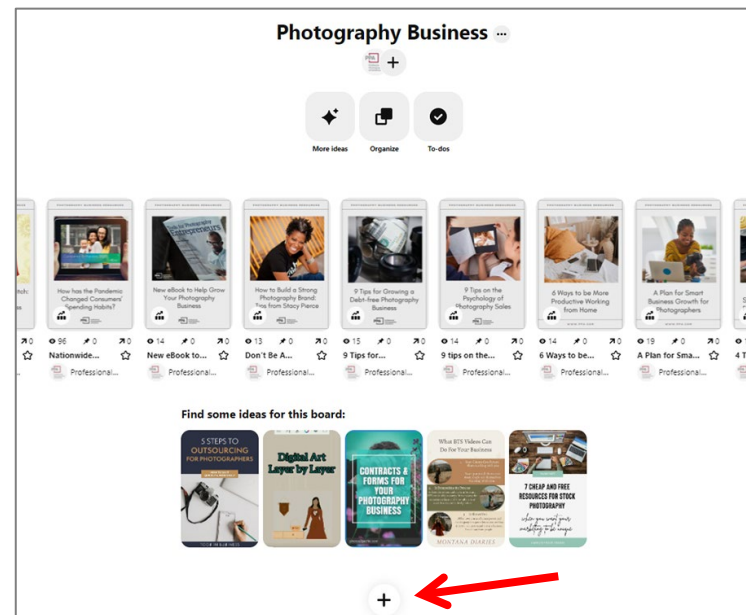
Uploading Images

You can upload an image for your Pin from your desktop or you can choose to save an image directly from a website. This is a quick and easy option if you are Pinning a blog post that already has images you can use for your Pin.

Idea Pins

Pinterest also has Idea Pins. They're similar to Instagram Stories and are primarily used for video content, but you can upload your images, too.

Pro Tip: Save and share Pins from other users to create a rich media library. This helps clients see you as the go-to expert in your field!



OPTIMIZING YOUR PINS

Pin Title

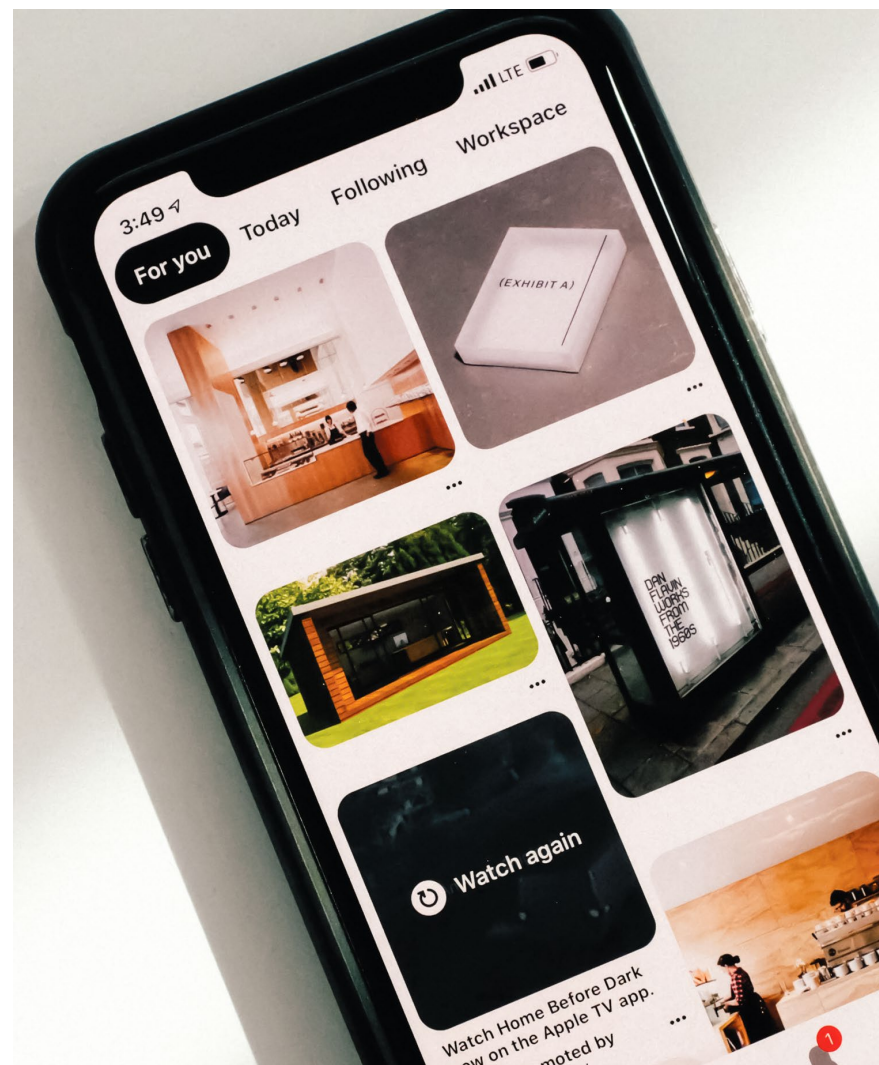
Pin Titles can fit up to 100 characters. If you don't add a title, people will see your Pin description instead.

Write a Full Description

Descriptions add context and reinforce your branding. The keywords you use in your description also impact where your content shows up across Pinterest and who sees it. Descriptions can fit up to 500 characters but the first 50-60 characters are most likely to show up in people's feeds, so put your most important information first. As you write, use complete sentences and always include a call to action.

Always Include Links

You can link Pins to your website or blog. Be sure to use a link that will give the Pinner a natural progression from the Pin to your web page. For example, if your Pin features a product, it should link to a page where people can purchase that product. If the Pin features a DIY project, it should link to the article on your site with full instructions.



OPTIMIZE YOUR PIN IMAGES

Use Quality Images

Pinterest recommends using high-quality, vertical images with a 2:3 aspect ratio (e.g., 1000 x 1500 pixels). These tend to stand out more in people's feeds while other sizes may negatively impact the performance of your Pin. Tools like Canva make it easy to create graphics for your Pins in the recommended size.

Image Specifications

- File type: PNG or JPEG
- Max file size: 32 MB
- Recommended aspect ratio: 2:3, or 1000 x 1500 pixels (Pins with an aspect ratio greater than 2:3 might get cropped in some feeds.)

Add Text Overlay to Pin Images

Adding text to your Pin image can help your Pin stand out while adding context and enhancing your message. Pinterest also uses text on Pin images when curating content for its users. When it comes to text overlay, keep it short, simple, and concise.

This also goes for the copy you use for your Pin titles and descriptions as well. Clear titles and descriptions with strong keywords will help your Pins get discovered in search. Use a platform like Canva to easily add text to your Pin images.



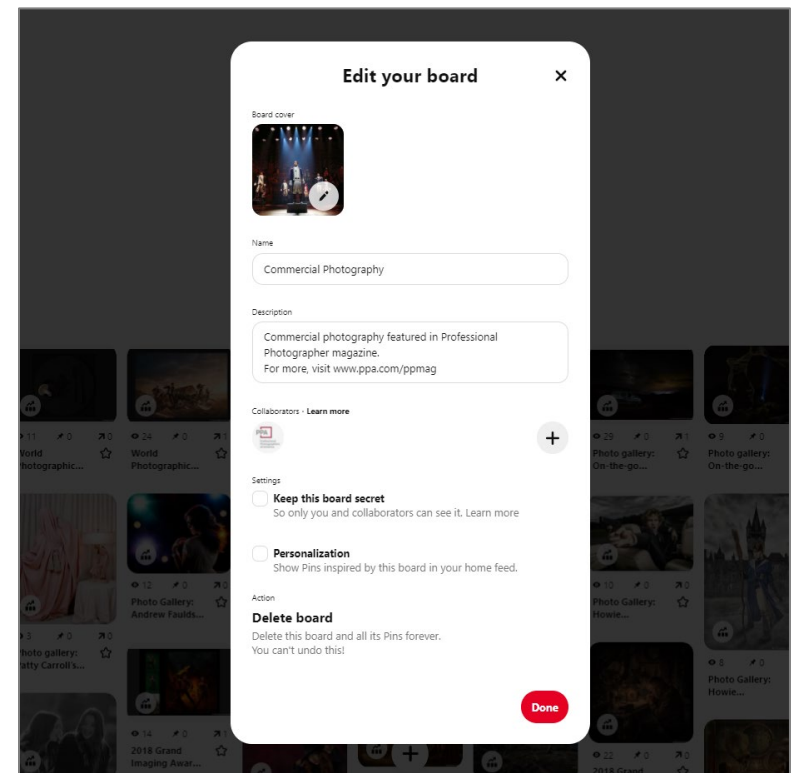
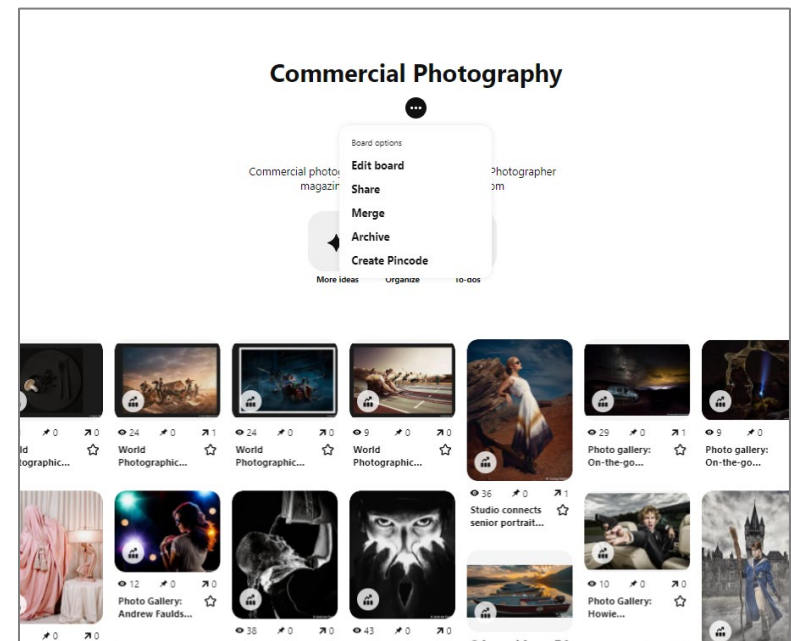
HIDING / ARCHIVING PERSONAL BOARDS

If you have personal boards on Pinterest and decide to migrate to a business account, you will want to hide anything that does not directly serve your clients!

Pro Tip: All boards you create for personal use should be visible only to you unless they somehow relate to your brand.

Secret boards are completely hidden from your public profile. They're useful when you're planning new projects or when you're drafting your next round of Pins. Just remember to change the board from "secret" to "public" if you want to take it live.

Archived boards are moved to a hidden section of your profile. Anyone who was already following that board can still find it—they'll just need to know the URL. It's generally better to archive boards rather than delete them. If you delete a board, you'll lose both the Pins and the followers. Archiving lets you deprioritize content that isn't as relevant to your business, without deleting it.



Make Your Brand the Focal Point

Like on any other social media platform, you want to focus on your products and services and put your brand front and center. As much as possible, use your own images for Pins and board covers and ensure that the images represent your best work. Pinterest encourages users to put logos on every Pin they make but to keep it subtle. They also suggest avoiding the lower right corner as that spot gets covered by Pinterest's product icons.

Consistency is Key

This is one of the golden rules of any social media platform when it comes to marketing. Being consistent can be one of the best ways to grow and see results from a social media marketing strategy. When it comes to Pinterest, adding Pins over time (rather than adding a whole bunch of new pins at once) helps you reach a wider audience. Pinterest recommends to Pin something once per day. You can schedule Pins up to two weeks in advance with Pinterest's scheduling tools or use a platform like Planoly, Buffer, Sprout Social, or other approved partners.

Start with your Audience in Mind

When creating new content and planning out your Pins, take some time to think about why your ideal customer would be using the platform. According to the experts at Pinterest, you should be asking yourself the following questions:

- Why is my ideal client using Pinterest?
- What kinds of ideas are they looking for?
- How can you help them make decisions?

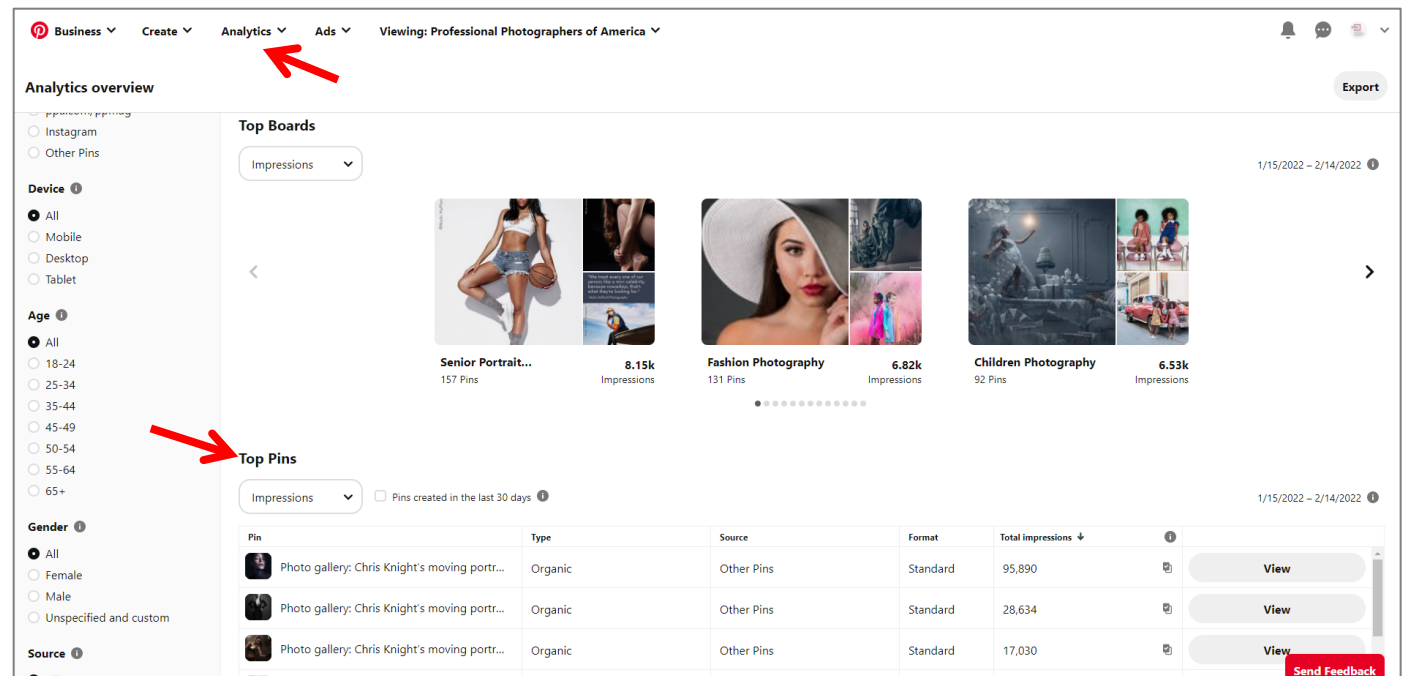
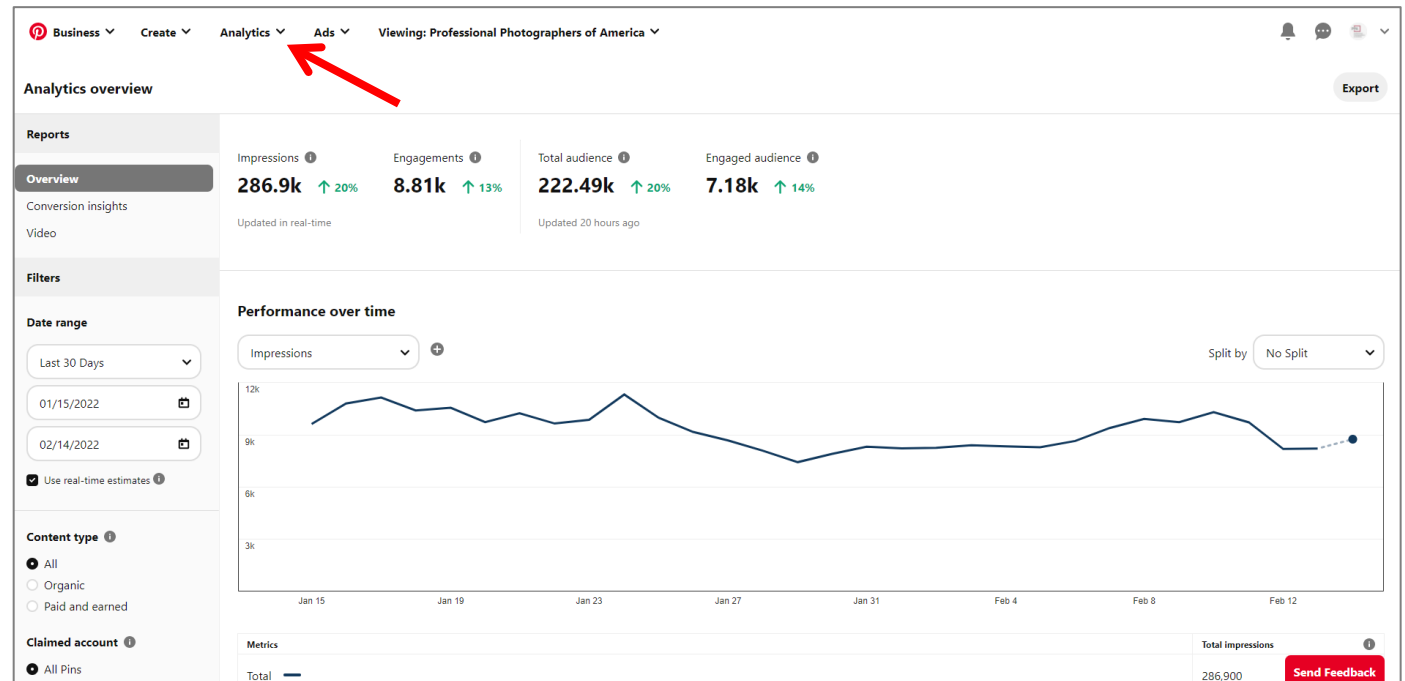
Will they be searching for inspiration on how to dress their family for a photoshoot? Or getting inspiration for wedding bouquet ideas? What about looking for inspiring backdrops for their engagement sessions?

DON'T FORGET
ABOUT INSIGHTS

Explore Your Insights

Now that you have a Business account, you have access to insights on your audience and on the performance of your Pins and boards.

Use your analytics dashboard to see which Pins perform best and understand the type of content your audience enjoys!



A WORD ABOUT COPYRIGHT

Pinterest and Copyright

If you don't want images pinned from your site, Pinterest offers an "opt out" code that you can use on your website here: help.pinterest.com/en/business/article/prevent-saves-to-pinterest-from-your-site

It may also be a good idea to add copyright/watermarks to the photos you share on Pinterest to ensure people can easily trace the image back to the original creator.

If you find that someone has pinned your image without permission, Pinterest has an option to submit a copyright removal notice. You can read more about this here: help.pinterest.com/en/article/copyright

It's important to ensure you are using Pinterest legally. One of the easiest ways to do this is by only sharing, saving, or pinning images you've created and hold the copyright to (or that you have license from the copyright owner to use in this manner). If you aren't the copyright holder and don't have a license to use the image, you should always ask the owner.