

Interest in Pinterest



To search or not to search.....

50 Cute Fall Outfit Ideas 2018 - Autumn Outfit Inspiration for Women

<https://www.harpersbazaar.com/fashion/street-style/g7872/fall-autumn-outfits/> ▼

24 Jul 2018 - Get the look: Diane von Furstenberg sweater dress, \$428, shopbop.com. Layer a tank dress over a blouse with some statement-making sleeves. Get the look: Endless Rose sleeveless dress, \$32, revolve.com. Accessorize an all-black outfit with a pair of brown suede ankle boots.

272 best Outfit Ideas: Fall Style images on Pinterest in 2018 | Simple ...

<https://www.pinterest.co.uk/stitchfix/outfit-ideas-fall-style/>

Sep 21, 2018 - Get fall outfit ideas from Stitch Fix! We're loving warm hues, faux-fur, sweaters, and boots. Layer on the autumn inspiration by pinning your favorite ...

Autumn Fashion | Womens Autumn Clothing | boohoo

<https://www.boohoo.com/womens/looks/autumn>

Stay up to date with Autumn Fashion Trends from boohoo, where you can shop everything from cute dresses to shoes and accessories.

20 Outfits You *Need* to Wear This Fall - Fall Outfits - Cosmopolitan

<https://www.cosmopolitan.com/style-beauty/fashion/g10327302/cute-fall-outfits/> ▼

24 Aug 2018 - Scroll on for all the autumn outfit inspiration you'll need to look fresh this season. 1 A Sleeved, Smocked Bodycon Look. 2 A Chambray Maxi Dress. 3 A Corduroy Jumpsuit. 4 A Fuzzy Striped Sweater and Jeans. 5 Ribbed Separates. 6 A Plain White Tee and Statement Denim. 7 Patterned Leggings with a Leather Jacket.

- Most things you search on the internet will bring up Pinterest.
- The top three areas in Pinterest are **FASHION**, **FOOD AND HOME DECOR**

Whether you provide a **service** or you have a **product**, **Pinterest** will work for you.

PINTEREST IS NOT SOCIAL
PINTEREST IS SEARCHABLE

To follow or be followed

...

Size really doesn't matter

Before you get started

What you need...

- Canva - the design website that creates good pins.

<https://www.canva.com/>

- Good images of your product or brand
 - Website (ideally)
 - A pinterest business account
-

Personal Or Business?

A business account offers you the benefits of

- Pinterest Analytics - so you can monitor which pins are working well for you
 - Pinterest AD's so you can pay to promote your pins
-

Who **you** are and what **you** do



Sophie | EsmeLoves

154.4k monthly unique viewers

London

www.esmeloves.com

EsmeLoves jewellery celebrates generations of women and relationships through timeless gemstone jewellery. We love stories and memories.

Overview

Boards

Pins

Tries

Activity

Followers

Following

What is a pin?

A Pin is a visual representation of a product or idea that someone saves (PINS) to use later on. They save the pin on their pin boards.

A Pin is made up of 3 elements:

- An Image
- A link
- A description

The Pin

Make it **vertical** - 1:2:8

Make it **quality** - high res

Make it **simple** - less words

How to Pin



EsmeLoves Jewellery

5 Reasons to buy someone Jewellery

SHOP SEND

How often do you find that you need to get someone a gift and you have no idea what to get them?

As I get older I find it harder to buy special gifts for people I love...everyone seems to have so much...

You know they will like lots of things but everything you look at

Close and accept

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Get **Creative** with your boards

- 10 - 12 boards
- Title target your audience
- Choose compelling titles for your boards - people can follow boards only and not you
- You can always keep a board on 'private' settings before making it public
- Describe what your board is so people know what to expect - another place to add keywords

Small Space Organization



29 **SMALL CLOSET MUST HAVES**



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29 **SMALL CLOSET MUST HAVES**



Small closet organization must have! Check out

Follow



The Container Store
Maximum Style Small Space Closet



Privacy

Interior Designer

- Bathroom renovation
- Living room ideas
- Cushions for Victorian houses
- Tiles for bathrooms
- Before and after
- Current projects
- Sketches and designs
- The journey of designs
- Sinks and taps

Product based business

- Gemstone jewellery
- Jewellery for wedding
- Outfits for a vintage wedding
- Necklaces
- Earrings
- Bracelets
- Rings
- Gemstone rings
- Jewellery for health

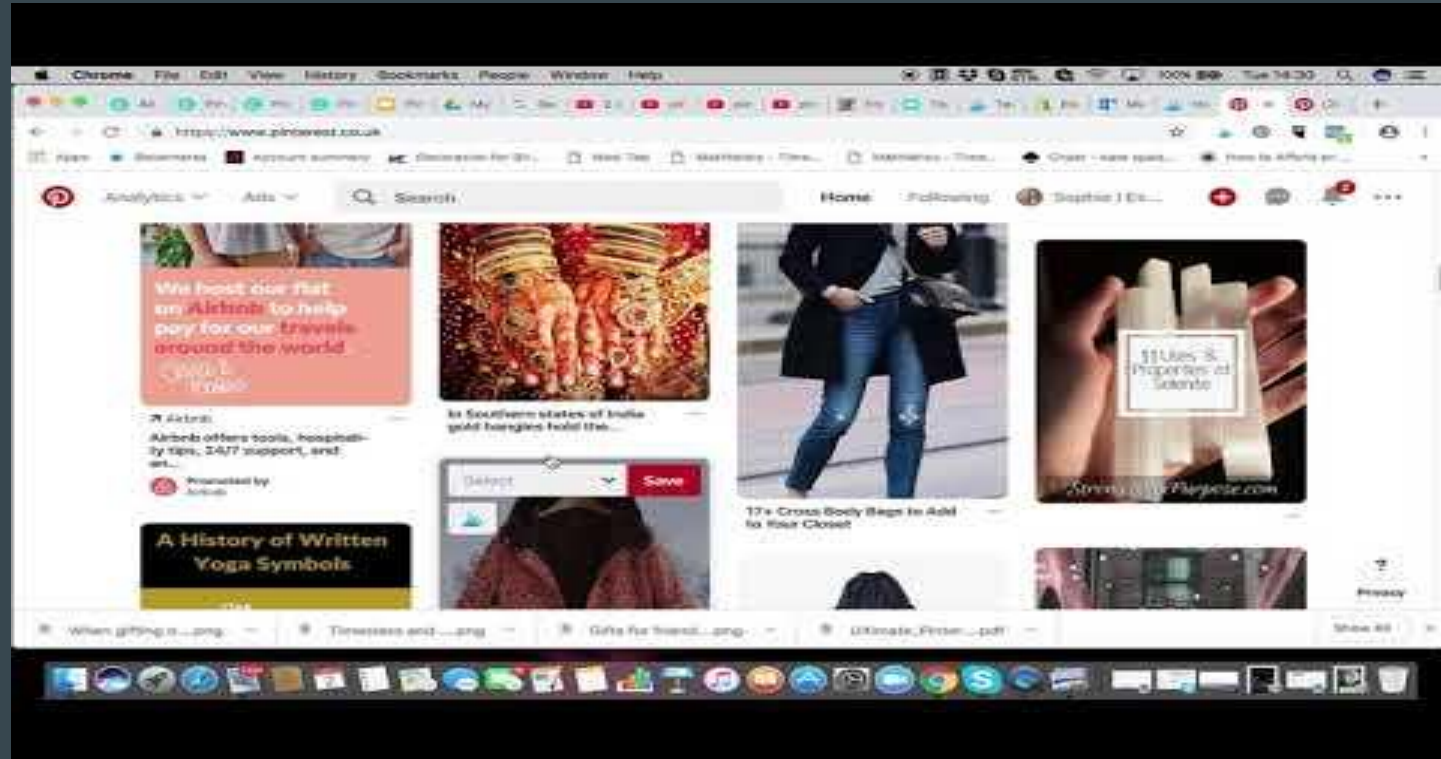
They **might** find you on **Pinterest**

Set your objectives

What do you want to achieve?

WHAT WILL THEY CLICK ON
WHERE WILL IT TAKE THEM

Your home page are suggestions



Key words

What are people searching for?

- Put it in your description
- Make it clear
- Research - **SEO**
- Make yourself found
- Do a search on pinterest yourself
- Use hashtags that relate to your pin

Chrome File Edit View History Bookmarks People Windows Help


100% 85% Thu 14:34

https://www.pinterest.co.uk/search/ideas/?q=gift+ideas+for+50th+wedding+anniversary&from_view=detail_pin_main[?q=...

Analytics Ads Search gift ideas for 50th wedding All Pins Home Following Sophie | Et... +

Event Books Wedding Shower Easy Couple Center Pieces Valentine's Day Birthday Parties Sweets

WEDDING WEDDINGS!



13-14 Feb 2024

LOWBOOK


No doubt he knows you love him, but does he know all this...

Powered by Lowbook

50 YEARS

Married

IN 500 DAYS
I AM THE DAUGHTER OF
A BEAUTIFUL GRANDMOTHER
I BLESSED FAMILY



50 YEARS OF MARRIAGE

MRS

IS ALWAYS RIGHT

First we had each other.
Then we had each other's
Then we were blessed with
Then you found love.
Then you shared us with
Now you have everything.

13-14 Feb 2024

Privacy

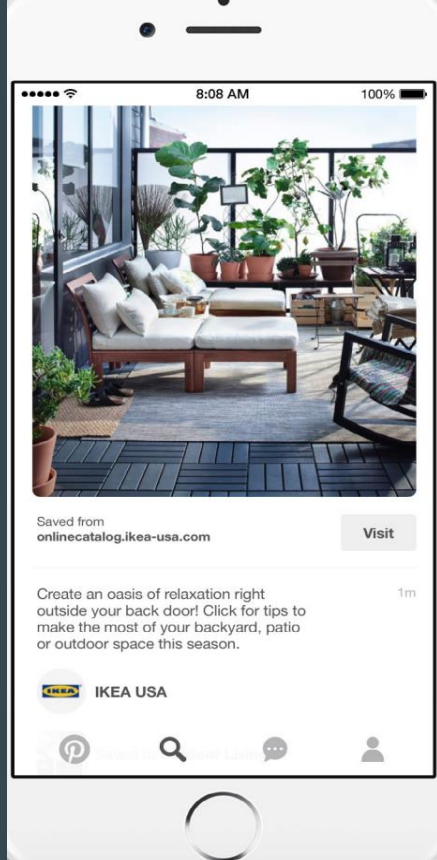
Taskbar icons: File Explorer, Edge, Chrome, Word, PowerPoint, Outlook, OneDrive, Teams, Zoom, Slack, Spotify, etc.

Get Specific

What are people looking for?

What did they specifically type into the search bar to find the pin they wanted.

Mention the compelling things about your pin in the description - example here is ikea - words used are: **outdoor space, backyard, patio, outside, space, season, create, relaxation**



What makes a good pin?

Recipes - Describe the ingredient and how to cook it

Fashion - the designer, the season, how to wear it

Product - the design, the material, the colour, the feel

Travel - location, things to do, excitement

You need to be the expert



People on Pinterest are already looking for one...

Videos for special occasions

Content:
5 ways to celebrate a special birthday



A blog post that talks about 5 ways to celebrate a special birthday (including making a fun personal birthday message)



Create 5 pins - with different images and content on the image




Post all 5 pins - spread them across different boards - link them back to the one blog post

Chrome File Edit View History Bookmarks People Window Help

100% 11:22

https://www.pinterest.co.uk/.../timeless-and-efegard-jewl...

Analytics Ads timeless and efegard jewl All Pins Home Following Sophie J Et...



Elegant Printed Half Sleeve
Newchat Official

Add sparkle to your wedding outfit with our...

President

Timeless and beautiful Silver necklace with rose...
www.loves.com

Privacy

pin.jpg pinterest.jpg Gifts for friends prog The SEL famth...pdf

Show 66

How *many* times to *Pin*?



You need to be consistent and active on Pinterest to see the benefits

What to action...

- Create boards that are inline with your business
- Verify your website through pinterest
- Create RICH PINS from your website
- Get familiar with CANVA
- Pin other peoples content
- Create good pins with links to websites
- Join Tailwind - which allows you to schedule pins
- Pin away to your hearts content
- Oh and measure analytics

Links of **support**

<https://www.simplepinmedia.com/blog/>

A blog site that is all about Pinterest

<https://business.pinterest.com/en-gb/rich-pins>

How to create RICH PINS

<https://business.pinterest.com/en-gb/pinterest-website-plugins>

How to get your website ready for PINNING