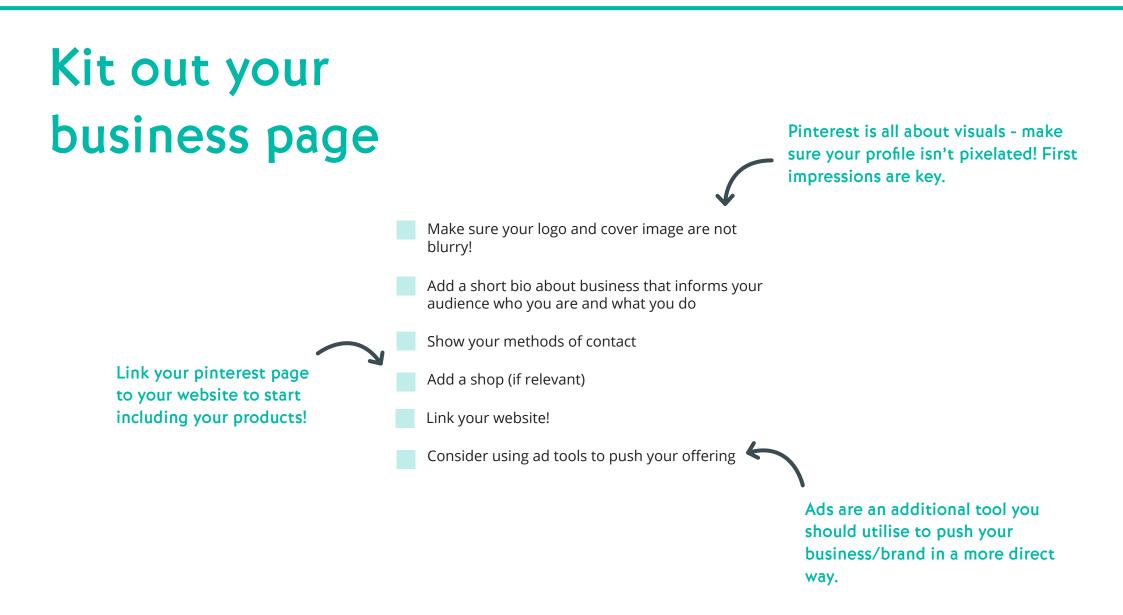


SHARE YOUR BRAND I Pinterest



General Pinterest tips

Pinterest is a visual platform that is focused around aesthetics. The platform is here to generate ideas and inspiration amongst its users, so why not think about ways that you can inspire your audience?

Content

Make sure the content you post is aesthetically pleasing, use good photography and video and make sure both are high enough res! Take a look at other accounts for inspiration!

Shop

If you have set up a shop on your profile (or you're looking to), then make sure in posts that feature that product, you tag it! This can link people directly to that product!

Linking

Posts use a URL to help push users to a website - make sure this link is relevant to that post and is as visually pleasing as your style of content on Pinterest so that users feel like they are looking at the same brand.

Collaborate

When you create a Pinterest board, you have the option to collaborate with other Pinterest users. Perhaps you could use this in a way with other businesses to push a vibe on a collaborated product or service?

Generate Ideas

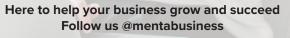
Pinterest is a great place to share guides, how-to's and inspiration to your audience. Using this method, you can indirectly push your products or links to your website.

Boards

Business profiles can create their own Pinterest boards for inspiration and to help push a certain vibe for the business.

Ads

Pinterest ads are a clever way to push your content or guides to your audience in a visual way. These sit within their feeds, so make sure your ads stand out from the rest!





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