

SHARE  
**YOUR**  
BRAND  Pinterest

# Kit out your business page

Pinterest is all about visuals - make sure your profile isn't pixelated! First impressions are key.

- Make sure your logo and cover image are not blurry!
- Add a short bio about business that informs your audience who you are and what you do
- Show your methods of contact
- Add a shop (if relevant)
- Link your website!
- Consider using ad tools to push your offering

Link your pinterest page to your website to start including your products!

Ads are an additional tool you should utilise to push your business/brand in a more direct way.

# 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!

## 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.

## 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!

## Boards

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

## 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?

## 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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