

Download The Ultimate Guide To Marketing Your Business With Pinterest

Your Pinterest for Business account comes with a ton of marketing power that's completely different from a personal account. To tap into that power, you need to: 1. Create popular images that are: bright; crisp; high quality; 736×1102 pixels; infographics; in popular categories; 2. Get your pins seen by: pinning from 2PM-4PM EST and 8PM-1AM EST

The following 13 Pinterest marketing strategies are universal, meaning they're applicable to businesses in all industries, of any size.

1. Sign up for a business account. To market to your target audience, you should create a Pinterest business account. The first step in using Pinterest for marketing your business is to figure out if your audience is even active on the channel. How do you do this? First, determine the demographic makeup of the 175 million people who use Pinterest. Then see if your target audience falls into that category. If they do, Pinterest may be the channel for you. Ultimate Guide to Pinterest for Business provides the reader with a step-by-step approach and a clear path for maximizing communication in their business or profession. Karen's in-depth knowledge of social media, marketing, and branding are a bonus for anyone wanting to integrate Pinterest into their marketing mix.