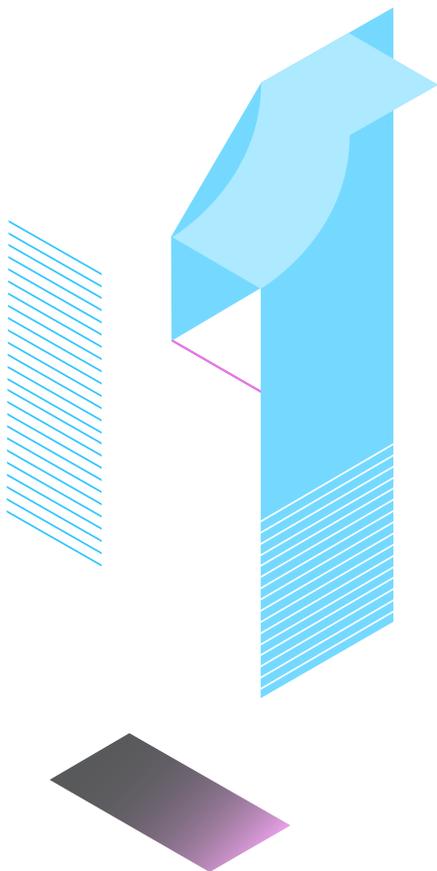


GUIDE

# A 6-Step Plan for Making Money on Pinterest





## Step 1 Get your website ready

Your Pinterest strategy doesn't start on the network—it starts on your company's website.

When your website is optimized for Pinterest, it's easier for people to save your content and for you to track and attribute sales and revenue.

### Best practices:

- **Confirm your site.** Once you've confirmed your site, your profile picture will show up on every Pin that comes from your website. By doing this, you'll also be able to track what other users are saving from your website.

[Learn how to claim your website here.](#)

- **Add the Save button.** This lets your customers easily save things from your website to their Pinterest board, making it discoverable by other users. As Pinterest explains, "[The Save button](#) is the best way for your business to get discovered on Pinterest."

[Learn how to add the Save button to your own website with Pinterest's help article.](#)



- **Add the Pinterest tag.** This tracks your website conversions and provides important insight into how Pinterest users interact with your site. The tag also helps with future audience targeting thanks to the data it gathers.

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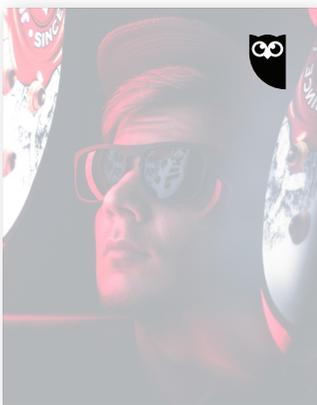
## Step 2 Optimize your content

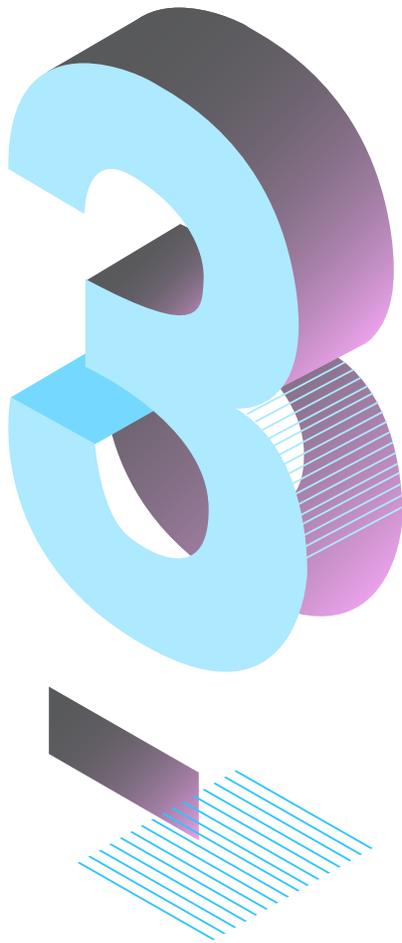
Shoppers use Pinterest from the inspiration phase to the purchasing phase of the buying journey, so you have to make sure your content works at every step.

While all Pinterest content needs to be [beautiful, helpful, and actionable](#), there are key features to keep in mind if your main objective is driving sales and conversions.

### Best practices:

- **Less is more.** If you want your audience to notice and buy your product, get rid of any unnecessary elements in your images. While not advocating you share a photo that is only a product shot, it's good practice to keep visual distractions to a minimum. Ask yourself if the extra elements are adding to your brand's message—or if they're distracting from it.
- **Add appropriate branding.** Make sure the original images you Pin include your business' logo so your audience can easily recognize your brand. This lets other Pinners easily find your Pinterest page and website when your image gets repinned by other users.
- **Tell the whole story.** Help your audience understand how your product will fit into their lives by showing them aspirational lifestyle photos. For example, if you're an outdoor gear brand you can Pin images of your hiking boots at the top of a mountain. Keep in mind that these types of shots get [18% more engagement](#) than product shots alone.





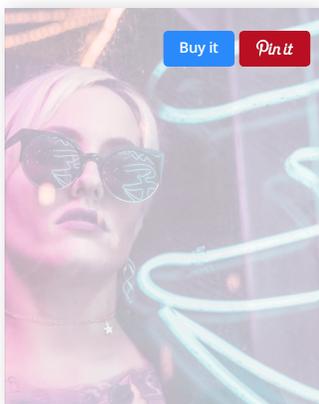
## Step 3 Use Buyable Pins

Buyable Pins let users purchase products or services with just a few clicks—without ever leaving Pinterest.

Buyable Pins are recognized by their blue price and a “Buy It” button in their description. Thanks to integrations with eCommerce platforms such as Shopify, customers can checkout without leaving Pinterest and sellers can track their Buyable Pins’ performance.

### Best practices:

- **Promote your Buyable Pins.** Just like with regular Pins, you can pay to promote your Buyable Pins with Pinterest’s Promoted Pin capabilities. This helps boost discoverability and drive both [online and in-store sales](#).
- **Create multiple Pins for each product.** Try out different image shots, photo angles, styles or Pin descriptions. While multiple identical Pins wouldn’t work, creating different Buyable Pins for each product increases the chances of your Pins showing up in more places.
- **Make sure your Pin is buyable.** Some products go against Pinterest’s policy so won’t be eligible as a Buyable Pin. These include customizable products, non-physical goods such as digital downloads, and adult products and services.
- **Direct to the right link.** Your Buyable Pin will be rejected if it does not lead to the specific web page for the featured product. You can’t just add your website’s URL, a category page, a redirect, or a shortened URL in place of the exact product page.





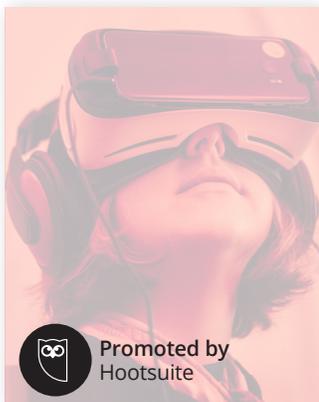
## Step 4 Create Promoted Pins

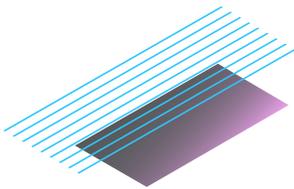
Promoted Pins might be your most powerful tool when it comes to driving sales and revenue on Pinterest.

Promoted Pins can lead to [5x more sales](#) and for every 100 Promoted Pin impressions, brands see [30 free views](#) thanks to repinning. These Pins look and have the feel of regular Pins—meaning your audience will be much more receptive of them when compared with regular advertising techniques.

### Best Practices:

- **Create ads from your best performing Pins.** Rather than try to promote a brand new Pin, pay attention to the content that is already seeing engagement. If it is performing well as an organic post, chances are it will do well as a Promoted Pin.
- **Include relevant keywords.** Over 40% of clicks on Pinterest come from search results and related Pins, so you want to make sure your business is discoverable. Include relevant keywords in your Promoted Pins to reach people based on their search behavior and related interests. This helps your Pins show up in search results, related Pins, and home feeds.
- **Refine your creative.** While it's advisable to create ads from already-performing Pins, it might be necessary to fine-tune this content to better suit your business needs. Make sure your content is **mobile-friendly** (For example, is the text big enough to read on a small screen?). Also make sure it fits Pinterest's ideal **600 x 900 ideal vertical dimensions**, includes a **call-to-action**, and has a **detailed description**.





## Step 5 Target the right customers

With over 200 million monthly users on Pinterest, it's important your business knows how to effectively reach your target audience with Promoted Pins.

Pinterest lets advertisers target Pinners based on their unique consumer behaviour and purchase intent—making sure your content is shown to the most relevant audience possible.

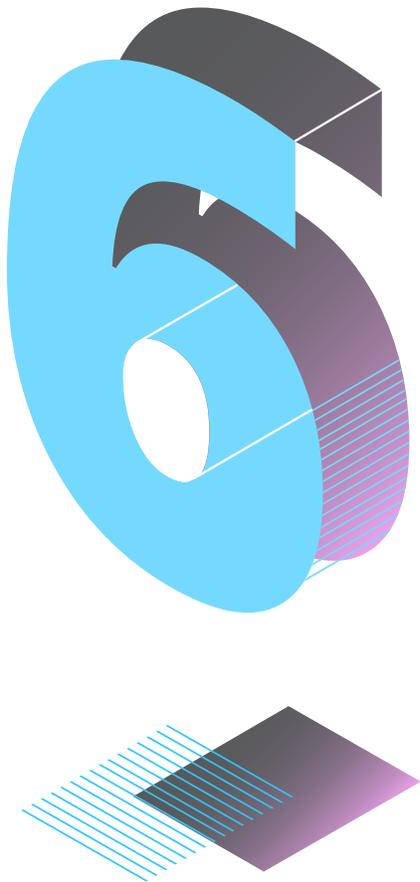
### Best practices:

- **Use interest targeting.** Interest targeting lets you reach Pinners based on other Pins they've saved or engaged with, meaning you'll get a comprehensive view of who your audience is and what content resonates with them. Add interests related to the product you're promoting, such as "interior design" if you're advertising a selection of rugs or furniture.
- **Create an actalike audience.** An actalike audience lets you find users who are similar to those already responding well to your ad content. Pinterest lets you create an actalike audience from any audience type—engagement, visitor retargeting, or customer list.

[Learn more about actalike audiences with Pinterest's video.](#)



- **Test, test, and test again.** You might not get the same results from the same audience groups, so it's important to test your different targeting options. Change up your target demographics, interests, devices (mobile vs. desktop), and other variables to find the audience that works best for your content.



## Step 6

### Measure your results

While you might be a measurement expert on other social media networks, Pinterest's analytics are a different story.

"People take time to plan, discover and save their ideas on Pinterest long before they go shopping in-store, so conversions can happen over a longer window," Pinterest explains.

When your goal is to drive sales, you need to pay attention to your Pinterest analytics so you can learn exactly what your customers want—and continue giving it to them.

#### Best practices:

- **Use the [Pinterest Tag](#).** Insert this piece of JavaScript code on your business' website to help you track conversions. It will also help with audience targeting and lets you measure conversion rates and campaign success across devices.
- **Think about timing.** People start using Pinterest early in the shopping process, so you need to use an attribution time period that gives people enough of a window to move through the entire path to purchase. Pinterest recommends using at least 30 days for clicks, 30 days for engagement and 1 day for views.
- **Track the right metrics.** Because of Pinterest's longer conversion period, it's important to measure different metrics for each stage of your customer's journey. For example, you might track clicks and impressions at the awareness stage, saves at the consideration stage, and purchases at the decision stage. Know the metrics that matter to your business, set goals, and track them.

Photos by Angelos Michalopoulos, Pavel Anoshin, Frankie Cordoba, and Samuel Zeller on Unsplash.

Schedule, publish and inspire with Pinterest. Use Hootsuite to keep your boards beautiful and help your customers discover things they love. [Start publishing pins to Pinterest in Hootsuite.](#)