

# Pinterest

C H E A T S H E E T

## The Pinterest road map to success

### Plan

Plan your boards according to the message you want to convey.

### Stand Out

With a creative profile.

### Explore

Your competitors to see what they are doing.

### Contribute

By pinning regularly, repining, following others and repeating the process.

## Pinterest 101: The Basics

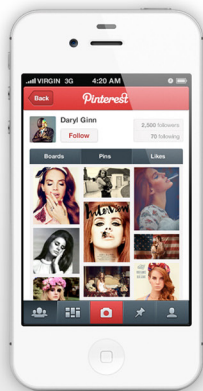
- 1 Don't limit your business to selected interests, be sure to appeal to many interests in order to cater to a broader audience
- 2 Set up your board by niche and categorize your pins accordingly
- 3 Be sure you update your pins regularly in order to encourage repins
- 4 Pin clear and aesthetically pleasing pictures
- 5 Ensure your pins offer value and target emotional responses
- 6 Let the images do the talking. Keep captions to a minimum amount of characters

## Why you need to be on Pinterest

Since May 2011 to Jan 2012 traffic to Pinterest increased by **over 11 million unique visitors**

Pinterest is driving serious traffic in fact, it's **second to only Facebook for referral traffic**

It's a source of great **inspiration** for your next event or presentation you are planning



## Do's

Be original

Follow other brands, businesses and companies

Make sure you have your URL's going to the right place.

Write a meaningful and captivating caption

## Don'ts

Don't only pin your own images

Don't use Pinterest for direct marketing

Don't pin clones of your website.

Don't pin images that are too small