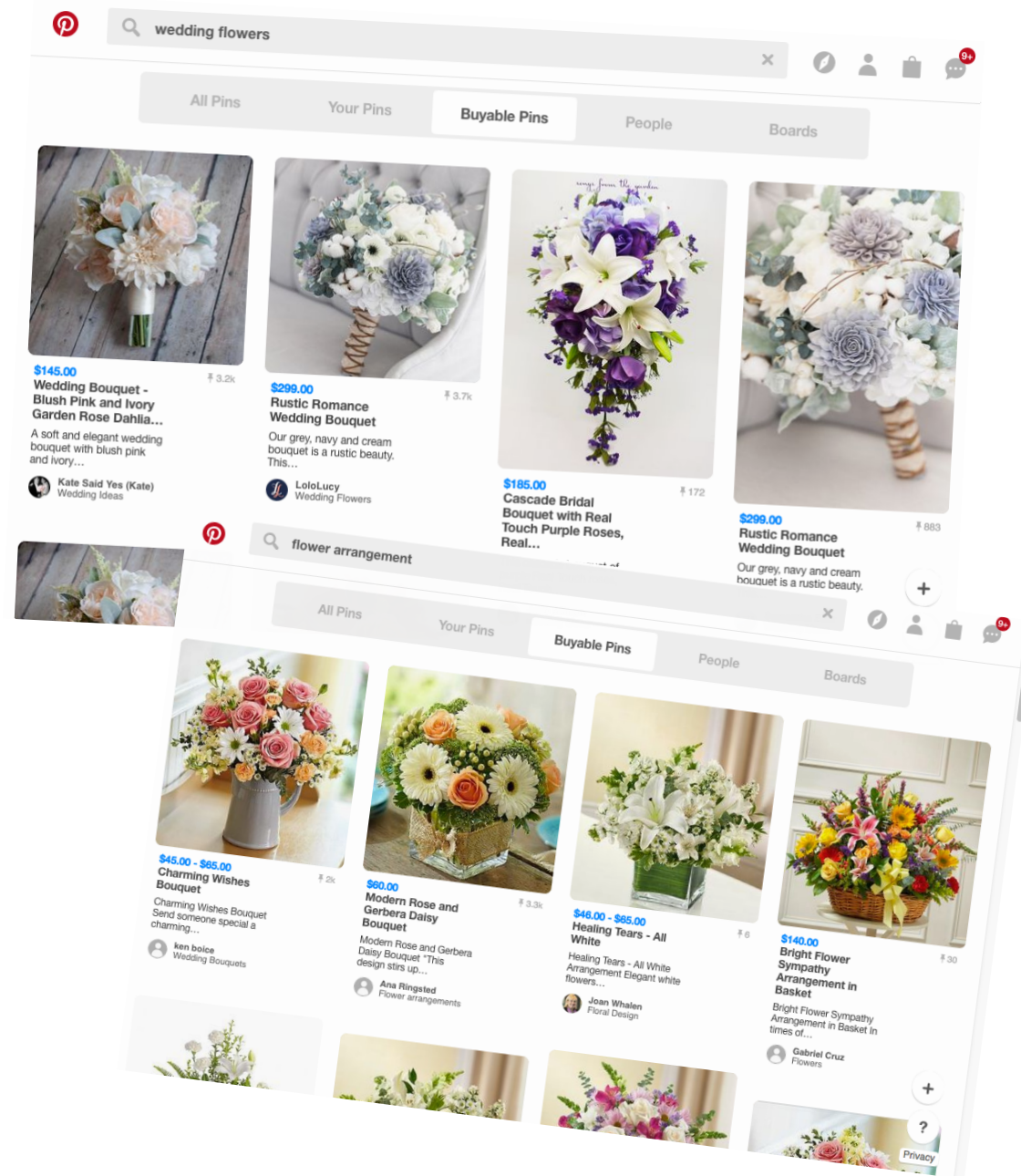
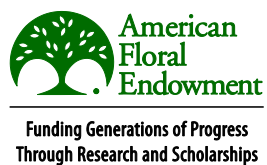




# Quick Start Guide

*Pinterest is the only digital platform that is focused on driving content and product discovery*





# Why Consider Pinterest for Business?

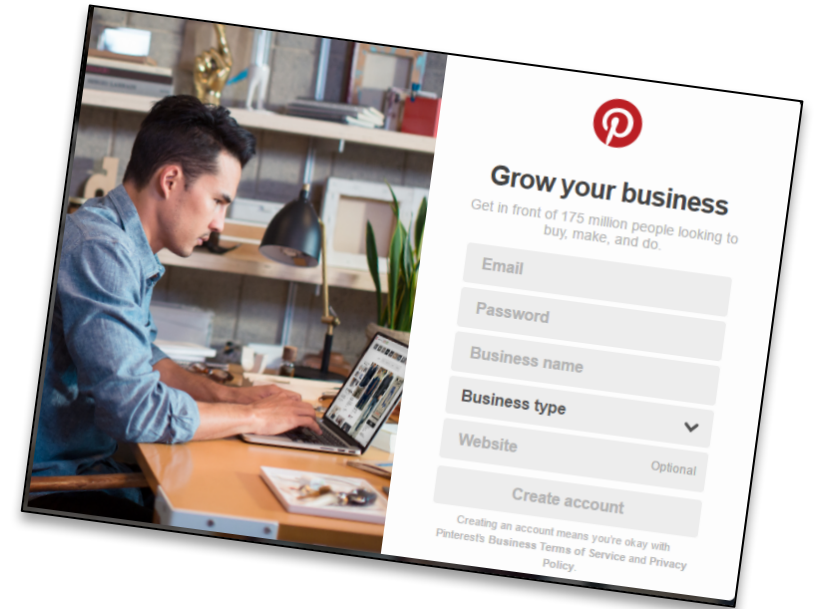
## By The Numbers!

- Pinterest is **the** most popular platform for finding and shopping for products
- **2 Billion** monthly searches on Pinterest
- **100 Million+** active Pinterest users and growing daily
- **96%** of pinners have used Pinterest to plan purchases
- **93%** of pinners have shopped online in the last six months
- **87%** of Pinterest users have bought an item because of content they first saw on Pinterest
- **82%** of Pinterest users are female, with male users growing 120% YOY
- **75%** of the ideas on Pinterest come from businesses like yours
- **72%** of pinners say that Pinterest has introduced them to new brands and services
- **67%** of Pinterest users are under 40 years old

**6 out of 11** of the top browsed categories on Pinterest are sold within the floriculture industry



# How to Create a Business Page



1. Create a business account [here](#)
2. Confirm your website so Pinterest knows you're the owner
3. Wait for Pinterest to approve the account
4. Install [PIN IT/SAVE buttons \(described here\)](#) next to the items on your website so people can save your items to their own boards
5. Once you've created an account, start saving (pinning) "similar interest items" to your own boards which will inspire your customers to engage with your products
  - For example, you may want to pin home interiors, and within that board, showcase your own centerpieces
  - Another example, you may want to pin the latest wedding fashions, and within that board, showcase your own wedding work.
  - Content is king, so start with at least five boards, with at least 20 items per board
  - Create a special board to re-pin what your followers pin on their boards to become engaged with them
  - Title and organize your boards in the way that customers buy: Seasons, Holidays, Life Events, Color Schemes, etc.
  - Make sure all pins link to your website or blog
6. Try Pinterest paid ads (called "Promoted Pins") [here](#)



# How to Sync Pinterest with Your Online Store

1. Buy buttons allow customers to purchase your items right from the pin
2. Syncing your online store with Pinterest is the easiest way to create buyable pins
3. Here is a guide for each platform:
  - [Shopify](#)
  - [Big Commerce](#)
  - [Salesforce Commerce Cloud](#)
4. When Pinterest users click the “Blue Buy Button”, it takes them to a checkout page within Pinterest
5. If the Pinterest user clicks the “Pin It” Button, it will take them to the product page on your website
6. The Pinterest organization guards the customer experience very carefully, so the more exciting your boards are, the greater the chance that Pinterest will approve your commerce application



***Experience first...Commerce Second.***

# How to Create the Optimal Pin



**Captions:** Think “key words” – Most Pinterest users will search for items using certain words. By including these words in your captions, there will be a greater likelihood that your products will appear in the search. Test certain search words on Pinterest, and see what comes up. This will give you a good ideas of which words to use (and not use)

**Images:** The picture on Pinterest is worth a thousand words, so beautiful imagery is imperative. Watermark your own designs with your shop name, so your brand is carried through the entire pinning chain. This will also protect your work and keep others from using your designs as their own. Also, avoid using “faces” in the images. Pinterest pins with faces are re-pinned at a much lower rate than non-face images.

**Sizing:** The optimal size for a pin is 735×1102. You can use a tool like Canva to easily create awesome Pinterest images for free.

**Exciting:** Keep our boards exciting, and change them often to promote each month’s events. Don’t forget to create boards for local events, proms and school colors so neighborhood customers can find you, as well.

**Share:** Share your Pinterest buttons on other social media sites (Facebook, Twitter, Google+, etc.) in addition to your own website and blog. Encourage customers to read more, do more, or buy by adding a call to action!

**Think “Mobile”:** 80% of all buys come from mobile devices. If your website is not set up to work on mobile devices, you may want to considering adding responsive and adaptable functionality to it.





# What's Next?

- **Get Started Using the Tools Below!**
  - Click [here](#) for the latest **Pinterest for Business** information.
  - Get Step-by-Step Instructions to set up your account
  - Watch our Step by Step Video Tutorial
  - Start Pinning! .... And Selling!
- **Still not convinced?**  
Check out even more statistics!

