



What is Pinterest?

Pinterest is a popular social network that allows users to upload, save, sort and share interests by posting (AKA 'pinning') images or videos through collections known as pinboards. Pinterest was launched in Jan. 2010 and the site grew from 5,000 users in Aug. 2010 to currently over 70 million users! Pinterest Mission statement is not to keep you online, it's to get you offline. Pinterest should inspire you to go out and do things you love.

Why use Pinterest?

- Pinterest is the #3 social network after Facebook and Twitter with over 70 million users.
- Travel boards account for 2.5% of all boards and travel pins account for 2.7% of all pins.
- Conversion rates for Pinterest traffic are **50% higher** than conversion rates from other traffic and Pinterest is the top converting social media site for "Top of the Funnel" advertising.
- Pinterest drives more website traffic than Reddit, Youtube, LinkedIn, Google+ and MySpace.

Ways the travel and tourism industry can use Pinterest:

- 1. Create boards organized by destinations, activities, events, interests and niche markets:** Lets you see what visitors are most interested in. Track reach and engagement of your Pinterest boards by using Pinterest Analytics.
- 2. Create place boards with Place Pins:** Place pins allows your Pins to be seen on a beautiful, interactive map.
- 3. Combine high-quality scenic images with SEO-friendly content in the pin description section:** Create backlinks to your website by pinning images directly from your website. Include a link to a designated page on your company's website in the description for your pin to drive traffic to your site.
- 4. Create seasonal boards:** Use current events to your advantage. Pinterest users during different seasons will be looking for different types of pins. In the winter your travel and tourism business could create a "Winter Travel Ideas" board to engage users during the season with ideas on what to do during the winter at specific destinations.
- 5. Create Travel Itinerary Boards.**
- 6. Create a travel quotes board:** Quotes are popular on Pinterest and receive 42% more re-pins than most other types of pins. Post quotes that have some reference to the travel and tourism industry.
- 7. Host a contest.**

How to build a following and drive more traffic to your website:

- 1) Set up or convert your Pinterest account as a business account.** Go to business.pinterest.com.
- 2) Verify it!** Verifying your website will get a lot more people to click on it, as when you do this, a tick mark will appear beside it, indicating that this is the official site for your organization. The tick mark adds a lot of credibility and people will be more likely to click on it as they can be sure it's your site. **Verifying also unlocks Pinterest's free analytics tool.**
- 3) Add your website URL to your brand page.** When you do this your website will be displayed right at the top.
- 4) Add the Pinterest follow button to your website.**

- 5) **Promote your presence on Pinterest through your other social networks** by encouraging your followers/fans on Facebook, LinkedIn, Google+, and Twitter to follow your pins!
- 6) **Drive Pinterest users back to your website and track the results.** When possible, include links back to your website and landing pages. Track leads through your Google or Pinterest analytics.
- 7) **Improve your business SEO with detailed descriptions.** Use keywords to enhance your search engine placement on the web.
- 8) **Use and track Hashtags! Be sure to put the hashtags in your pin descriptions.** Hashtags are clickable within the pin's description and when clicked, it searches and pulls up the other pins that use the same # or words in the description. It seems to be a shortcut for using the search box.
- 9) **Create several boards** that cover a broad range of interests, rather than maintaining fewer boards devoted to the same topic.
- 10) **Start following big hitters and users you think would want to follow you back.**
- 11) **Create a user-generated Pinboard.** You can allow others to contribute their own pins to your hosted pinboards on a user by user basis, so you maintain control of the content on your group board.
- 12) **Become a curation expert.** Be the go-to Pinterest board on your business.
- 13) **Create a video gallery.** You're not limited to just pinning images, you can also pin videos.
- 14) **Feature offline events in a board.** At your next event you can generate buzz by promoting a pinboard that features the best photos and videos from the event.
- 15) **Pin from various sources** rather than one specific site.
- 16) **Tag other Pinterest users in your pins by using "@username" in your descriptions.**
- 17) **Comment on and "Like" other people's pins.**
- 18) **Mix pinning your own unique pins with "re-pinning" someone else's pins.**
- 19) **Consider watermarking your images, or adding text to them.**

Content Optimization tips:

- 1) **Descriptions:** Pin descriptions should be about 200 characters or less.
- 2) **Boards:** Brands should have at least 24 boards, with the first two rows featuring the most important content.
- 3) **Timing:** Best 2-4p.m. or 8p.m. – 1a.m. or Saturday mornings. Worst time is 5-7p.m.
- 4) **Frequency:** Pin 8-12 pins during one session. Pin content steadily, not in huge bursts to maximize your exposure and engagement and to not overload feeds.
- 5) **Most re-pinned images have multiple colors.**
- 6) **Vertical images** with an aspect ratio of 2:3 and 4:5 get 60% more pins than very tall images or horizontal.
- 7) **Brand images without a face** have 23% more pins than images with faces.
- 8) **Want to find out who's been pinning your stuff?** Go to: <http://pinterest.com/source/yoursitehere>.