

53 - How To Use Pinterest To Market Your Business With Caroline Partridge

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Brief Background about Caroline Partridge

- ❖ Caroline Partridge runs a website called [SocialStrategyMum.com](https://www.socialstrategymum.com) that is committed to helping mums in business grow their impact and income through social media. Whether you want someone to do it for you, coaching to help you create your strategy, or a course to help build your social media knowledge base, Social Strategy Mum has the answer.
- ❖ She also started her first business called [Allergy Mum](https://www.allergymum.com), where she supports parents of children with food allergies are through workshops, courses, and online support.

What differs Pinterest from other Social Platforms

- ❖ Pinterest is not really geared towards socialization compared with Facebook, Instagram, and Twitter. It's the third largest search engine after Google and YouTube. And it is a place where people go to get inspiration and answers to their questions, not to socialize with other people.

- ❖ There is an algorithm working in Pinterest. And, and it is triggered by keywords in a very similar way to the keywords in Google.
- ❖ So if you're a business that is putting out recipes or something to do with food, there is a big audience looking for recipe inspiration, there's a big audience looking for fashion and style inspiration, whether that be personal style, or whether it be moving into the space of being interior design.

What makes a Board "Pinnable"

- ❖ Generally, the pins that are the most clickable, are the ones that have clear large font, because generally people are accessing Pinterest from their mobile phone.
- ❖ Pinterest gives the best ranking to images that are in a ratio of two to three. So they are taller than they are wide. And it in doing that and seeing that on a phone, it can mean that it's actually quite a small image.
- ❖ Big and clear fonts, colors, and often the best graphics rather than complicated images.
- ❖ Geometric design when you're in the business space, very clean photos with good contrast, and easy to read text in the space of interior design and wardrobes. And in the space of recipes, it's pretty pictures of food, but still being able to clearly read the text, even though you've got a pretty picture.



Things to Take Note of in Starting in Pinterest

- ❖ Caroline's suggestion to clients is always that they start a new account in their business name. And then they go into the settings and turn that Pinterest account into a business account. Because there are two types of accounts, personal and business account.
- ❖ What you get in return for using business account is you get the analytics of what you're doing. So you can see what's being repinned and how many followers you've got, and what things they're pinning, you can actually see what you're doing.

Best Practices in Creating Boards

- ❖ It's easy to create a board, it's literally just a click of a button to create the board. And then you obviously need to give the board name and description. The upside of Pinterest is that you can stuff keywords a little bit more compared with Google.
- ❖ It's best to have 15 or greater boards. When Caroline set up accounts with people, she tends to set up 15 to 20 boards.

Classic Mistakes in Pinterest

- ❖ Some people haven't changed their accounts or business account and claimed their websites. So they're not getting any analytics and they don't know if what they are doing are working or not.