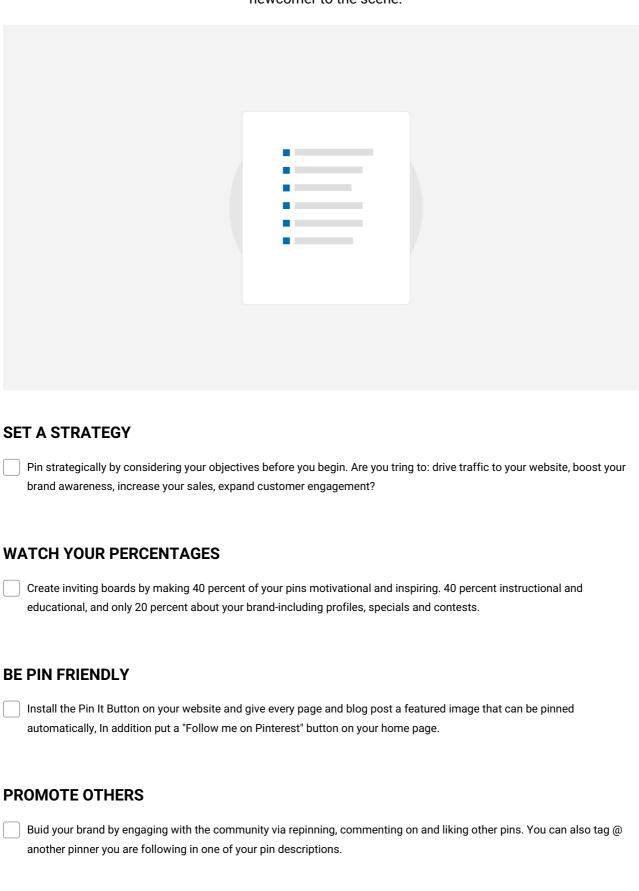
Top Ten Ways to Use Pinterest for Business

Pinterest may be the third largest social media site after Facebook and Twitter, but it's still a relative newcomer to the scene.



ESTABLISH YOUR EXPERTISE

Craft keyword-rich pin and board titles and descriptions to boost your Google ranking and be found for your expertise. Use

hashtags to highlight key words and phrases your customers search for.
CROSS PROMOTE
Connect with your other social media by creating a Pinterest tab on Facebook, tweeting your pins, and embedding pins in your blog posts.
PAY ATTENTION TO PIN PLACEMENT
Place your most important pins near the middle of the top or second row of the board. Research shows that pins placed front and center receive the highest percentage of viewers.
GIVE STUFF AWAY
Drive traffic to your website by offering free items such as e-books, podcasts and white papers to a pin's description. According to Pinerly, pins that have a call to action see an 80 percent increase in engagement.
GO MULTIMEDIA
Make your boards more interactive by sharing videos, screencasts and podcasts. Good multimedia pins include: tutorials, product demos, behind-the-scenes tours and excerpts from presentations and webinars.
KNOW YOUR NUMBERS
Verify your website in the settings page to get access to the Pinterest Web Analytics feature. The info will help you see which of your pinning efforts are paying off and shape your future strategy. Make and Share Free Checklists checkli.com