

MORE
Traffic
& Sales
WITH
Pinterest
IDEA GENERATOR



Copyright Notice

Copyright © NAMS, Inc. All rights reserved worldwide.

No part of this material may be used, reproduced, distributed or transmitted in any form and by any means whatsoever, including without limitation photocopying, recording or other electronic or mechanical methods or by any information storage and retrieval system, without the prior written permission from the author, except for brief excerpts in a review.

This material is intended to provide general information only. Neither the author nor publisher provide any legal or other professional advice. If you need professional advice, you should seek advice from the appropriate licensed professional. This material does not provide complete information on the subject matter covered. This material is not intended to address specific requirements, either for an individual or an organization.

This material is intended to be used only as a general guide, and not as a sole source of information on the subject matter. While the author has undertaken diligent efforts to ensure accuracy, there is no guarantee of accuracy or of no errors, omissions or typographical errors. Any slights of people or organizations are unintentional.

Any reference to any person or organization whether living or dead is purely coincidental. The author and publisher shall have no liability or responsibility to any person or entity and hereby disclaim all liability, including without limitation, liability for consequential damages regarding any claim, loss or damage that may be incurred, or alleged to have been incurred, directly or indirectly, arising out of the information provided in this material.

A PERSONAL INVITATION!

And a special 14 day \$1 trial to the best business training resource library available



1

Magnetize

Every business person must have the ability to persist until they prosper by training the right mindset...

2

Monetize

Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3

Methodize

After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

Click here to start today!

NAMS.ws/14trial



WHAT DO INSIDERS GET?

Weekly MASTERMIND Call - What's working

30-Day Challenges - 12 months essential topics

Insiders Facebook Group - active peer community

PLR Articles - articles, report and ecourse each month

Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...



MORE TRAFFIC AND SALES WITH PINTEREST IDEA GENERATOR

Entrepreneurs using social media have to balance the right mix of personal along with business. Social contact is based on relationships and enhanced by entertainment. Pinterest is a visual media platform. Visuals should be inspiring, thought-provoking, helpful, and fun. Here are twenty-one ideas to boost your visitor's engagement with your pins and pinboards:

1. Make Yourself Stand Out



In Seth Godin's book, he teaches how to "*Transform Your Business by Being Remarkable*". The theory is that if your house is red and all the other houses are white, yours will automatically stand out among the rest.

You want to apply that same concept to your pin graphics making sure that any single object stands out visually.

2. Pin Frequently

Pinterest is a social network where engagement skyrockets the more you pin. It's been reported as much as "150% more engagement on Pinterest" by pinning at least 5 times per day.



3. Pin It "for Later"

NAMS, Inc.

[MyNAMS Insiders Club](#)

In your Facebook posts use “Pin It for Later” links. (see InfoBunny for [instructions](#) on how to set them up.)

4. Optimize Your Images

When creating images from scratch, you want to set your sizes specifically for Pinterest. Unlike Twitter, Pinterest prefers vertical rectangular images instead of squares. Your images should be 600 pixels X 1400 pixels. (or 600 X 1200 pixels also works) You want to pay attention to these size details to ensure your images are fully displayed.

5. Use Image Templates

These templates ensure your images will display correctly and will save you a lot of time. [Canva](#) is a great source for these.

6. Make a Positive Point in Pins

Pinterest visitors are looking for inspiration and encouragement. Make it a point to keep your pins positive and helpful.

7. Don't Use Tacky Sales Messages

Let your pin speak for itself. If people like your pin, they will click on your rich pin URL and it will take them to your specific landing page. It's best to avoid using the obvious “Get Your Big Discount NOW!” sales messages. Your description should not contain any type of sales message.



8. Use at Least One Pinterest-Optimized Image per Blog Post

It's a good habit to make sure that each blog post has as least one Pinterest-optimized image.

9. Install an Interactive “Hover” Button

Ask your visitors to save your images by making sure you install a “Save” button that activates when their mouse passes over your graphic. (will not work on mobiles) Learn how to add this feature in the [Pinterest Developer Section](#).

10. Show It, Don’t Tell It

What is the difference between a boring story and a great one? It is “show, don’t tell”. By showing you are triggering emotions. Your reader then goes from hearing about the action to being IN the action. The same applies to your images. Use your images to say things that words can’t cover. Instead of using text to describe a beautiful wedding use an image that SHOWS the emotion they will experience.

11. Host a Contest



Contests on Pinterest are popular-probably because people enjoy them so much! If it enhances your brand, consider running a contest. See [Wishpond](#) for how to host a contest to increase your followers.

12. Increase Visibility Commenting on Popular Pins

Get in the practice of visiting the Popular Pinterest page and comment on pins that are relevant to your brand. You can also create pins for trending in popular categories.

13. Managing Your Comments

Use your comments wisely such as:

- Keep your comments helpful and/or positive
- Don’t leave meaningless or generic comments
- Keep them to the point
- Comment on a specific point
- Don’t leave more than two or three comments per day or Pinterest could view as “spamming”.

14. Follow Your Other Social Network Friends on Pinterest

NAMS, Inc.

[MyNAMS Insiders Club](#)

15. Reply to Comments

Responding can mean the difference between someone commenting-and-forgetting, or someone commenting-and-following. Be sure to always respond to questions.

16. Follow Pinterest Itself!

Pinterest has its own Business Page that shares the latest for a variety of popular topics.



17. Use Your Top Row

Display a balanced gallery of your pinboards that best reflect your focus and brand message on your top row of your Pinterest Business Page. Choose pinboards that are vibrant and lively.

18. Use a Board Widget

You can display up to 30 pins from each board when someone clicks on a board in your Business Page. Pinterest provides [instructions](#) for their handy tool.

19. Don't Be A Serial-Pinner

Don't keep posting pin after pin. It can appear as spam to others. You want to space your pins out during the day and combine 3 or 4 images in one pin graphic. (image related collage)

20. Research Your Pinterest Demographics

Use your Pinterest Analytics to find out what your ideal and most responsive follower is, so you can create an Avatar.

21. Keep Your Pins Tidy

Delete any pins that received no activity or comments. (They will weaken your Pinterest presence if not removed.)



Remember that your pins should be as individual and unique as you are. Use your analytics and do more of what is getting your biggest response.

FREE REPORT

MAKE BIG MONEY CREATING SIMPLE ONLINE COURSE WITHOUT ANY EXPERIENCE!

Download Our FREE Report
Now And Discover:

- 1 Secrets to making big money creating your own simple online courses!
- 2 How to make killer online courses, even if you aren't an expert in anything!
- 3 How to create video courses without a lot of technical knowledge!
- 4 How to choose the right topic and price your course for the most possible profit!

And much more - all within this special
FREE report!



Download now

Get YOUR FREE Copy here:

NAMS.ws/DCP01

