

HOW TO GET MORE FOLLOWERS

On Pinterest

With 21+ Tactics That Will Grow Your Following

So you want to learn how to get more followers on Pinterest. That makes sense since a hefty majority of you told us that you want to grow your audience, and you measure your success through social media follower growth.

Optimize Your Pinterest Profile To Get More Followers

1. Help Potential Followers Find Your Pins Through Search Engines

- ☐ Start with your **Business Account Basics** and slide the **Search privacy** button to **No**.

2. Complete Your Pinterest Profile To Instantly Boost Your Credibility

- ☐ Then, in the **Profile** area, fill in your **Business Name** and **Location**.
- ☐ Your **Picture** could be a professional-looking logo for your business or blog.
- ☐ Create a **Username** which gets pulled into your Pinterest URL, so as a business, using your company name probably makes the most sense.
- ☐ Add a brief description of your business and the value you offer potential Pinterest followers in the **About you** field.
- ☐ Wrap it up with one of the most important fields: Confirm your **Website**. This field helps Pinterest verify your site so you can use Rich Pins to add bonus information for article, movie, place, product, and recipe.

3. Connect Your Other Social Networks Into Your Pinterest Profile

- ☐ Sign in to your company's Twitter handle. Then slide the **Log in** buttons to **Yes**. You can also connect to Facebook and Google+, but since those accounts are typically associated with a single person and not a business page, your Pinterest followers will be directed to your personal profiles.

Optimize Your Blog And Social Media

4. Keep Pin It And Follow Prompts On Your Blog And Website

- ☐ When you're on your home page, click the gear icon and select **Make a widget**. Then, in the popup, click **Learn More**. Now you can create Pin It buttons for specific blog posts and also grab a follow button you can embed in your theme.

5. Embed Boards And Pins Into Your Blog Posts

- ☐ Follow the same steps from the advice you just learned about Pin It and follow buttons, using widgets to embed boards and Pins into your blog posts.

6. Share Your Pinterest Love On Other Social Networks

- ☐ Use the **Send** feature on Pinterest to share your Pins on Facebook and Twitter.

Participation On Pinterest Is A Conversation

7. Repin Often To Introduce Yourself To New Pinners

- ☐ Pin at *least* 50/50 ratio of other content to your own. Treat Pinterest like its own entity, so get creative and CURATE.

8. Follow Pinners Who Already Love You

- ☐ Find Pinners who have shared your content because they already know who you are. Simply search on Pinterest using this query: <https://www.pinterest.com/source/YourDomain.com/>. Then you'll see all the Pins that came from your domain—complete with the Pinners' names you can follow.

9. Find Pinners Who've Already Pinned From Your Blog

- ☐ The **Activity** tab in your Pinterest Analytics is probably the best place to start to find new potential followers. Simply scroll through to find the Pinners who gave you your top Pin impressions, and the boards that were most popular for your content.

10. Ask Your Friends From Other Networks To Become Pinterest Followers, Too

- ☐ Since you've already connected your other social profiles like Twitter, Facebook, and Google+ into Pinterest, just navigate from your Pinterest profile to the **Find Friends** page.

11. Follow Your Competition's Pinterest Followers

- ☐ Follow 50–100 of your competition's followers' boards every day for about two weeks.
- ☐ Create several boards every day to rival the ideas your competition shares, adding 2–3 boards a week.
- ☐ Pin great content from your own blog or website to get a solid foundation for those boards.
- ☐ Repin daily to each of your boards.

12. Meet New Pinners Through Great Group Boards

- ☐ Start with *PinGroupie*. It's a database site dedicated to helping Pinners find group boards. You can sort tons of boards by category, then by number of followers to narrow the group boards to ones in your niche that have a larger following with fewer contributors.

13. Create Your Own Group Boards To Build A Community With Pinners You Love

- ☐ Just create a new board by hitting the + Create a board button, then invite other Pinners to contribute to your board.

14. Host A Contest To Increase Your Engagement

To run a successful contest and not end up in "Pinterest Jail" as Nicole calls it, follow their *acceptable use policy*.

- ☐ Create a page on your own website to cover your rules, share how you'll choose the winners, ask for entry, and show off the prizes you'll give away. From there, you can share Pins to your landing page that has those clear guidelines that are easy to understand.

- ☐ Ask Pinners to provide original pictures of them using your products, coming up with their own recipes or formulas, sharing their own stories, and so on. Often, you can ask Pinners to create a new board where they can Pin all they'd like, then they can simply provide the URL to that board to you via your contest landing page.
- ☐ Judge the winner through creative interpretation and not through number of Pins, likes, boards, or comments.

15. Comment On Pins To Increase Your Reach

- ☐ You can start with *Popular* Pins, a category that Pinterest creates with Pins that get a lot of engagement. Find a couple that you have experience with, and comment on them to share your perspective.

16. Mention Others When You Share The Love

- ☐ Use mentions in Pin descriptions and in comments, which "can be a great way to attract their attention and get them to follow you." An easy tactic is to ask someone a question via a mention to spark up a conversation. The more interaction, the more likely they'll be to follow you.

Mechanics Behind The Scenes

17. Name Your Boards To Stand Out From The Crowd

Choose your cover images

- ☐ Rock a high-quality image.
- ☐ Make it colorful or out of the ordinary to catch the eye.
- ☐ Fit it into the constraints of the board cover itself (222 x 150 pixels is the perfect size).
- ☐ Make sure it represents the topic of the board.
- ☐ Go to your Pinterest profile, hit **Edit** on your board, then on **Cover** hit the **Change** button.

Niche focus

- ☐ Use the words your audience uses to describe that niche in your board descriptions.

Keyword rich

- ☐ Use those topics in your board names to help Pinners find your content.

18. Get More Visibility With The Best Design For Your Original Pins

- ☐ Images *without* faces get 23% more Repins than those that have faces. Crazy.
- ☐ Red and orange Pins get two times as many Repins when compared to blue (and other dominant color) Pins.
- ☐ Pins with less distracting backgrounds get more traffic. So stick with simple designs.
- ☐ Longer is better. Design pins that are 735 pixels wide and 2:3 aspect ratio (1,102 pixels tall) to get the most traffic.

19. Use Keywords In Your Pin Descriptions To Help Pinners Find Your Content

- ☐ You've already found keywords for your blog posts that you're Pinning. Use those same keywords in your Pin descriptions to help potential followers find your content.

20. Pin On The Best Days And At The Best Times To Maximize Your Engagement

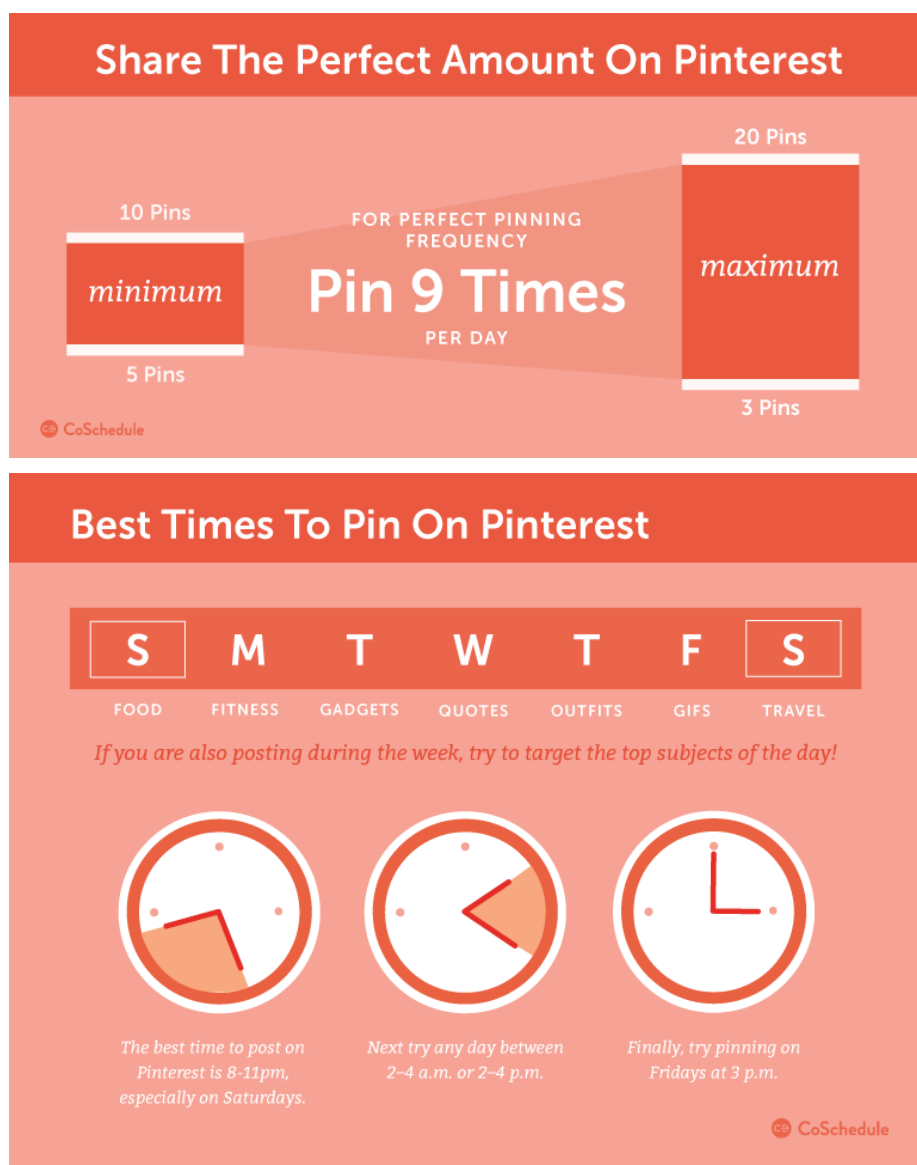
- ☐ Saturdays are definitely the best for Pinning to Pinterest, and specifically from 8–11 p.m.
- ☐ Next up is any day between 2–4 a.m. or 2–4 p.m.
- ☐ Try Pinning on Fridays at 3 p.m.

- ☐ So grab this *Google Analytics custom report* to find the **best day** to Pin based on your own audience.
- ☐ Or use this second *Google Analytics custom report* if you're looking for a bit more general information just on the **best time** to Pin when you typically get the most traffic—omitting days.

21. Share More Often To Get More Visibility

- ☐ Pin 9 times a day to get started.
- ☐ After you get started, test sending a few more Pins, then a few less. Use the Google Analytics reports to understand if your tests had positive impacts on your traffic, then continue doing what works.

Bonus! 22. Schedule Your Pins Throughout The Day To Keep Your Followers Happy



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CoSchedule

The marketing calendar for everything.

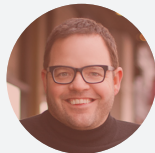


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