

# HIGH DOLLAR DESIGNER

Marketing Products & Services for Interior Designers

949.494.3345



## Marketing Strategies

### PROFILE

1. Use headshot, not logo
2. Make your name easy to find
3. Add links to social networks
4. Add keywords to your bio
5. Link to Facebook: find friends
6. Link to Twitter: find followers
7. Let your personality shine
8. Top 3 people you repin appear on top right

### PINS

9. Use creative pin titles
10. Focus on lifestyle, not product
11. Use keywords in descriptions
12. Tag others using @ symbol
13. No photo? Pin one, edit link
14. Bookmarklet: easy web pins
15. Make it beautiful & visual
16. Always credit source for pins

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## BOARDS

17. Use playful, fun titles
18. Include keywords in desc.
19. Mix content: yours & others
20. Pin images from clients
21. Repin supporting images
22. Create inspirational collages
23. Add playful images for #7
24. Latest pin is largest image



## IMAGES

25. Add watermark for identity
26. Style product photos
27. Use natural light in photos
28. Pin photos relating to products
29. Not a photographer? Hire one.
30. Make infographic text LARGE
31. Overlay title on photo
32. Pin photo linking to video

## COPYRIGHT

33. State source when pinning
34. Display URL on images
35. Use Creative Commons bookmarklet for via & hat tip
36. State copyright on website
37. Pinned w/o credit? Ask!
38. Fear obscurity, not piracy
39. Use copyright symbols
40. Always credit photos

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## CONTESTS

41. Clients pin product photos
42. Pin photo, tag brand to win
43. Host board scavenger hunt
44. Monthly board contest
45. Most repined board wins
46. Pin image of contest rules
47. Integrate w/FB, Twitter, YT
48. Client videos; use hashtag

## COLLABORATE

49. Create themed group board
50. Group scavenger hunt of pins
51. Ask for colleague repins
52. Promote joint event
53. Curate lifestyle boards
54. Host a board tour
55. Throw a Pinterest Party!
56. Crowdfund product

## RESEARCH

57. Review other business boards
58. Identify Pinterest mktg goals
59. Do keyword searches for:
60. Pins, Boards, & People
61. Review, evaluate results of 59, 60
62. How are brands converting?
63. What boards get repined?
64. Is Pinterest driving traffic?