

Pinterest Resource Rolodex

Top 10 Places to Promote Your Pinterest Boards

Once you've created a Pinterest board perfectly targeted to your subscribers, potential clients or customers, where do you share it?

1. Facebook

The obvious first choice is Facebook. Not necessarily because it's a top network for all of your marketing, but because **the majority of all 'shares' occur on Facebook.**

Here's what you need to know first and foremost... your Pinterest shares go to your "personal" wall – not to your Facebook "business" page.

As a business owner, you will want the activity to be on your Facebook business page. Fortunately, there's an easy way to set this up – just go to [Woobox](#) and install a Pinterest Tab.

The screenshot shows the Woobox website interface. At the top, there's a navigation menu with options like 'Static HTML', 'Coupons', 'Sweepstakes', 'Photo Contests', 'Pinterest', 'Instant Win', 'Polls', and 'Rewards'. The 'Pinterest' option is highlighted. Below the navigation, there's a main content area with a blue background. On the left, there's a preview of a Facebook page with a Pinterest tab installed. On the right, there's a text area that says 'Pinterest Tab for Facebook Pages' and 'Show your Pinterest boards and pins as a tab on your Facebook page.' Below this, there's a green button that says 'Install Pinterest Tab'. Underneath the button, it says 'This Pinterest app is completely Free. View a Live Example.' Below the main content area, there's a section titled 'Pinterest Facebook Page Tab Features' with four sub-features: 'Like to Reveal Pins', 'Easy & Simple', 'Boards & Pins', and 'Default to Specific Board'.

Facebook is everywhere, which means people are used to sharing. Be sure to aid in cross-promotion by having the Facebook "Like" button on all your sites and every network that allows.

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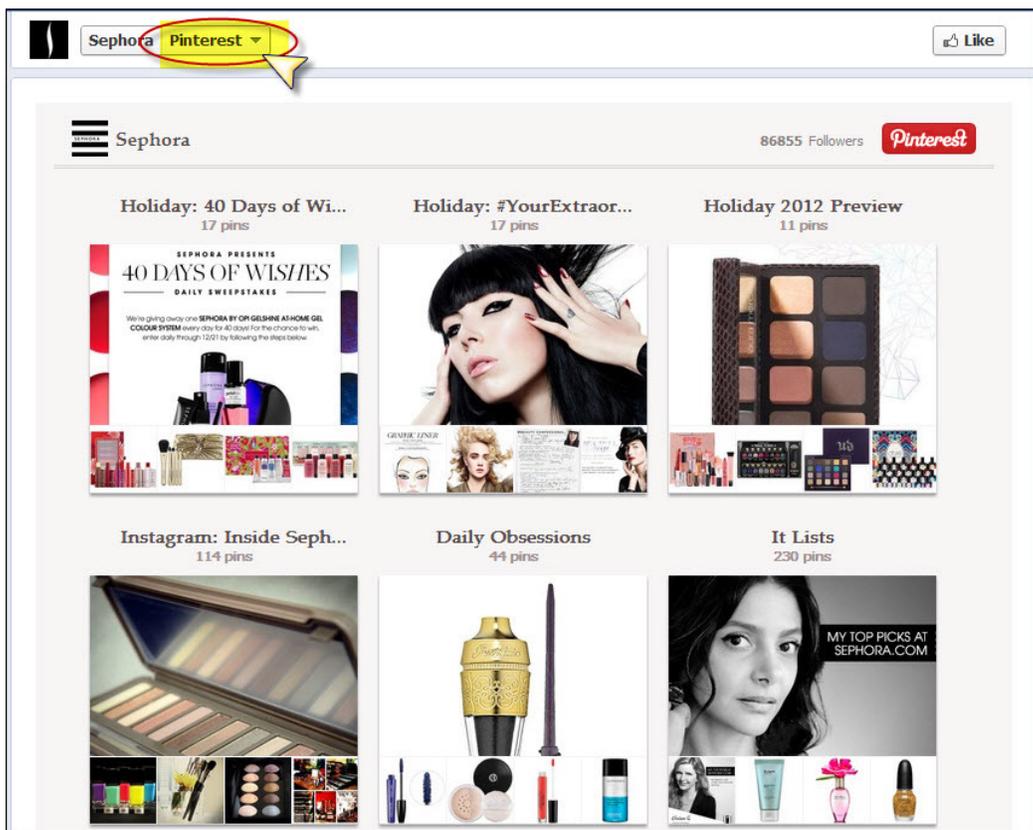
And Pinterest already populates your Pinterest account with multiple ways to share on Facebook, including:

- Its “Like” button embedded into Pins and Boards
- Popups allowing you to Follow existing Facebook friends you are currently not following
- A page allowing you to both Invite and Follow existing Facebook friends who are (a) also on Pinterest (b) not on Pinterest

But whatever you do, make sure you have a Facebook Page for your business – and install Woobox’s Pinterest tab.

This will allow you to share all your Pinterest Boards – so be sure these Boards are all focused on and targeted towards your niche demographic.

And your Facebook fans can access your entire Pinterest collection at any time, simply by clicking the installed Pinterest tab:

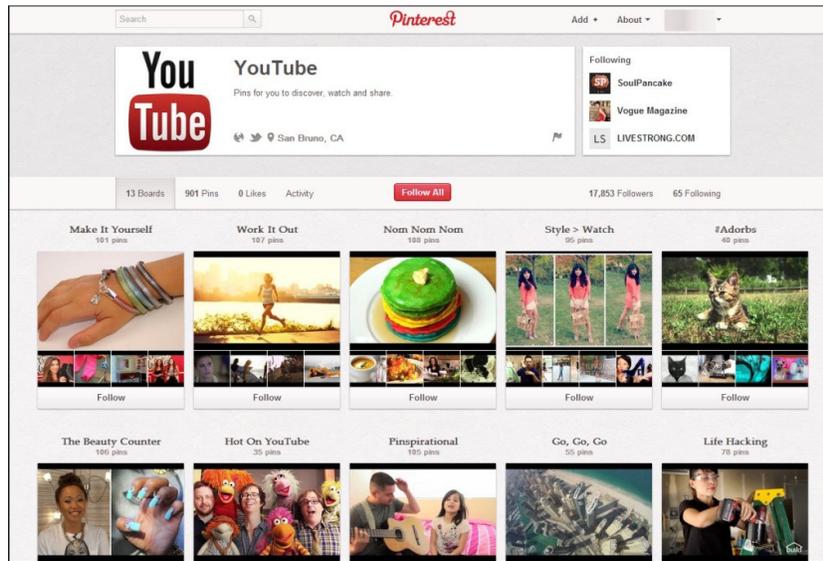


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2. YouTube

YouTube is one sharing platform many Pinterest aficionados have not fully tapped into yet. What a goldmine! Make sure you are one of the first to do so!

One thing you may not know, is that YouTube itself has a Pinterest account – AND features recommended videos to watch!



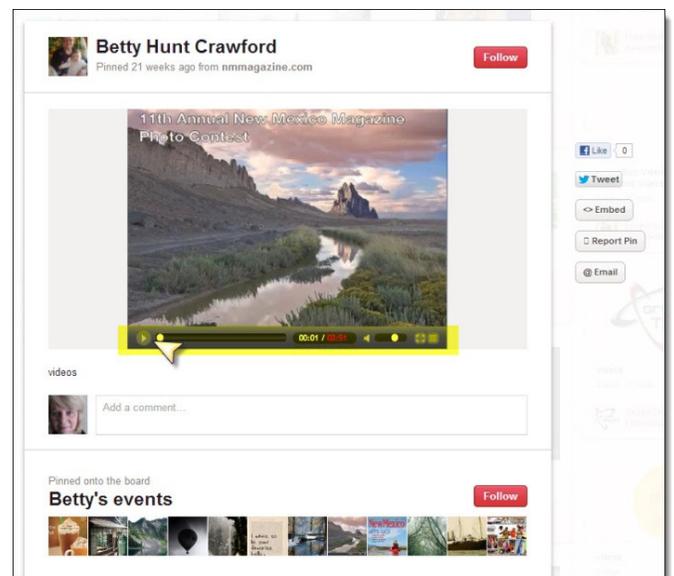
So if you use YouTube as a marketing strategy yourself, be sure to include your own videos in your Pinterest boards.

About.com actually has a simple tutorial on [How to post a YouTube video on Pinterest](#) so go there and follow the instructions.

Here's an example of what your video will look like on Pinterest.

As you can see, people instantly know it's a video because it looks like any other embedded video on any other website.

The most important point to remember? According to About.com's Marziah Karch, *"you need to make sure you use the video's URL rather than the embed code. Don't just copy the URL at the top of the screen. That's actually the video's watch page, and it won't pin the video to your board."*



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3. Your Own Blog

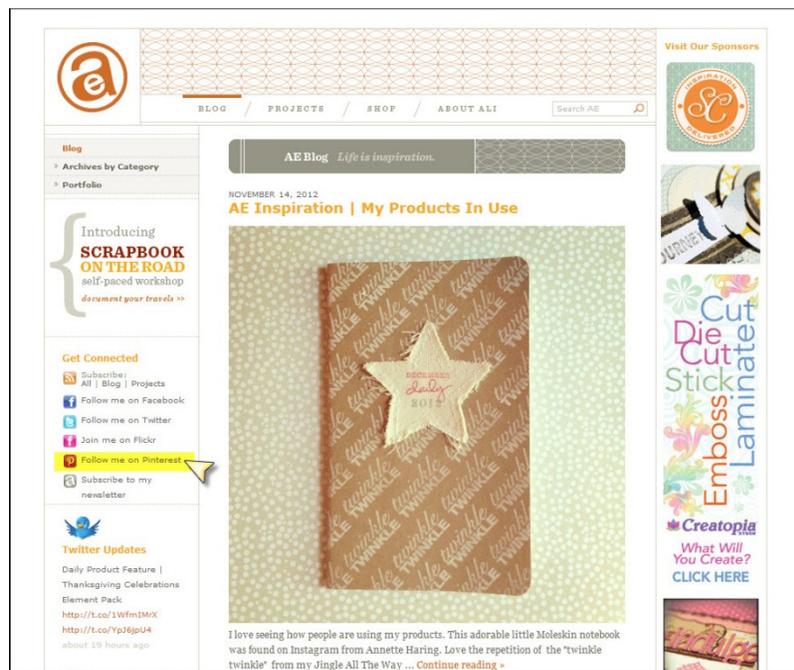
If you have a blog, and you're not promoting your own pins, you're losing half your Pinterest traffic!

You should have two social sharing buttons installed on your blog, for maximum Pinterest effectiveness:

- A general "Follow me on Pinterest" button or icon
- "Pin it" buttons (or button), letting people know it's okay to pin your site graphics to their boards – and making it easy for them to do so

While on your blog, make sure you've **updated all your social Share icons**, bookmarklets and buttons. (When was the last time you did that?)

Add a **call to action** immediately above or with your **share buttons**. Don't let your Pinterest icons get "lost" in your layout, as this blog does (though kudos to the owner for including a Pinterest "Follow" button at all – so many don't!)



Oh, and be sure to add an image to every post.

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TIP: Resist the urge to make it too small so there is more emphasis on your words – Pinterest doesn't "read" small images, when people try to Pin them.

Don't just focus on your own Pinboards, however – Share– your Pinterest should showcase your followers' and other bloggers' Pinboards as well as your own.

When people visit your Pinterest site from your blog, they should see a variety of boards; not just yours. This should reflect your very real interest in your audience.

4. Pingraphy

This isn't a place to promote your Pinterest Board **to**: It's a place to promote your Pinterest board **from**. (And *with*.)

What Pingraphy offers is a central dashboard from which you can manipulate and manage all your Pinterest activity.

The screenshot shows the Pingraphy dashboard with the following sections:

- Header:** "pingraphy" logo and a login section for "Existing & New Users" with fields for "Pinterest Email" and "Pinterest Password", and social media buttons for "Pin.it", "Like", and "Tweet".
- Main Content:** A large dashed box containing "#Schedule your Pins on #Pinterest".
- Upload Pins In Bulk:** A section with a grid of image thumbnails and a "Schedule" button. Below it, text reads: "Custom bookmarklet to pick images from any webpage. Save time by uploading multiple pins at once."
- Schedule Pins:** A section with "Date : 05/17/2012" and "Time : 08 : 30 AM", and a "Schedule" button. Below it, text reads: "Schedule pins and keep your followers engaged through out the day."
- Metrics:** A section with a horizontal bar chart comparing "Followers" (blue) and "Likes" (orange) for various categories: "Total", "New", "For the Month", "Favorite Pins", and "My Pins". Below the chart, text reads: "Track Repins, Likes, Clicks and Reach for every pin. Know your top performing boards and campaigns."
- Followers:** A section with a table of user data and text: "Find influential users among your followers. Understand what your followers like and customize your content."

Username	Followers	Boards	Pins	Likes
april_m_jin	2000	15	606	2
lshermidobry	164	-2	302	12
lshermidobry	161	1	202	161
lshermidobry	158	10	108	2
lshermidobry	158	1	49	6

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You can:

- Upload pins in bulk
- Schedule Pins
- Track your statistics
- See which Pins your followers liked best

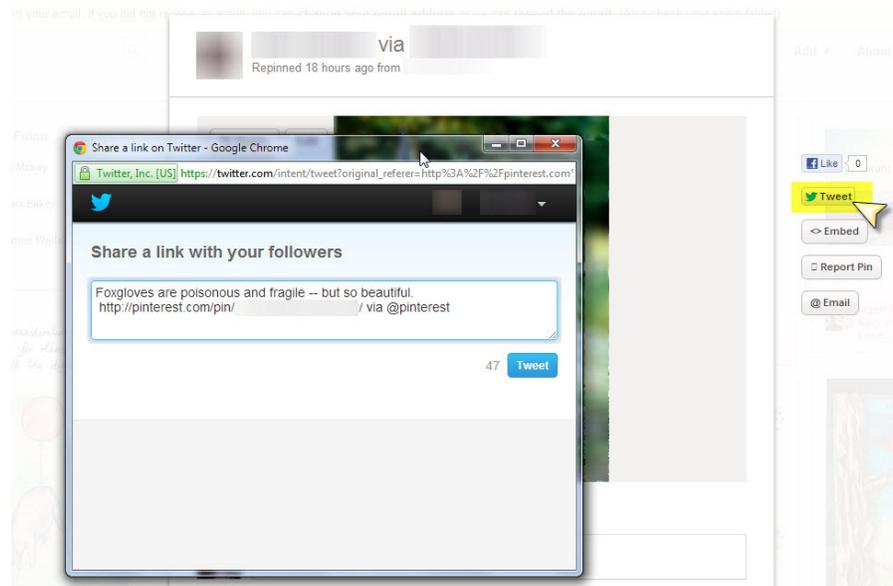
Simply sign up for a free account, and make sure you sign into Pinterest at the same time. Then drag the Pingraphy bookmarklet¹ over to your browser bar (just as you did with Pinterest's).

If you ignore every other resource out there to help with managing your Pinterest account, pay attention to Pingraphy.

It can save you hours of time!

5. Twitter

Why haven't we mentioned Twitter earlier? It's one of the two primary partners in the Pinterest sign-up process. There are multiple ways to share with your Twitter followers right from within Pinterest, much as you did with your Facebook friends: Even if you didn't sign up with Twitter, you can easily tweet right from Pinterest by pressing the little Twitter share button to the right of any pin:



¹ Don't worry: You won't get them confused. Pingraphy's icon is bright screaming pink.

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But Twitter has been tightening up its reins lately and changing access permissions. It parted ways with [lfttt](#), one of the best Pinterest resources going: And quickly disconnected from new social network [Pheed](#). Rumor has it that Twitter has started to take drastic measures following some serious hacking earlier that compromised Twitter user accounts, sending out hard-sell spam messages not generated from the user.

But whatever the reason, don't ignore Twitter. Just make sure you follow its guidelines (check to see what's changed) and remember that Twitter is all about quality and socialization.

One tip: **Remember to include hashtags in your Pins** – especially if you'd like them to show up in existing Twitter hashtag searches.

And try not to use an URL shortener, if you can help it. Your Tweet will include the name "pinterest" in your Pin URL – and that can pique people's curiosity all on its own (keeping in mind that Pinterest has actually knocked Twitter way back in the popularity polls.)

<http://pinterest.com/pin/>

Give credit to the creators of Pins you use. Make a note of their URLs, when gathering Pins from existing boards to Tweet. When you are in the process of preparing your Pin for tweeting, replace the auto-filled "@pinterest" with the actual creator's Twitter name. That way, they get credit and views – which they'll appreciate – and they're more likely to reciprocate and Retweet.

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6. Pictacular

Formerly “Pinstagram”, this mobile App resource allows you to not only share your photos with Facebook and Twitter, it also allows you to Pin your photos to Pinterest.

You can browse through multiple photos at once on your mobile, using Pictacular.



What it does, in a nutshell, is allow you to share Instagram photos with Pinterest, as well as your other social networks.

Something people have been wanting ever since Instagram opened its doors!

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7. SlideShare

Slides are another media you can feature on Pinterest. Create your own Slideshare board on Pinterest, and use it as an “index” for all your Slideshare presentations, with screenshots of each still.

Then create Slideshare presentations about your own Pinterest board, your favorite Pinterest boards and educate SlideShare users about general Pinterest infographics



(Use both social sharing networks to drive readers to each other.)

8. Sound Cloud

You can use the same cross-sharing technique with Sound Cloud, to help introduce your sound clips on Pinterest.

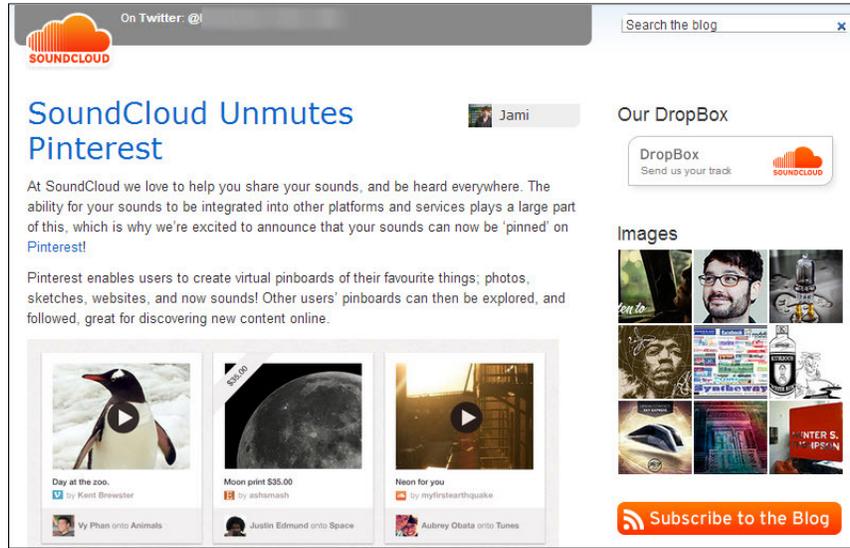
In fact, Sound Cloud is one of the few social networks besides Facebook that seems absolutely delighted to include the clips they help you create on Pinterest (and share it with other social network. (Wise people!)

It's a great idea to have a mix of multiple types of media on Pinterest:

- Slide show “presentations”
- Audio clips
- Video clips
- Photographs
- Text graphics
- Cartoons
- Illustrations
- Diagrams
- Charts
- Mind Maps
- Infographics

Include every type of media that suits your business – and your audience.

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What many people don't know, however: Sound Cloud also accepts sharing with Ifttt, meaning you can including sharing your audio clips into your Ifttt recipes!

9. Pinstamatic

This is another resource where you don't actively promote Pins and Boards – but no Pinterest Resource Rolodex would be complete without it. (You can share instantly from it after adding effects to select platforms.)

Pinstamatic is the easiest resource in the world for adding effects such as text, music (via Spotify), Google maps, "Sticker" notes, Quotation layouts, Twitter tweet design and more. (Think of it as an easy, interactive version of Photoshop for Pinterest users. Without the need to know how to create the special effects you're using.)

It bills itself, simplistically but with dead-eyed accuracy, as: "A tool for helping you add lots of different things to Pinterest".



The icons above the graphic and title on the home page tell you instantly what they do when you mouse-over each icon.

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And yes – you can share directly to Pinstamatic, once you've added your effect.



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10. Shopify –

Want to feature your goods in their own Pinterest catalogue, with prices up-front and proud? Get an account with Shopify, the totally Pinterest-friendly online merchant account.



Shopify has spent considerable effort customizing their business to Pinterest users, and you'll be able to see many different types of "stores" displaying their wares on Pinterest.

Shopify does offer a free trial.

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Conclusion

So that's it – our top ten places for helping you promote your Pinterest boards. You don't have to use them all – but do use more than one. Cross-promoting is one of the strongest ways to reinforce your web presence.

Just make sure you don't become so focused on hitting every network with your Pins and Boards that you inundate people.

Which brings us to Pinterest's last – and perhaps greatest – advantage, which can quickly become a disadvantage, if you overuse it...

Social networks like Facebook show your Pin in the stream for seconds before it is swept away on the tide of social chatter (even if you Highlight your tweet).

Pinterest, on the other hand, sticks around. Post a perfect photo or amazing video, and it will get shared and re-shared; then shared even more, going truly viral.

So don't annoy your social network buddies with ten or twelve or twenty (or more) Pins shared, all in a row.

Treat them like delicious hors d'oeuvres: Pass them out one at a time, and wait for each one to do its job before giving out the next one.

(The last thing you want to do is make your friends – who may not all be delighted with "Kitties in a Blankie" – feel over-saturated or obstruct the flow of their other shares.)



Ultimately, your Pinterest marketing success will depend on how well you connect with your audience (and that includes indefinables such as flow, network mix, subject matter, interaction and engagement on your part.)

Resources can help you – but they can't take the place of real connection on a very human level.

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Additional Resources

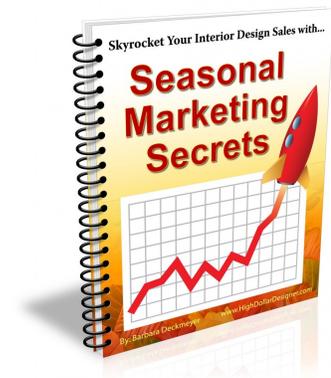
If you would like more information or assistance with your marketing, please feel free to call Barbara at 949-342-4564 or by email at Barbara@HighDollarDesigner.com.

If you've enjoyed this report, below are a few of the products and programs you may also be interested in as well. Take a closer look –

Discover the Proven “Seasonal Marketing” Methods Big Businesses Use to Attract Customers, Increase Sales, and Improve Profit Margins

When it comes to retail sales, **the holy grail of profits and income is the holiday shopping season**. You've probably attended some of the high-profile sales, been attracted to the glitzy commercials, and been swept away by the emotions and sentimentality of the season. The result of which is a parting of your money from your wallet.

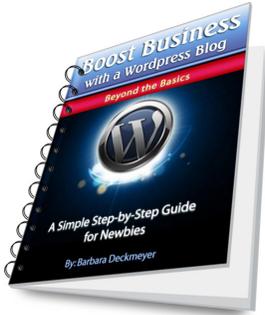
Wouldn't it be nice if **you could use those same strategies in your interior design business**? Imagine eager clients crowding around, calling you and wanting your time and expertise, just like on “Cyber Monday.” What would that do to your bottom line? What if you could easily encourage visitors to spend more through strategic seasonal tactics just like the big retailers have done for years?



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Although WordPress is very easy to navigate and use, there are many things you could do to mess things up or make your interior design blog ineffective. A lousy blog is worse than having no blog. Be sure to avoid those pitfalls and get this illustrated e-book today!

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What does it actually COST YOU in time, energy and sales to sit down and try to write your own articles? Take a look at our article packages and order today!!

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Postcard Marketing Design

Get Clients FAST with Postcard Marketing! In this day and age, you can't just sit back and wait for clients to call or come in anymore. Use multiple avenues to get in front of potential clients.

So much advertising has gone online, which is good. However, it's important to repeat your online marketing message through a variety of avenues and stay in front of your clients. Postcard Marketing uses direct mail to get your client's attention. Stand out from the fray, be unique. Send beautiful 4-color postcards in the mail. **Bump up your marketing and boost your bottom line with Postcard Marketing!**



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About the Author



Having been a successful Interior Designer herself for over 23 years, Barbara Deckmeyer works with Interior Designers, manufacturers and industry partners who are ready to up level their business and take on more clients. Or they are ready for more big-budget clients.

Her clients come from many different industries from landscape architects, mortgage brokers, dentists, churches, interior designers and so many more. The work she does helps her clients generate hundreds of thousands of dollars of revenue for their businesses.

Known for her creative and passionate approach to marketing, Barbara combines both technology based online marketing (the wave of the future for business), with tried and true offline techniques. Her client's businesses generate more leads and more money as a result. The strategies Barbara recommends and uses herself provide proven, verifiable and easily trackable results.

If you are struggling to generate proven, consistent profits with your marketing, Barbara can help.

Email Barbara@HighDollarDesigner.com or call 949.342.4564 to schedule a complimentary "Online Marketing Strategy Session" today!

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