

How to Boost Your Pinterest Following

1. Be active and engage on Pinterest

Manually pinning on a regular basis. Go to the “Explore” and “Trending” pages and re-pin from there. Pin other people’s pins manually. When you see a “Board to Follow” in your feed, follow them if they’re relevant.

Another effective tactic to engage with Pinterest is checking out your Pin Activity and re-pinning what others have pinned of yours.

Scroll through your Pin Activity, and look in each board for your pins. Re-pin your pins to your own boards, or group boards you’re a member of (providing the pins are relevant).



2. Follow your competitor's followers

A quick way to find competitors: Search for terms that may be on your competitors profiles in the search bar. For example, if your content is about blogging, you might search for "blogging tips". You'll see four different options – click on "People". Anyone who has "blog", "blogging", or a related term in their profile will show up under "People":

3. Utilize the search bar

The best way to find relevant keywords that you'll use in your board titles, board descriptions, pin descriptions, and on your profile – is to use the search bar.

Example:

You can create excellent long-tail keywords, such as "make money at home", or "make money blogging".



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4. Start using Pinterest sections

Just go to the board you want to arrange into sections, and click "Add Sections":

5. Take advantage of promoted pins. Promoting pins is when you pay to run ads on Pinterest, to get greater exposure and visibility on your pins. Similar to running Facebook Ads.

Go to your Pinterest feed and click on the button that says Ads:

6. Jump on the hashtag bandwagon

To use hashtags type '#' and then the keyword you want to use. You'll notice it'll provide popular suggestions. Those will be the types of hashtags people will be plugging into the search bar – so select them strategically.



7. Use an older account

In the eyes of Pinterest, the longer you've had your account – the more trustworthy you are. If you're considered an established pinner, your pins will appear in the feeds more.

8. Start your own group board

To start a group board, you can do it one of two ways: Start a new board. Use a board you already own. Once you have a board created, click on the plus sign to start adding contributors:

9. Craft compelling infographics

10. Give Pinterest a nudge

When you pin your new blog posts onto Pinterest, pin it to a relevant board first.



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10. Optimize your profile name
with keywords

11. Use the right tools to attract Pinterest followers

Gain Pinterest followers, there's a variety of tools that'll help build the foundation: TailWind to schedule your pins and save you major time. While manually pinning is critical – it's equally as vital to pin at various times during the day to group boards and to your own boards. That's where a pin scheduler comes in. Designing software like Canva to create stunning pin graphics. Social sharing plugins to make it simple for your audience to share your posts on Pinterest.

12. The social sharing plugin Social Snap is especially perfect for Pinterest users. It allows you to upload Pinterest-specific images and even descriptions (among other features).

13) Delete poor-performing pins



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14) Pin only for your target audience

15) Conquer awe-inspiring branding, brand your boards with a unique cover.

There are ways to make your pins stand out from day one: Use tall images. Using Canva you'll have access to Pinterest templates. Create multiple pins for each blog post for maximum exposure. Use more white space in your images. Stick to 1-3 fonts.

This study says pins without faces receive 23% more repins. Call to Action (if you have a freebie for that post) Always brand it with your logo or website URL



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16. Revive older pins

Re-pin those pins constantly to group boards and your own boards. Create multiple pins for those popular posts

17. A/B test your pins

How to A/B test your pins?

Create 2-4 different pins for a post. Use different variations of headlines in each pin – try utilizing various power words. Get creative! Try out different colors, fonts, and images. Give them at least a week to see how they perform. Use Pinterest analytics to see how they're performing



Growing your Pinterest following will open many doors. You'll develop massive credibility and authority in your niche, a surge of blog traffic, more email subscribers, and your business will turn into a money-making machine.



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