

Gain more eyes on your Pins

If you haven't been connecting with customers on Pinterest, you might want to put some effort into the platform. According to the company, 200 million people use Pinterest every month.

Plus, 61% say they have discovered new brands and products there—and one out of two make a purchase after seeing a Promoted Pin.

Beyond the sales potential, Pinterest offers a way to build your brand recognition, thought leadership and credibility—in a way that is both fun and engaging. Make the most of your Pinterest account with these tips:

Think like your customers. What do they care about? What do they want to read? What types of information do they want and need? Focus your Pins on those areas. The more specific and focused they are, the more likely they are to be seen and pinned.

Pin something at least once a day. Consistency is key, and the company recommends that you pin daily during peak hours—evenings and weekends—rather than pinning a ton of stuff all at once during the week.

Get the timing right. If you are pinning content for an upcoming holiday, season or event, begin posting 45 days in advance.

Use lifestyle photos, rather than product images. Pinterest discovered that pins showing products being used in real-life scenarios received 30 percent more click throughs and 170 percent higher checkout rates than those showing the product alone.

— Adapted from "[How to Use Pinterest for Business: 8 Strategies You Need to Know](https://blog.hootsuite.com)," Christina Newberry, <https://blog.hootsuite.com>.