

Setting up a business account

There is currently very little difference between a personal account and a business account on Pinterest in terms of what you can do with boards and Pins. However, if you want to start advertising on Pinterest or you want to make use of their analytics tools, then you will need to create a business account.

There are two sets of terms associated with Pinterest.

You can find the business terms here:

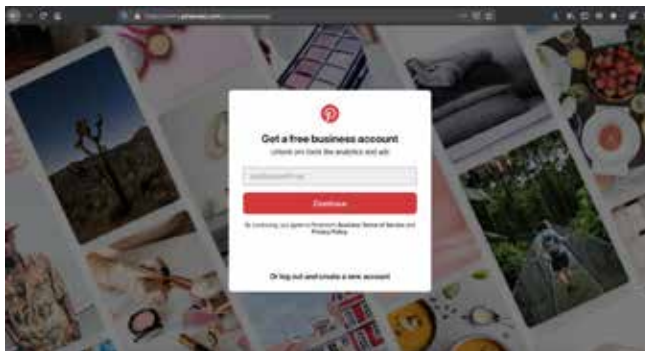
<https://business.pinterest.com/en/business-terms-of-service>

The personal terms are here:

<https://policy.pinterest.com/en/terms-of-service>

If you already have a personal Pinterest account that you would like to migrate into a business account, then follow these steps:

- 1 Visit **business.pinterest.com**, then click **Sign up** and complete the form.

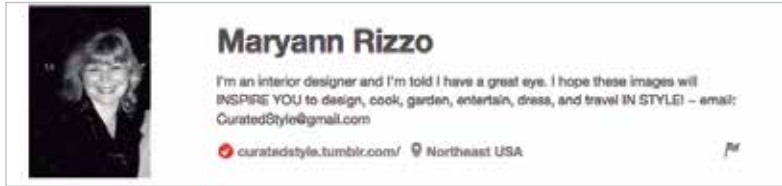


- 2 Or, if you already have a personal account, click on the ellipsis/three dots to reveal the drop-down menu and select **Add a free business account**.

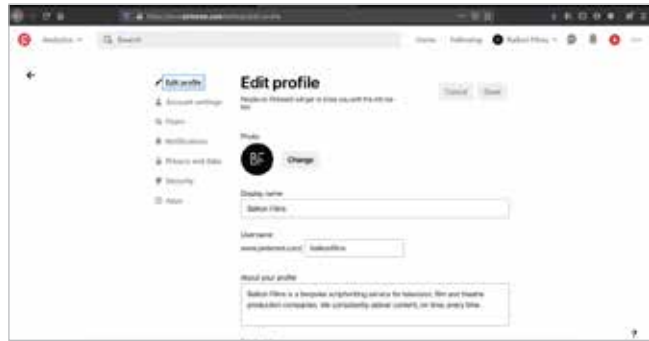


Profile checklist

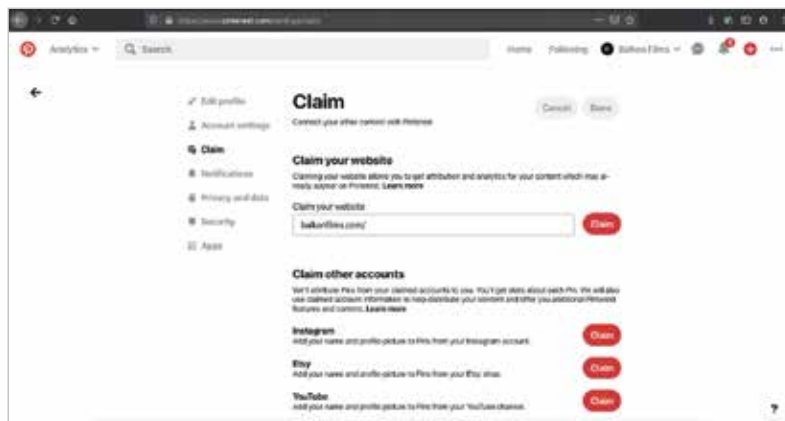
1 Does your Pinterest name include a keyword about your business, as well as your business name?



- Ensure your profile is completed in full.
- You have 160 characters in the **About your profile** section, so use this space wisely. Make sure that you keep it engaging and not overly keyword-y.
- Unlike LinkedIn and Facebook, your username on Pinterest can be changed as often as you wish. Your username forms the website address that will direct people to your Pinterest account.
- The location is also important. If you are a local business, then add the city or town as well as the country.



2 Claiming your website and other social media accounts



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Pinterest makes it easy to link your Pinterest account with your website and with Instagram, Etsy, and YouTube.

By “claiming” your website, you are officially linking your website to your Pinterest account. By doing so, you will receive attribution analytics that will provide more insight into which Pins and boards are driving traffic to your website, which in turn will help you create more of the content that works, and less of the content that doesn't. As a security measure, to “claim” your website you need to prove you own/manage the domain, and there are two ways to do this:

- Add an HTML tag by pasting a tag Pinterest provide into the <head> section of your index.html (home) page.
- Download an HTML file that you then need to upload to your website's root directory.

If you're not sure how to complete either of these methods, your developer will be able to do it for you.

You can also claim your Instagram, Etsy and YouTube accounts by clicking **Claim** – by doing this your profile name and picture will be added to your Pins from those accounts, which helps make your social footprint more “joined up” – both literally and figuratively.

3

Using notifications to grow your business

As busy business owners we try to do everything in our power to reduce clutter in our inboxes, but it's often a balance between reducing the amount of incoming notifications and staying abreast of what's happening in the industry and our business's

social media accounts. So Pinterest notifications can be both a blessing and a curse, but if you're new to the platform and still figuring out how it can add value to your business, I'd advise turning on some or all notifications initially, and then turn off what's not working for you over the coming weeks.



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Pinterest offers a number of ways to receive notifications:

- **On Pinterest** – Alerts within the app or on your desktop. If you're regularly logging in to your Pinterest account, these notifications might be enough for you to see who's following you, and what activity is taking place.
- **Email notifications** – A digest of Pinterest activity emailed to you. Particularly useful if you follow your competitors, as you'll receive an email summary of who they're following and any new boards they create, which can provide a wealth of useful information about new products, strategies or pricing they might be employing.
- **Push notifications** – Alerts that appear on your mobile or desktop that highlight any activity on your account. By far the most aggressive of the notification options, push notifications can quickly prove to be unwieldy. However, if you're just getting started, then turn on push notifications for **Comments**, **Reactions**, and **Followers** so you can react quickly to any activity. Over time, depending on the volume of notifications, you can always elect to receive more or less.

