

How to Get Better Results from Pinterest

Pinterest is shaping up to be one of the most important platforms for businesses to use. It's easy to get your message across. It has millions of members who love the platform, and it funnels mass amounts of traffic to websites. If this isn't a recipe for success, nothing else is.

Just like anything else, there are right ways and wrong ways to approach the platform. One obvious wrong way is constant boasting about your business. No one cares, for the most part. You need to focus on what members are searching for and why. Keep selling or promotions down to a minimum.

A much better approach is to convince people of how your products or services can help with their situations. Obviously, this is not an easy task by any stretch. If you take the time to reach out to people and find out what they want, your Pinterest strategy becomes more defined.

Most people ignore the newsletter that Pinterest sends. This is a mistake. They are the authority on their platform, after all. They give tips and report on trends. It's like having your own mini-marketing department. Granted, they are trying to hook you into advertising with them. But, this doesn't mean the information they provide is useless.

Another way to get better results is to pin frequently. You obviously have an audience. As long as you stay focused on your market or niche and you find that people are sharing what you post, you should continue to post. Set up a schedule for what and when you are going to post.

There are reports published that state the best times to post on each of the social media channels. This is mostly noise that should be ignored. The biggest problems with this are people who miss that window of opportunity often wait until the next one. And if they miss it again, there goes yet another day of inactivity. If you decide to use these optimal times, make sure you set up a service that can post for you at those times. You also need to ensure that you trust the service you enlist. If not, it can be difficult to get your account unbanned.

Overall, don't expect instant results. Like all social media platforms, time is going to be your greatest ally. Stay focused on your strategy and keep going until your results start heading in your desired direction.