The real estate marketer's guide to
PINTEREST

Pipeline **ROI**

Introduction

Pinterest can be a valuable marketing tool for real estate professionals. It's unique; it's unlike any other social media platform in many ways. So why does a real estate professional need to be on Pinterest? We have that answer.

CEO of Tailwind, Daniel Maloney, has a great understanding of why Pinterest is different from the other social media:

> *"Twitter is mostly about what I'm doing.*
> *Facebook is about who I am.*
> **Pinterest is about who I want to be."**

Your goal as an agent is to get people thinking about their future, and day dreaming about the home buying process through Pinterest.

We've created this guide to teach you:

- How to set up an account

- How to size images perfectly

- How to boost your Pinterest SEO

- What boards to create

- Tools to use for Business accounts

- Common pitfalls to avoid

Setting up your account

If you're brand new to Pinterest, you can **create a business account** when you sign up.

If you already have a Pinterest account, you can easily convert your personal account to a **"Business Account."** Having a business account will allow you to take advantage of the all the marketing tools Pinterest has to offer.

Once your business account is created, click ***edit profile*** inside your Pinterest page to add your business name, username, profile picture, location, website URL, and an "about you" section.

Setting up your account

- Your **business name** is allowed to be up to 37 characters long. This is where you will include your business name or your personal brand name.

- The next step is to upload a **profile picture.** Pinterest recommends that the dimensions for a profile picture are square — measuring at 600 X 600 pixels. Even though you're welcome to upload your logo as your profile picture, we recommend uploading a headshot of your smiling face or your team. Seeing an image of a real person is more inviting to viewers than a logo.

- When creating a **username**, select keywords that relate to your product or service category as well as your business name. You're allowed only 15 characters for your username — be smart with the words you choose. When you include your business name and a related keyword, you'll be easier to find on Pinterest.
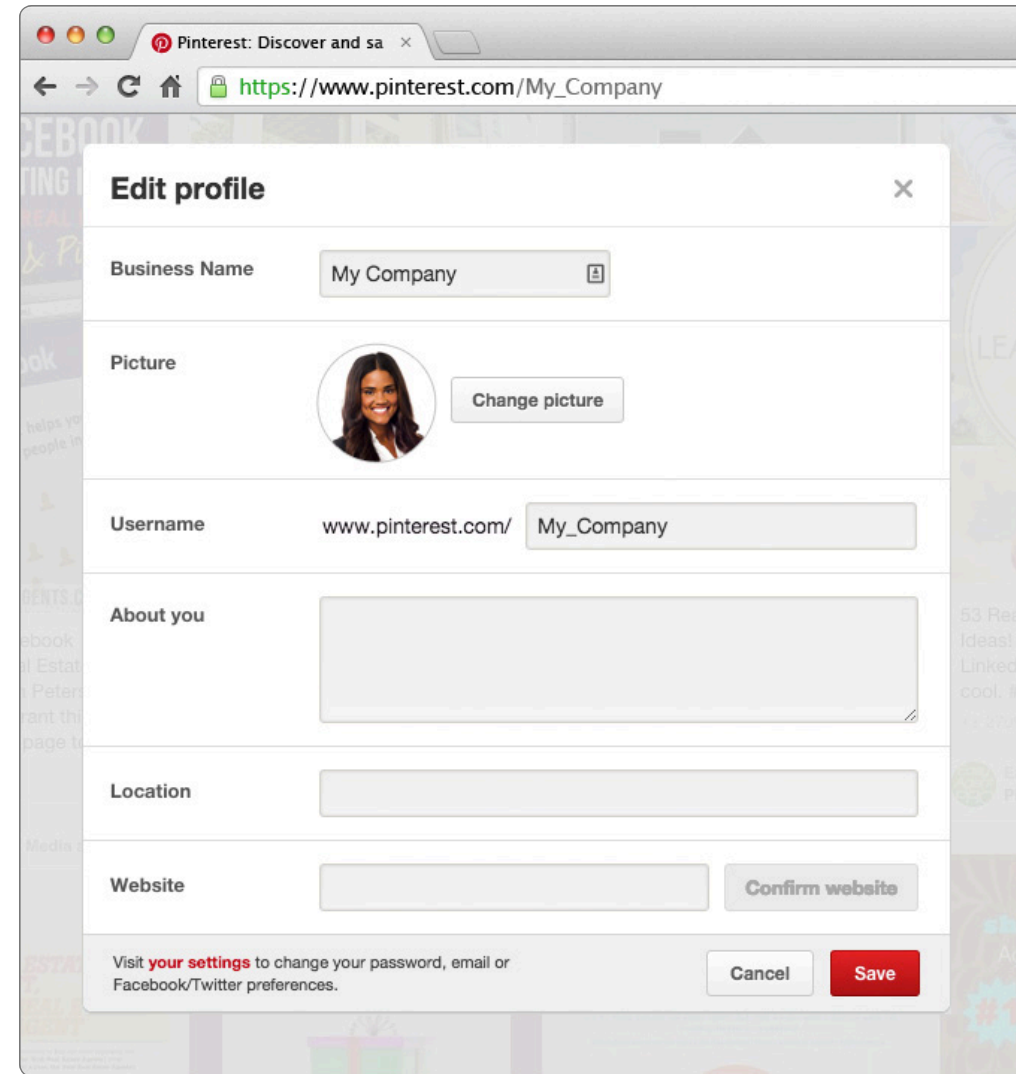
Setting up your account

- Underneath your business name, you'll have the **about you** section to describe your business in detail. You have up to 160 characters to elaborate on what makes your real estate company special, and why someone should follow you on Pinterest. Adding keywords and the category of your business to this section will also increase your search rankings on Pinterest. Including a call to action, such as "follow me", "call us" and so on, will encourage your visitors to engage with your business.

Tip: Rewrite your "about" section every few months by talking about current trends happening in your market during that season. This will help you rank for different terms.

- As a real estate professional, you want your **location** to be known to your audience. Simply type your city and state in the location section to market to people in your local area.

- The final step of editing your basic information is adding your **website.** The main point of social media for business is to interact with potential customers and bring them to your website to convert them into leads. If you don't have your website in your profile, your leads will have no way of getting in contact with you.

Sizing images correctly

It's time to start uploading pictures and begin pinning. You may have come to realize that almost every social media platform has specific dimensions that work best for their website format. Pinterest is no exception. Below are some resources to guide you when uploading your own photos for Pins.

- **Social Marketing Writing** put together this handy Pinterest Cheat Sheet to Image sizes (to the right). Click on the image to see the full list of specifications.

- **Omnicore Agency's Pinterest Cheat Sheet**

- **Sprout Social's Always Up-To-Date Social Media Image Sizes Cheat Sheet**

The Pinterest

Cheat Sheet to Image Sizes

Pinterest has a new look. Along with this new look the image sizes have changed. So I created this cheat sheet on Pinteret image sizes to help you stay up to date.

Profile Image

Profile Image
165 X 165 Pixels

The Pinterest profile image measures 165 X 165 pixels. Pinterest recommends you to upload photos with square dimensions that measure 600 X 600 Pixels. The larger images will be resized to fit.

Pins

Pin in Feed
238 Pixels X Adjusted Height

Boosting your Pinterest SEO

Wouldn't it be cool to see your Pinterest profile pop up on the top of Google search results? Of course it would be, but it doesn't happen automatically. You'll have to strategically figure out what your audience is searching for and use those keywords in the descriptions on your Pinterest profile and Pins. Expanding on the SEO tactics we implemented in your Pinterest profile set-up, here are a few more tips to get your real estate name out there.

Create unique content

On your website, blog, and other social media, we advise you to always include unique content. Pinterest is the same. It's a sharing network, and creating your own content is important to grow your network. Whether you upload a graphic about your blog, a photo of your office, or a new listing in your area, it's all unique and will lead more people to your page.

Upload your own images

Once you've decided what type of content you want to add to your page, make sure the image you're going to upload is high-quality. Before you upload the image, change the file name from "July2015_2422.jpg" to a name with targeted keywords such as "naples-beach-condo.jpg". Once you have changed the name, click **upload.**

Well written, keyword-rich descriptions

Your image is now uploaded and it's time to write a little commentary about your content. You have up to 500 characters to create a well written, keyword-rich description. Since Pinterest is a search engine, every word you write in your description will be filtered to meet the needs of the audience searching. Utilize the 500 characters and make it as detailed as possible.

Boosting your Pinterest SEO

Build backlinks

Always, always, always create backlinks to your website. Backlinks are links that lead viewers back to your website. You can do this by adding a link in the *website* area underneath the description when you edit a Pin. Every time a person repins or shares your Pin, your website and content gains exposure. This will not only boost your SEO on Pinterest, but will also increase your website traffic, which helps you on every search engine as well.

Add board categories

There are currently thirty-seven different board categories on Pinterest. Pinners click on these categories to filter their search on certain topics. When you create boards for your profile, categorize each board under one of these thirty-seven groups to help your audience find your content easier.
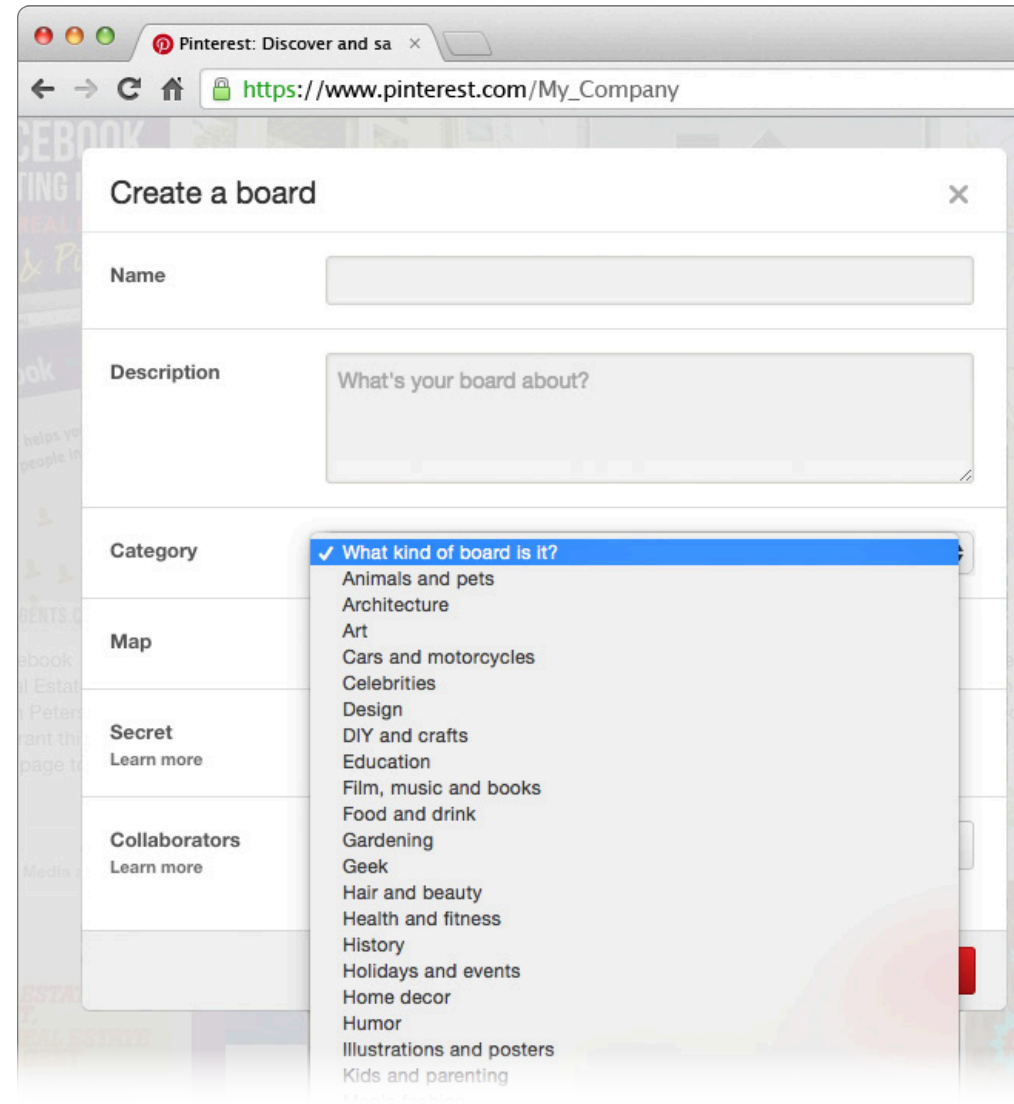
What boards should you create?

One of the biggest challenges on Pinterest is answering "What do I pin?" Attracting followers means attracting potential clients, so you want to post and re-pin eye-catching images that are related to home living and your community. So, what types of boards should you create to attract these potential clients? We've created a list of boards that work for nearly every market, and will help your Pinterest profile stay interesting and full of variety.

Boards specific for buyers:

- Advice for buying a home
- Popular home designs
- Dream homes
- Home decor tips and ideas
- Color palettes
- Outdoor living
- Kid rooms or man caves
- Gourmet kitchens
- Family-friendly spaces

Boards about the area you serve:

- Pet-friendly places
- Best places to eat
- Coolest coffee shops
- Museums and culture
- Parks and trails
- Seasonal recreation
- Wedding venues
- Fun places for kids
- Historic homes or buildings

Boards specific for sellers:

- Advice for selling a home
- Organization inspiration
- Curb appeal tips
- Embracing small spaces
- Easy DIY projects
- Staging your home
- Home improvement ideas

What boards should you create?

Boards specific for business purposes:

- Specific areas in your community (that link back to listings on your site) — This should include a showcase of your home listings and local neighborhoods in your city. Highlight the restaurants, shopping, schools, attractions, parks, and local businesses inside each specific neighborhood board.

  Tip: The Pins inside these boards should be **Place Pins,** allowing you to include a map showing the location within the Pin.

- Your blog posts or real estate articles

- Successful sales — The picture of this pin should be a picture of your happy clients or the sold home. The description should be a summary of their testimonial, and the pin should link to the testimonial page on your website.

Boards to get to know you:

The special characteristic that makes social media so different from other types of marketing is that people actually get to be real people. You don't have to be formal or hide behind a brand — you get to show your customers what your hobbies are, what you care about, and your values. Every person wants to deal with someone they can connect with outside of work-related topics. Being a real estate agent, you already have to be relational so there's no reason your Pinterest boards shouldn't be too. Here's a list of boards you can create to serve that purpose:

- Get to know me
- Health and fitness
- Holiday DIY crafts
- Humor
- What inspires me

- Dream vacation
- My favorite things
- Sports teams I love
- Yummy food and recipes
- Beauty hacks

Special tools for business pages

In just the past few years, Pinterest has joined the world of social media marketing for businesses. Once you've created your business page, you can access the **tools** they offer businesses. All of the tools, with the exception of Promoted Pins, are completely free to use, so there's no excuse to miss out on the insights and analytics that Pinterest offers.

Pinterest Analytics

Interested to see if what you're pinning is engaging your audience? That's why Pinterest created **Pinterest Analytics.** This business tool will allow you to see who's following you, what items they're saving from your website, their common interests, and if they're looking at the content from your Pins. **Attached here** is a full guide to Pinterest Analytics.

Rich Pins

If you want to add Pins that include extra information, you'll want to use **Rich Pins.** There are currently five types of Rich Pins: movie, recipe, article, product, and place.

As a real estate agent, you should be using the *place* type of Rich Pins frequently. The *Place Pin* allows you to include a map on the Pin. This is a cool feature because it'll show the person the exact location of a neighborhood of a listing you have pinned. If you have a board about your favorite restaurants or shops in your market, you can also add places to these Pins.

Special tools for business pages

Widget builder

The **widget builder** enables you to add a Pinterest button, or a widget, to your company website to help promote your page.

- When you install the *Follow* button widget, it allows people to instantly follow your Pinterest page by clicking the button on your website. Once they follow, they will see everything you pin on their Pinterest home page.

- Adding the *Pin it* button will let your web page visitors save items they like from your website straight to their Pinterest page.

- The other widgets they offer are options to place your Pinterest profile, boards, or your Pins onto your website.

Special tools for business pages

Promoted Pins

Promoted Pins are different from the other tools the business page offers because it's viewed more as an advertisement. A Promoted Pin is simply one of your Pins that you want to show up on certain keyword searches on Pinterest. In other words, you're paying for a Pin to be seen by more people. When creating your Promoted Pin, we suggest using keywords for the search bar that relate to the Pin you're promoting (ex: "real estate in Naples", "home buying advice", "Naples houses", "life in Naples", "realtors in Florida", "Naples beach homes").

There are different strategies you can implement for your Promoted Pin. Figure out what your marketing goal is, then decide if you want your Pin to boost engagement with your other Pins or generate traffic to your website. You're charged on a cost-per-click basis.

For the goal of engagement, you're charged when a person clicks, repins or views a Pin close-up. For the goal of generating traffic, you are only charged when a person clicks through to your website from the pin you promoted.
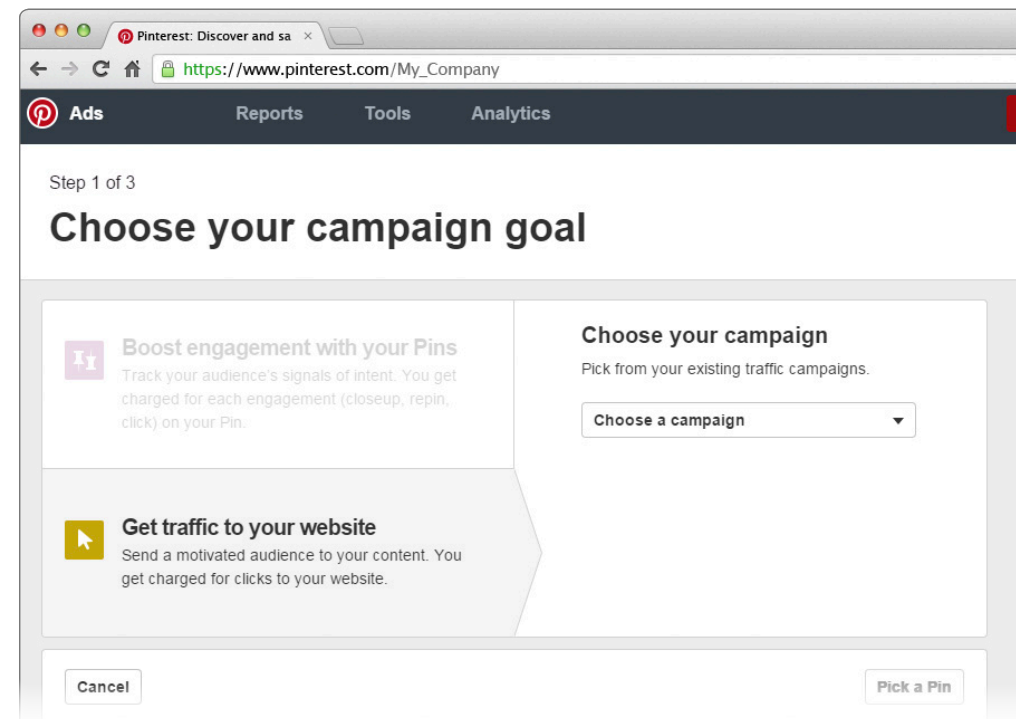
Pitfalls to avoid

Only pinning every now and then

It's better to pin a lot rather than to hardly pin anything. You don't need to go on a Pinterest frenzy, pinning hundreds of Pins at once, but it's important to be present. Put in your schedule to pin and/or upload at least five new Pins three or more times a week.

Pinning random, non-helpful content

When you repin or upload Pins, make sure it's content relevant to your audience. Think about who your target is and what problem they need solved. Those areas of content that just popped in your head should be the things you are pinning. If it isn't relevant or helpful, don't pin it — save it for your personal use.

Having your "Search Privacy" turned on

Inside your account settings, there's a spot where you can turn off/on your search privacy. If your search privacy is turned on, then your company's profile will not pop up in Google search results. Make sure you have this setting turned off so your audience can easily find you.

Forgetting to respond to comments

People like to feel important and acknowledged. When someone leaves a comment on one of your Pins, write back to them. You already know as a real estate agent that it's important to be responsive in this business. Try to respond back to commenters in a timely fashion and provide them with valuable feedback.

Pitfalls to avoid

Using shortened links

Most companies love to use link shorteners like bit.ly on social media. The main purpose of link shorteners is for tweets and posts. However, Pinterest views a shortened link as spam. If the backlink on your pin is shortened, a notification will pop up on your viewer's webpage saying "Blocked Link." If you want to lead people to your website, keep your link the way it is.

Forgetting to link your social media accounts

It's always good marketing when you link all of your social media accounts to another. Add your Facebook and Twitter page to your Pinterest profile. Another way to integrate is placing an "app" from **woobox.com** of your Pinterest page on your Facebook profile.

Not following others

When you follow other accounts, they'll most likely feel obligated to follow you back. That doesn't mean you need to go follow a bunch of random accounts so it looks like you have a thousand followers. Follow people and brands related to the home buying process. Those accounts will have followers who are interested in real estate as well, so if they repin or share your content you'll have a broader audience. You should also follow the accounts of other local businesses, who are likely to have followers in your market.

Uploading low-quality photos

Pinterest is a visual social media site, so it's crucial to provide your viewers with high-quality images. Appealing images catch peoples' eye and get more clicks.