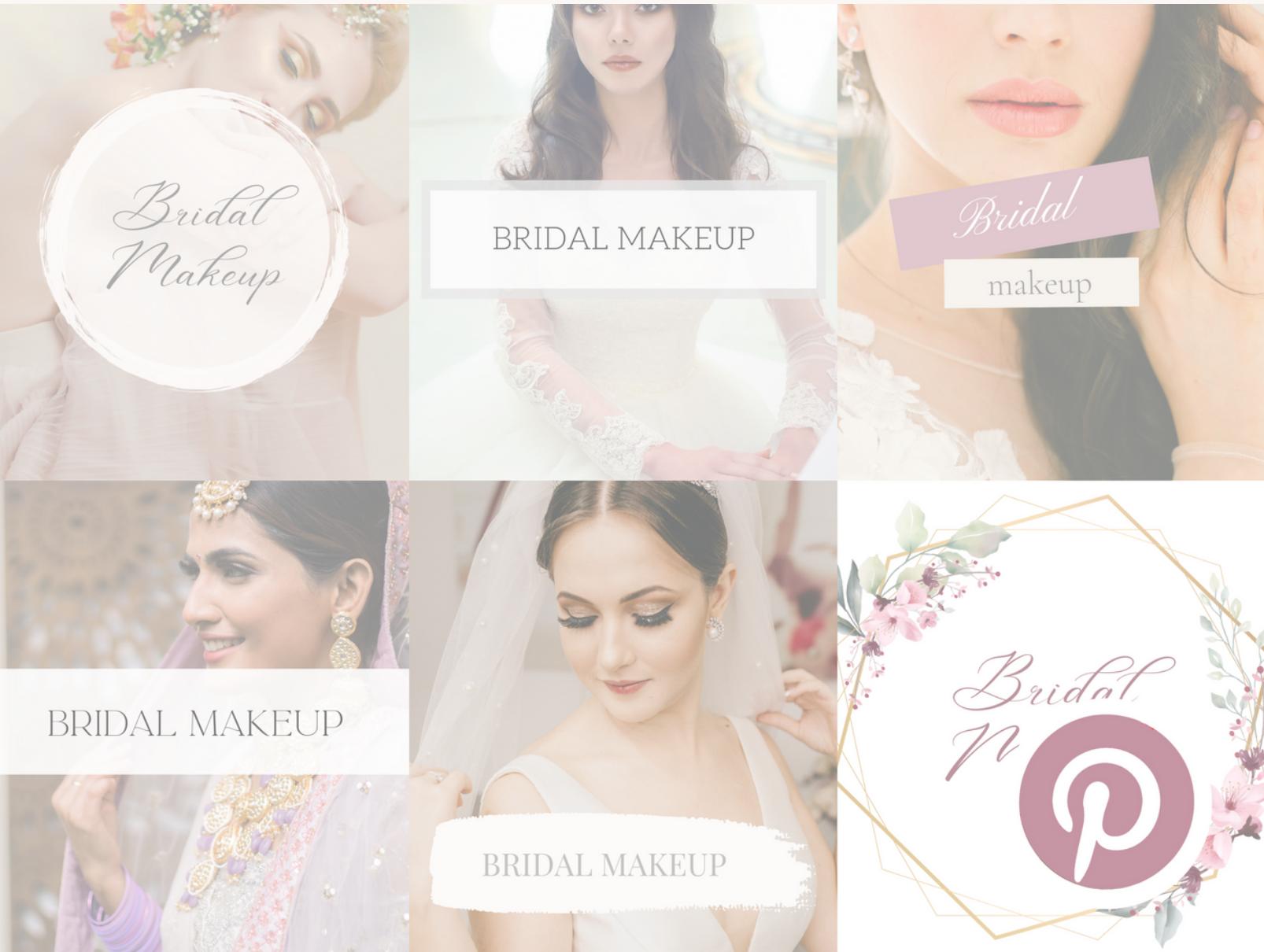


BRIDAL BUSINESS *Solutions*

Access Link & Instructions Customizable Pinterest Board Covers Bridal Stylists



HOW IT WORKS

CLICK HERE to Watch Instructional Video

1

LOG IN to your Canva.com account

If you don't have an account...you can create one for free!

2

CLICK HERE to access template

3

CUSTOMIZE with your photos, text, logo, colors etc.

See Instructions Below OR **CLICK HERE** to Watch Instructional Video

4

Simply upload to your Pinterest board and make the image your cover.

5

Read the guide below for tips on getting started with your Pinterest business account as well as strategies to effectively market your business on Pinterest.

BRIDAL
BUSINESS *Solutions*

Marketing Your Wedding Business on Pinterest



Top 3 Reasons to Market on Pinterest

1 Pinterest Is a Search Engine

Most people don't realize that Pinterest is a search engine...just like Google AND it is a very powerful search engine that also helps you get found on Google!

I Googled "Bridal Hair Ideas" and 3 of the top organic listings on page 1 of Google were Pinterest boards, 6 of the top organic listings for videos were from Pinterest and a good majority of Google images for "Bridal Hair Ideas" were from Pinterest...that's no joke!

Yes, Pinterest is very oversaturated with content but...what isn't nowadays and you are NEVER going to be found if you aren't there to begin with!

#2 Pinterest Helps Build Trust

Because the marketplace is so oversaturated, it is more important than ever to remain relevant and send a clear message that you are on top of your game!

To gain a potential client's trust, you must also send the clear message that you are all about them, not you!

Having beautiful, organized Pinterest boards that you can send your clients to for inspiration shows your level of care and professionalism.

It is also the only place where you can share ideas from other non-competing wedding vendors for inspiration without their permission. That is what Pinterest is made for...sharing!

#3 Pinterest Can Help You Communicate with Brides

You know the old saying "A Picture is Worth a Thousand Words" and that has never been more true than when planning a wedding. Even if you have been in business for years, it is very unlikely that you will have photos of your work that shows every possible style and option a bride might want.

Having beautiful and organized Pinterest boards with your work AND work from non-competing wedding vendors in your same field that shows your brand's unique style is a great resource for communicating with brides to narrow down their particular needs, wants and aesthetic.

You can not only have links to your boards on your site and include them in your emails but you can also use your Pinterest boards to go over ideas together with your brides in person.

#4 Pinterest Helps Boost your SEO

The final reason to market on Pinterest is that it helps your website's SEO aka: Search Engine Optimization. Pinterest creates important backlinks to your site which increases your chances getting found organically on Google search results.

Step by Step Guide to Pinterest - Getting Started

1 Set up Your Pinterest Business Account

If you are just setting up a new Pinterest account OR you already have an existing Pinterest account, make sure that it is a BUSINESS account. Having an business account will allow you to gain access to valuable information regarding how people are finding you and what content they are engaging in. For more info on getting set up with a Pinterest business account [CLICK HERE](#).

Make sure that your account is completely set up including all of your contact information and business description and make sure to use all relevant keywords.

#2 Claim Your Website

Once you have set up a Pinterest Business account, you will want to claim your website. This allows Pinterest to communicate with your website and opens up even more analytics for you to know what is working and what isn't so you will know where to focus your efforts.

[CLICK HERE](#) for instructions on how to claim your website. If you happen to have a Wix website, they make it super easy to claim on Pinterest...just another one of the many reasons I love Wix! [CLICK HERE](#) for info.

#3 Make it Easy for People to Pin

Many website platforms now have built in functions for you to add "Pin It" buttons to your photos to encourage people to share your images. It also allows you to customize the description. I know for sure that Wix and Squarespace both offer this function, [CLICK HERE](#) for WIX and [CLICK HERE](#) for SQUARESPACE.

If you have a website other than Wix or Squarespace, Google "add pinterest button to (your website platform here)" for further instructions.

#4 Make it Easy for YOU to Pin

The easiest way to get started pinning is to add the Pinterest button to your Google Chrome browser. [CLICK HERE](#) for simple instructions on how to do that.

Having the Pinterest button on your browser will allow you to pin for absolutely anywhere including Instagram. It will also allow you to share photos that are not otherwise able to be saved on your computer.

#5 Create Your Boards

Before you start pinning, you may want to have an idea of what boards you want to create.

Use your Canva templates to create your board covers and then simply pin each board cover photo from your computer and create the corresponding board. Once you create the board with that photo, you can click on "edit" at the bottom left and select image as the board cover. This is also where you can edit each board's description.

Step by Step Guide to Pinterest - Start Pinning

1 Start by Pinning YOUR Photos from Your Website and Social Media

Now it's time to start pinning! Go through your entire website, blog and Instagram and start pinning every photo into the appropriate boards.

More likely than not, most photos are going to be appropriate to put into more than one board but you may want to start off by putting the image into one "main" board and when you are finished, you can copy that image into each board that it would fit into.

Example: You are a florist and one of the boards you created was a general "wedding flower ideas" this board can contain every single photo of flowers that you find. Each photo in that "general" board may or may not also be appropriate for the other boards you created such as "red wedding flowers" or "flower ideas for a beach wedding".

Remember that when people search on Pinterest, they can search by board or pin so it is a great idea to have as many boards as you can think of with keywords brides might search.

#2 KEEP Pinning Your Photos

Many people don't realize that your photos don't need to be online for you to pin them, you can also pin directly from your computer. [CLICK HERE](#) for easy instructions.

#3 Make Your Pins Count

If you are going to make the commitment to start using Pinterest then make it count! Targeting on Pinterest is all about keywords and finding out exactly what people are looking for. I am going to be creating more content myself on this subject but in the meantime, if you really want to get smart with your Pinterest keywords, I have found a really great blog post...[CLICK HERE](#).

Once you find out what keywords to use, write your titles and descriptions in clear, easy to understand verbiage that contains your keywords. If you are a local business, it is also a good idea to add your location keywords also.

#5 Fill In Your Boards

Depending on how many of your own photos you have, you may find that you need to fill in your boards with photos from other people.

Search Pinterest, social media and websites for photos that are from non-competing sources (those people who are not in direct competition with you) and start pinning.

Even though you are pinning other people's photos, you always want to make sure that all of the photos on your boards represents and are in line with your brand and your ideal client.

Step by Step Guide to Pinterest - The Next Level

#1 Optimize Your Photos

This is something that you should be doing with all of your photos, not just for Pinterest and that is to give your photos rich names that indicates exactly what the photo represents.

EXAMPLE: Instead of naming a photo *image_1548.jpg* OR *jones_wedding_43.jpg* you should be naming them *bride_boho_long_hair_updo_flowers.jpg*. Both Pinterest AND Google look at these descriptions to help index their photos so creating appropriate image names will help you rank higher on Pinterest and Google images.

2 Advertising on Pinterest

Because Pinterest is so oversaturated with content, it may be hard for your ideal client to find you if you are a local business. That is one of the reasons that you want to make sure and add your location in your titles and descriptions.

While it may be hard to get found organically by your ideal client in your ideal location, it is very easy to get found by these potential clients through Pinterest advertising.

In my opinion, Pinterest is the best platform to advertise on above Instagram AND even Google adwords for a few different reasons.

- 1) When you advertise on Instagram while you can target a general demographic that fits into your ideal client, you can't target by keywords. EXAMPLE: You can target brides in Tampa, Florida but you have no idea if they are interested in wedding flowers, hair, event planning, etc. On Pinterest, you can target geographic location as well as keywords.
- 2) Just like Pinterest, Google adwords DOES allow you to target by location and keyword...however, your ads are all text which nowadays, many people skim right over unless you can make that text incredibly appealing. In comparison, you have the opportunity on Pinterest to catch people's attention with images which is much more likely to impress.

#3 Share the Fun

Once you have created beautiful and full Pinterest boards, it is SO easy to simply go through your boards to create customized Pinterest boards for your clients.

One of my clients gave me this idea and I thought it was genius! They are a wedding planner who creates a customized Pinterest boards and shares it with each of her clients.

In my opinion this takes your level of service and professionalism to the utmost level and shows that you really go the extra mile to please your clients.

Such a great idea for planners, venues, bridal shops, stylists, rental companies, florists and more!

#3 Get Help

You can't do it all yourself and there are a lot of resources out there to help you with your Pinterest marketing. My two faves are Fiverr. com and Bridal Business Solutions (of course)...we are always here to help!