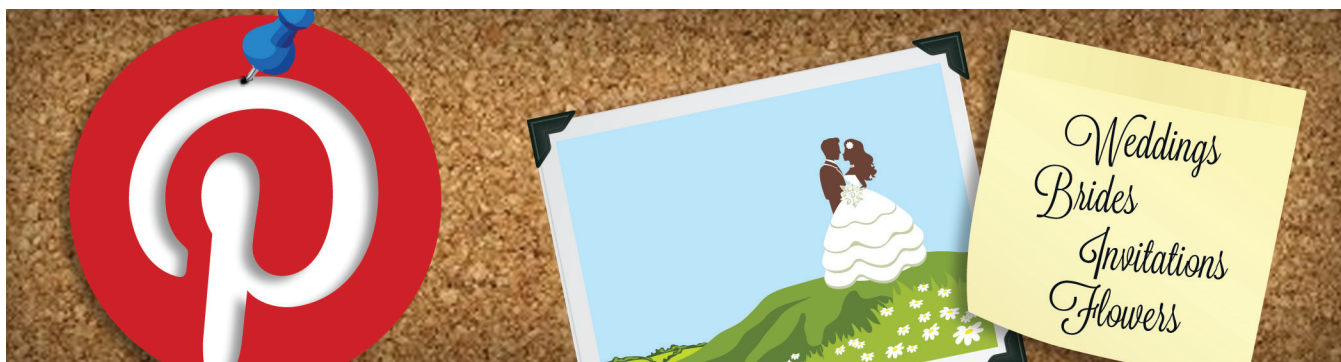


### ***Five Things You Can Do Today to Reach Brides-to-Be with Pinterest.***

*Our marketing series has offered suggestions on how Blogging, Search Engine Optimization, PageRank, AdWords, and Facebook can help you bring new interest to your venue. We understand that managing these platforms can seem daunting, so when we recommend yet another platform, we want to stress how important Pinterest could be to improving your marketing strategy.*



With 10 million unique visitors a day, Pinterest is the fastest growing platform on the web. More importantly, it is the most conducive platform for converting users to leads. The easy visual content encourages people to click-through to discover new sites. Companies that use Pinterest well can boost their web traffic.

These 5 Tips will help your venue leverage this remarkable platform filled with millions of potential brides. Pinterest is more than just a place for inspiration. The platform enables brides-to-be to find the vendors they need to plan their dream wedding.

**1. Prepare for Success:** Setting up your Pinterest Business account to encourage sales leads is one of the most important steps. Make sure that your page is properly branded with a clear and bold logo. This image will appear below every pin and will follow your content as it is shared. Take this opportunity to create brand consistency with a memorable and easy to read logo. Your description and all text should be consistent with the information and keywords that your website is targeting for SEO. This is an integrat-

ed opportunity to leverage the content on Pinterest to boost your searchability.

**2. Boards with Purpose** Users will often track your pins back to your boards. These boards are where you organize your content. Be consistent with what is pinned onto each individual board. Users are looking for content related to their needs and you want to be a resource for them. If there isn't a board that matches your image, create a new one. The more boards and pins you have, the more searchable your content will be. A huge mistake many business owners make is mixing business with pleasure. Keep your boards consistent with your business. Feature real weddings, advice and inspiration, but don't let your personal taste and preferences lead you away from your brand's voice. Keep non-related pins on a separate board or create a personal account to manage your own pins.

**3. Pin, Repin, and Follow:** Be a social pinner. Always like other people's pins, @tag other pinners by name and share content that isn't yours. By being an active part of a community, your potential clients will be

more receptive to your promotions. Create a conversation with other industry influencers and build online friendships that will easily transfer to offline sales. Linking your Pinterest and Facebook accounts will allow you to do this on more than one platform and increase your visibility with potential brides.

**4. Optimize Your Pins:** Google loves fresh content, and being active on Pinterest tells google that you are creating current and relevant content. Optimize your pins using hashtags, links, categories and keywords. This may take an extra few seconds, but that time is well spent. It's important to pin images and content that comes from your website. Pinterest can drive a lot of traffic to your website if you do this correctly with compelling and contagious photos and images.

**5. Measure Your Traffic:** You may think you know what brides and potential clients want, but take a step back and use analytics to show you what content potential clients want to see. Measure what pins are leading to traffic on your website, and of those people, who are requesting further information and sealing the deal. Let this information guide the content you are creating for your blog. Which pins are getting the most traffic? Listen to comments and repin tags to see what language people are using to describe the content. Make sure to include this language in your SEO or blog strategy.

### **Bonus Tip: Consistency**

Just keep in mind, consistency is key. Like most things in life and business, you can only get as much as you consistently put in. Don't let your account sit stagnant. Schedule a few minutes each day use your account.