



How to Use Pinterest For Business

Posted on [February 18, 2014](#) by [Michael Kawula](#)

The following entrepreneurs and social media strategist share How to use Pinterest for Business.

Pinterest for business marketing can be highly effective as Pinterest is one of the fastest growing Social Media sites that consumers spend high amounts of time on. Studies are showing that consumers who engage on Pinterest with your small business are more likely to do business with you and spend more money with your business.

Much like American Action Adventure MacGyver, could save the day with just a stick of gum & piece of rope, Pinterest can teach you to build a dream house with nothing but foam wreaths, wine bottles and a glue gun.

The opportunities are endless on how to use Pinterest as part of your marketing strategies and you are only confined by the walls you build yourself!

I wrote a post 3 months back [51 Small Business Marketing Ideas](#) and it has had over 177 Pins. Visitors from Pinterest to that post are spending over 5 minutes on my site, signing up for my weekly email and because of all the pins I'm now ranking for the keyword phrase I was competing for.

The following entrepreneurs share great advice and experiences to help you maximize your efforts with Pinterest. My parting tip for Pinterest to be an effective marketing concept is to be consistent. This quote says it all for Pinterest and all Social Media Marketing:

"My name is consistency, I am related to Success. We should hang out more than...every once in a while."



and build up your account.

Stef Safran | Founder | [Stef and the City](#)

As a dating service, we utilize Pinterest by having a variety of boards that relate to dating and relationships in both obvious and non-obvious ways. These include celebrity couples, wedding ideas, date ideas, gift ideas for significant others, dating advice, and more! These boards all relate to dating in some way, which makes our Pinterest relatable and interesting to our followers.



Stefanie Safran

Stef Safran is Chicago's Introductionista! Need to revitalize your social life? Check out our website, Follow us on Twitter @stefandthecity, or like us on Facebook at Stef and the City!

Chicago, IL · www.stefandthecity.com ·



A unique way we use Pinterest daily, is to link a "quote of the day," which is an inspirational quote from our Pinterest board, to our Twitter. This allows us to utilize both of our popular social media accounts to gain more followers and create more awareness of our brand in the public.

Our followers appreciate this because it is an easy and small way to be motivational and connect on a personal level with them.