

Pinterest for Your Small Business or Blog Checklist

Completing the following items will ensure that you are ready to take your Pinterest marketing for your small business to the next level. If you are unsure how to complete some of these steps visit my website to purchase my "Small Business Pinflation" course or my Pinterest Services.

10 Items to Complete to Use Pinterest for Your Small Business or Blog

- Create a business account (or convert your existing personal account to a biz account)
- Verify your account.
- Apply for "Rich Pins" and promoted pins.
- Install a "Pin It" button to make it easier for visitors to share your content and products.
- Organize your boards so your most relevant content is at the top.
- Create engaging blog posts, pin products, and other content related to your target audience.
- Join relevant group boards.
- Delete old pins and pins that have not been repinned.
- Delete boards that are not relevant to your target audience.
- Schedule your pins.