

# A GUIDE TO PINTEREST'S NEW BUSINESS ACCOUNTS



Step-by-Step  
Instructions to  
Optimize Your  
Pinterest Presence  
for Traffic &  
Engagement

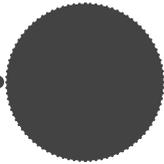
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### INTRODUCTORY

Introductory content is for marketers who are new to the subject. This content typically includes step-by-step instructions on how to get started with this aspect of inbound marketing and learn its fundamentals. After reading it, you will be able to execute basic marketing tactics related to the topic.



### INTERMEDIATE

◀..... *This ebook!*

Intermediate content is for marketers who are familiar with the subject but have only basic experience in executing strategies and tactics on the topic. This content typically covers the fundamentals and moves on to reveal more complex functions and examples. After reading it, you will feel comfortable leading projects with this aspect of inbound marketing.



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Advanced content is for marketers who are, or want to be, experts on the subject. In it, we walk you through advanced features of this aspect of inbound marketing and help you develop complete mastery of the subject. After reading it, you will feel ready not only to execute strategies and tactics, but also to teach others how to be successful.

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- ✓ **Analyze:** Measure and improve your marketing.
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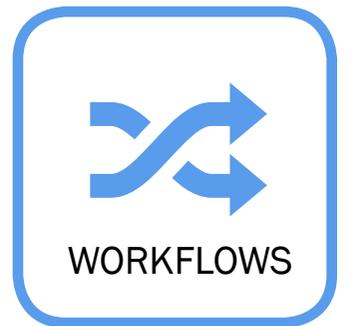
CONTACTS  
DATABASE



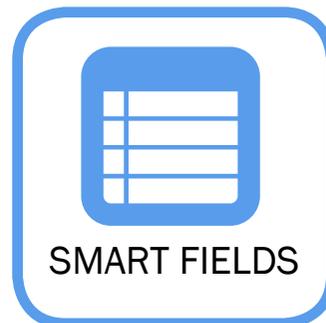
SOCIAL  
CONTACTS



EMAIL  
MARKETING



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SMART FIELDS



ANALYTICS

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## A GUIDE TO PINTEREST'S NEW BUSINESS ACCOUNTS

By Brittany Leaning

Brittany Leaning is HubSpot's Social Media Manager. She is responsible for creating, managing, measuring, and scaling organic social media efforts across HubSpot's various accounts in order to generate leads and grow reach. Brittany is also a regular contributor to HubSpot's award winning Internet Marketing Blog, where she writes about various inbound marketing topics.



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“Thousands of businesses have become a part of our community, giving great ideas, content, and inspiration to people on Pinterest. Whether it’s Anthropologie sharing awesome clothes, Whole Foods sharing tasty recipes, the Smithsonian sharing fascinating collections, or Amazon making products easy to pin, many of us have been inspired on Pinterest by businesses.”

- Pinterest on Business Pages



*47% of U.S. online consumers have made a purchase based on recommendations from Pinterest.*



Before getting started with your Pinterest Business Account, it's important to note that accounts won't look any different than personal pages aesthetically. Converting your current Pinterest account into a business account won't take hours of work -- just a few seconds! However, if you're setting up for the first time (meaning your business has never used Pinterest), you'll need to invest a little more time into setting up your account.

So, if business accounts don't look any different from personal accounts, why even bother? A couple of reasons.

First, Pinterest now provides a host of resources that were created specifically to help businesses succeed on its network. In fact, [47% of U.S. online consumers have made a purchase based on recommendations from Pinterest](#). If you want to continue receiving that kind of educational content from them, you're going to have to identify yourself as a business.

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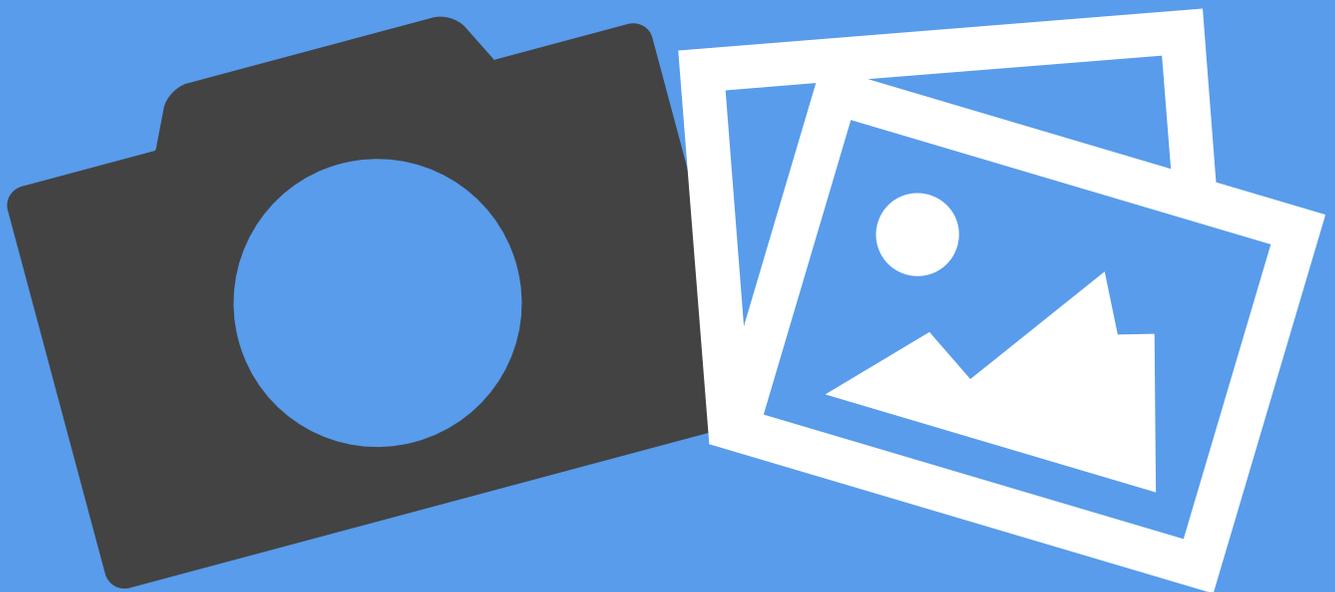




Second, this dedication to businesses – releasing business accounts, creating educational tools and resources – is a signal that Pinterest is going to continue making improvements to the way its platform works for businesses. That means a host of exciting new feature releases could be coming down the road.

Lastly, establishing your personal account can be accomplished in less time than it takes to brew a cup of coffee. So go get your coffee machine going, come back and set up your business account, and you'll be done before the machine's finished brewing!

Alright, now let's get going with the conversion and setup.



CHAPTER 1

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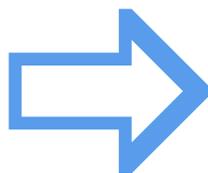
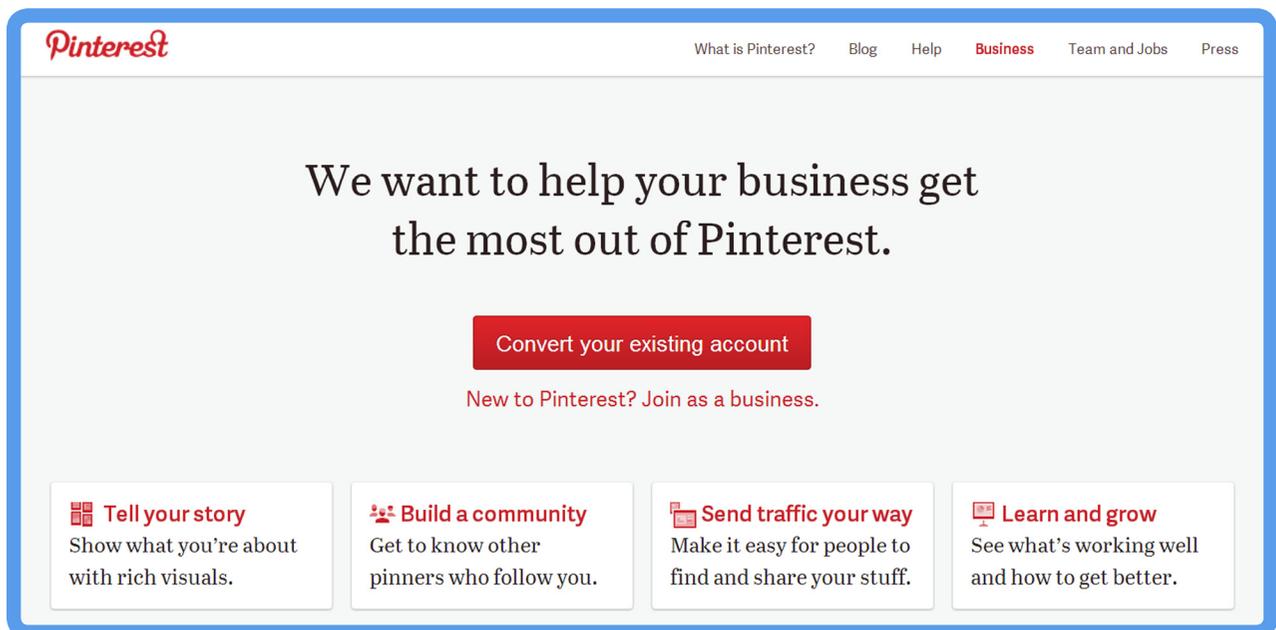
# HOW TO CONVERT YOUR PERSONAL PINTEREST ACCOUNT INTO A BUSINESS ACCOUNT



# 1

## Step 1: Convert Your Account

Go to [business.pinterest.com](https://business.pinterest.com), and click the red 'Convert your existing account' button.

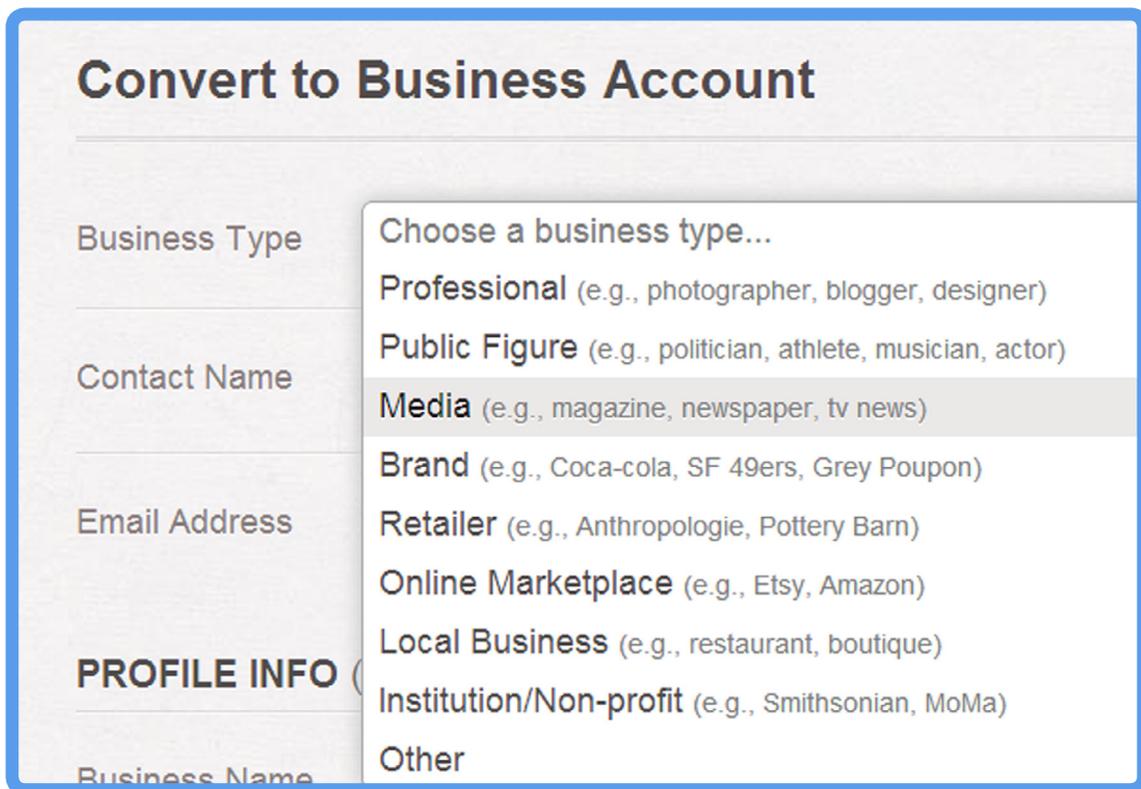


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## 2 Step 2: Input Basic Information

Next, select your 'Business Type,' and update your 'Contact Name,' and 'Email Address,' if necessary.



**Convert to Business Account**

Business Type Choose a business type...

Contact Name Professional (e.g., photographer, blogger, designer)

Media (e.g., magazine, newspaper, tv news)

Brand (e.g., Coca-cola, SF 49ers, Grey Poupon)

Email Address Retailer (e.g., Anthropologie, Pottery Barn)

Online Marketplace (e.g., Etsy, Amazon)

Local Business (e.g., restaurant, boutique)

**PROFILE INFO** Institution/Non-profit (e.g., Smithsonian, MoMa)

Business Name Other

Pinterest also guides you through the 'Business Type' choice that's most appropriate for you by providing parenthetical examples next to each type. Also note that the 'Contact Name' can be anyone -- it's not publicly shown. For your email address, you should use a company email address if you aren't already so it's not tied to any one employees' personal email address.

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## 3 Step 3: Profile Info

Still on the same page, fill out the next section, 'Profile Info.'

**PROFILE INFO** (shown publicly)

Business Name	<input type="text" value="HubSpot"/>	How you will appear on Pinterest
Username	<input type="text" value="http://pinterest.com/ HubSpot"/>	
About	<input type="text" value="HubSpot is All-in-One Marketing Software that brings your whole marketing world together in one powerful, integrated system. We also like to have some fun!"/>	
Website	<input type="text" value="http://hubspot.com"/>	ex: yourwebsite.com

None of this needs to change unless you didn't fill it out when you first set up your account, or you want to make edits. All of this is publicly displayed on your Pinterest profile right now, and it will not appear any differently on your new business account.

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# 4

## Step 4: Agree

Scroll down to the 'Agreement' section, and read the agreement.

Then, agree to it.

**AGREEMENT**

Terms of Service

Thank you for using Pinterest!

Pinterest's products and services are provided by Pinterest, Inc. These Business Terms of Service ("Business Terms") govern your access to and use of Pinterest's website, products, and services ("Products") for commercial purposes. Please read these Terms carefully, and **contact us** if you have any questions. By creating a Commercial Account, or by accessing or using our Products, you agree to be bound by these Terms and by our **Privacy Policy**.

**1. Using Pinterest**

a. *Who can use Pinterest.*

You may use our Products only if you can form a binding contract with Pinterest, and only in compliance with these Terms and all applicable laws. When you create your Pinterest account, you must provide us with accurate and complete information. Any use or access by anyone

Accept Terms  I agree to the Business Terms of Service and Privacy Policy

Once you've accepted Pinterest's terms by checking the check box, the 'Convert Account' button will turn red, and you can press it to change your former personal Pinterest account into a business account!

Voila! That's it -- You're done.

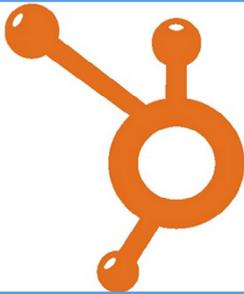
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CHAPTER 2

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# HOW TO VERIFY YOUR WEBSITE



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In a nutshell, this feature lets you highlight your full website URL on your business account, and is intended to let other pinners learn more about the people they're following on Pinterest. When you have successfully verified your website, you will see a checkmark next to your domain in search results and on your profile.

So let's walk you through how to verify your website, because although the feature is pretty straightforward, the process gets a little sticky if you're not super tech savvy.

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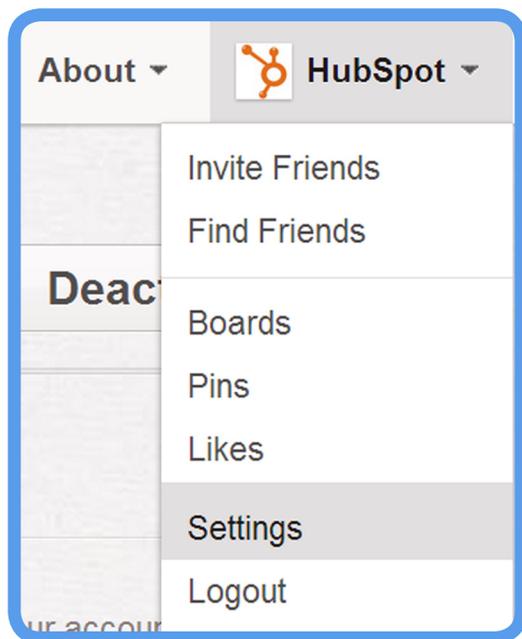


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## 1

## Step 1: List Your Website

Log in to your Pinterest account, and go to 'Settings.' Check to ensure you've listed your website here before clicking the 'Verify Website' button.



Note that Pinterest only supports verification for top-level domains, like [www.hubspot.com](http://www.hubspot.com), or [www.yourcompany.biz](http://www.yourcompany.biz). Also, if you're an ecommerce business who uses sites like Etsy, Shopify, or eBay as your main site, you won't be able to verify your website on Pinterest at this time because they don't allow you to upload HTML files -- a key step in this process which we'll cover in Step 3.

A screenshot of the Pinterest website verification form. The 'Location' field contains 'Cambridge, MA' with a suggestion 'e.g. Palo Alto, CA'. The 'Website' field contains 'http://hubspot.com'. A 'Verify Website' button is visible to the right of the website field.

Similarly, certain content management systems, HubSpot's included, won't let you add a file to the root folder, meaning verification isn't possible at this time. Pinterest IS working on a solution to this, though -- verification through meta tags -- so stay tuned.

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## 2

### Step 2: Download HTML Verification

Download the HTML verification file and follow Pinterest's instructions (don't worry, we'll show you how).

1. **Download the HTML verification file** (pinterest-732b4.html).
2. Upload this file to your web server (hubspot.com).
3. **Click here** to complete the process.

Click the bold 'Download the HTML verification file' to download the file, which will take you to a confirmation screen. When you click 'Go To Pinterest,' you'll end up back on the 'Download HTML verification file' screen and may continue on to the next step from there.

Looking good! You are ready to return to the verification page and complete the process.

[Go To Pinterest](#)

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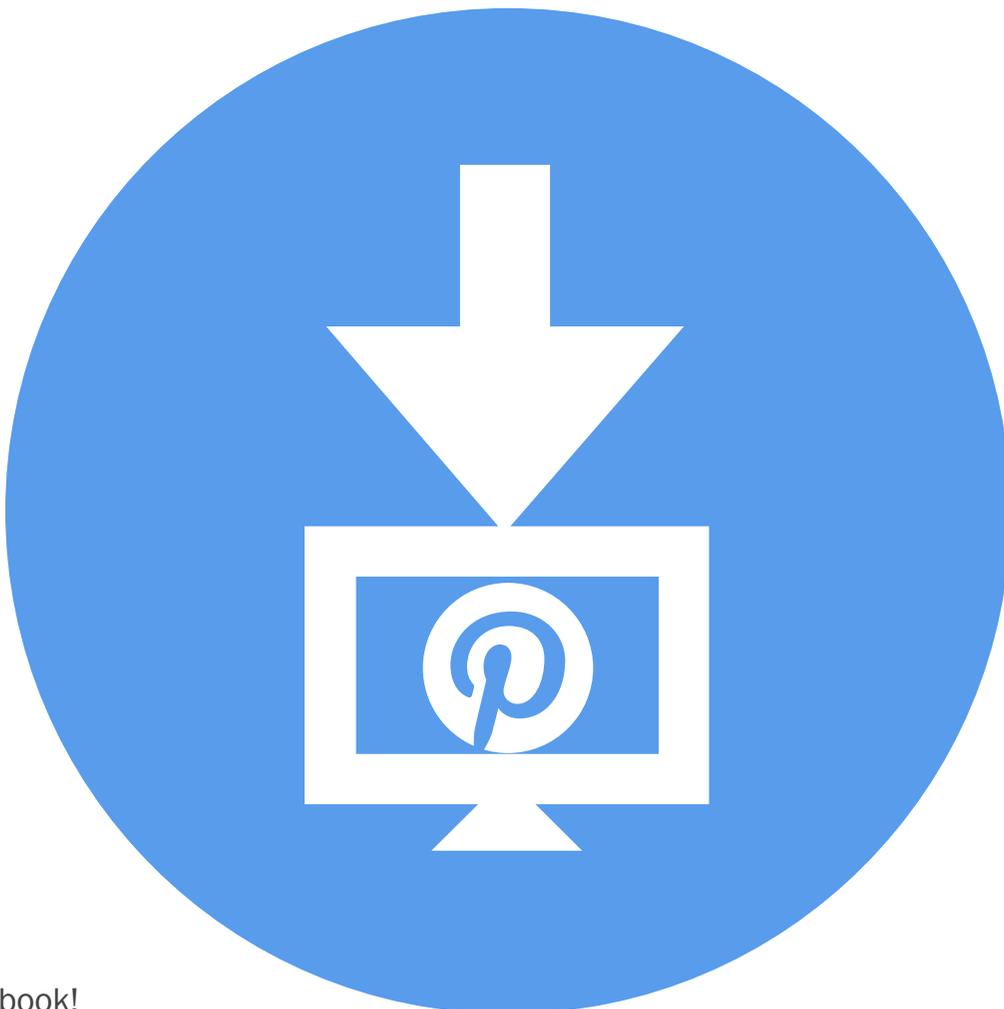


3

## Step 3: Upload

This step is a bit strange. You'll have to upload that file you just downloaded to your web server.

Be sure not to upload the file to a subfolder, or Pinterest won't be able to find it. If this is confusing to you, find your office techie with access to your server, and he or she will be able to do this in a matter of minutes.



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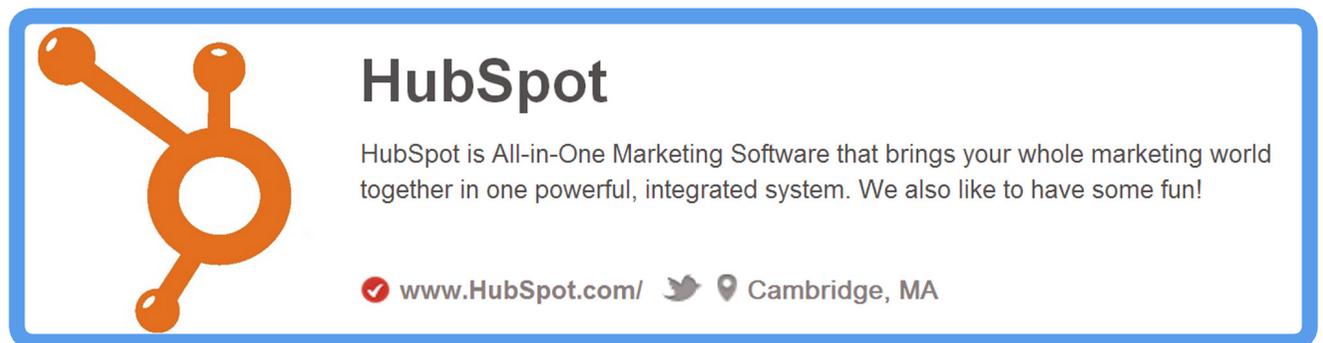




## Step 4: Complete

Complete the process by clicking the bold 'Click here' text you see on the verification screen.

Pinterest will then check your website for the HTML file they gave you, and verify it. You'll see a success message once the process has completed. Now, your Pinterest Business Page will look like this:



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# HOW TO VERIFY YOUR WEBSITE IF YOU USE HUBSPOT'S CMS

For HubSpot customers whose website is on the HubSpot CMS, the process is slightly different.

Here's how to verify your website with HubSpot:



1

Log in to your Pinterest Account and go to Settings>Profile>Website.

2

Click on the 'Verify Website' button to the right.

3

Download your HTML verification file. (Hint: It should look something like this: pinterest-xxxxxx.html)

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Upload this file in your HubSpot portal in the File Manager.



Navigate to the Page Manager, and create a new page.



Change the URL of your new page to include your Pinterest HTML file (For example: [www.hubspot.com/pinterest-xxxxxx.html](http://www.hubspot.com/pinterest-xxxxxx.html))



Go back to the File Manager and click 'View/Edit.' Copy your Pinterest verification file's HTML.



Return to your page with the Pinterest HTML file in the URL, and create a new HTML Module.



Paste the HTML you copied in the File Manager into the module, and click the 'Go to Pinterest' button after you enter it.

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# TURN SOCIAL MEDIA INTO A POWERFUL CHANNEL

Are you tracking every social interaction you have with your leads? HubSpot not only lets you track every click on a link in a social message, it also lets you use that data to segment leads and trigger emails. Welcome to the first social media tracking system of its kind.

The screenshot displays the HubSpot Social Media interface. At the top, there's a navigation bar with tabs for Dashboard, Content, Contacts, Reports, Marketplace, and Community. Below this, a sub-navigation bar includes Content Home, Page Manager, Landing Pages, Blog, Keywords, Email, Calls to Action, and Social Media. The main section is titled 'Message Details' and shows a tweet from @mvolpe dated July 24, 5:05 p.m. The tweet content asks about a company's maternity leave policy. To the right of the tweet, there are sections for 'Responses' and 'Retweeted', both sorted by follower count. The 'Responses' section shows a reply from Jonathan Kim (@hjonathan). The 'Retweeted' section lists several users who retweeted the message, including @KavalonThatsMe, @josegomezjr, @GomezInnovation, @focus2grow, @SpicyLegume, @gjudegio, @TheHuddleHoney, and @ThirdSpaceComm. On the far right, there's a profile card for Jonathan Kim, showing he has 383 followers and is located in Boston. The footer of the dashboard includes copyright information for HubSpot, Inc. and the product version 'Enterprise'.

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READ MORE

- ✓ **Lookup:** Automatically look up social information for your leads.
- ✓ **Listen:** Listen to chatter and track clicks on all of your social posts.
- ✓ **Segment:** Segment your leads based on the social activity.
- ✓ **Trigger:** Trigger emails, update profile information, and adjust your lists based on social interactions.

CHAPTER 3

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# HOW TO ADD PINTEREST BUTTONS & WIDGETS TO YOUR SITE

## Pinterest offers four different types of buttons and widgets to add to your website:

1. Pin It Button
2. Follow Button
3. Profile Widget
4. Board Widget

This section will teach you what these buttons and widgets are, why they're useful, and how to create the embed code you need to make them appear on your website. The code for all of these buttons and widgets can be generated on Pinterest's Widget Builder page.

## Buttons and Widgets

Making it easier for people to pin items from your site, see what you're doing on Pinterest, and follow you or your boards.

			
Pin It Button	Follow Button	Profile Widget	Board Widget

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# 1 Pin It Button

The Pin It button lets people pin an item from your website to Pinterest. It will help site visitors share your site's visual content more easily on Pinterest.

To create the button, select if you'd like the pin count number to appear above or beside your Pin It button, or not at all.

Then select whether you want the button to appear by just one image, or by all images on your website. If you've selected all images on your website, then you're done, and Pinterest will generate the embed code for you to copy and paste into your site HTML.

**URL of the page to pin (required, start with http):**

**URL of the image to pin (required, start with http):**

**Description of the page to be pinned:**

Descriptions are optional but recommended; they will make pinning much easier for your users.

**Pin Count**



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If you selected just one image, insert the page URL that image appears on, the image URL (right click on the image, select 'View Image Info,' and copy and paste the URL under the 'Location' field), and write a short description of the image.

Then, Pinterest will generate your embed code to copy and paste into your site HTML wherever you want the button to appear.

**Pin It Button.** Invite people to pin things from your site.

---

Pin It Count:

One Image  Any Image On Page

Page URL:

Image URL:

Description:

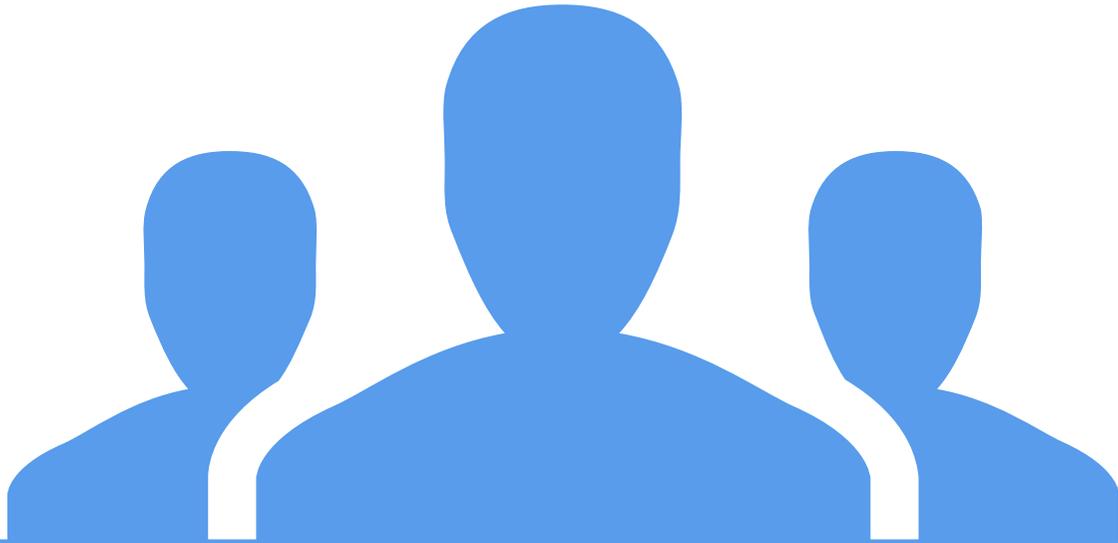
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## 2 Follow Button

The Pinterest 'Follow' button lets site visitors follow your business on Pinterest, and it helps you grow your social reach.

To get the embed code for your website, simply enter your Pinterest user URL and name, and copy and paste the embed code Pinterest delivers into your site HTML wherever you want the button to appear.



**Follow Button.** Invite people to follow you on Pinterest from your page.

User URL:

Full Name:

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# 3

## Profile Widget

Pinterest's 'Profile' widget lets you show up to 30 of your latest pins anywhere on your website.

It's valuable to businesses trying to grow their Pinterest following, and need to display the value of their Pinterest account to their site visitors to do so.

**Profile Widget.** Show up to 30 of your latest pins

---

User URL:	<input type="text" value="http://pinterest.com/pinterest/"/>
Image Width:	<input type="text" value="min:60; leave blank for 92"/>
Board Height:	<input type="text" value="min:60; leave blank for 175"/>
Board Width:	<input type="text" value="min:130; leave blank for auto"/>

To generate the embed code for your own 'Profile' widget, simply insert your user URL, which will then pull in the 30 most recent pins from the URL. Copy and paste the embed code Pinterest delivers into your site HTML in the location you want this board to appear.

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## 4 Board Widget

Pinterest's 'Board' widget lets you show up to 30 of your favorite board's latest pins.

It's useful if there's one board in particular that will appeal to visitors of a particular page or section of your site, giving you more targeted content options.

**Board Widget.** Show up to 30 of your favorite board's latest pins

---

Board URL:

Image Width:

Board Height:

Board Width:

To generate the embed code for your own 'Board' widget, simply insert the URL of the Pinterest board you'd like to display on your site. Pinterest will generate the embed code you need, which you can copy and paste into your site's HTML wherever you want that board to appear.

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CHAPTER 4

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# PINTEREST'S NEW RESOURCES & DOCUMENTATION

Pinterest has an arsenal of new resources and documentation on [pinterest.business.com](https://pinterest.business.com) that marketers can and should reference. Here are the most important ones:

## Business-Specific Terms of Service (TOS):

Instead of having one giant TOS for personal and business accounts, this new TOS is written specifically for businesses using Pinterest for marketing.

## Case Studies:

Pinterest has released five case studies from companies using Pinterest well: Allrecipes, Etsy, Jetsetter, Organized Interiors, and Petplan. These case studies state the business' goal so you can find the case study that best aligns with your Pinterest strategy, and highlights the things these companies are best at, like engaging their audience, using group boards, or driving referral traffic.



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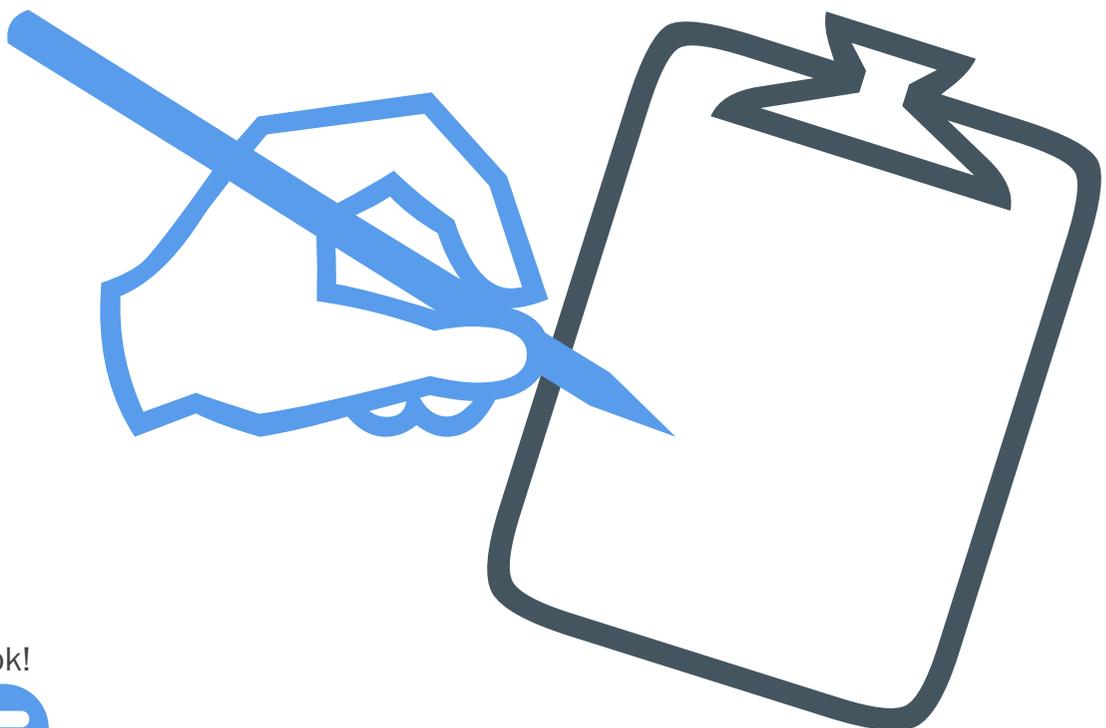
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## What Works:

Pinterest has compiled brief best practices in a section called “What Works” to help get you up to speed on how to tell your brand’s story, build a Pinterest community, send traffic to your site, and improve your Pinterest presence.

## Buttons and Widgets:

Pinterest has released some new widgets -- a Profile Widget and a Board Widget -- that they’ve explained how to use along with their other sharing and follow buttons in their technical documentation section. Refer back to Chapter 3 for more information on how to create and use the embed code for these buttons and widgets.



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CHAPTER 5

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# HOW TO MEASURE YOUR FOLLOWER GROWTH



## Track Your Pinterest Growth

Now that you've set up a beautiful new Pinterest account that shines in all its business glory, you want to ensure you're measuring your success with it.

Although Pinterest doesn't provide analytics tools, you can use the following formula to keep track of your own Pinterest reach and growth every month:

**Pinterest M/M Growth =**

**$(\text{This Month's Followers} - \text{Last Month's Followers}) / \text{Last Month's Followers}$**

M/M stands for month over month. What you're tracking with this formula each month is how your following on Pinterest is growing. How high or low the percentage is the first time you calculate is irrelevant. What's important is how that percentage changes over time -- you want the percentage to grow.

Let's plug in a few test numbers to see how this works.

Let's say HubSpot's Pinterest account had 1,284 followers last month, and has 1,720 followers this month. Now plug these numbers in our equation:

**Pinterest M/M Growth =**

**$(1,720 - 1,284) / 1,284$**

The result is 0.339, or 33.9%.

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Update this formula monthly to see how your Pinterest account grows over time. One valuable way to track this growth is to start an Excel or Google Spreadsheet. Then set it up as follows:

	January	February	March	April
<b>Followers</b>	<b>1284</b>	<b>1720</b>		
<b>M/M Growth</b>		<b>33.9%</b>		

**TIP:** When working out of a Google Spreadsheet or Excel file, you can have automatic formulas setup that will do all the work for you. When you put in the formula in your column, just be sure to be an equal sign before it.

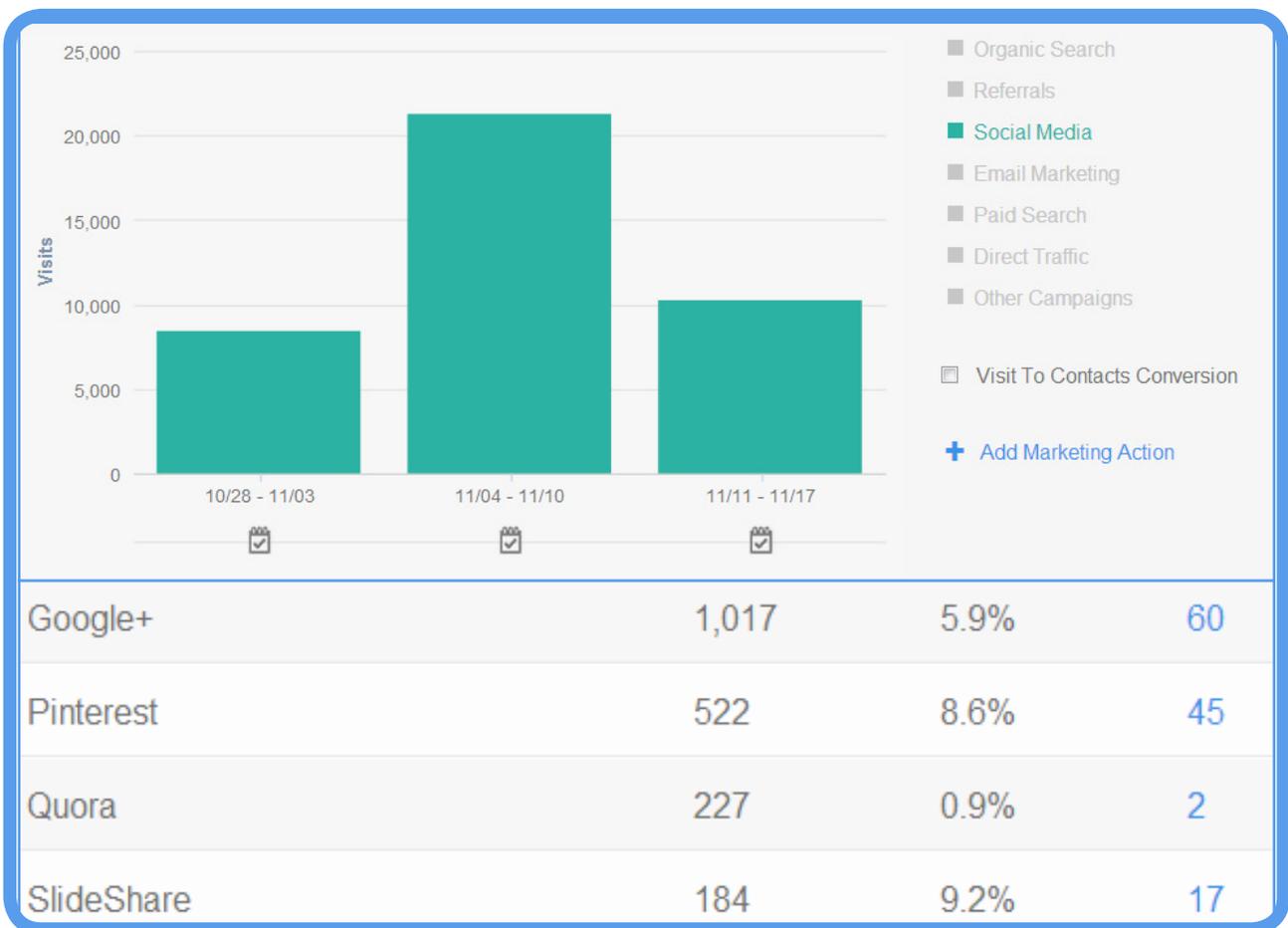


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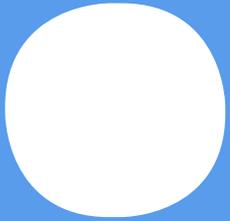
## Measure Pinterest's Impact On Your Website

In addition to measuring growth on Pinterest itself, you want to see how all that engagement and following translates into results for your business. Set up proper analytics tools that can help you track your social media traffic and leads from Pinterest.



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# CONCLUSION & ADDITIONAL RESOURCES

Remember, **47% of U.S. online consumers have made a purchase based on recommendations from Pinterest.** Now imagine what happens to that percentage when you factor in actual business accounts!

So whether you're a new or seasoned pinner, you should spend some time looking at the educational resources and documentation on the new Pinterest business site. And of course, get that personal Pinterest account converted into a business account today.

Good luck, and happy optimizing!



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# START NURTURING YOUR PINTEREST LEADS

Segment your communication to the right audience, find influencers of your brand, and provide your sales team with social media intelligence today. **Sign up for a free HubSpot demo to learn more.**



<http://bitly.com/HubSpot-Demo>

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