

Pinterest for Business Use

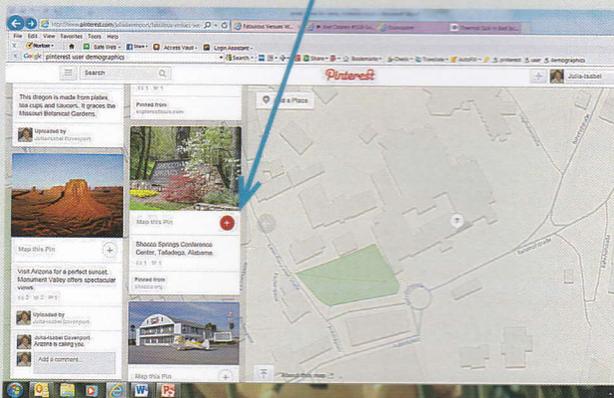
By Julia-Isabel Davenport

Pinterest is comprised of boards that you “pin” interesting photos. You can create boards for any topic. Your pins get tagged that make them searchable. People that you aren’t connected with can repin items from your board to share the information or idea.

Pinterest attracts higher educated affluent women. Would they be potential clients? If so, you need to have a presence and use it in a powerful way.

Sharing great recipes and decorating ideas are popular uses for Pinterest. There are more business uses than you think with this fabulous social media tool. You can use it to share videos and articles as well as your photos. Imagine being able to show off your community outreach effort, a fabulous speaker, or someone sharing their story. Have a great article you want to share? Attach it to a photo you post.

A new feature Pinterest has added is “Map this Pin”. What a great way to show off your city or property. Here is an example of adding a map of Shocco Springs.



I typed CSR to find examples of Corporate Social Responsibility. You can see the play button on top of this photo. Clicking on this takes you to a YouTube video of Sue sharing her story. It is powerful! If you want to see other examples be sure to visit



my board – “Great Examples of Pinterest Usage”

Share pins by clicking on the Send button.

Edit pins by clicking on the pencil.



I look forward to seeing how you use Pinterest to grow your business!

Julia-Isabel Davenport, MBA, PMP, CMP is the owner of Maximize Your Publicity. For over twelve years Maximize Your Publicity has worked with professionals to teach them “How to Maximize Your Publicity”. You can reach her at Julia-Isabel@MaximizeYourPublicity.com or connect on LinkedIn - <http://www.linkedin.com/in/juliadavenport>.

