

How to Use Pinterest for Business

A free guide to using Pinterest for business: the right account setup, rich pins, product and offer pins, and turning high-intent search traffic into sales.

Set the foundation

- Use a free business account for analytics and rich pins
- Claim your website for attribution and your logo on pins
- Turn on rich pins so titles and prices pull through

Link pins to what earns

Point each pin at the page that converts — a product listing, service page, or lead magnet. Use clear, benefit-led titles and descriptions that match what shoppers search for.

Plan for seasons

Pinterest users plan ahead. Publish seasonal and promotional pins 30–45 days early so they're ranking before demand peaks.

Grow on Pinterest with PinBoostr

Keyword research, AI pin design, and official-API scheduling — the strategy in this resource, automated.

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