STEPS TO SETTING UP A PINTEREST PROFILE

1. Go to www.pinterest.com & select "Sign up"

2. Input your information (email address, password)

3. Answer a few "interests" questions

4. Create Your Profile

5. Add Your Business Name

6. Conduct an SEO search for the right keywords for your business.

7. Utilize the "About You" Section describing your business for your target audience

8. Make certain your profile picture is consistent with all your other branding

9. Add your town so other businesses can collaborate with you

10. Make certain to include your website address

11. Confirm your site is verified by Pinterest so you can check your traffic analytics

12. Make certain your colors and fonts are consistent throughout all your brands

13. Research other boards with similar businesses to get inspiration

IF YOU ALREADY HAVE A PERSONAL PINTEREST ACCOUNT

1. Log in to your personal account; select the three dots

2. Choose "Add a free business profile"

3. Click "Get Started" and follow the prompts

IF YOU DO NOT WANT TO LINK TO YOUR PERSONAL ACCOUNT

● Log out of your personal account

● Click "Create Your Business Account"

● "Get Started" and follow the prompts

● Select the focus of your business and the type of business

Start to pin!