

# *TipTuesday*

## BLOGGER BABES

This week's Tip is all about PINTEREST! I put together some helpful tips that will boost your profile AND drive traffic to your page - because we all want people to actually READ our blogs, right? Let's get right into it.

- ★ GET A BUSINESS ACCOUNT - its free!
- ★ Use Group Boards
- ★ Likewise, pin the same pin on multiple group boards
- ★ Space out your pins about an hour apart to ensure each one gets "attention"
- ★ Repin popular content (from you or another profile because it gets pinned often)
- ★ Measure Results - Analytics will show what content your audience enjoys

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- ★ Add Categories - This increases exposure
- ★ Thank pinners for repinning your content, they will likely repin you in the future because you're building a relationship with them!
- ★ Use CTAs (call to action in descriptions asking people to repin!
- ★ Be unique - You want images to stand out and draw the viewer's eye to them
- ★ Pin more, repin less. Pins directly from the website get more visibility.
- ★ Verify everything you pin so your followers trust you don't pin spam
- ★ Use more colors – you'll get 3x the repins

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- ★ Pin taller images they get 60% more repins (Aspect ratio of 2:3 is good!)
- ★ Use light images and benefit from 20x the repins than you'd get using dark!
- ★ Use smooth textures for 17x the repins
- ★ Avoid putting faces on pins, they decrease your repins ★ Descriptions with 300 characters get the highest number of repins
- ★ Use popular words, love, home, things, style, ideas are searched the most
- ★ Pin relevant images that your followers like and stick to your brand and board categories

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