64 tecniche e trucchi per fare marketing su pinterest

di Paolo Franzese

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Pinterest Marketing Strategies

PROFILE

- 1 Use headshot, not logo
- 2 Make your name easy to find
- 3 Add links to social networks
- 4 Add keywords to your bio
- 5 Link to Facebook: find friends
- 6 Link to Twitter: find followers
- 7 Let your personality shine
- 8 Top 3 people you repin appear on top right

PINS

9 Use creative pin titles

10 Focus on lifestyle, not product

11 Use keywords in descriptions

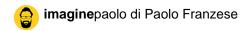
12 Tag others using @ symbol

13 No photo? Pin one, edit link

14 Bookmarklet: easy web pins

15 Make it beautiful & visual

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Da un articolo scritto da Paolo Franzese il 17 Maggio 2012