



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**
- 16 Always keep your pins**

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