



# 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 credit source of pins**



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