

HOW TO  
'PIN DOWN'  
PINTEREST  
FOR TOURISM

Your hands on guide to understanding  
Pinterest and how you can make the most of it.





## SECTION 01

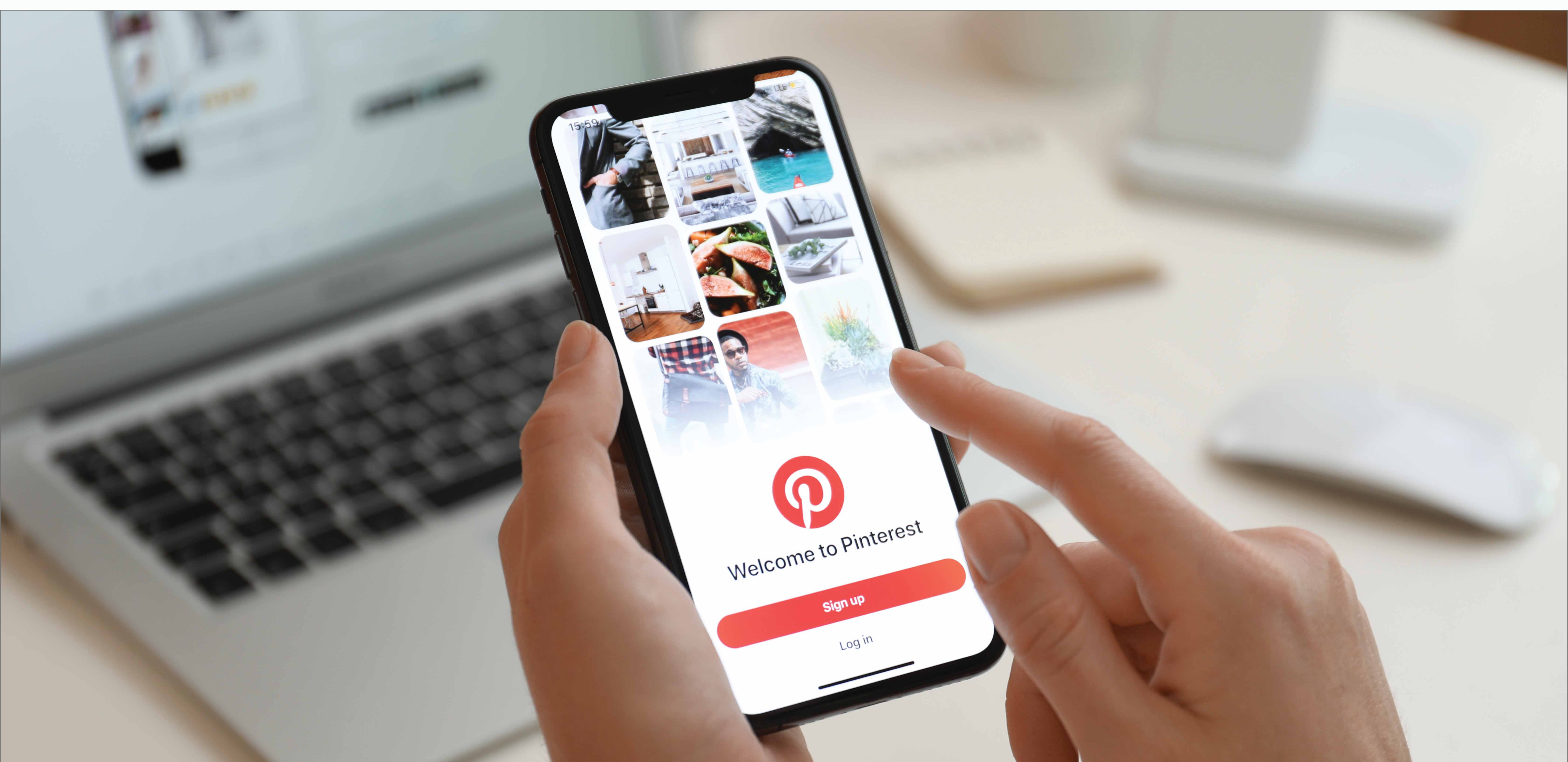
# WHAT IS PINTEREST?

## OVERVIEW

With 478 million monthly active users in 2021, Pinterest is one of the most popular social media sites in the world.

On the Pinterest website, it describes itself in simple terms as a 'visual discovery engine for finding ideas like recipes, home and style inspiration, and more'. Like Google search, you can use the search tool to find images—but on Pinterest, they're likely to be more attractive and aesthetically pleasing as they're created specifically to be discovered.

Pinterest has a reputation for being a great tool to find design, fitness and fashion inspiration. And while these are some of the most common reasons why people are drawn to the platform, they're certainly not the only reasons worth joining. Users (or 'pinners') can explore party themes, travel ideas, storage solutions, craft projects and the list goes on and on. If it's something you can see, you'll probably find it on Pinterest.





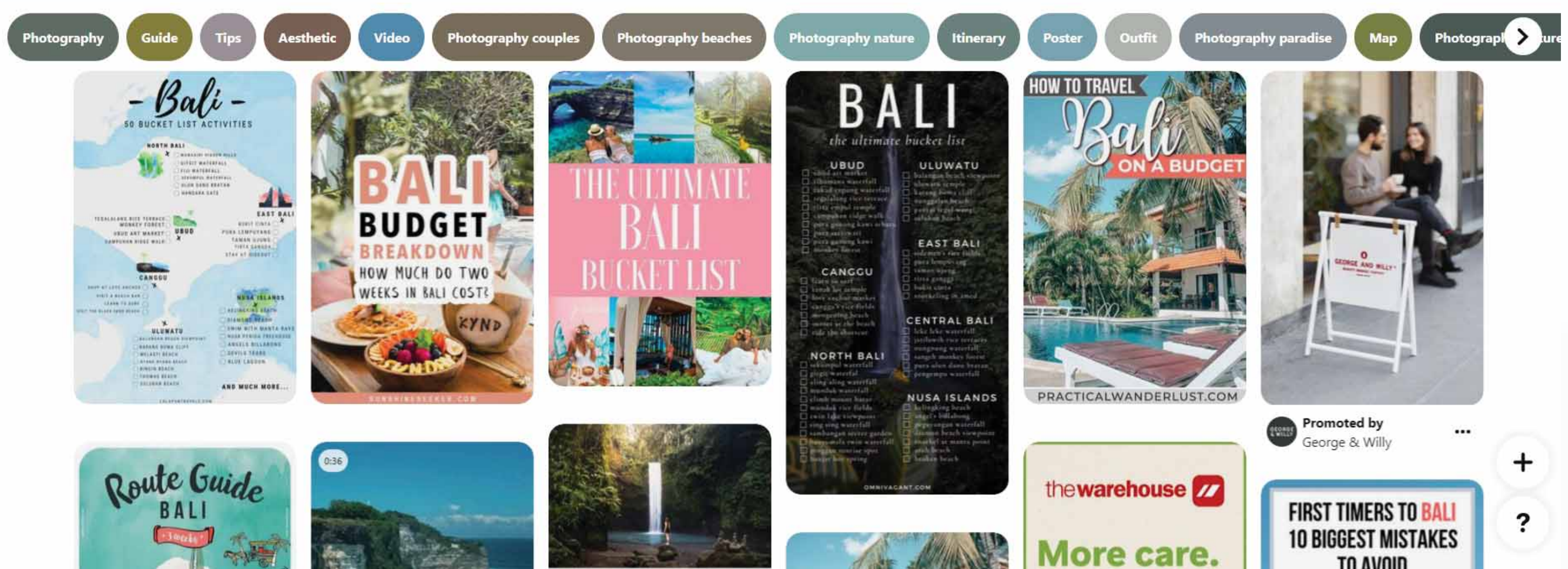
## SECTION 01

# THE PINTERST LINGO

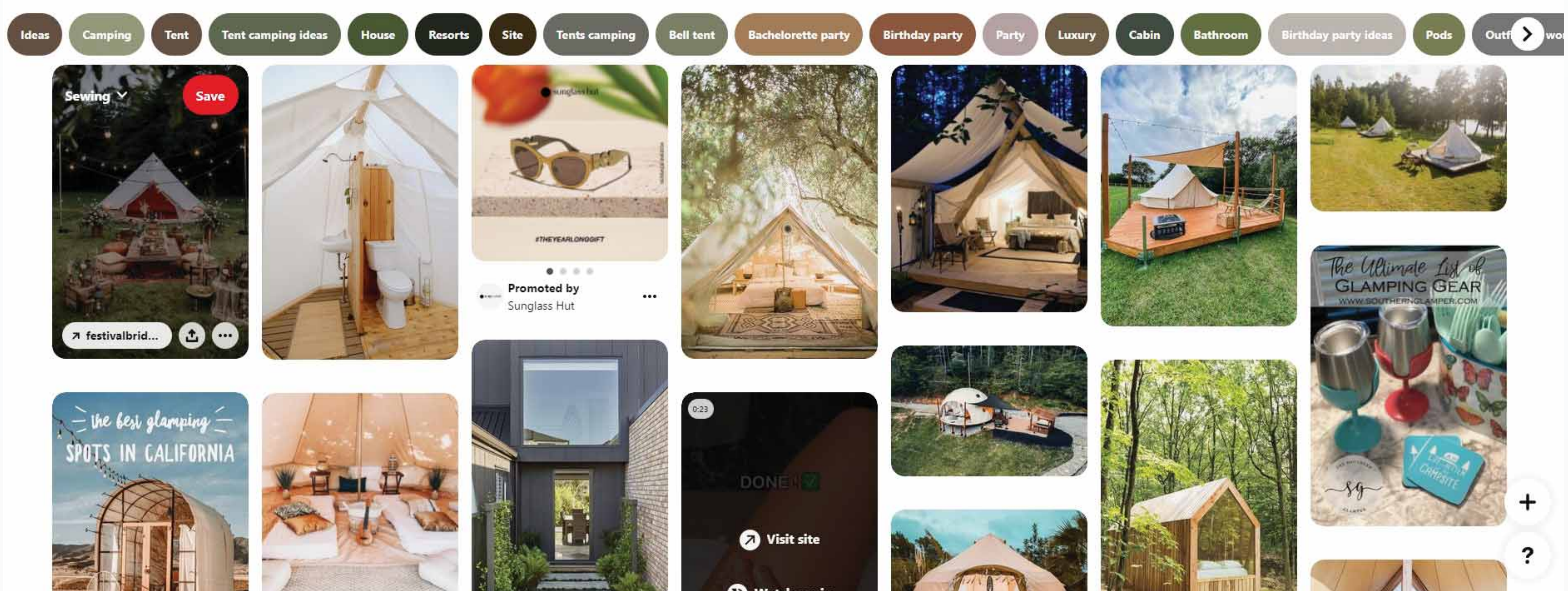
## Commonly used terms and phrases

# PIN

Everything on Pinterest revolves around 'pins', which are usually images – but can be short video clips too. Pins are created by Pinterest users and they may or may not include text.



Here is an example of the 'Pins' that might appear when you search for 'Bali travel'.

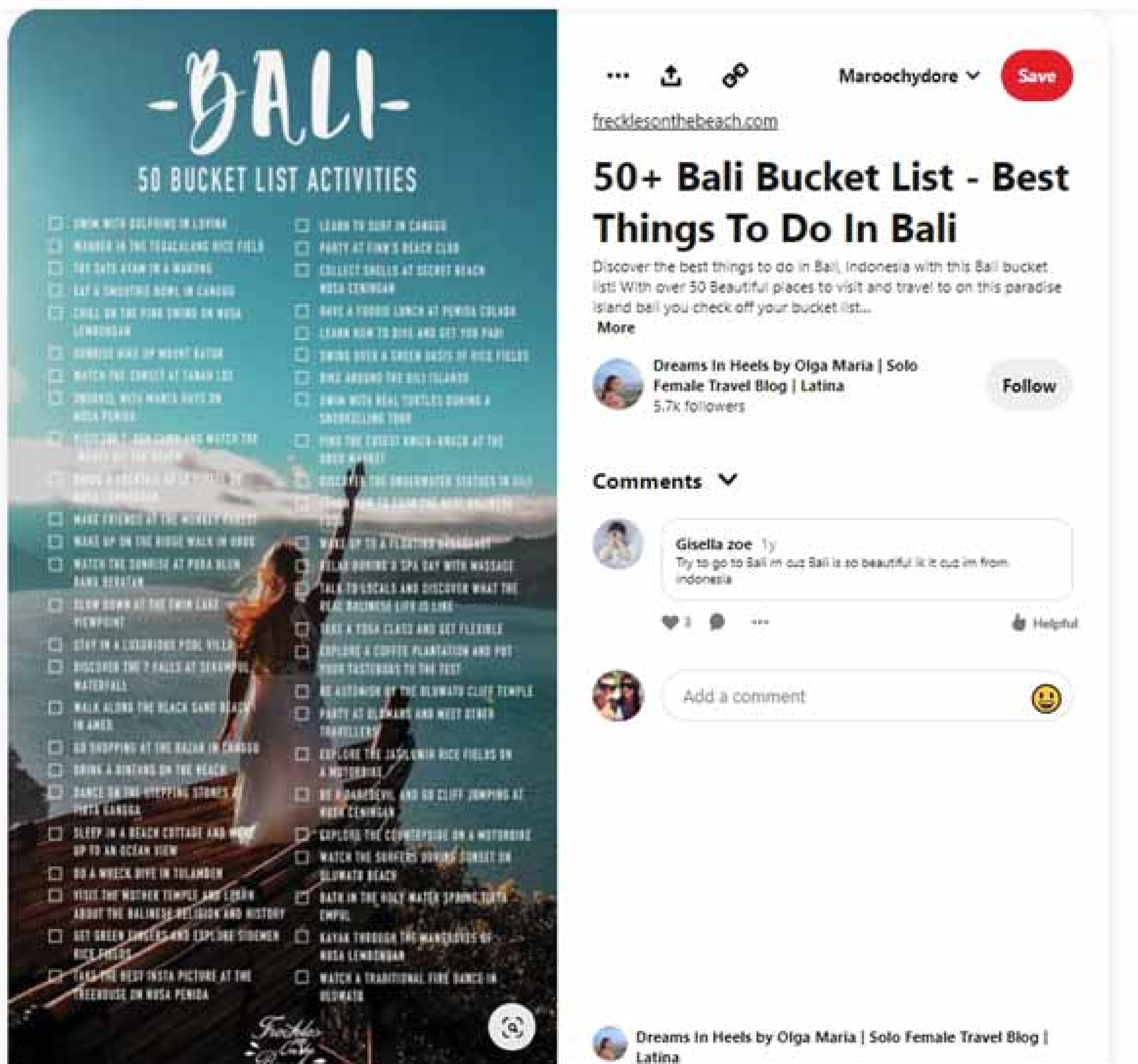


Here is an example of the 'Pins' that might appear when you search for 'Glamping'.



# RICH PIN

Rich Pins have extra information alongside the image which acts as a description. With rich pins, users don't need to click out of the pin and on to the creator's website to find out more. In your search results, rich pins are identified by three dots that will appear in the bottom right corner when you hover over a pin.

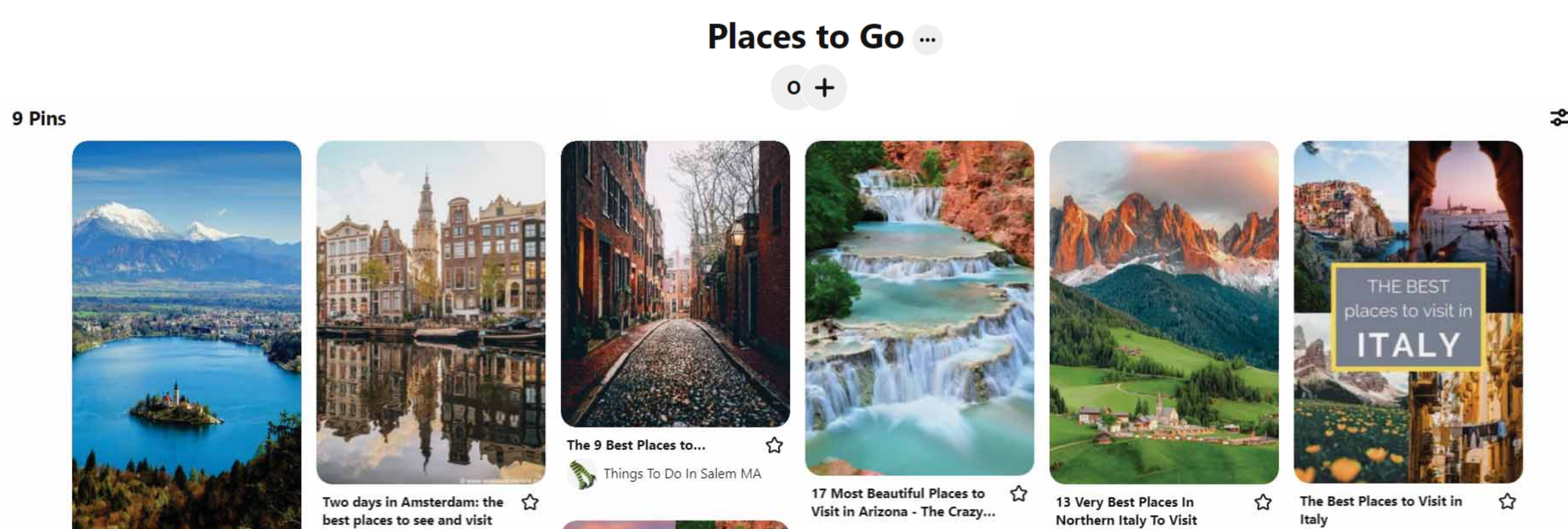


Here is an example of a 'rich pin' under 'Bali travel'



# BOARD

A board is where a user can collect and organise pins that they are drawn to for future reference and inspiration. For example, somebody who is planning a trip to Bali and also looking for budget home décor ideas may have a 'Bali' board and a 'Home' board. Users may also have separate boards for the Pins they themselves create.



# PINNING

Pinning is the act of adding pins (yours or others) to a board.

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# PINNER

A Pinner is essentially an active Pinterest user.

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# RE-PIN

A similar concept to a 're-tweet'; it means pinning other people's pins to your boards.



## SECTION 01

# PINTEREST FACTS & FIGURES

We call Pinterest the 'underdog' of social media platforms.

## WHO USES IT?

- There are **450 million** monthly active pinners
- **60%** of pinners are women

## HOW IS IT USED?

- **85%** of Pinner users use the mobile app
- Search trends include '**kitchen storage solutions**' and '**fun couple activities**'
- **2 out of 3 Pinner users** say they go to Pinterest to find new ideas, products or services they can trust.

## WHAT ARE THE RESULTS?

- **17.98%** of users have tried something they've seen on Pinterest.
- Users are **3x** more likely to click to a brand's website on Pinterest than any other social media platform!



## SECTION 02

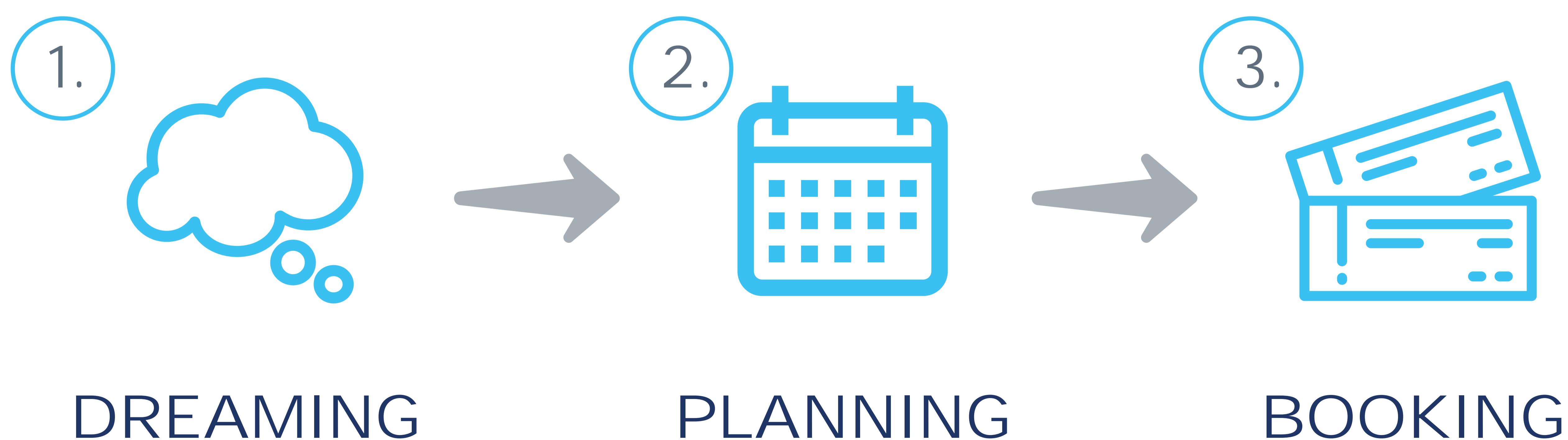
# WHY ADD PINTEREST TO YOUR TOURISM MARKETING TOOLBOX

## REACH YOUR TARGET AUDIENCE & GENERATE BRAND AWARENESS

Pinterest is a fantastic way to generate brand awareness. By posting high quality pins, you can reach your target audience and engage with people you may not otherwise connect with. Pins about travel and tourism are extremely popular, making up nearly 25% of all activity. And according to Skift, Pinterest is 'likely the most popular trip planning site with way more travel pins than TripAdvisor has reviews and opinions.'

Pinterest helps to nurture both the 'Dream' and 'Plan' phases of the travel lifecycle – and research has shown that pinners start planning their travel twice as early as non-Pinners. Pinners are actively discovering their next travel adventure, so there is no better time to get your offer on their radar.

We also know that 90% of travel is booked by women, and with women the biggest users of Pinterest, you have a great opportunity to get your brand, experience or offer in front of a captive audience who is likely to take action.

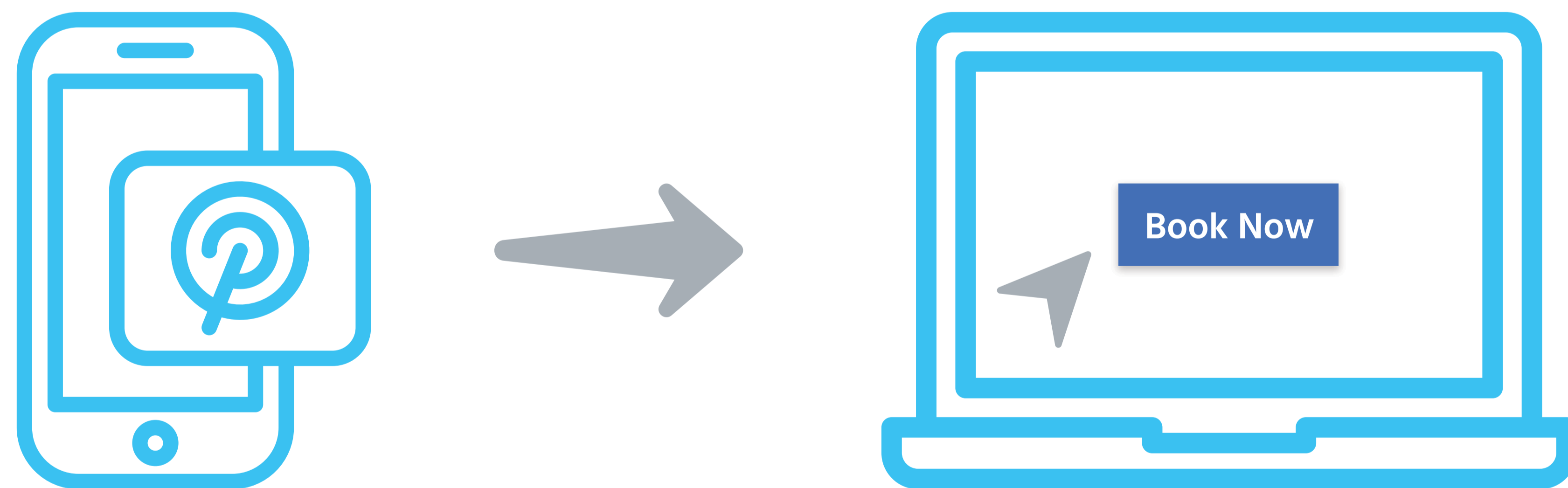




## DRIVE TRAFFIC TO YOUR WEBSITE

Pinterest can help to drive traffic to your website both directly through the platform and through other methods. Every pin you create and share links back to your website, so Pinterest directs engaged pinners to your website to discover more information. We've already noted that users are three times more likely to click through to a brand's website on Pinterest than any other social media platform... So if you're planning your social media strategy based to increase your website visitors, Pinterest should be a priority!

But there's another way that Pinterest can help direct more traffic to your website – and that's through Search Engine Optimisation (SEO). The more pins you create, the more opportunities you have for users to like and re-pin your content. Google recognises websites that receive high amounts of traffic, so in time your efforts will increase your Search Engine Optimisation and improve your ranking with Google – enabling more people to find you outside of the Pinterest platform.



## INCREASE REVENUE

Research demonstrates that compared to other social media platforms, traffic coming from the Pinterest leads to more opt-ins, conversions and sales – proving that people who are on the site are ready to take action. In a study by Market.us 87% of Pinterest users revealed that using Pinterest affected their purchasing decisions; this emphasises the unique opportunity for tourism operators to influence a travel booking simply by creating great pins!

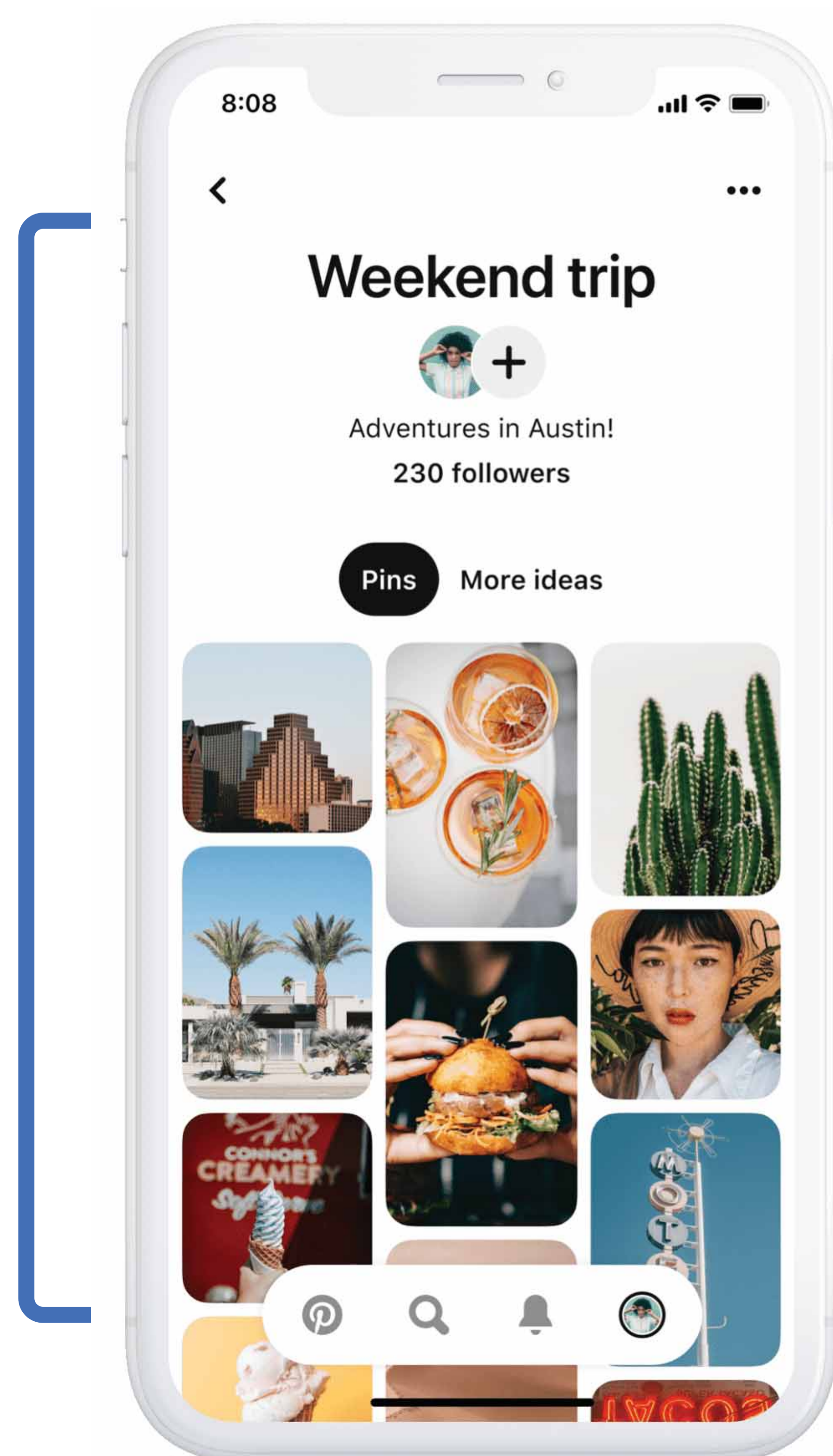




## SAVE TIME AND INCREASE EFFICIENCY

Pinterest is known as one of the easiest social media platforms for busy business owners and operators to manage. All you need to create a pin is an image, a link and some text – which you're probably already pulling together if you're on other social media platforms like Facebook or Instagram. But unlike Facebook and Instagram, Pinterest requires very little monitoring and engagement. Once you create a pin, you release it and it takes on a life of its own. People don't tend to comment or ask questions on Pinterest like they do on other platforms, giving you more time to focus on other things.

The other great thing about Pinterest which cannot be emphasised more highly is that Pinterest content lasts so much longer! According to WebFX, one pin lasts an incredible 1,680 times longer than a Facebook post. And why is this? With Facebook and Instagram algorithms, users only really see the content you post most recently unless they choose to visit your profile and scroll. But with Pinterest, a pin you created years ago still has a great chance of being seen – especially if it's being re-pinned frequently.



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**Pinterest content lasts so much longer!**

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## SECTION 03

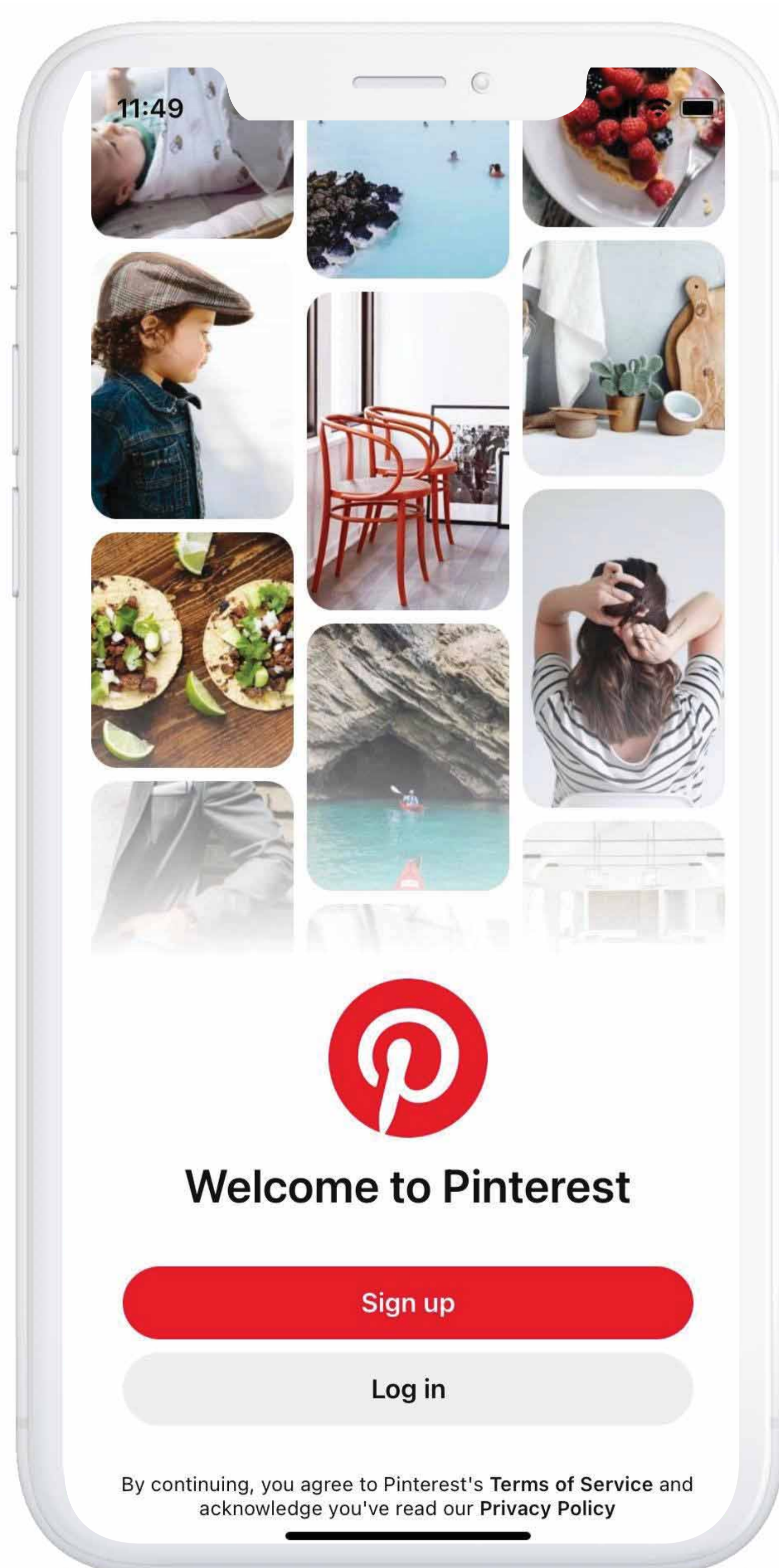
# QUICK GUIDE TO PINTEREST SUCCESS

## How to get the basics right

If you've made the smart decision to join Pinterest to market your tourism business, it's important that you get the basics right. This will save you time and effort in the long run and ensure you're well positioned for all those new bookings rolling in!

1

### SET UP YOUR PINTEREST ACCOUNT



- Make sure you create a **business account** (not a personal one)
- Take the time to complete the 'About you' section, crafting a brief but informative bio that shares your unique selling proposition and resonates with your audience.
- Allow your profile to be found in searches



## 2

### PREPARE YOUR WEBSITE

- Link your Pinterest account and website together by adding the Pinterest tag to your Google Tag Manager (GTM).
- If you already have great images on your website, add the ability for website visitors to directly pin your images to their boards.
- Verify your website through Pinterest – go to 'Settings' and then 'Claim'.
- Add your Pinterest logo to your social media banner or footer and ensure it links straight through to your profile.

## 3

### CREATE SOME GREAT PINS

- Set up at least one board to host a few great pins
- Use colour in your pins - images with colour are pinned 3.25x more often. (Platforms like Canva will help you to create visually appealing content without any design skills!)
- Think about how your pins can be of value to Pinners; consider creating infographics like checklists or step-by-step guides. Images with text overlay are gold!
- Use the description space to tell Pinners in 500 characters how the pin can benefit them. Make sure you use keywords that relate to your pin and your brand!
- Use 2 -3 hashtags relevant to your post – these are searchable within Pinterest.



## SECTION 03

# TIPS FOR STANDING OUT & GETTING RESULTS



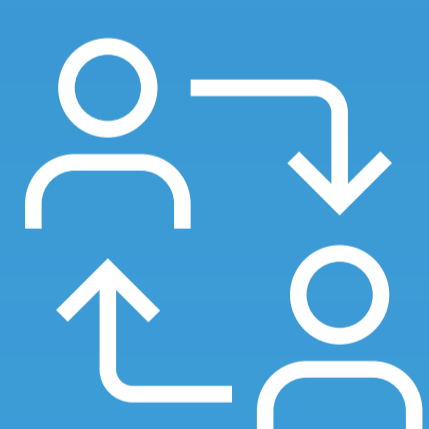
## PIN FREQUENTLY

Try to pin regularly – more pins mean more opportunities to be discovered. But you don't need to go overboard – sharing any more than 5 pins per day doesn't appear to have any impact.



## DON'T GIVE EVERYTHING AWAY AT ONCE

You want pinners to click through to your website, so your pins should act as 'teasers'. Write short descriptions – but don't give everything away at once!



## COLLABORATE WITH OTHERS

Follow relevant boards, build your community and collaborate with others to create boards that will increase your reach and engagement.



## MEASURE YOUR RESULTS

Like everything digital, you can easily track your results in Pinterest. Keep an eye on your reach, clicks, average re-pins per pin and average likes per pin. If you're not getting the results you want, think about how you can change things up!



## SECTION 04

# CREATING A HIGHLY PINNABLE PIN

## Anatomy of a Great Pin

1

### IT'S VISUALLY ATTRACTIVE

Use imagery, fonts, colours and icons to create a pleasing image that suits your brand

2

### INFORMATIVE & ENTICING

Writing blogs that will benefit your audience will encourage Pinners to click

3

IT'S RATIO IS 2:3

4

KEEP IT RELEVANT

Use keywords specific to your content

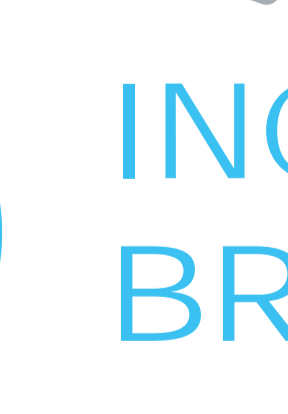
5

### BE DESCRIPTIVE

Give a snapshot, but don't give away the farm!

6

### INCLUDE YOUR BRAND





# SIX 'PINSPIRATIONAL' IDEAS FOR TOURISM

**1.** HOW-TO-GUIDES

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**2.** TRAVEL ROUTES AND ITINERARIES

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**3.** BLOG TEASERS (e.g five places you need to see in New Zealand; Top things to do in southland)

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**4.** CHECKLISTS AND BUCKET-LISTS

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**5.** GUEST REVIEWS AND TESTIMONIALS

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**6.** ACCOMMODATION FEATURES

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## SECTION 05

# HAPPY PINNING!

If you're a travel and tourism business who isn't yet on Pinterest, this guide should have given you some great reasons for making that change. Statistics tell us that you'll have a captive audience, that Pinterest is great for conversions AND that it requires minimal effort compared with other social media platforms. With all these benefits, what have you got to lose? Happy pinning!

## CONTACT US



+64 (0) 9 969 0080



[getintouch@tomahawk.co.nz](mailto:getintouch@tomahawk.co.nz)