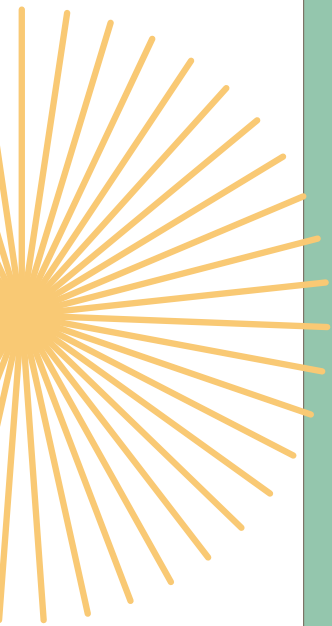
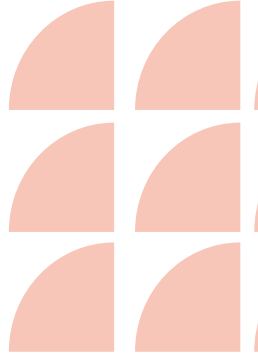


# THRIVE BRIGHT

YOUR DIGITAL GROWTH PARTNER



# PINTEREST

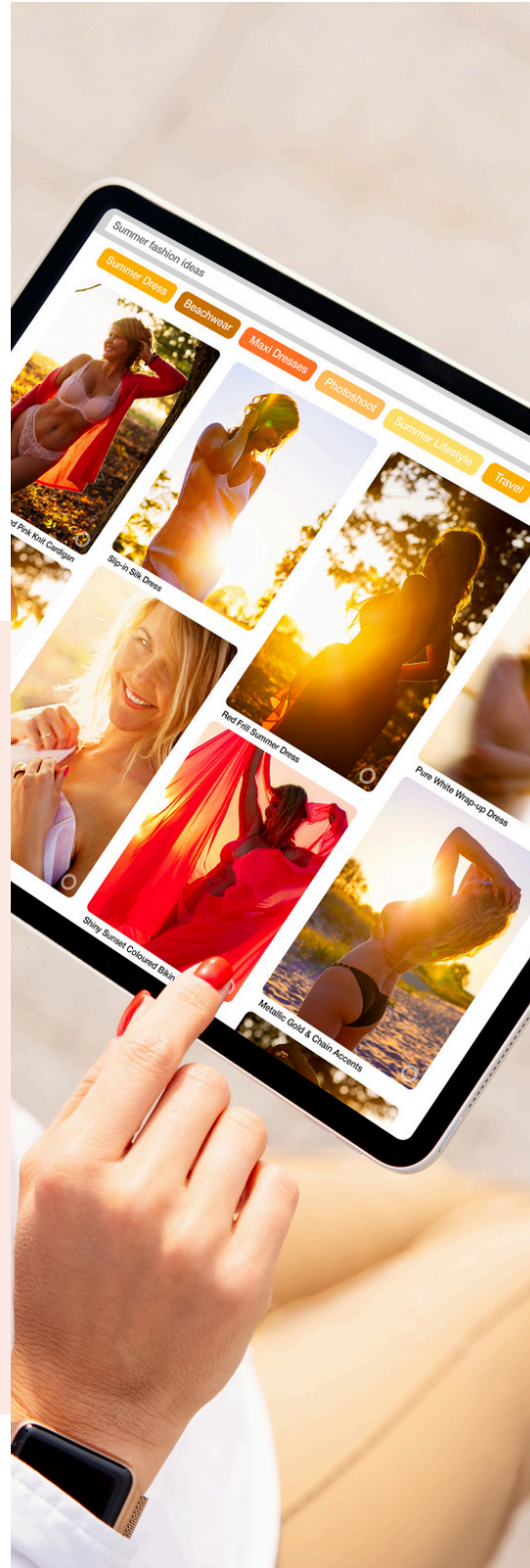
**A SMARTER WAY TO BE DISCOVERED ONLINE**

HOW TO USE PINTEREST AS PART OF YOUR MARKETING ECOSYSTEM TO ATTRACT THE RIGHT AUDIENCE AND GENERATE LONG-TERM VISIBILITY.

# The Power of Pinterest

Pinterest is one of the most powerful platforms for visual businesses such as interior design. Unlike most social media platforms, Pinterest works more like a search engine, helping people discover ideas, inspiration and services when they are actively planning projects.

This means your content can continue to be discovered months or even years after you post it, helping potential clients find your work long after it was originally shared. Pinterest can drive traffic to your website, services, blog posts or portfolio, making it a valuable part of your overall marketing strategy.



# Why Pinterest Works for Small Businesses

Pinterest is different from traditional social media because people come to the platform with intent. Users are often actively searching for ideas, inspiration and solutions, rather than simply scrolling for entertainment.



This makes Pinterest particularly effective for:

- Service-based businesses
- Product-based businesses
- Creative and visual industries such as interior design

Instead of constantly chasing visibility, Pinterest allows your ideal clients to discover your work when they are already looking for it.

***Pinterest has around 570–580 million monthly active users worldwide***

SOURCE: MARKETING LTB

# Pinterest vs Social Media

Understanding the difference between Pinterest and traditional social media helps you use it more effectively.

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## PINTEREST

interest

Search and discovery platform

Content lasts months or years

Designed to drive traffic

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## INSTAGRAM / FACEBOOK

Connection and community

Content disappears quickly

Focused on engagement and conversation

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The key benefit is that you can create content once and then repurpose it for Pinterest, allowing it to support your entire content ecosystem including your website, blog, email marketing and social media.



# The Fundamentals

Before you begin using Pinterest for business, it is important to set up the basics correctly.

## Create a Pinterest Business Account

A business account gives you access to analytics, advertising options and additional features designed for businesses.

## Optimise Your Profile

Your profile should clearly communicate what you do and who you help.

Include:

- A recognisable profile image
- A clear business description
- Keywords that describe your services and expertise



## Create Relevant Boards

Boards help organise your content and make it easier for Pinterest to understand what your content is about.

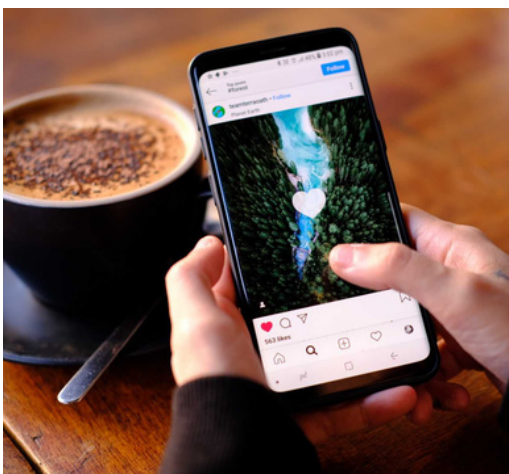
Create boards that reflect:

- Your services
- Your design style
- Your content themes
- Topics your ideal clients are searching for

**Remember: consistency is more important than quantity.**

# Keywords: The Foundations of Pinterest

Pinterest relies heavily on keywords rather than hashtags. Keywords help Pinterest understand what your content is about so it can show it to the right audience.



You should include keywords in:

- Your profile name and description
- Board titles
- Board descriptions
- Pin titles
- Pin descriptions

When choosing keywords, think like your audience.

Ask yourself:

What would someone type into Pinterest if they were looking for this idea or service?

Examples might include:

- “Modern living room ideas”
- “Small bedroom design inspiration”
- “Neutral colour palette for interiors”

***In the UK alone there are around 15.5 million Pinterest users, representing roughly 22% of the population***

SOURCE: SPROUT SOCIAL

# Creating Content for Pinterest

Pinterest is a visual platform, so the format of your content matters.

## What performs well on Pinterest:

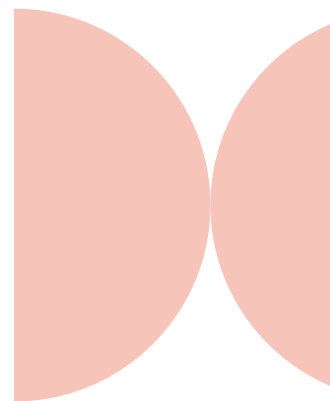
- Vertical images (portrait format)
- Short videos
- Clear, inspiring visuals

## Your content should aim to be:

- Helpful
- Inspiring
- Clickable

## It is also important to include a clear call to action, encouraging people to:

- Read more
- Save the idea
- Visit your website
- Learn more about your services



# Quick and Creative Content Ideas

You do not need to create entirely new content for Pinterest. Much of your existing content can easily be repurposed.



Ideas include:

- Turning Instagram posts into Pins
- Sharing blog graphics
- Showcasing project photos
- Creating design tips or advice graphics
- Posting “how-to” style content

Using Canva templates can make it quick and easy to create Pins.

For each piece of content, try creating 3–5 different Pin designs. This allows Pinterest to test which version performs best.

**71% of Pinterest users say the platform helps them discover new products or ideas**

SOURCE: EMARKETER

# Connecting Pinterest with Your Other Marketing

Pinterest works best when it supports your wider marketing strategy. Examples include:

## BLOG CONTENT

Create Pins that link to each blog post to help drive traffic.

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## EMAIL MARKETING

Pin graphics that promote your lead magnet or newsletter.

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## WEBSITE PAGES

Create helpful Pins that link directly to your services or portfolio pages.



This allows Pinterest to continuously send potential clients to your website.

# Scheduling and Consistency



Consistency is key to growing on Pinterest.

You can schedule content using:

- Pinterest's built-in scheduler
- Tailwind

Start with a small, manageable schedule such as 2–3 Pins per week, then gradually increase as you become more comfortable.

The goal is not to post as much as possible, but to focus on quality, relevance and consistency.

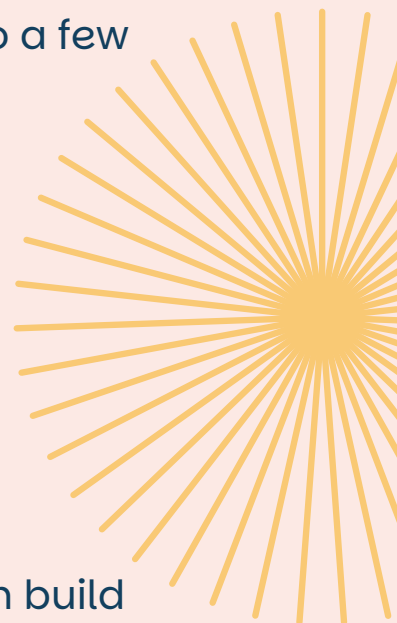
## Common Mistakes to Avoid

When starting out on Pinterest, it is easy to fall into a few common traps.

Avoid these mistakes:

- Treating Pinterest like Instagram
- Ignoring keywords
- Only pinning other people's content
- Posting inconsistently
- Giving up too quickly

Pinterest is a long-term platform, and results often build gradually over time.





# Your Pinterest Action Plan

01

## SET UP OR SWITCH TO A BUSINESS ACCOUNT

Ensure your account is optimised for business use.

02

## OPTIMISE YOUR PROFILE

Add:

- A clear profile image
- A header image
- A keyword-rich description

03

## CREATE 3-5 CORE BOARDS

Choose board topics related to your services, style and audience interests.

04

## CREATE YOUR FIRST PINS

Aim to create 2-3 Pins this week using content you already have.

05

## REVIEW YOUR ANALYTICS MONTHLY

Use the data to see what is working and create more of the content that performs well.

# Need Further Support?

Growing a business alongside running client projects can feel overwhelming. Marketing is important, but it also needs to be realistic, sustainable and aligned with how you actually run your business.

At Thrive Bright, we help small businesses create clear, practical marketing strategies that support visibility, growth and long-term success.



Our support includes:

- Marketing strategy and planning
- Social media support and content systems
- CRM and automation setup
- Email marketing and lead generation
- Workshops and training for small businesses

Our aim is simple: to help business owners build marketing systems that work for them, not the other way around.

## Learn More

If you would like more support with your marketing strategy, social media systems or content planning, you can learn more here: [www.thrivebright.co.uk](http://www.thrivebright.co.uk)

