



Pinterest for Business Tool and Resource Kit

Pinterest now boasts 70 million global users and a growing number of those users are using Pinterest as part of their business strategy. Pinterest's meteoric rise has generated a number of tools, services and third-party apps with the top ones highlighted here. These tools offer a complete marketing suite to help bloggers, businesses and brands capitalize on the rise of visual social media.

In this resource kit I will share with you the top tools Pinterest influencers are using right now to help you power up your pinning by improving the way you create content, interact with your audience and track your results.

Please note some of the tools are free or operate a "freemium" model where the initial service is free but the price increases as you add more advanced features. Beginner bloggers and those on small budgets can take advantage of these. Let's get started

Pin Scheduling Tools

As a blogger, scheduling is important because you want to pin during popular times to increase exposure for your pins (which, generally speaking, occur before work, at lunchtime, and in the evening).

At the same time you want to avoid posting too much content at once and overwhelming your followers. Here's a short description tool you can use to schedule pins.

- ✓ **Robovy** (robovy.co) Robovy's Pinterest scheduling tool. They have a 14-day free trial and don't require a credit card which I love!

Analytics

- ✓ **Tailwind** (tailwindapp.com) is the most recommend Pinterest analytics, management and marketing tool. Through the platform, users can discover conversations about their brand, track follower growth, analyze pin performance and monitor the performance of competitors on Pinterest. Plus, bloggers can identify influencers and connect with them through the platform, as well as also schedule pins to publish on the social network.



Finding Group Boards

- ✓ **Pingroupie (pingroupie.com)** is a free online searchable database which does hourly scans of all the group boards in Pinterest for likes and followers and what topic has the highest repins. You are able to search group boards by topic and category to follow and join.

Graphic Design

If you need some help with graphic design the most optimal pin (and I mean the correct size as well as visually attractive) then I can recommend the following online tools.

- ✓ **Canva (canva.com)** is hands down my most favorite online graphic design program to create beautiful images for any social media program. They have intuitive templates and stock photos available to create a visually enhanced pin to upload into your blog post to share on Pinterest, Instagram or Facebook.
- ✓ Other graphic design programs highly recommended are Picmonkey.com or if you want to outsource a library of pins go to Fiverr.com or elance.com and search for graphic designers.

Outsourcing

Understandably we can't be on Pinterest 24-7 as there are family and work and other things to do. So in addition to scheduling your pins for other parts of the day to cater for followers in alternative time zones another tip you could use is inviting multiple people to help manage your account. If you don't have a friend, business partner or Virtual Assistant to help out you can go to Fiverr.com or elance.com to hire a Virtual Assistant.

- ✓ **Fiverr.com** have Pinterest administrators available as little as \$5 a gig. Just sort by reviews.
- ✓ Via **Elance.com** you can post a job advertising for a Pinterest Administrator to help maintain and actively grow your account when you cannot at a budget of your choice.



Chrome Extensions

- ✓ **Pin Search** is my favorite Chrome Extension. There are some great images to be found on Pinterest, but not everyone adds a note to say where it's from. This can be frustrating. For the times you want to find out where an awesome image comes from you can use this add-on. It's simple in function: it adds a 'search' button to images viewed on the site that, with a single click, performs a reverse Google Image search.
- ✓ **Pin It Button** is the official Pinterest 'Pin It' button is a must-have if you're serious about using the site on a regular basis. The add-on lets you pin images from any website, quickly and easily.

Pinterest Networking

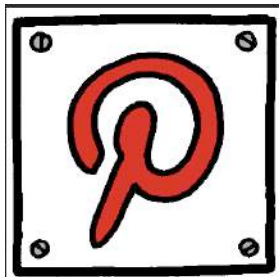
- ✓ **ViralWoot** (viralwoot.com) Establishing a large following on Pinterest is a crucial step to any successful Pinterest marketing campaign. But when you are starting out this is easier said than done. Although I don't advocate buying followers, you can network with Viralwoot to help you get Pinterest followers for free in exchange for "seeds". Other features include pin promotion, managing multiple accounts, create pin alerts and schedule pins.

Other useful Tools

- ✓ **PinAlerts** (pinalerts.com) if you are really focusing on growing your Pinterest presence, you may want to start leveraging PinAlerts. This service, which is currently in beta, notifies users whenever someone pins something from their website. Users can set up the service to either notify them for every pin, once a day or once a week.
- ✓ **Pinvolve** (pinvolve.co) Pinvolve automatically syncs your Facebook page and your Pinterest pins! Great tool if you have a Facebook Fan Page.



Finally, there are a lot of tools that come and go but these ones are the best of the best and offer quality but different Pinterest solutions to your marketing efforts. Do you have a favorite one I have missed? Have you used any of these tools or services successfully?



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For more Tips go to:

--> [Profitable actions to kick start Pinterest for Business](#)

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