WHY PINTEREST ISN'T SOCIAL MEDIA

The 6 Differences Every Business Owner Should Know Before Using Pinterest for Marketing

A Guide by Myra Jean Creative

Pinned Once. Found Forever.

MYRA JEAN
Creative

WHY PINTEREST ISN'T SOCIAL MEDIA

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And why that matters for your business.

PINTEREST WAS DESIGNED AS A SEARCH ENGINE

Pinterest's core concept is created around organization, searchability, and productivity vs. social connection.

CONTEMPLATION VS SOCIALIZING

Pinterest is used as a tool to plan future projects such as a bathroom or kitchen remodel, which is more contemplative. Social Media is all about the socialization it brings.

UNBRANDED SEARCH ENGINE

It is estimated that 97% of searches on Pinterest are 'unbranded'. This means that users are looking for non-specific answers and information. This also increases the chances of your content being seen.

KEYWORDS VS VIRAL

Social Media's algorithm relies on what's trending, emotion, or sensationlism. Pinterest operates on SEO, keywords, content, and visual identifiers on pins.

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FOLLOWERS VS KEYWORDS

On Social Media platforms, if you or your groups/communities have a large following, your content has a much higher chance of being seen. On Pinterest it's not about how many followers you have but rather how well your pins use keywords.

DAYS VS MONTHS/YEARS

Pinterest content remains searchable throughout the life of the account. So a year after you create your pin, when somebody searches using your keywords, your pin still has the opportunity to show up. Social Media posts last approximately 24-48 hours.

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CURIOUS HOW PINTEREST COULD WORK FOR YOUR BUSINESS?

Whether you're just getting started or already have a Pinterest account, I have a session designed to meet you where you are.

- **Pinterest Starter Session** - perfect if you're ready to start using Pinterest strategically
- **Pinterest Board Refresh** - ideal if you already have a Pinterest account but you're not getting the visibility you'd hoped for.

Together we'll build or improve your Pinterest foundation, and I'll show you exactly how Pinterest can become a long-term marketing tool for your business.

Learn more and book your session!

www.myrajeancreative.com

