

PINTEREST AND TAILWIND

tips + tricks

- Sign up for Pinterest as a business.
- Add the Pinterest save button to your site.
- Verify your site with Pinterest to create "Rich Pins". There are 4 types: app, product, recipe and article.
- The first 5 items you pin each day get priority for distribution on your followers feed. This starts at Midnight UTC. Pin to your best/most relevant boards first.
- Use the "80/20 Rule" for content. The most successful accounts pin 25 pins per day. The first 5 Pins should be yours, the other 20 would be repins. Your group boards, Tribes, and trending content are what the bulk of your schedule should contain.
- Saturday is the biggest day on Pinterest, so post your best! It would be also appropriate to schedule a few more items to your feed that day.

HUB

- As a general rule, avoid pinning when people are at work. Evenings & weekends are going to have the most traffic, especially Saturdays. Research shows that 8-11 PM EST & 2-4 AM EST are optimal. My personal experience is early afternoon on Saturday is when I have the highest views. (I'm located in Tulsa, OK so I'm on CST)
- Use a scheduler like Tailwind to optimize your schedule!
- Join The Boutique Hub on Pinterest HERE:
 - BOUTIQUES-Join our "Shop The Best Boutiques" Pinterest Group Board.
LINK HERE: <https://pin.it/g36p43jv7pu3ke>
 - BOUTIQUES-Join the Boutique Hub Style Tribe!
LINK HERE: <http://bit.ly/BoutiqueHubStyle>
 - BRANDS, DESIGNERS, SERVICE PROVIDERS, & WHOLESALERS-Join the Boutique Hub Business Tribe.
LINK HERE: <http://bit.ly/BoutiqueHubBusinessst>

