Pinterest for Business

This course will give you a good understanding of how best to use this visual, image-sharing platform from a business perspective.

IS THIS COURSE FOR YOU?

Pinterest can be used in both your professional and your personal life. This course is designed for those who want to be use the platform effectively in a work capacity to maximise a business' marketing efforts.

Positions where social media skills are essential include Social Media Coordinator, Marketing Assistant, and Marketing Manager. Other roles that may be asked to take on social media responsibilities include PAs, EAs, and Office Managers.

ABOUT THE COURSE

Pinterest is a social media platform where personal users can share interests, hobbies, and lifestyle through images 'pinned' to different boards. Businesses have quickly worked out that the platform can offer a unique way to share their company ethos and product offerings to their audience.

This course will start right at the beginning and take you through the essentials of this unique social media platform. You'll get to grips with the terminology, how individuals and businesses use the service, how to start and optimise Pinterest boards, types of pins, how to integrate your profile within a website, how to advertise on the Pinterest, and how to measure your success.

AIMS AND OBJECTIVES

Whether you run your own business or work for a business with products or services that you can visualise, this is an excellent platform to help with promotional activities. You'll learn how to make good use of the platform from the perspective of a business with the ultimate aim of increasing brand awareness and engagement with your target audience.

PRE-REQUISITES

None

CAREER PATH

If you complete training in specific social media platforms, such as Pinterest, you could be working towards positions such as Social Media Assistant, Social Media Specialist, Marketing Coordinator, or Events Manager.

COURSE CONTENT

Module 1 - About Pinterest
Module 2 - Optimising Pinterest Profiles
Module 3 - Increasing Followers and Advertising

You'll learn how to:
• Manage and use boards
• Search Pinterest
• Optimise your Pinterest profiles, boards and pins
• Use images and videos on Pinterest
• Create rich pins
• Integrate the platform with your website
• Increase followers
• Promote pins for advertising
• Measure your activity to evaluate success

COURSE DURATION

10 hours. This will vary from individual to individual based on prior knowledge and ability.

CPD POINTS: 10
CPD points awarded upon successful completion.

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TRAINING

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