

Where to Promote Your Pinterest Board

Use every opportunity to let people know about your Pinterest board. Here are some ideas:

- In your email signature. Include the name of your board and link to it.
- In a press release. A board can be so powerful that it's worth it to distribute the press release through one of the major distribution services.
- On other social media sites. Every time you add an image to your board, embed it on Twitter, Facebook, LinkedIn and Google+. You can also include the link within your LinkedIn profile.
- Write a blog post about the board. Be sure to recommend that people subscribe to the board.
- Include it in an email newsletter.
- Do an email blast to your business associates.
- Create a short video about the board for your YouTube channel. YouTube gives you 5,000 characters for the description. Many of the same keywords you used in your Pinterest board and image descriptions can be woven into the YouTube description.
- Link to it from your online pressroom.
- Connect two related boards by including the URL in the board descriptions.
- You can add individual pins to other people's boards.
- Let other bloggers know.
- Let other ezine editors know about the board. Give them permission to excerpt a few of your tips.
- Mention it in media interviews.
- Include it in an author resource box at the end of articles.