



5 Quick Tips for Using Pinterest

Pinterest is a great platform for marketers focusing on visual content. And with Pinterest's new Place Pins feature which allows users to add a location to their content, it is crucial for hotels, destination and travel marketers to get on board! Here are some quick tips to Pinterest.

1. Add “Pin It” Buttons To Your Website.

If you want Pinterest users to pin content from your website, make sure to add a “Pin it” button for your content. This way, you’ll make it easier for them to share your content and drive traffic back to your website.

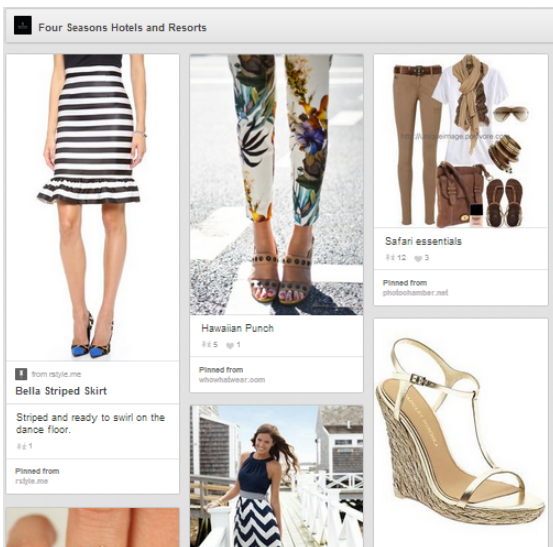


2. Don't overdo it with self-promotion.

There is a difference between showing off some great pictures and shameless self-promotion. Choose photos to share that can help inspire travelers' decision making, and make sure to title your pins appropriately using keywords for SEO.

3. Cater To Consumers' Interests.

Get to know your audience. What are their main interests? What do they like to do? Do some research, and offer content that matches your audience's interests. Four Seasons, for example, found that its guests are interested in fashion, so it developed its [Fashion Board](#) (pictured left).

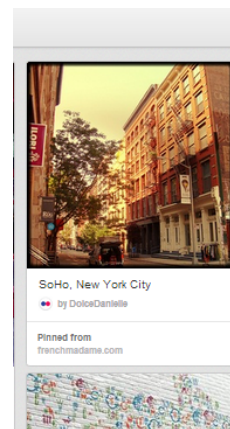




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4. Offer expert travel tips or an insider view.

Give guests an in-depth look at your neighborhood, its new restaurants and upcoming events (take a note on how to do this from [Trump SoHo](#)). Lacking the budget for professionally done photos? No problem; taking unfiltered photos is often more interesting for your community.



5. Engage, engage, engage!

Just like Facebook and Twitter, Pinterest is a social network. So don't forget to like and comment on relevant content, engage with other users and keep your posts fresh and interesting.

About TrustYou

TrustYou's mission is to positively influence travelers' decisions. We know that customers digest and leverage lots of opinions to make good choices, and we are passionate about better travel, tourism and hospitality experiences. Since 2008, TrustYou has set the standard for online reputation management with solutions for hotels, restaurants and destinations to analyze online reviews, tweets and posts across the social web, to gather trusted reviews directly from its customers, and to use the authentic conversations to successfully market online reputations.

We also offer hoteliers free survey solutions to gain more reviews and push them to sites like TripAdvisor, as well as marketing tools like the TrustScore. Learn more about us here: www.trustyou.com or [contact us](#) for a free demo.