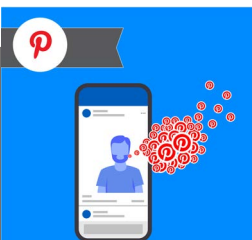


Course Syllabus



Pinterest for Business

Call +44 (0)1865 522 658

Objectives

When you have completed the Pinterest for Business course you will understand how and why to use Pinterest to promote your business. You will look at how to use Pinterest, how to understand Pinterest terminology and will explore different tactics for promoting your business. You will be able to create optimised personal and business profiles and link these to a website for maximum potential exposure.

Object 1 - About Pinterest

- About Pinterest, the history and terminology
- How Pinterest is used by business and individuals
- How to get started with Pinterest and how to use visual search
- Using buttons to save images to Pinterest
- Managing and using boards
- Best practice in using Pinterest as an individual

Object 2 - Optimising Pinterest Profiles

- Optimising Pinterest profiles, boards and pins
- Image Creation Tools
- Using images and video on Pinterest
- Types of pins inc. rich pins
- Improving boards
- Integrating Pinterest with websites and the save button
- Pinterest tactics
- Pinterest on mobile devices

Object 3 - Increasing Followers and Advertising

- Increasing Pinterest Followers
- Using Promoted Pins for Advertising
- Running Pinterest Contests
- Using Pinterest Analytics to Measure Success
- Useful Apps & Resources

Buy Pinterest for Business Course

Summary

Duration: Materials access for 12 months
10 hours of course content
Price: £99 + VAT
Prerequisites: Broadband



CPD Accredited Short Courses:



Social Media Strategy for Business (17 hours)



Blogging for Business (19 hours)



Facebook for Business (15 hours)



Instagram for Business (11 hours)



Introduction to Search Engine Optimisation (6 hours)



LinkedIn for Business (11 hours)



Creating Images (10 hours)



Twitter for Business (13 hours)



Creating Video for Business (19 hours)



WordPress for Websites (21 hours)