

Pinterest for Business



This Pinterest course will give you a great understanding on how to best utilise this visual, image-sharing platform from the point of view of a business.

IS THIS FOR YOU?

Pinterest can be utilised in both your professional and your personal life. This course is designed for those who want to be able to utilise this platform effectively in a work capacity to help maximise a business's marketing efforts.

Positions where social media skills are essential include Social Media Executive, Marketing Assistant, Marketing Manager. Other roles sometimes have social media given to them due to the in-depth knowledge held by that person, for example PA, EA or Office Managers.

ABOUT THIS COURSE

Pinterest is a social media programme where personal users can share interests, hobbies and lifestyle through images 'pinned' to different boards. Businesses are quickly working out that this platform can offer a unique way to share their company ethos and product offering to its audience.

This course will start right at the beginning and go through this unique programme from the beginning. You'll get to grips with the terminology, how individuals and businesses use the programme, how to start and optimise Pinterest boards, types of pins, how to integrate your profile with a website, how to advertise on the programme and how to measure your success.

The course will take around 10 hours to study, and it's all carried out online so you can fit it in around your work and home life commitments.

There are three sections in this course:

Section 1:

- About Pinterest
- Pinterest history
- Pinterest terminology
- Pinterest use by individuals
- Pinterest use by businesses
- Getting started
- Managing and using boards
- Searching Pinterest

Section 2:

- Optimising Pinterest profiles
- Optimising Pinterest boards
- Optimising Pinterest pins
- Using images and video
- Types of pins
- Using rich pins
- Integrating with a website
- Tactics
- Pinterest for mobile

Section 3

- Increasing followers
- Promoted pins for advertising
- Pinterest contests
- Measuring success
- Best practice

AIMS AND OBJECTIVES

This course is designed to take you from beginner to expert at all things Pinterest!

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

CAREER PATH

There are many careers you could work towards after the study of this course. With further training on how to best use other platforms from a business's perspective, you could aim for creative-based positions such as Social Media Manager, Marketing Assistant or Marketing Manager to name just a few. Alternatively, you could work towards positions where you could be required to add the social media activities to a wider role such as PA, EA, Office Manager or Virtual Assistant.

PRE-REQUISITES

There are no formal pre-requisites required for this course.

COURSE DURATION: 10 HOURS

(Actual course duration will vary from individual to individual, based on prior skills and application).



CPD POINTS: 10

(Awarded CPD points upon successful completion).

To find out more about this or any of our courses, speak to one of our course advisors.

The best way to predict the future **is to create it.**

To discuss your current skills and aspirations call:

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or visit: www.pitmanlondon.co.uk

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