

# How to attract more followers on Pinterest

Pinterest followers refer to the number of people following your image pinboards on Pinterest. Below are 15 ways to increase your Pinterest followers naturally, safely, and sustainably, which you can use to connect with and engage your target customers and implement marketing and promotional strategies for your products and services.

**Pinterest** is one of those social media platforms that is undervalued compared to its true worth. Pinterest isn't as big or popular as Twitter, Instagram, or Facebook, but it has many great features that users can explore.



Learn how to increase followers on Pinterest safely and effectively.

Typically, when it comes to social media marketing campaigns, not many people or businesses pay attention to **Pinterest**. However, one of the best things about social media platforms is that they can offer so much that you might not have expected.

As of early 2019, Pinterest had 250 million active users logging in each month. It's safe to say it remains one of the most interactive social media platforms today. If you want to use it as a useful tool, you can learn how to increase your followers on Pinterest below.

## Increase your Pinterest followers: 17 essential tips

### *1. Register a Pinterest account for your business.*

To develop your business on any platform, the first thing you need to do is have an official account. In reality, there isn't much difference between personal and business accounts, but there are still some differences in features between them.

Notably, Pinterest business accounts offer analytics features, making it easy to optimize your follower profile.

- Download Pinterest for Android .
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## ***2. Treat Pinterest as a search engine.***

One thing that sets Pinterest apart from other social media platforms is that people don't actually use it to connect with others. Instead, they use it to find ideas, products, and inspiration.

That's also why keywords are paramount on Pinterest. You need to ensure that your profile description, title, and pin description are all optimized with the right keywords.

## ***3. Optimize your brand name with keywords.***

To optimize, the simplest way is to simply use the remaining space after the brand name and fill it with quality keywords. Depending on the length of the brand name, you can insert around 3 keywords.

This will help ensure that anyone searching for even just one related keyword will find your page.

## ***4. Focus on your brand.***

All the content on Pinterest consists of stunning images. If you don't have an eye-catching aesthetic sense, it will be difficult to attract more followers to your page. That's why you need to invest time and effort in creating a perfect brand.

Start by choosing a beautiful and appropriate profile picture that reflects your brand. Then, create Pinterest graphics to attract viewers; for example, use vertical images instead of horizontal ones, or use three different fonts for a single piece of content instead of just one.

Last but not least, don't forget to include your brand's logo and website URL in your image. Additionally, you should choose a beautiful and impressive cover image.

## **CÁCH TĂNG FOLLOWER TRÊN PINTEREST**



Detailed guide on how to increase followers on Pinterest quickly and effectively.

- If you need to expand engagement and drive traffic to your Pinterest board, TipsMake's guide on how to increase traffic from Pinterest will help you.

#### ***5. Monitor your competitors (and their followers).***

You can't just sit and wait for people to follow your page; instead, find them first. An effective strategy is to track the accounts your competitors are following.

#### ***6. Log in regularly.***

Like other social media platforms, consistency in your efforts is the best way to grow your brand and increase your followers. You can't just sign up for an account and then leave it. Remember, Pinterest has 250 million visitors.

#### ***7. Use the tool to set a posting schedule.***

One of the most useful tools you can use to schedule your Pinterest posts is Tailwind. This tool will not only give you an overview of the content you share on your page but also save you a lot of time posting and increase your Pinterest followers.

With Tailwind, you only need to focus on the important parts; the tool will handle the rest.

#### ***8. Promote and boost your Pinterest page.***

One advantage of using a business account on Pinterest is that you can run ads. You can select your most engaging content and pay to have it appear more often to your target audience. While this method can be costly, it will certainly help you attract more followers.

#### ***9. Add hashtags to your posts.***

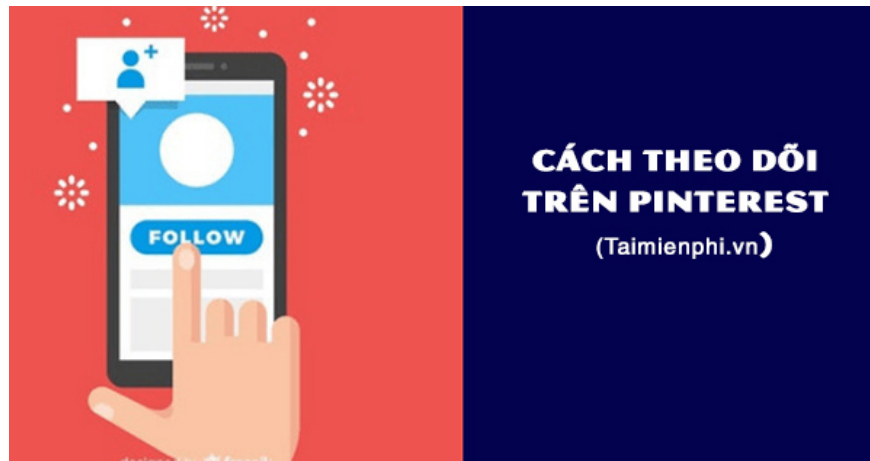
In the past, Pinterest didn't place much emphasis on hashtags, but that trend has now changed. You'll find hashtags everywhere, mainly because they make it easier to search for a specific image topic.

Just like using keywords to search for content, hashtags are another method to help your target audience see and engage with your brand.

#### ***10. Start a team board***

Another way to increase brand presence with your target customers is to create group boards on Pinterest. Group boards are a useful tool for increasing traffic to your website, provided you know how to use them correctly.

While you can add anyone you like to the group board, make sure the people you choose can contribute significant value to the group as a whole. Don't hesitate to clearly state the rules in the description and suggest the type of content you're aiming for.



Tips, tricks, and ways to increase followers on Pinterest.

***11. Focus on identifying and delivering content based on the needs of your target audience.***

To win the social media "game," you need to focus on what your target audience wants. It's not always about aesthetics. You need to carefully select content that relates to topics they care about.

First impressions are crucial, so if you can't capture your target audience's attention right from the start, they'll leave immediately. For beginners, content creation is key.

***12. Invest in high-quality infographics.***

Pinterest is the ideal place to develop infographics for your brand. Almost everyone enjoys looking at beautiful infographics, so if you have information or data that you think is useful to your target audience, it's time to use a design team to turn it into visually appealing and impressive images.

People tend to react more strongly to what they see than what they read.

***13. Pin related blog posts.***

Pinning new blog posts, especially those with a good reputation and containing content that many people are interested in, is the best way to increase website traffic. However, you shouldn't pin every single post everywhere and expect great results.

To increase your Pinterest followers this way, you need to focus on pinning relevant content, then ensure that the descriptions are optimized with key keywords so that the platform understands the content.

The more people see that content, the more opportunities you have to increase your Pinterest board followers.



How to increase followers on Pinterest quickly and effectively.

#### ***14. Remove ineffective pinned posts.***

Quality always outweighs quantity in the race to increase followers. While many posts might bring you more traffic, Pinterest can also consider it spam and take disciplinary action, so you need to avoid copying content and posting the same thing repeatedly.

In addition, don't hesitate to delete ineffective posts. Remove them to keep your page cleaner and more visually appealing, providing more useful content for users.

#### ***15. Keep the old pins.***

It's easy to add new content, but sometimes you might forget to keep old pins with creative content that reaches a wider audience. Typically, a Pinterest post can attract viewers for just over a week, but in many cases, it can perform well for several weeks or even months.

The article above from TipsMake has shared with you simple and effective ways to increase followers on Pinterest. Depending on your financial capabilities and human resources, you can choose the most suitable methods to increase followers and interaction on Pinterest. We wish you success.

If you want to use Pinterest as an online investment channel, you should check out TipsMake's article " 7 Effective Ways to Make Money on Pinterest" .

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