

## Pinterest Guide

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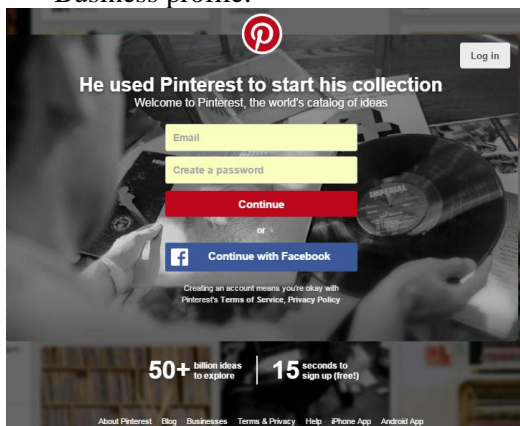


### A step-by-step guide to Pinterest

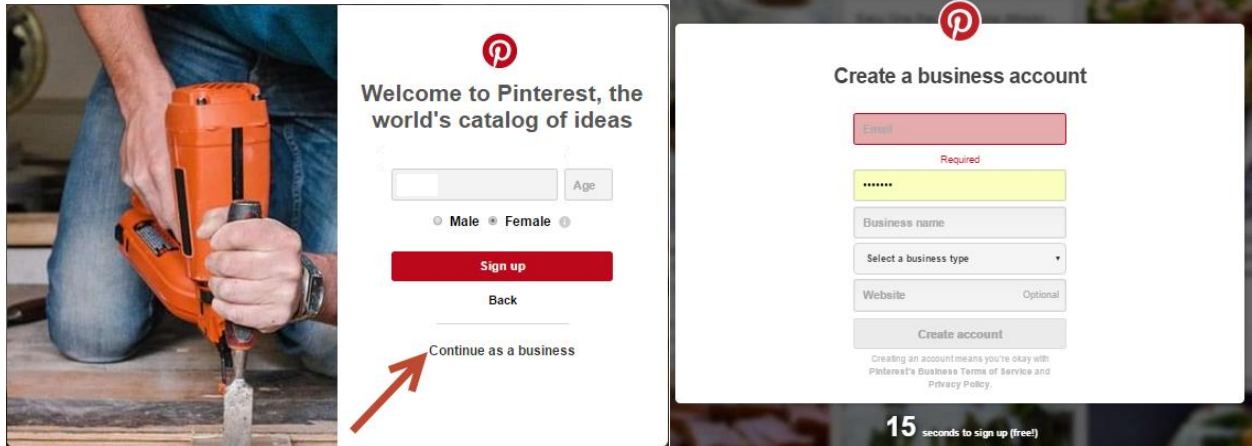
Pinterest is a highly-visual, virtual corkboard that lets you gather images from the web that link back to the original website. Users create different boards to categorize images into topics that speak to them. Here at Norwex we use Pinterest to share our favorite pics as well as updates from our new collections! <https://www.pinterest.com/norwex/>

#### *How-to sign up:*

1. First, visit [Pinterest.com](https://www.pinterest.com) and create an account. See below for our recommendation to set up a Business profile.



2. Profile usernames, which is the name that appears in your Pinterest account URL, should be between 3 and 15 characters. Note that profile names can be longer than 21 characters however Pinterest will only display the first 20 characters.
3. When setting up your profile, we recommend you set up a Business Profile on Pinterest however you can choose to use a personal profile.
4. Naming profiles:



**Pinterest Business profile** using the Norwex trademark in the profile name:

- The business name should be first name last name Norwex Independent Sales Consultant.
- Profile picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.

**Generic Pinterest Business** profile example not using Norwex in username name:

- Business name can be generic eg. www.pinterest.com/cleaningisfun.
- You may list your business name as anything you chose providing it is does not include the Norwex, trademark, product names, or taglines.
- In the ‘About Me’ section, should include Norwex Independent Sales Consultant and any other information you choose.
- The profile picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.

If using a PERSONAL profile for your Norwex Business:

- Personal profile using Norwex trademark: Identify yourself by name and as a Norwex Independent Sales Consultant; First Name Last Name - Norwex Independent Sales Consultant. In the ABOUT YOU section (has a limit of 160 characters), you may include your Norwex.biz website link and any other information you prefer. Profile picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.
- You may use a generic name without Norwex Trademarks and in the ABOUT YOU section (has a limit of 160 characters) you must include Norwex Independent Sales Consultant can include your Norwex.biz and other information as you like. Profile picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.

5. Once you have created your account, follow a few boards first by using Pinterest suggestions. You will be prompted to select 5 boards to follow.

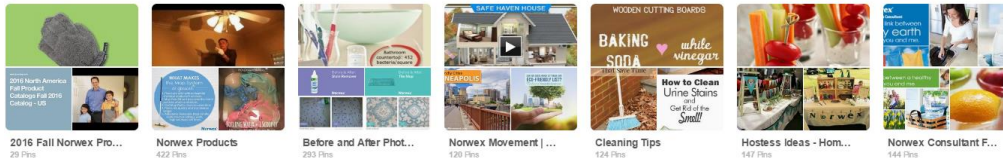
Hint: Search Norwex’s board for the latest in Cleaning Tips, Host Ideas, Before and After Cleaning Images, and Home Essentials- it’s definitely worth following! (<https://www.pinterest.com/norwex/>).

## Norwex

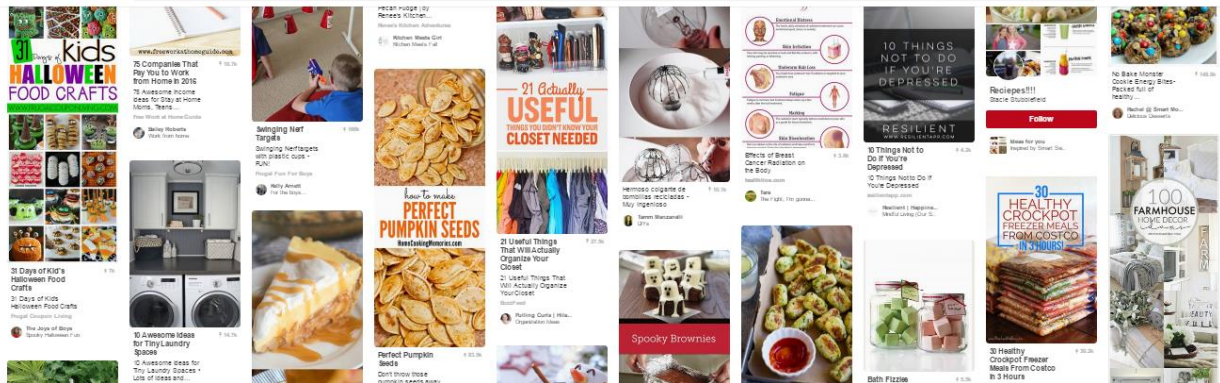
Global | [www.norwex.com](http://www.norwex.com)  
The Norwex mission is to radically reduce the use of chemicals in the home. Microfiber Cleaning and Personal Care Products. Home Party Business Opportunity.



57 Boards   5k Pins   251 Likes   26.1k Followers   11.5k Following



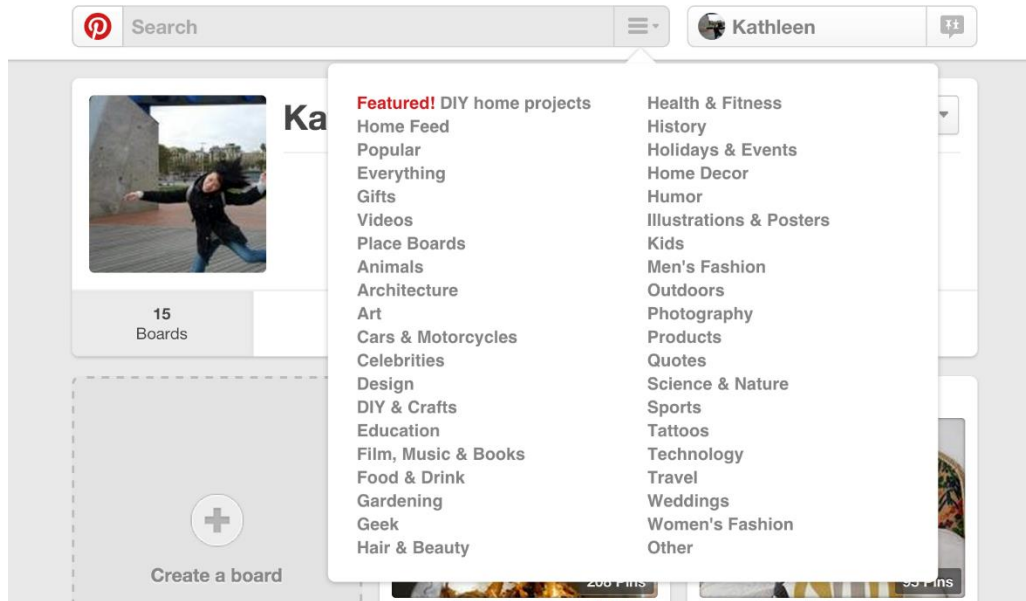
- Next, you will verify your account when you receive an email confirmation message.
- After you have confirmed your account, you will be directed to the home page, which highlights the most current pins from accounts and boards you follow. To discover more see this help section: <https://help.pinterest.com/en/guide/discovering-things>



- What are Pins? Individual Images. Pinterest is the world's catalog of ideas—every Pin you see is an idea that someone saved to Pinterest. A Pin links back to the site it came from, so you can learn more—like how to make it, or where to buy it. You can [search for anything](#) on Pinterest, and when you find something you want to save for yourself, click the Save button to add it to one of your boards.
- What are Boards? Collections of images grouped by category. Boards are where you save and organize your Pins. You can make boards for anything and everything—save your recipes to one board and your dream vacation destinations to another. Most users create multiple boards. If you follow an account, you will follow all boards connected to this account.

### ***How to find other Pinterest users to follow:***

1. Looking for inspiration? <https://help.pinterest.com/en/guide/discovering-things>



2. Ready to create your own board? Click on your account name in the upper right hand corner.
3. Click 'Create a Board' on the left hand side of the page.
4. You will be prompted to name and describe the board.
5. Once you've created the board you can pin items to it!
  - Hint: To pin an image on Pinterest to your board simply hover your mouse over a pin and click the "Pin it" button.
  - To pin an image from anywhere around the web, install the Pinterest browser button from [here](#).
  - You can pin to any board that you create and store the image to check back later (and save the website that it links to for later)!
6. Now that you've officially joined the Pinterest Party, it's time to get pinning! Questions? Need more help? The best help is on the Pinterest channel here: <https://help.pinterest.com/en>!

### ***How to use Pinterest for your Norwex business:***

If you plan to use Pinterest for your Norwex business marketing please see information here:

<https://help.pinterest.com/en/help-topic/Businesses%20and%20websites>.

You can choose to *convert a personal profile to a business profile or create a NEW business profile:*

<https://help.pinterest.com/en/articles/set-your-business-account>

## Convert to a business account

Optional
  
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**Business type**

Professional (e.g., photographer, blogger, designer)

Public Figure (e.g., politician, athlete, musician, actor)

Media (e.g., magazine, newspaper, tv news)

Brand (e.g., Coca-cola, SF 49ers, Grey Poupon)

Retailer (e.g., Anthropologie, Pottery Barn)

Online Marketplace (e.g., Etsy, Amazon)

Local Business (e.g., restaurant, boutique)

Institution/Non-profit (e.g., Smithsonian, MoMa)

Other

- As a business, you can engage with millions of people who use Pinterest every day to discover, save and do things that inspire them. Using Pinterest helps you reach new customers, drive traffic back to your website and more. As a business, it's important to build up your Pinterest presence so people can discover and save your content.
- For more information see the Pinterest Business blog: <https://business.pinterest.com/en/blog/10-reasons-why-your-business-needs-be-pinterest>
  - **Pinterest influences purchase:** Pinnerers are engaged, loyal advocates. And that advocacy isn't just limited to browsing. In fact, a large majority of Pinnerers use Pinterest to decide what to buy. According to research released by Millward Brown, a whopping 87% of Pinnerers have purchased a product because of Pinterest. They also found that 93% of Pinnerers have used Pinterest to plan a future purchase.
  - **Pinterest drives significant referral traffic:** Around 5% of all referral traffic to websites comes from Pinterest, according to Shareaholic research. This is second only to Facebook, which drives almost 25% of all referral traffic on the web. (Twitter, StumbleUpon, Reddit and Google+ each refer less than a 1% share of the market.) That means businesses with click worthy content on Pinterest have a better shot at driving conversions and other desired actions on their website.
  - **Pinnerers have larger shopping carts:** The average order value from Pinterest referral traffic is \$58.95, compared to \$55 for Facebook, according to Shopify research.