**How to Use Pinterest for Restaurant & Hotel Marketing**

**Pinterest and restaurant photos are such a great combination. It's an excellent way to attract more customers, share your story and boost sales numbers.**

Pinterest is designed as a way for people to 'pin' pictures of various things they enjoy, whether it is a favorite recipe, a chef's dish, crazy bar scene, a vacation destination, or anything they like - fashion, pets, scenery or people.

Some surveys show more than 80% of Pinterest users are women - keep this in mind when deciding what to add to your Pinterest boards. To maximise the value of Pinterest, provide plenty of photos on your website or blog that people can 'pin', and pin photos you like for other people to find and share.

*Getting Started:*

1. **Register and Use Pinterest in your Business Name.**

Pinterest wants businesses to operate under their own name - under the About tab on the Pinterst page, you'll see 'For Business'. Use this to set up a new Business account or convert to a business name.

1. **'Pin' photos from your restaurant or hotel website.**

When you pin an image, it retains the URL of the page it originally came from. It is smart to already have a wide variety of high-quality pictures on your website or blog (this is great for Search Engine Optimization). When you pin a picture from your website to your Pinterest account, your website URL will automatically be attached. This way, whenever someone clicks your pin, it will direct them back to your website, increasing the chances that they will become a new customer. Note: people can't pin photos from Facebook, so if that's your only photo album, there's value in having another gallery on your website or blog.

You can also pin YouTube videos - from your channel or ones that you like.

1. **Make it easy for you and your fans to Pin photos.**

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| --- | --- |
| PinIt button for each page  PinIt button for each page | http://www.profitablehospitality.com/members/images/space.gif |

1. Go to the [Goodies Section](http://pinterest.com/about/goodies/) of Pinterest, and add the 'Pin It' button to your web browser - this makes it very easy to pin a photo when you see it online. This could be one on your website or something relevant eg photos of your surroundings or popular guest attractions.
2. Also add 'Pin It' buttons to every web page so it's easy for visitors to click and pin, plus a 'Follow Us' button on key pages eg the Contact page.

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| Follow Button for the Home Page  Follow Button for the Home Page | http://www.profitablehospitality.com/members/images/space.gif |

1. As with any social network, the more you share quality content, the more likely it will be for others to spread that content. Needless to say, the more people are re-pinning your pins, the more buzz you are going to get.
2. **Remember the foundations of Search Engine Optimization (SEO).**

When you pin something to your account, you can add a description to the picture. Using keywords when you write compelling descriptions will attract visitors and potentially compel them to visit your website. You can integrate your Pinterest account with your Twitter Account and Facebook Page and share your pins on these social networks. All of these efforts will help to drive more traffic to your site and to increase your organic search engine rankings.

Keywords to make sure you use include product names eg 'steak', 'parmesan, 'almonds' or brands eg 'Moet' or 'Cloudy Bay' plus your location eg 'Newtown NSW', 'Charlotte NC' etc - don't just write something chatty about the photo, also add the words that people will search for. You can also name your pin-boards anything you want, so be sure to include your keywords there as well.

1. **Create individual pin-boards for different types of food and drinks.**

Say you are a restaurant that serves a wide variety of food and drinks including burgers, pastas, pizzas, cocktails, craft beers etc. Create an individual pin-board for each segment. Imagine Pinterest as an online menu of sorts, where people can get a great visual representation of what they are going to get.

1. **Interaction is important.**

As with any social network, it's imperative that you are SOCIAL. Don't just blast your message out there and expect people to engage with your restaurant's page. YOU also need to engage with them. Start a conversation with someone or re-pin other people's content. Start a contest or have some sort of Pinterest scavenger hunt. The opportunities for creativity are limitless.

1. **Add pins to the "gifts" section of Pinterest**

When you create an entry for your pins, you can add a price tag. By selecting this option, you can then add a link, pointing back to your website. Items added in this way are automatically included in the "gifts" section on Pinterest, which is a virtual catalog of gift ideas. Be sure to select your best photos for pinning, and include a description. This gives you an opportunity to get your prices out there, and call attention to events like Wine Dinners or Gift Packages for certain holidays.

1. **Show off your Event Spaces**

By pinning photos of great events that are held in your event spaces, it allows people to get ideas and envision their own party in those spaces. This works great to promote seasonal spaces like patios, decks, and rooftop spaces as well. Make sure you include any great photos of beautiful views from your venue as well.

More tips before you start:

1. Be imaginative with your boards, think about all the topics and interests that relate to your company. But, always keep in mind what will interest your audience; don't fill your boards with the same old promotions that can be found on your website.
2. Connect and engage with your followers like you should already do on Twitter and Facebook
3. Make sure to take some time setting up your profile, make sure it has the links to your Twitter page and website, as well as a short description of the company.
4. Be aware of copyright issues - openly acknowledge the source of the content.
5. Make sure all pins include the right caption and information.
6. Be consistent with your brand voice and values.