
How to Improve Your Pinterest Boards and Gain More Followers



Are you struggling to grow your Pinterest following?

Are your Pinterest boards performing?

Adding the right types of boards to your Pinterest profile will help increase your visibility and followers.

In this Bonus Round you'll **discover how to create Pinterest boards people want to follow.**

#1: Stay Relevant With Evergreen Content

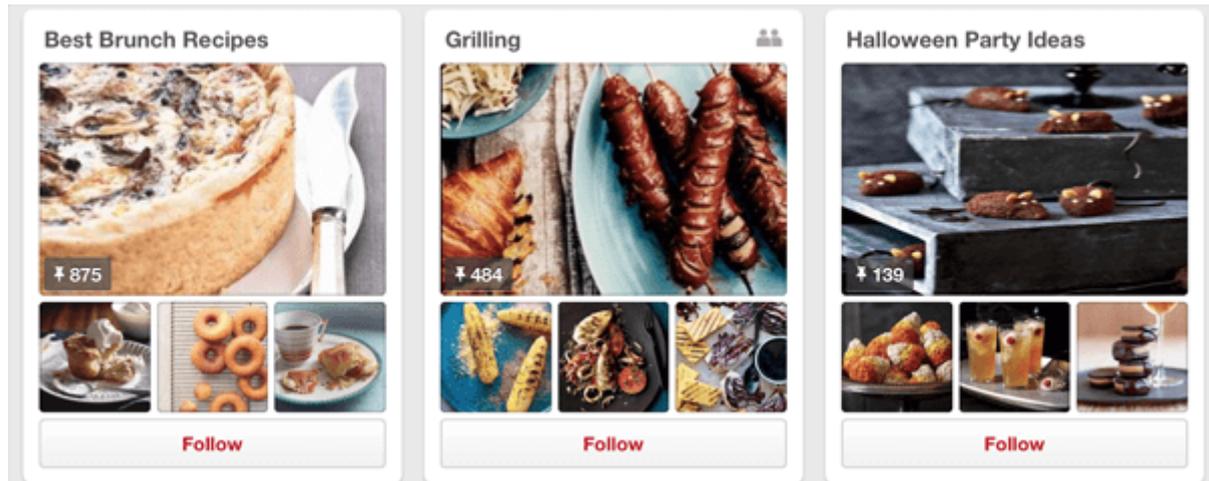
Boards with evergreen content are important for attracting Pinterest users, and they **remain both relevant and interesting to people year-round.**

Having a Christmas board during the holiday season is normally a good strategy. Ideas for gifts, decorations and food will likely go over well in those few weeks. Come December 26, however, that board will lose a lot of allure for most users.

While you'll occasionally get a stray pinner who is interested and saves the board for next year, most users won't be too invested after the holiday has passed.

Ideally, it's best to **have a large number of boards featuring content that will perform well for longer periods of time**. This content will stay relevant, and you can anchor your boards and followers through Halloween jack-o-lantern patterns and stocking stuffer recommendations in December.

For example, Food and Wine's evergreen boards Best Brunch Recipes and Grilling drastically outnumber Halloween Party Ideas in the number of pins.



Evergreen boards stay relevant, as you can continue to add pins throughout the year.

Long-term, you'll want both new users and current followers to engage with your pins and follow your boards so they'll continue to be exposed to your content and share it.

Evergreen boards are ideal for this purpose. They allow you to push out new content to boards with plenty of followers, getting increased exposure and staying relevant and active.

If you **curate boards that offer value for longer periods of time**, you'll consistently gain more followers.

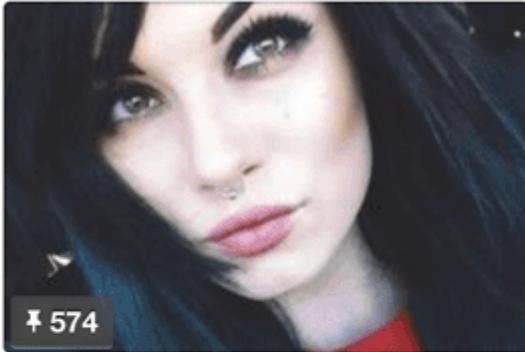
#2: Appeal to Pinners With Current Trends

Though it's important to have a solid base of evergreen boards on Pinterest, it can also be hugely beneficial to have a few boards focused on current trends.

Whether you dedicate a new board to gifts under \$30 for the holiday season or create a board for your best-selling items throughout the year, having at least one immediately relevant board can help catch users' interest. **Create a current trends board to promote your most popular or newest items.**

Sephora uses this tactic with their Trending Now board, which showcases their most popular and talked-about products.

Makeup of the Day



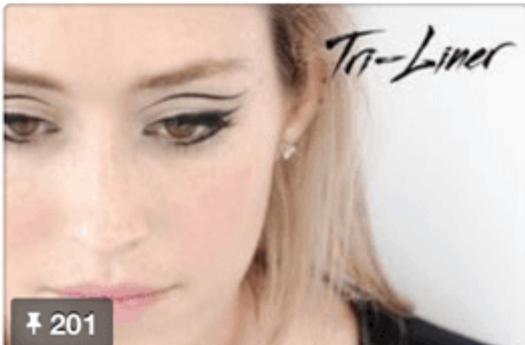
Follow

Today's Obsession



Follow

Beauty How-tos



Trending Now



Highlight your most popular items to capture the interest of Pinterest followers who want to stay up to date with current trends.

They also have Makeup of the Day and Today's Obsession boards that capitalize on this same idea, promoting relevant content that users would be interested in right now.

Plenty of Pinterest users want to keep up with the latest trends, so if you have a current trends board that you **update regularly**, you can grab a lot of followers.

Every time you update this board, you're distributing pins of your most popular or newest items for followers to see, increasing the chance that they'll repin and share them with their own followers and the rest of the Pinterest world.

Thanks largely to the sense of urgency, current trends boards are a great way to **feature your products and drive sales** on Pinterest. The only struggle with this type of board is that you need to update it consistently. If you don't, your "trending now" theme will become outdated, and you'll lose user interest and followers quickly.

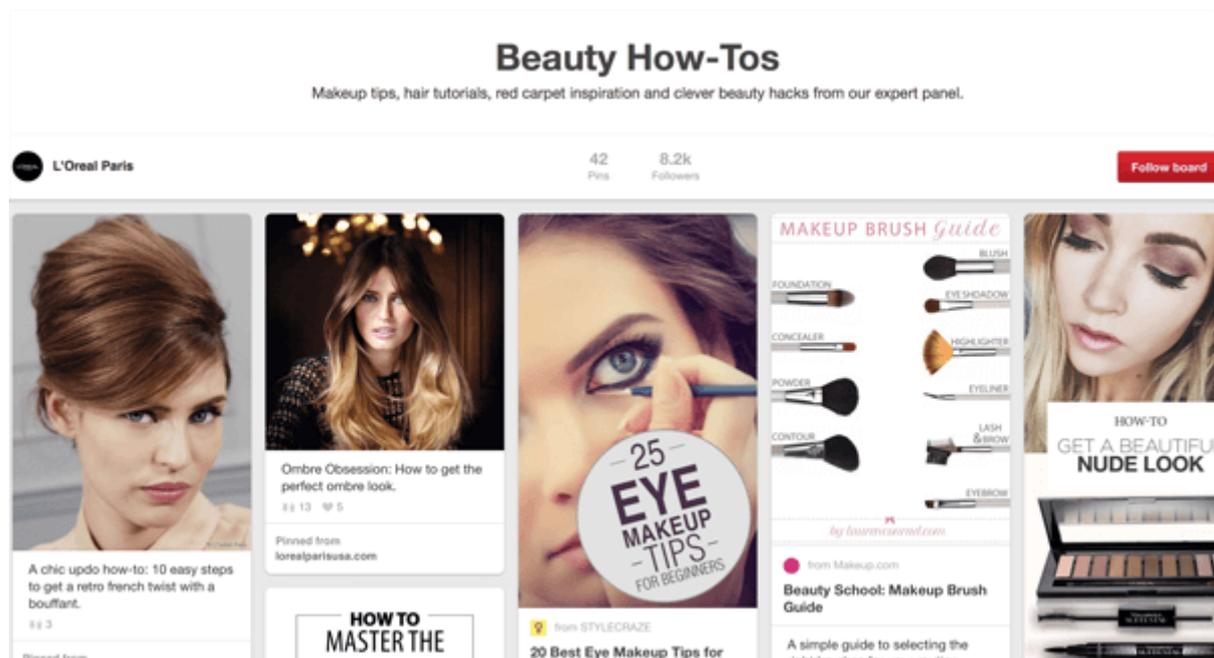
Stay on top of your current trends board to increase followers with content that is important and timely now.

#3: Feature How-To Ideas to Draw In DIYers

As a site full of recipes, home décor and style recommendations, Pinterest hosts a large amount of DIY content. You can learn how to wear a pashmina 20 different ways, make an apple pie from scratch and update your kitchen with nothing more than spray paint and super glue (though, for the record, not all ideas are necessarily advisable).

It's no secret that Pinterest and many of its pinners love the DIY and how-to ideas that show up all over the site. It makes sense that a how-to board can **help attract followers quickly**.

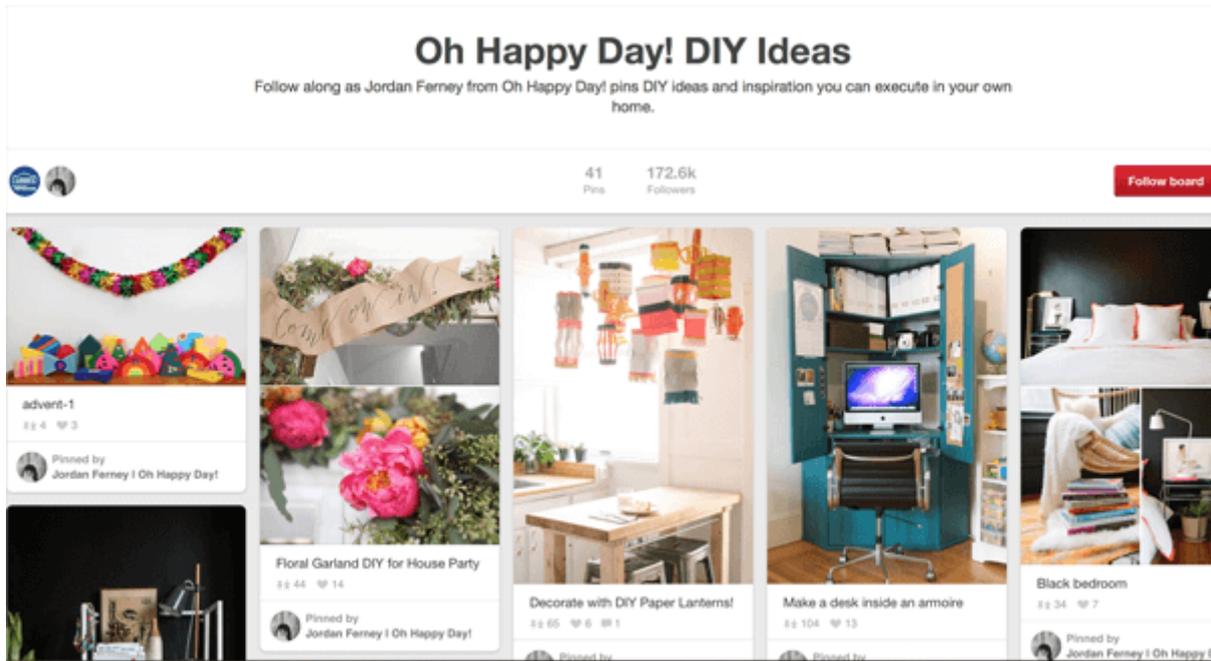
You can **feature specific instructions and pins about how to use a product**, as L'Oreal does with their Beauty How-Tos board that goes over the best techniques for using their products.



Create how-to boards that contain the best techniques for using products.

You can also **have a how-to board that doesn't necessarily highlight specific products, but provides content that your audience might find useful**. Lowe's uses this

tactic in their Oh Happy Day! DIY Ideas board, which has pins like “Painted words as art DIY” and “Make a desk inside an armoire.”



Lowe’s has a DIY board that provides relevant content for their audience, taking the focus off their products in the best possible way.

Though the boards don’t have a picture of a Lowe’s product front and center, they’re providing content their audience will be interested in, similar to how businesses set up blogs and resources people can access for free. It’s an added bonus if any of those users needs to buy a power drill from Lowe’s to build that armoire desk.

How-to boards are a great way to **engage your audience and provide them with relevant content that can pique their interest in both you and your products**, whether they do so directly or indirectly.

#4: Partner With Guest Pinners to Widen Your Reach

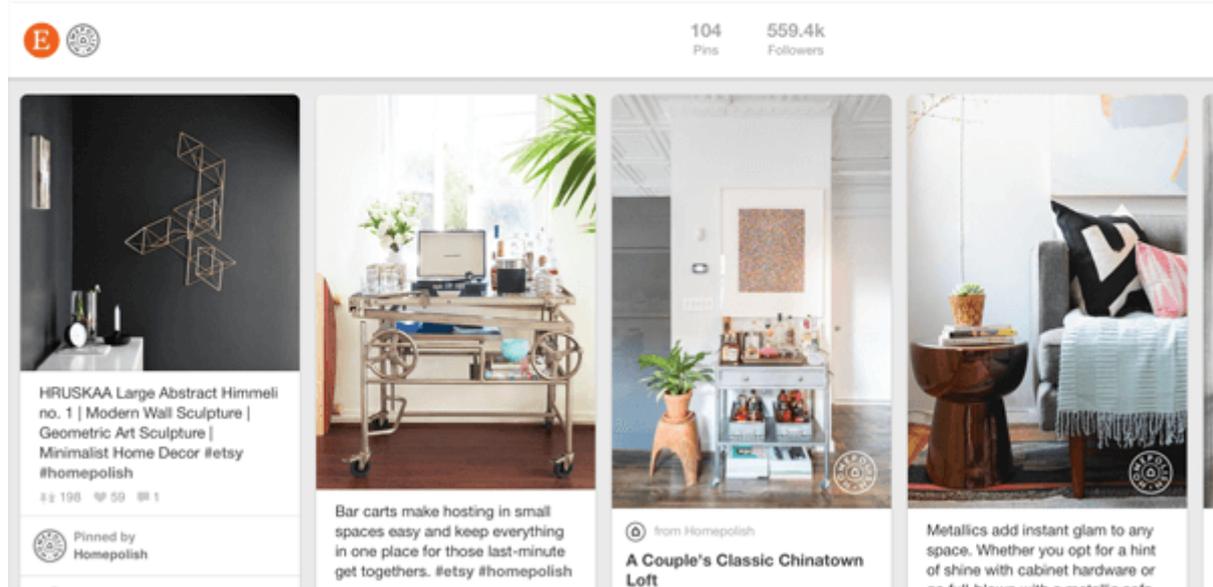
Boards featuring guest pinners offer several benefits when you’re trying to create boards that users will want to follow.

The first benefit is that guest pinners offer a new, fresh perspective. They’re often experts in the niche of the board they’ve been invited to help create, and are able to **provide new ideas or perspectives for content that your business may not have thought of**.

Even if that’s not the case, you’re getting the credibility of what is likely a recognized authority on your board, which can draw some attention on its own.

The Hottest Home Trends of 2015

Freshen up your space with of-the-moment Etsy pieces made from concrete, metallics and more, as curated by the designers at Homepolish.



Etsy has multiple boards featuring different guest pinners, using their unique perspective and content to increase followers.

Guest pinners also can **bring some of their audience to your board**, potentially increasing the eyes on your content and the amount of repins.

Guest pinners can bring a lot of benefits in the form of a new perspective and new users, all while creating the content themselves, thus saving you at least one board's worth of work.

Conclusion

By incorporating these four types of boards into your Pinterest marketing strategy and tailoring them to fit your business, you can increase your followers, engagement, repins and reach within the platform.