



The Ultimate Pinterest Guide for Travel Agents

Tips and tools for travel planners, tour operators, and concierges.

Presented by:



travify

Travify.com/TravelAgent

GETTING STARTED

Why Pinterest? The impact and power of social media is the greatest marketing tactic you can use when growing your business and client list and in 2016, it's predicted that **47.6 million users** will find their way on Pinterest! That's a whole lot of eyeballs and a lot of free attention that your company can get—if done right.

We're going to show you how travel professionals can leverage Pinterest to attract customers and stay top of mind.

Why Pinterest is Perfect for Travel Companies

When most pinners arrive on the site, they want to feel inspired and pin things that capture their attention and give them new ideas—like, planning where they want to travel to. Unlike Facebook and Twitter, the content on Pinterest is not based on our current mood, but rather the future – which is perfect for travel and planning.

ANATOMY OF A GREAT PIN

Step 1: Image Quality

If the image isn't enticing, it's unlikely that you will get a pin from it. Luckily, there are a ton of ways to get the most out of your image. Just follow these simple steps:

Making your photos bright and fun is one of the best things you can do. Low quality and blurry pics will get overlooked. First off, start with a high quality picture - the larger the size, the better quality will be. Next, tamper with the exposure and lighting or simply add a filter. If you are using Photoshop or another photo editing program on your computer, you can change the brightness and settings. You can also try a free online program like [PicMonkey](#) or [iPiccy](#).

Which one would you be more likely to pin?

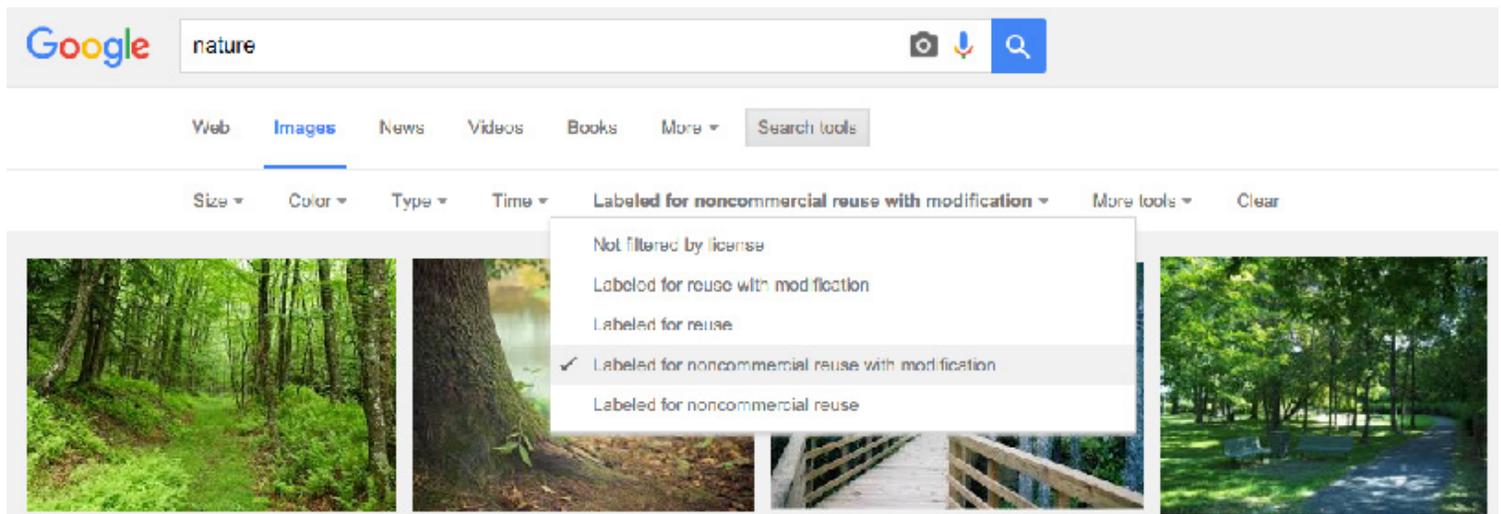
BEFORE

AFTER



ANATOMY OF A GREAT PIN

Consider the picture you're using – did you know that pins without faces perform better and get about 23% more repins? Be sure to keep in mind which photos you are sharing. Do you own the rights to that photo? If not, we would suggest not using it so that you don't infringe on photo sharing rights. Find a stock image from free image sites like [Unsplash](#) or [Pexels](#). You can also use Google to search for images and narrow your search down by “**Labeled for noncommercial reuse with modification**” then you will only be shown the photos you can share without infringing on any rights.

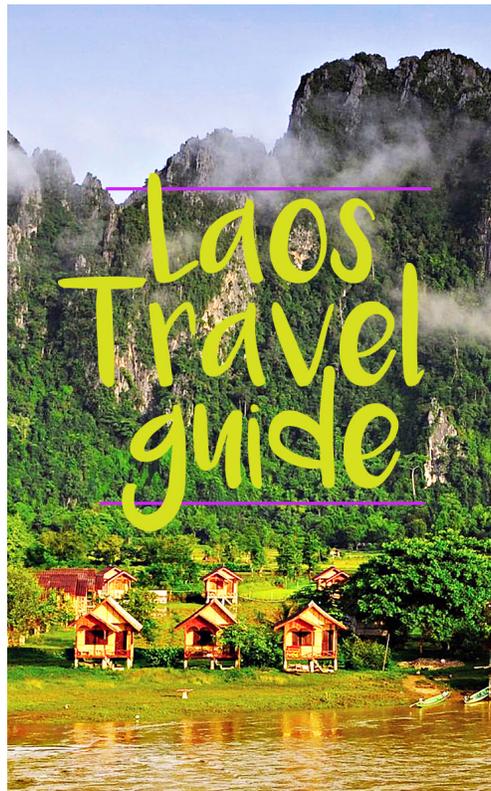


PRO TIP

When searching for images, search for the highest quality photo by clicking under Search Tools, then Size > Large.

ANATOMY OF A GREAT PIN

When it comes to designing your pin, consider the layout of what it will look like and including large text that is readable to explain what it is the pin is all about. For example, if you're sharing a blog post or sample itinerary on a Hawaii trip add text to the pin that says "Hawaii Travel Itinerary" or something similar that is simple and to the point.



ANATOMY OF A GREAT PIN

Step 2: Sizing

Sizing the photo is the next most important thing you can do to help your pin stand out from the rest. Your pins should be at least **736 px wide** and however long you want to make it. Keep in mind that the longer the pin is, the more real estate it takes up. We suggest a pin around the length of **1000-1200 px** at least. Below are image design options to consider when choosing the size and style of your pin.

Storyboard

A storyboard can be an infographic or a list-like graphic of photos and/or words. The great thing about a storyboard layout is it takes up more real estate, therefore gaining attention from a pinner. Here is an example of a storyboard sized at 736 x 1300



ANATOMY OF A GREAT PIN

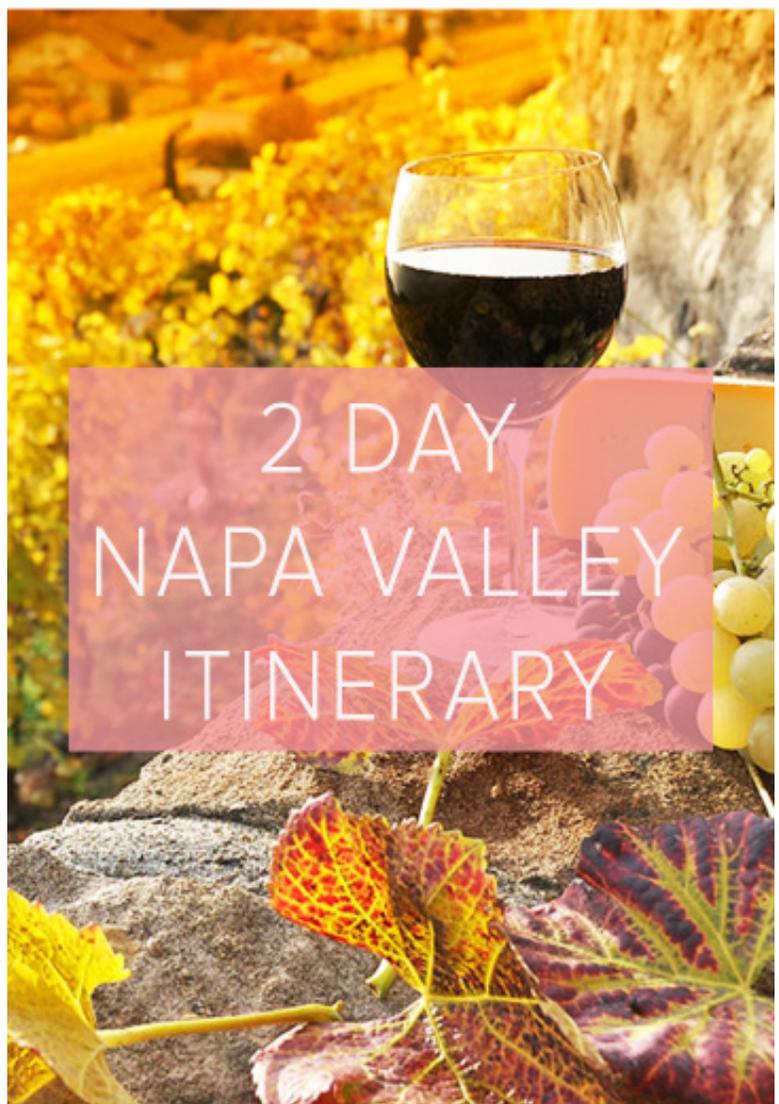
Step 2: Sizing

Square or Rectangle

A square is used when you have one picture or graphic. The width will always appear the same because of the way Pinterest is laid out into four columns, however, the length is totally up to you. Go for a longer length around 700-750px for prime real estate coverage. If you make a complete square, try to go for bright colors to help it stick out among the rest.

736x1100 RECTANGLE EXAMPLE

736x700 SQUARE EXAMPLE



ANATOMY OF A GREAT PIN

Step 3: Descriptions

Using your description to its full potential will do wonders to how often your pin gets seen by viewers. Understanding how to provide a strong description will not only help the pinner know what the pin is about but will also give you a better chance of being searched.

Pinterest's search engine uses similar traits to Google search, in which they value the keywords, URL and description word association, and of course, how popular the pin is.

A good description should include a short and thorough explanation of what the pin is about, and support the URL's keywords.

For example: if your URL was www.travelagency.com/the-most-popular-tourist-islands-in-the-carribbean then your pin's description should look something like this:
"The Most Popular Islands in the Carribean Among Tourists". Of course, the other factor is the popularity of your pin so it's your job to make a stunning graphic to go along with your description.



The complete NYC Itinerary including lady liberty, times square, best food places and so much more!

ANATOMY OF A GREAT PIN

Step 3: Descriptions

Examples of perfect Pinterest descriptions:



H from The Huffington Post

The One Thing You MUST Do In Each U.S. State

Bucket List to go to EVERY State...ONE Thing You Must Do In Each U.S. State



from BuzzFeed

21 Travel Accessories That Will Make Your Life So Much Easier

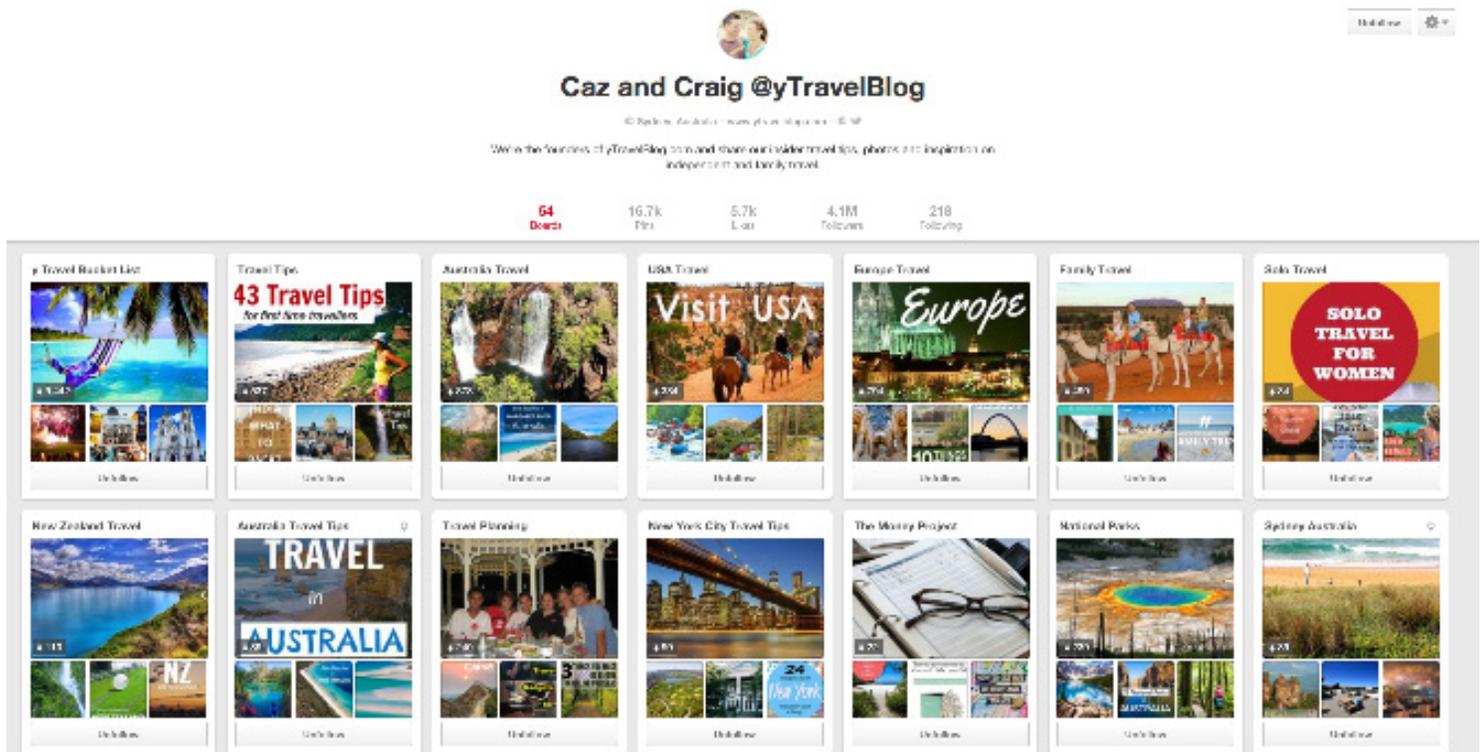
21 Travel Accessories That Will Make Your Life So Much Easier - BuzzFeed Mobile

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HOW TO ORGANIZE BOARDS

Now that you have awesome pins to share with the world, the next step is to make sure you present your Pinterest account in an organized manner and is inviting to users.

We love how bloggers [Caz and Craig from Y Travel Blog](#) have organized their Pinterest account:



They have a strong and short description of what you are going to find within each board and the cover photos are fun and shows off what you will find in the board.

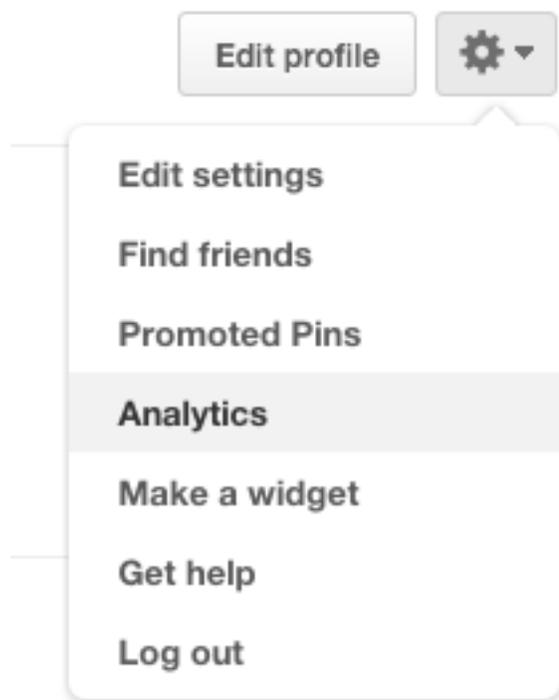
Remember that sometimes less is more. If you're just starting to create your Pinterest account, don't get carried away with creating a lot of boards. Start simple so that you can fill in the boards you have. Once you get more pins you can begin to expand to new board categories.

Not sure where to start? Start with the 7 continents and create a board for each.

THE BEST TIMES TO PIN

First of all, know your audience. Where do they live? How old are they? Knowing these things will really help keep your Pinterest game strong. If they live in the United States, then understand that your pinners can be on Pinterest anywhere from **7 am EST to 11 pm PST**. Think how your audience spends their day. If they are between the ages of 35-55, they might have full time jobs, so pinning in the middle of the day might not get you as many eyes as pinning in the evening or weekends. In fact, **only 4.8% of pinners pin during work hours**. Also, it's good to know that Pinterest usually has the highest rate of travel and vacation pins on **Saturdays** when trips are at the top of minds for most pinners.

A good rule of thumb is to watch your own **Pinterest analytics** and see where your pinners are coming from and when they're most active. You can view your analytics at anytime from your Pinterest account by clicking the wheel on the left side:



PRO TIP

Use online tools like ViralWoot or Buffer for Pinterest to schedule pins and gain better insight of what your pinners are doing and what engages them the most.

LOOKING FOR INSPIRATION?

Here are some of our favorite pinners to follow:

Gogo
9.6k Pins • 13.4k Followers



Follow

Yahoo Travel ✓
4.6k Pins • 172.2k Followers



Follow

Travel Channel ✓
3.2k Pins • 148.5k Followers



Follow

AFAR
5.3k Pins • 43.1k Followers



Follow

Travel + Leisure ✓
15.6k Pins • 151.5k Followers



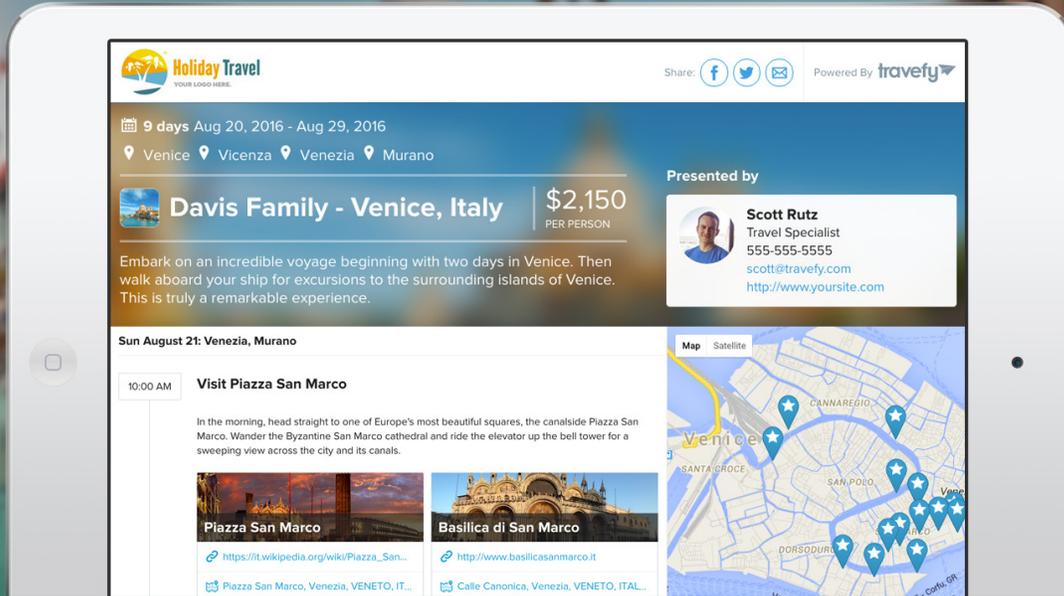
Follow

Essential Travel Magazine
1.6k Pins • 994 Followers



Follow

Create customer itineraries and proposals in minutes.



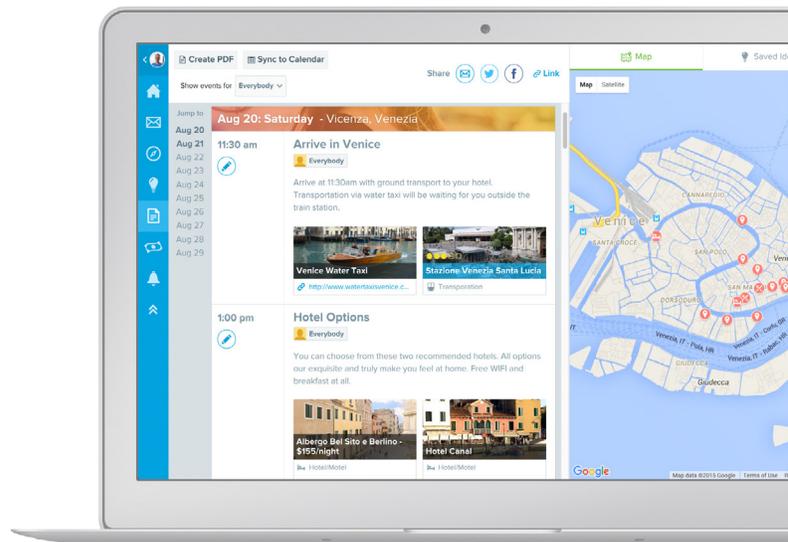
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Questions? Contact:
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