improvado

Best Time-Saving Tools for Pinterest Marketing

We're Friendly And Available To Chat. Reach Out To Us Atanytime And We'll Happily Answer Your Questions.

TALK TO AN EXPERT

Summary

If you're managing multiple social media accounts—multiple channels for you and multiple channels for your brand perhaps—it sure helps to save time with the right tools.

Here are 21 of the ones that have caught our eye so far.

**We'd love to hear which ones you love!**

Pinterest Scheduling and Dashboards

1 Buffer

Find great images to Pin from any website and immediately add to your Pinterest schedule with the Buffer browser extension. Likewise, if you're browsing Pinterest and spot something that'd fit for your board, you can Pin again with a click of a button.
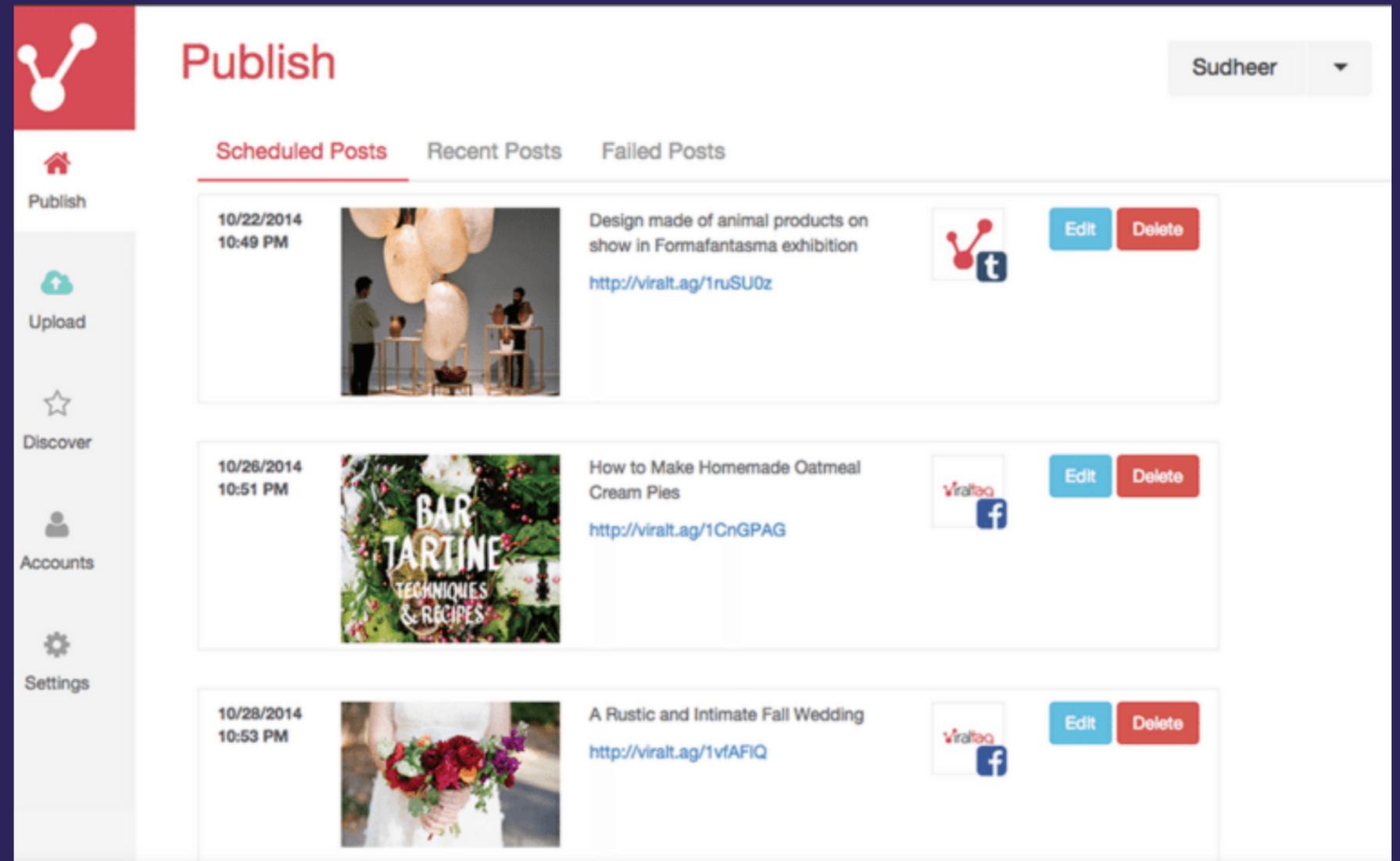
Also, you can come back to your dashboard to see all the stats from your Pins—likes, comments, and repins — right alongside your other social media stats, saving you huge amounts of time by having all this in one place.
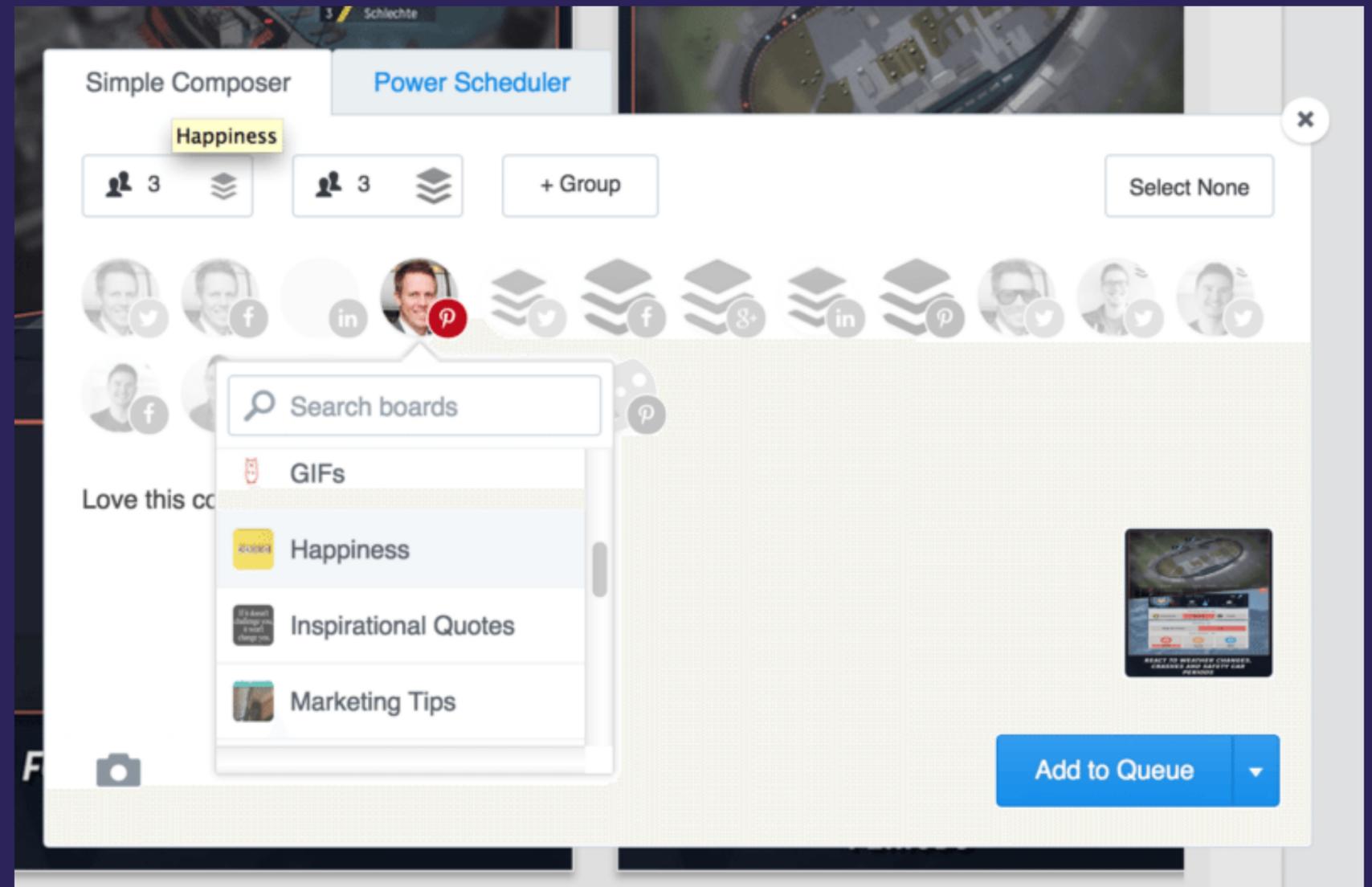
Pinterest Scheduling and Dashboards

2 | Tailwind

With ViralTag, you can browse from a preselected set of images or upload your own and schedule to Pinterest as well as Twitter, Facebook, and others.

Pinterest Scheduling and Dashboards

3 Improvado

Improvado helps marketers to collect data from Pinterest, Instagram, YouTube, TikTok and other cahnnels in one place.

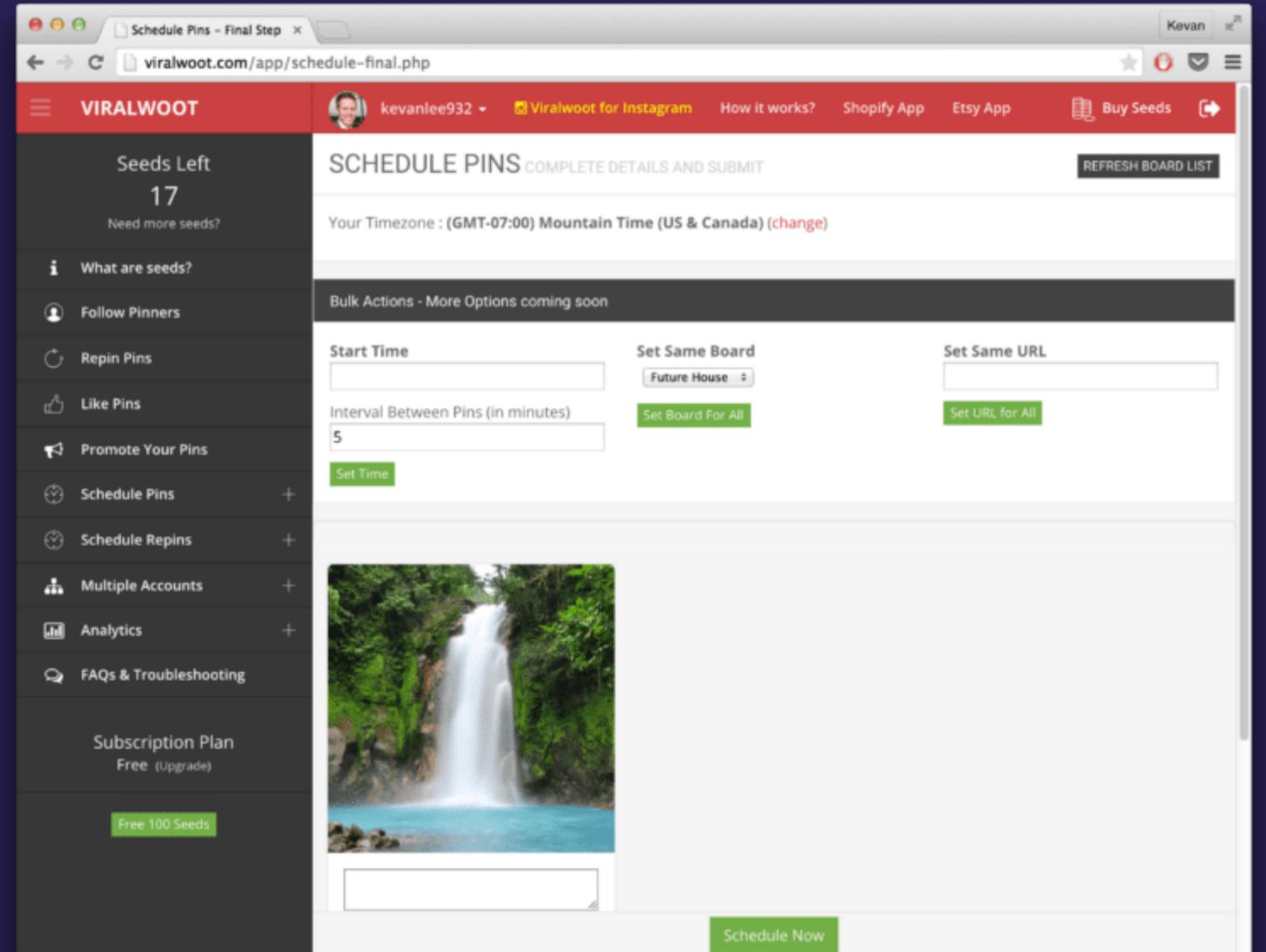And then and visualize marketing data in the Improvado dashboard or any BI tool such as Tableau, Looker, Google Data Studio, Excel, or Google spreadsheet.
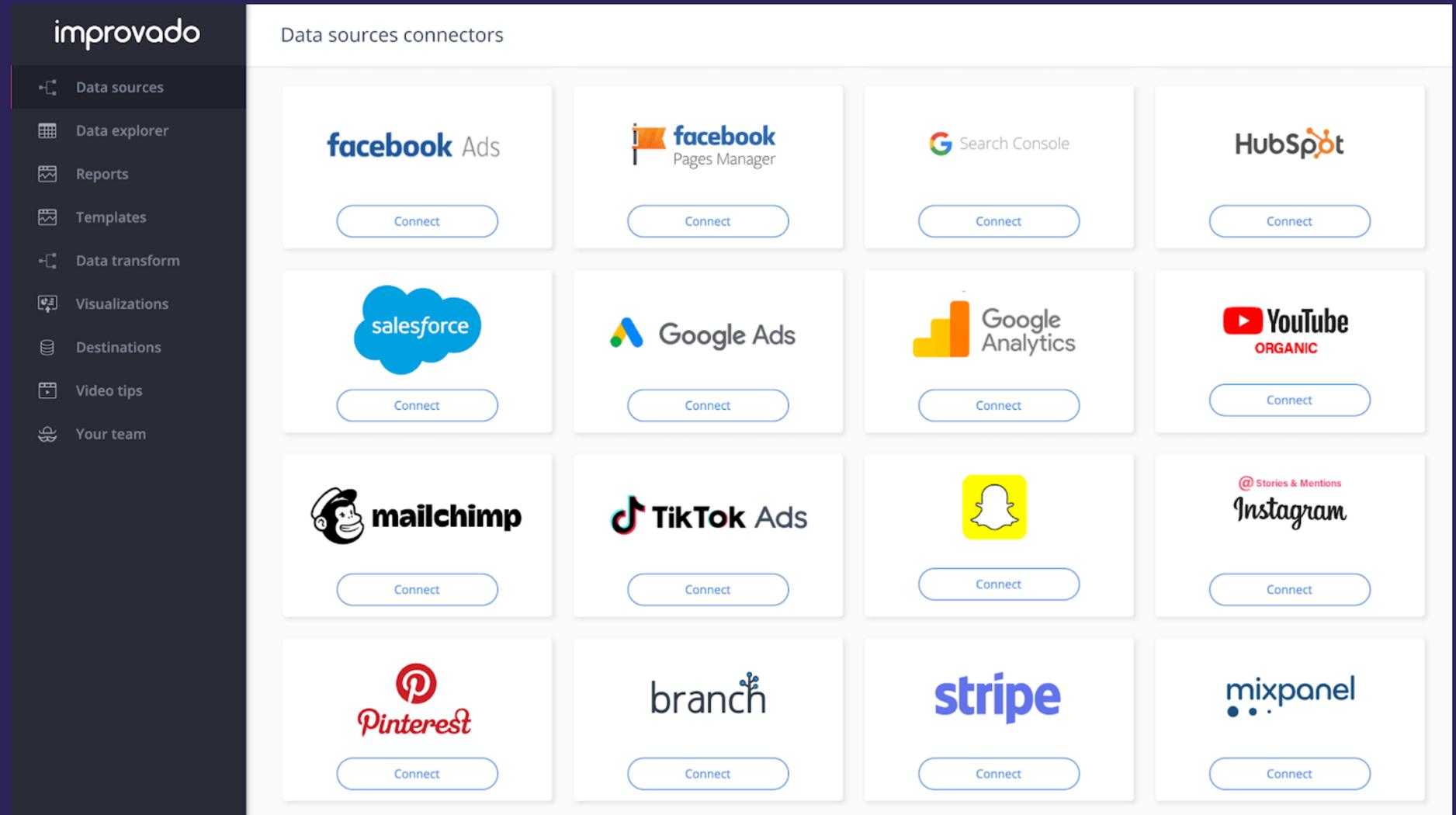
Pinterest Scheduling and Dashboards

4 ViralWoot

Formerly called Pinwoot (and no relation to ViralTag, mentioned above), ViralWoot offers several interesting Pinterest features like scheduling via bookmarklet, follower growth tools, pin alerts, and even a bit of advertising.

Tools for Community Growth

1   Pinalerts

Receive **email notifications** whenever someone pins something from your website or the website of a competitor.

2   PinGroupie

Find group boards on Pinterest where you can join and contribute. PinGroupie has options for sorting boards by popularity so you can quickly see those with the biggest following, or most pins or likes.

3   Loop88

This Pinterest tool **connects Pinterest influencers** — those with big followers and engaged audiences — with advertisers and brands who want to spread their message on Pinterest. The result: Increased exposure, repins, and followers when an influencer shares your Pin with their audience.

Image Creation Tools

1 Canva

One of our favorite image editing tools no matter the size, Canva has a ready-made Pinterest template complete with tons of different starter designs. The image comes out an optimized 2:3 aspect ratio, perfect for Pinning.
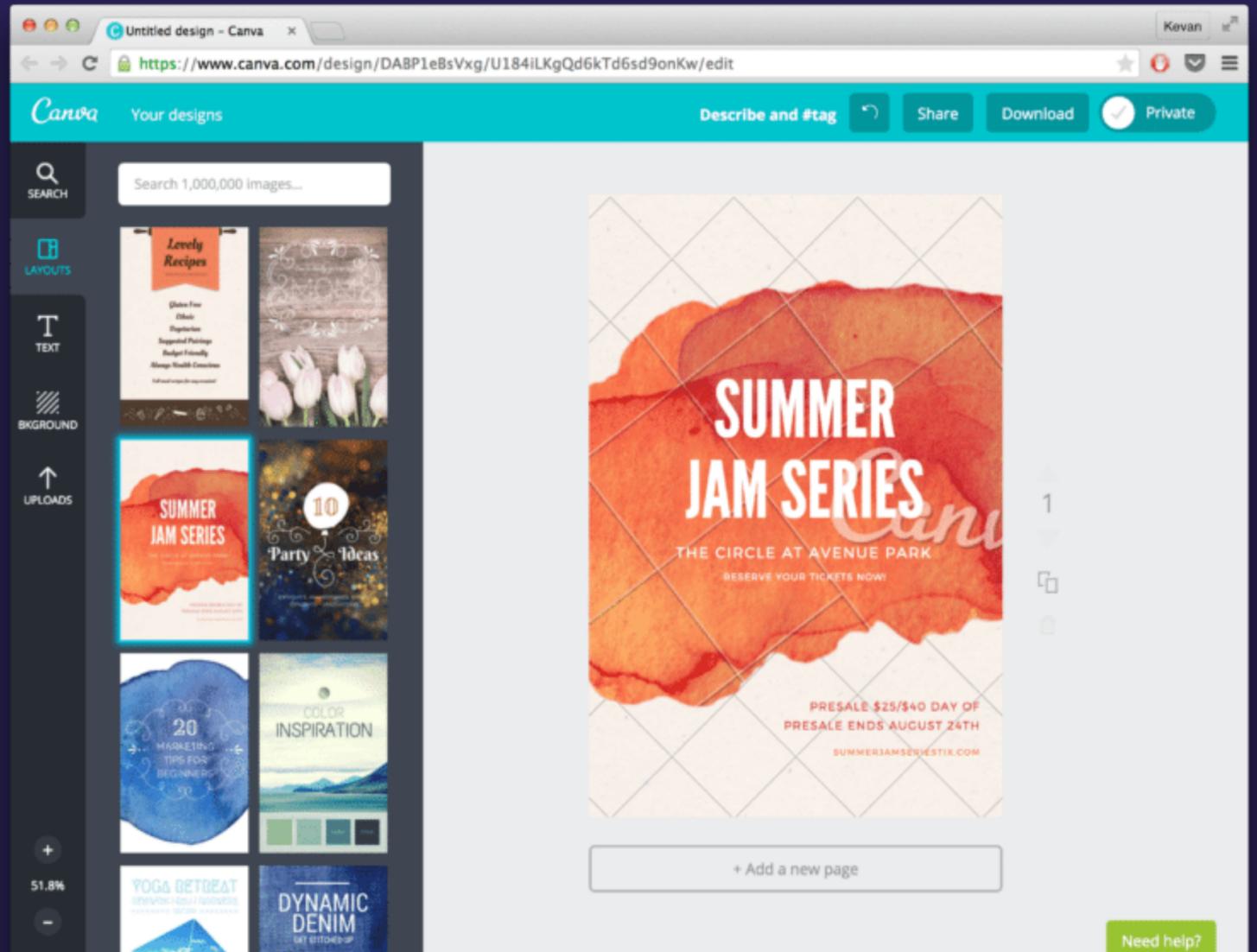
Image Creation Tools

2 Pablo

We built a **quick-and-simple image creation tool** at Buffer that's designed to make image building as fast as possible. You can start with some of our preloaded quotes or add your own text. One of my favorite features is the ability to add some branding by uploading a secondary image, in this case a logo.
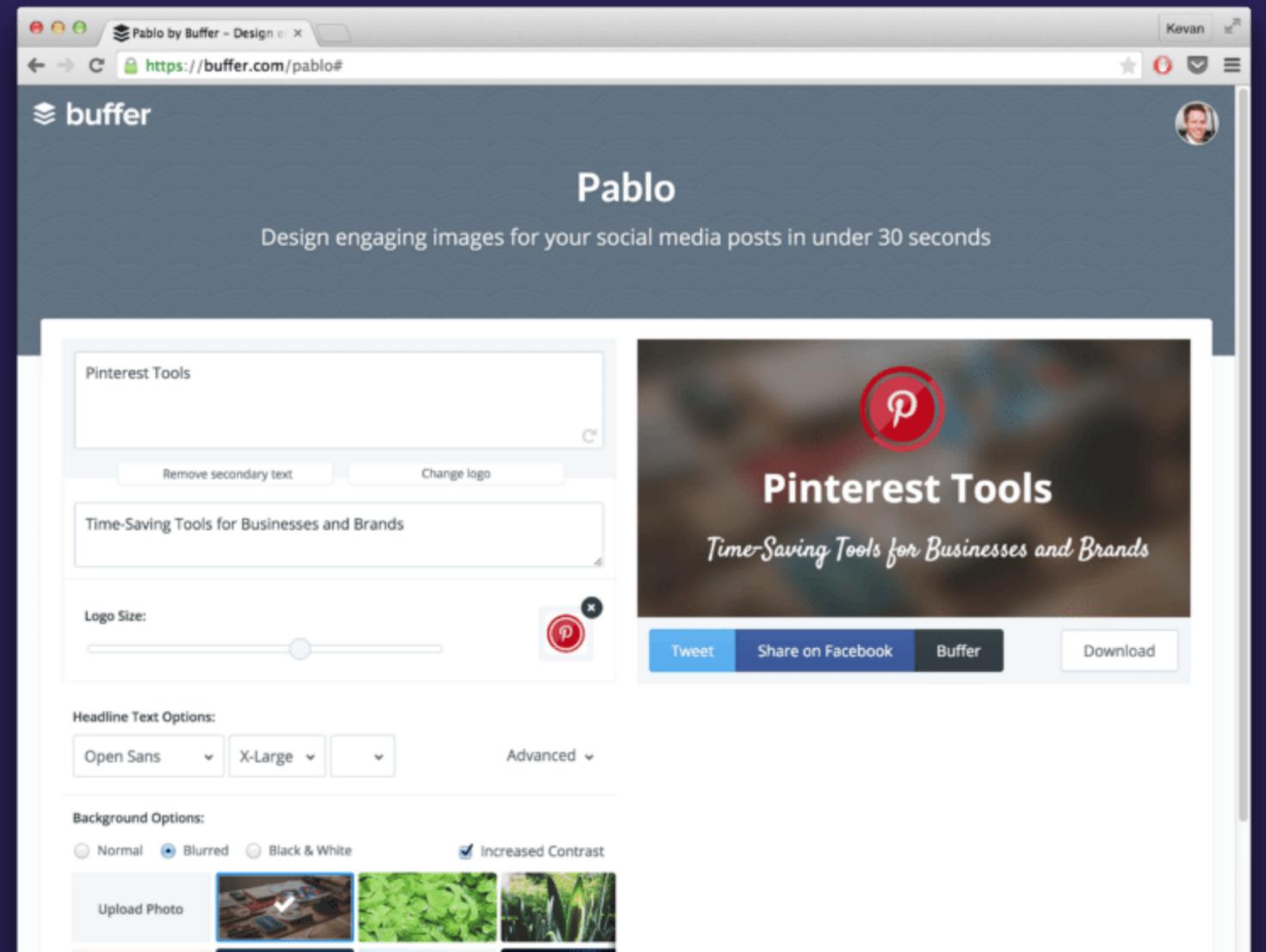
Image Creation Tools

3 Share as Image

With tons of useful customization options, Share As Image lets you *build an image from text*. With the Chrome extension installed, you can select text from any website and build an image based on your highlight. There's even an option for a Pinterest-optimized canvas size.

4 Quozio

A tool to help with creating images from quotes, Quozio works both as a web app and as a bookmarklet. In the web app, all you'll need to do is enter the quote and who said it, then choose the Quozio template design that you like best.

5 Piktochart

Piktochart's interactive layouts allow you to *build a complete infographic* embedding charts, photos, and more. You can get started with a prebuilt template (and then customize yourself) or you can go truly bare bones and build the entire infographic however you see fit. Piktochart comes with a huge number of icons, shapes, and objects that you can easily add into your editor.

Enterprise Options

Many of the tools involved here were focused on enterprise businesses.

1. Ahalogy (https://www.ahalogy.com/) – Complete Pinterest marketing services

2. Curalate (http://www.curalate.com/) – Image discovery tool

3. Expion (http://www.expion.com/) – Social media management, content, and analytics solution

4. NewsCred (http://newscred.com/) – Content marketing software

5. Percolate (http://percolate.com/) – All-in-one solution for all your marketing—planning, production, promotion

6. Shoutlet (http://www.shoutlet.com/) – Social media marketing platform

7. Spredfast (https://www.spredfast.com/) – Software for digital marketing, TV, live events, and more

8. Sprinklr (https://www.sprinklr.com/) – A suite of products to help with all forms of digital marketing.

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Here at Improvado, we understand these challenges well — after all, we went through the pain of building it ourselves.

Our product is our bread and butter and we've gone far beyond the basics to build **a true marketing ETL platform** that frees up engineering time while giving marketers the data they need.

What you buy from Improvado is beyond the aggregation and standardization you'd expect to build yourself: you buy a world-class solution that is focused, around the clock, on continued innovation and automation, to give you unrivaled insights and optimization capabilities.

Our teams build and support integrations, improve infrastructure and monitor system performance, and constantly work to add new features.

Our data science team is devoted to spotting discrepancies, and our technical support team is working 24/7 to handle any data flow errors or API issues that arise, and our first-class customer success team is always available to makes sure the platform is serving your needs.