



## Using Pinterest to Understand Client Style and Strengthen Your Brand

with Kate Ahl  
**Episode 344**

### WHAT'S STILL ACCURATE

- Vertical, high-quality images perform best
- Pinterest works as a client communication tool
- Boards reveal client preferences
- Boards should reinforce your brand
- Cleaning old boards helps indexing
- Your profile must show your brand identity clearly

### 2025 UPDATES

- 2:3 ratio still safest
- Board covers auto-update; custom covers less important
- Pinterest adds “related pins” to client boards
- UI changes affect where titles and descriptions appear

### TAKEAWAYS FOR WINDOW TREATMENT PROS

- Ask clients to pin inspiration before consultations
- Look for patterns: fabric, hardware, minimal vs layered, privacy needs
- Curate boards for:
  - Roman shades
  - Ripplefold drapery
  - Motorization
  - Bay windows
  - Specialty treatments
- Your Pinterest profile becomes your “silent portfolio”