

SOCIAL MEDIA

# Pinterest Marketing Tips: What You Can Learn From 20 Big Brands

Popsugar: try creating sub-profiles

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Entrepreneur and Connector

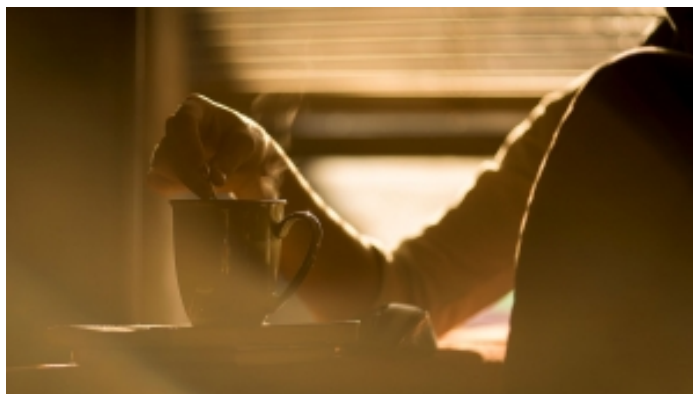
**Popsugar Fitness** is an example of when a **sub-brand** has more followers than its original profile. **Popsugar Fitness**, which hosts content at **FitSugar.com**, has three times as many followers (more than 154,000) than the Popsugar pinterest board. This type engagement proves that sometimes sub-profiles can help better segment content and make profiles more **successful**. Many brands and news sites have separate profiles for each country or major department of their brand, and it works.

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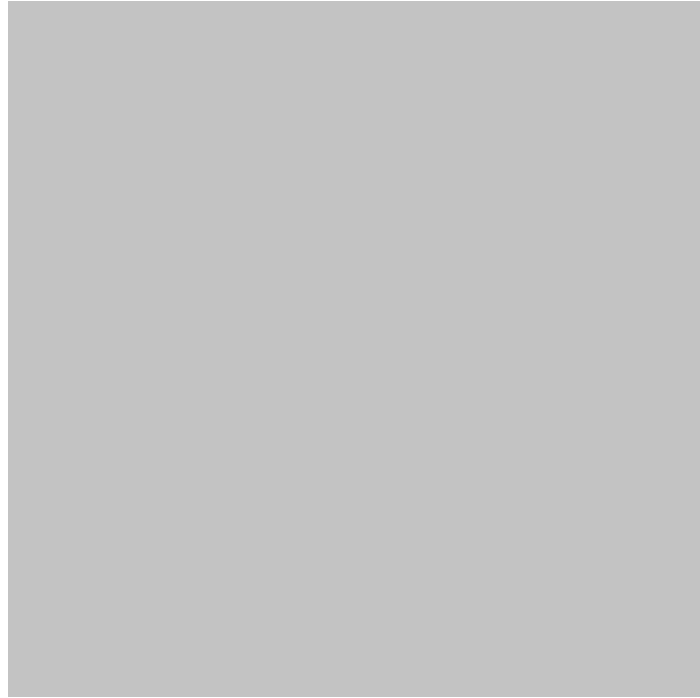
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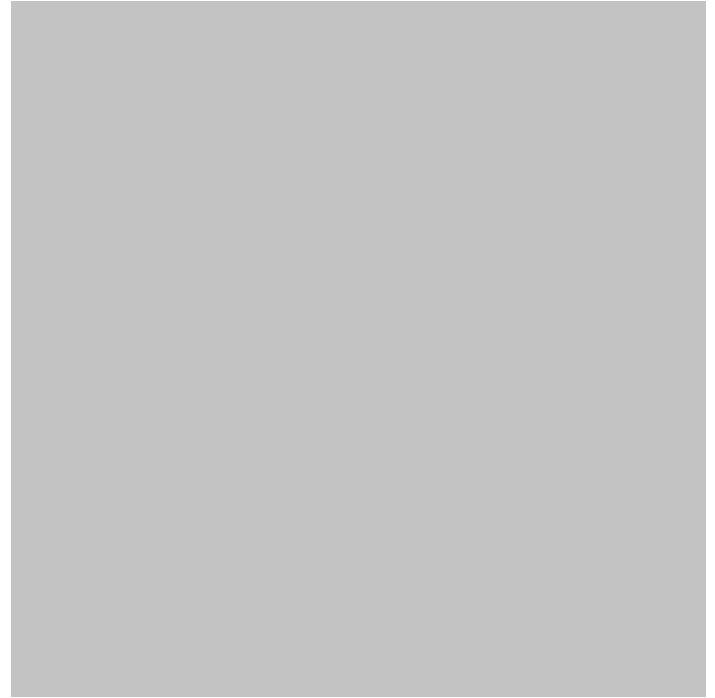


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