

Pinterest pins marketers to the post

[AdWeek](#) reports that Pinterest has opened up to brands with new ways to now plan posts and buy ads.

This effectively makes it easier to promote pins through the new Marketing Developer Program, [says TechCrunch](#), which includes pin-scheduling tools and API optimisation.

This helps coordinate third-party integration such as Facebook and Twitter already do, making it a "natural move" as Pinterest "continues make a case to be a serious alternative for marketers' dollars", [says MarketingLand](#).

For more, visit: <https://www.bizcommunity.com>