

FIFTY
PINTEREST
Strategies

YOU'VE BEEN CHALLENGED TO
COMPLETE ALL FIFTY!

Implementing these strategies will surely improve your Pinterest marketing efforts and could possibly help your first blog post / pin go viral.

Strategy #1 Put your best boards at the top of your profile

- Your best boards will have Pins with a high amount of repins
- These Boards have the most followers
- The Pins here are mostly all tall
- Pins are related to your niche / target audience
- Pins include some of your content (but not all)
- The Pins in the board get repined often
- You're pinning on the boards frequently

Strategy #2 Pin at least a 50/50 mix of your & other's pins

- Pin from similar pinners
- Pin from followers
- Pin from followers of followers

Strategy #3 Engage with & follow others (even in your niche)

- Don't be shy about stalking pinners in your niche
- Respond to follower comments
- Comment on follower pins
- Follow popular boards
- Invite influencers to pin on your group boards
- Build influencer relationships
- Use the "find friends" from Twitter and Facebook



Strategy #4 Post Frequently

- Post 30 - 100 times a day
- Use secret boards to save your pins for use later

Strategy #5 Occasionally, pin items that aren't all about your niche

- Pin items about personal things
- Give your audience a glimpse into who you are

Strategy #6 Create a business account

- Sign up for an official Pinterest Business Account
- Understand the terms and conditions

Strategy #7 Create rich pins

- Choose your type of rich pin (there are 5 types)

Strategy #8 Read and respond to Pinterest analytics

- Which pins / boards people love most
- What people like to save from your website
- Who your audience is (gender, location, etc)
- Which devices people use when they're pinning



Strategy #9 Use keywords in your account name

Keyword research and notes:

Strategy #10 Add a detailed keyword rich profile description

- Include a link to your website / landing page
- Don't use hashtags in your profile description

Strategy #11 Name your boards using keywords

Strategy #12 Include keyword rich descriptions on boards

- You can use keywords abundantly here

Strategy #13 Include keyword rich descriptions on pins

- Use keywords in a conversational way and less like a robot

Strategy #14 Use tall pin images instead of short ones

- 736 x 1102 (or go even taller!)

Strategy #15 Using Bright colors (Pink and red do best)

Strategy #16 Update older pins that aren't performing

Strategy #17 Create multiple pin images per blog post



Strategy #18 Hide extra pin images in blog posts

Strategy #19 Use striking and eye-catching stock photos

Strategy #20 Use your own unique photos

Strategy #21 Avoid photos that show the face

Strategy #22 Use brand fonts on Pins

Strategy #23 Put your website URL on Pins

Strategy #24 Put a watermark / logo on Pins

Strategy #25 Utilize secret boards for personal interests

Strategy #26 Start your own group board(s)

Strategy #27 Create board cover graphics

Strategy #28 Remove poor performing pins

- Quality over quantity is your goal

Strategy #29 Pin to Group Boards Daily

Strategy #30 Include only targeted boards that are relevant

Strategy #31 Create a great first impression

- Only pin high quality pins related to the board

Strategy #32 Pin things to boards that are helpful & inspiring

Strategy #33 Treat pin boards like art galleries (only pinning high quality items)

Strategy #34 Stick with a brand color palette on boards

Strategy #35 Include a link to Pinterest on your blog header

Strategy #36 Include a link to Pinterest on the blog footer

Strategy #37 Include a Pinterest widget on a Sidebar

Strategy #38 Add "Pin it" hover button above blog graphics



- Strategy #39 Add a Pinterest share button above / below every blog post
- Strategy #40 Create and share pins for landing pages and courses
- Strategy #41 Create and share pins for freebies and opt-ins
- Strategy #42 Put Pinterest traffic into a sales funnel
- Strategy #43 Schedule pins via Board Booster/Tailwind
- Strategy #44 Watch and responding to analytics from Board Booster/Tailwind
- Strategy #45 Promote pins (running ad's)
- Strategy #46 Promote your Pinterest account on other social media
- Strategy #47 Mention "Follow me on Pinterest as a Call to Action (CTA) at the end of Webinars
- Strategy #48 Mention "Follow me on Pinterest as a CTA at the end of Facebook Live
- Strategy #49 Mention "Follow me on Pinterest as a CTA in Instagram Stories
- Strategy #50 Mention "Follow me on Pinterest as a CTA at the bottom of an Newsletter / email
- Strategy #51 Mention "Follow me on Pinterest as a CTA at the end of your blog posts

