



30 DAY MARKETING PLAN

30 Day Pinterest Marketing Plan

DAILY TASKS:

- Pin nixed content up to 20 times daily

- Pin high quality content only

- Repin content that has a high amount of repins

- Pin aesthetic pins

- Pin on brand content

- Pin to group boards

- Pin vertical pins

MAKE SURE YOU HAVE:

- Rich Pins ([Click here to learn more](#))

- A Pinterest Business account

- Access to some type of design software ([Canva](#))

OPTIMIZE	TRY NEW KEYWORDS	GROUP BOARDS	CALLS TO ACTION	INFLUENCER MARKETING	PERSONAL BOARDS	PROMOTE
Optimize your profile: Use keywords to tell people who you are and who you serve.	1. 2. 3.	Join and pin one piece of your content in a group board: 1. Pin at least 5 other outside pins to the board.	Add a CTA in your bio that encourages people to sign up to your email list.	Pin content from a relevant influencer:	Delete any existing personal or group boards that don't directly align with your niche.	Promote your Pinterest account on your most active social media account.
Create a Pinterest board for all of your own blog or website content.	1. 2. 3.	Join and pin one piece of your content in a group board: 1. Pin at least 5 other pins from the group board to your own boards.	Add CTAs in your board descriptions with a link back to your website.	Pin content from a relevant influencer:	Add two new boards and fill them with 10 pins each: 1. 2.	Promote your Pinterest account in a blog post.
Add in a keyword or two into your business name.	1. 2. 3.	Pin one piece of your content in a group board: 1. Pin at least 5 other outside pins to the board.	Add CTAs in your pins encouraging people to click through and read your posts.	Pin content from a relevant influencer:	Add two new boards and fill them with 10 pins each: 1. 2.	Run a promoted pin campaign for your most profitable or popular product. You can also promote your most popular pin for engagement.

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Make sure your site is Pinterest friendly. Get a Pinterest hover plugin and add a keyword rich description to your image's ALT text.	<ol style="list-style-type: none">1.2.3.	Join and pin one piece of your content in a group board: <ol style="list-style-type: none">1. Pin at least 5 other pins from the group board to your own boards.	Add a CTA in a new pin, i.e., "Download the free checklist!"	Pin content from a relevant influencer:	Add two new boards and fill them with 10 pins each: <ol style="list-style-type: none">1.2.	Promote your Pinterest account to your email list and ask them to repin your content.
Organize your boards that show your content first, followed by the most relevant boards to the least relevant.	<ol style="list-style-type: none">1.2.3.					

Your marketing plan, explained:

Optimize

- ***Optimize your profile: Use keywords to tell people who you are and who you serve.***

You don't want users being confused on what your message is. Let them know right then and there who you are and who your business caters to.

- ***Create a Pinterest board for all of your own blog or website content.***

Position yourself as an authority by having a board of your own content. You want to let people know that you have tons to offer them.

- ***Add in a keyword or two into your business name.***

You want to think of Pinterest as a search engine. When you optimize your profile/pins/boards with keywords, you're more likely to come up in search. Again, the more keywords, the more likely you are to come up in Pinterest search. Instead of "XYZ Boutique", try "XYZ Boutique: Affordable Women's Fashion".

- ***Make sure your site is Pinterest friendly. Get a Pinterest hover plugin and add a keyword rich description to your image's ALT text.***

Try this [Pinterest hover plugin](#) for Wordpress. It creates a hover over your images so that people can pin directly from your site instead of waiting to find your content on Pinterest. Also, you'll want to go ahead

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and add a keyword rich description to your images so that people are able to pin directly from your website with an SEO friendly description all ready to go. Before you insert your image into your blog post, navigate to your media library or wherever you house your images. Then, in the ALT text field, insert your description.

- ***Organize your boards that show your content first, followed by the most relevant boards to the least relevant.***

Your own content board should be the very first thing on your page. Next, if it's relevant to you, start with any boards you have that contain trending / seasonally relevant content. This means boards like "Winter Fashion", "Football Season Snacks", "Spring Cleaning", "Back to School Lunch Ideas", etc.

Try New Keywords

Here, I've performed keyword research for you. Try using these keywords to optimize your profile in an effort to gain more exposure to your target audience on Pinterest.

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Group Boards

First, group boards are great, but you should not depend on them. You want the main focus to be on your own boards and content. However, group boards are a wonderful way to get likeminded eyes on your content. They are also more likely to share because the point of a group board is collaboration. Only join group boards that directly align with your niche. Delete any boards that don't align. You look more like an authority when you only have public content that aligns with your expertise. You can find group boards at [PinGroupie.com](https://pingroupie.com), through Pinterest search, or by looking at an influencer's profile.

- ***Pin at least 5 other outside pins to the board.***

This means to pin content that is in your Smart Feed (or Pinterest homepage) to your group boards.

- ***Pin at least 5 other pins from the group board to your own boards.***

This means to pin content from your fellow group board members to your own personal boards.

Calls to Action

You want to make sure you're giving your target audience something to do after they view your profile. You want them to take some type of action, like visit your website, sign up for your newsletter, or take advantage of a discount that you're currently offering. Here are some examples of effective CTAs:

- Use code PINTEREST for 20% off!
- Sign up to join 3,500+ entrepreneurs just like yourself! (add a signup link)
- Click through to download your free checklist!

When adding CTAs in your board descriptions, make it sound natural. For example, "Check out these awesome boho dresses for summer. Paste the link to see more on our site! (insert link)"

Influencer Marketing

This is a great element to take advantage of. You want to follow and repin those in your industry that are considered influencers because their content is likely to be noticed and repinned by others. Pinterest's algorithm favors accounts that have high engagement. If you're repinning high quality content from these influencers, even better. Pinterest favors accounts that focus on curating resources that are helpful to all users. In addition to that, if you are pinning content that others are enjoying, you further your credibility

and are able to position yourself as an authority on Pinterest. This will also help with email signups and engagement on your website.

Personal Boards

Your personal boards are where you get to create an experience for your users on Pinterest. You want to make sure you are creating boards that are niched down and not too broad. Again, your board titles are a great time to use searchable keywords. Create boards that your target audience are likely to relate to and repin from. Need help finding a variety of board topics? Search your niche, go to Boards, and search through the various profiles that show up there. You can also imitate what your competitors or leading influencers in your niche are doing. Just make sure to use their profile as inspiration, and not something to completely copy.

Promote

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- ***Promote your Pinterest account on your most active social media account.***

You want to write a live, real time post on your most active social media account to get people engaged. You can also do a pinned post on Facebook and Twitter, but it's still great to do live posting. You can ask people to follow you, or even share a great pin you know they'll love and ask them to follow you afterwards.

- ***Promote your Pinterest account in a blog post.***

If you would like to make Pinterest a strong marketing focal point, make sure to emphasize that your users should follow you there. At the end of your blog post, make sure to include a CTA that encourages your readers to follow you on Pinterest. You can also use popups ([like these from Milotree](#)) to help convert website readers into Pinterest followers. While the goal is truly to get people to stay on your website, you want to gain Pinterest followers also because your followers are going to help share your content on one of the most powerful social media platforms to date. Pinterest is a great way to get website traffic, so you want to make sure that you have eager people following you.

- ***Run a promoted pin campaign for your most profitable or popular product.***

A huge benefit of running a Pinterest campaign is that you don't have to spend much money to see sufficient results. Try testing out the various campaigns with different formulas (i.e. targeting custom audiences and keywords vs targeting keywords only) to see what works best for you. You can find Pinterest's guide to promoted pins [here](#).

- ***Promote your Pinterest account to your email list and ask them to repin your content.***

Again, you want to make this more than just posting your Pinterest link somewhere and expecting follows. Make it clear to your email that you want them to follow you on Pinterest and that you want to curate ideas with them.

Daily Tasks

These are all tasks that put you in favor of Pinterest's algorithm. If you want to become a leader in your niche, you can do so on Pinterest by staying on track with these tasks:

- ***Pin niched content up to 20 times daily***

Pinterest favors active users. Stagnant accounts very rarely become relevant on Pinterest.

- ***Pin high quality content only***

Pinterest favors accounts that provide useful information that gets high engagement. If the content you repin has a high quality image along with a link to a high quality blog post or website, your account will get more engagement, and you will show up in Pinterest's Smart Feed more often.

- ***Repin content that has a high amount of repins***

If you are pinning content that has already gotten a good amount of engagement, it is likely that people will be more willing to repin. This will help to increase the engagement of the content you pin, thus positioning your account as a helpful one. This favors Pinterest's algorithm.

- ***Pin aesthetic pins***

Pinning and repinning pins with high quality images are more likely to get repinned and garner engagement.

- ***Pin on brand content***

When pinning your own content, make sure it is branded. This means having a branded color scheme, branded fonts, and a branded aesthetic. When repinning, make sure the content has a similar brand to it. For example, if you own a ballet studio, you wouldn't pin motorcycle jackets to your account. The two don't necessarily mix and aren't similar.

- ***Pin to group boards***

Group boards are great for collaboration, getting new content for your own boards, and encouraging others to pin your content. Once you have a business account, make sure to view your analytics in order to see what boards are benefitting you the most. You can do this by navigating like so:

Analytics > Your Pinterest Profile > More > Scroll down to see 'Boards with Top Pin Impressions'

Look at your Impressions vs your Clicks and your Saves. This will give you a crystal clear look at how your pins are performing in group boards. If they're not performing well, leave them. If you feel like the board truly has potential, look at your analytics after you've been more active and then make a decision.

- ***Pin vertical pins***

Vertical pins take up more space in Pinterest's Smart Feed and are more likely to be repinned by other users. A good size is 700x1100px, but try to not go over 1200px in height. Your pin will be cut off in the Smart Feed.

Make sure you have...

- ***Rich Pins:*** these help build authority on Pinterest
- ***A Pinterest Business account:*** to view analytics
- ***Access to some type of design software:*** to design aesthetic pins