



TYCHE & GAMI **PINTEREST PLAYBOOK**

Presented by Octagons

June 2020



UNDERSTANDING PINTEREST

About the Platform	3
Audience Insights	4

APPROACH TO CONTENT

Components of a Great Pin	14
Essentials of a Successful Video	16
The Art of Pins	18
Content Checklist	19
Content Calendar Planning	20

ACHIEVING CAMPAIGN GOALS

Boost Brand Awareness	23
Increase Revenue	24
Drive Website Traffic	25

CREATING A COMMUNITY

A Guide to Group Boards	27
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FUTURE OPPORTUNITIES

Optimizing on Trends	29
Creative Strategies To Consider	32

01

02

03

04

05

PLAYBOOK OBJECTIVES

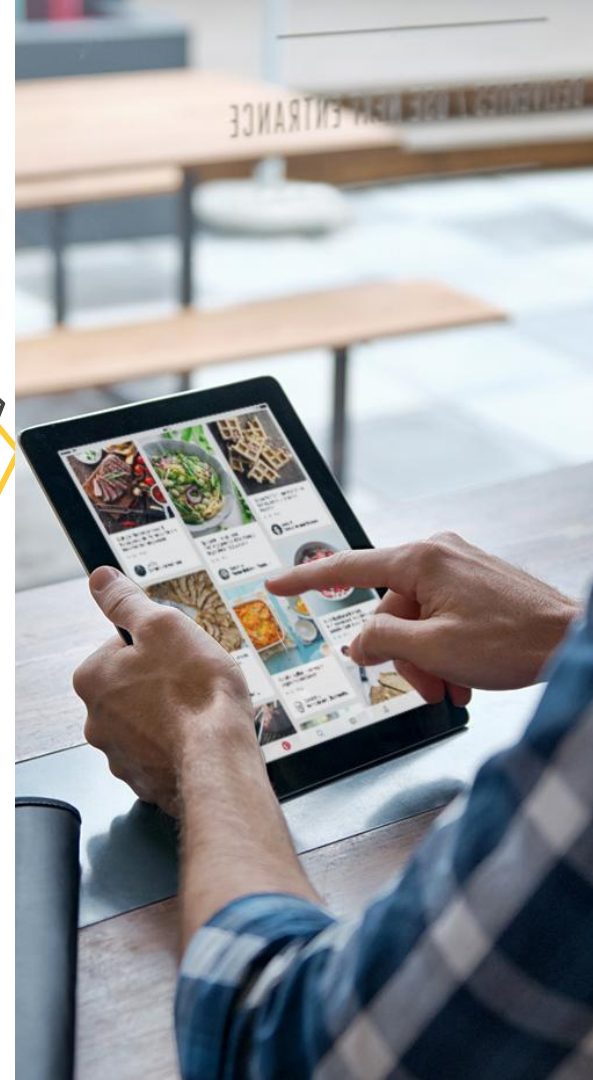
Pinterest is not only one of the largest social media platforms on the internet, but also one of the largest visual search engines for finding inspiration and products.

With upwards of 320 million active users, Pinterest can help significantly boost **BRAND AWARENESS** if a business understands how to optimize the platform. Tyche & Gami's witty, sophisticated, and sustainably made products are exactly what consumers come to Pinterest for.

This Playbook serves as a guide to help increase Tyche & Gami's **EXPOSURE** and unlock the brand's niche audience. The tips and tools discussed further will help you optimize on this platform and catalyze **CONVERSIONS** for current and future brands.

01

UNDERSTANDING PINTEREST



Understanding Pinterest

ABOUT THE PLATFORM

Launched
January 2010

HQ
San Francisco, CA

Employees
2000



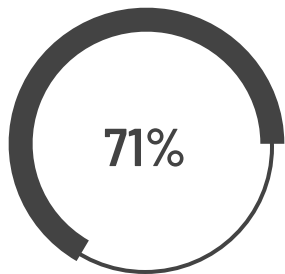
Monthly Active Users
335 million+

Number of US Users
88 million

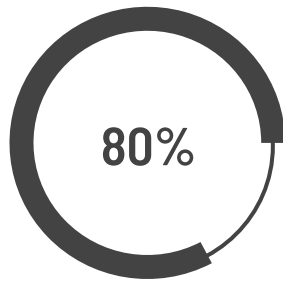
Market Value
\$13.7 billion

Understanding Pinterest

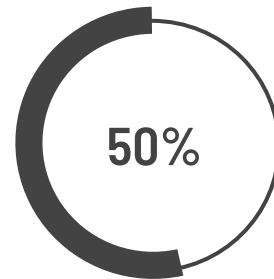
WHO IS ON PINTEREST



Of Users Are Women



Of U.S. Internet-Using Mothers



Of Millennials Use Every Month



Most US adult users are between 30-49



Majority of users earn more than \$75,000 per year

Understanding Pinterest

WHY DO THEY USE IT

60% **Millenials** use to discover new products

89% Of pinners use the platform for **future purchases**

84% Of Pinterest users **decide what to buy**

47% Of **social media users** see Pinterest as a place to discover and shop

64% Pinterest users described platform as a place to **find ideas, products or services** they can trust

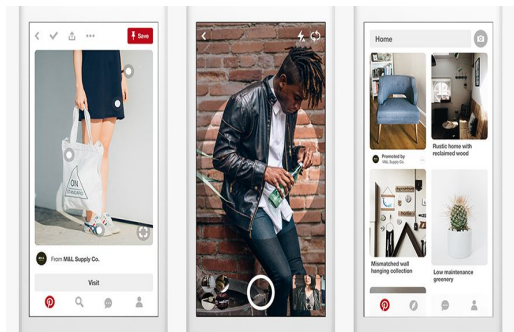
90% Of Pinners escribe Pinterest as a place filled with **positivity**

Understanding Pinterest

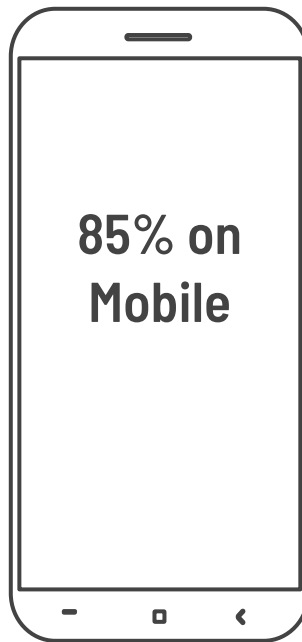
HOW ARE THEY USING IT

600,000,000

Visual Searches Monthly



85% on Mobile



Related Pins

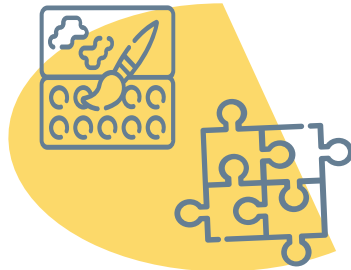
Account for 40% of
Engagement on Pinterest

6x

As Many Video views in
2019 as there were in
2018

Understanding Pinterest

WHAT DO PINNERS LOVE



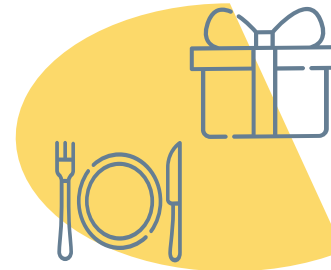
#1

Art Supplies &
Hobbies



#2

Home & Garden



#3

Flowers, Food &
Drinks, Gifts



#4

Health & Beauty

Understanding Pinterest

TARGET AUDIENCE PROFILES

Sammy Patterson, 26

Millennial who values sustainability and loves giving thoughtful gifts to her friends. She keeps up with the latest trends and enjoys sharing interesting content.

Jenna Doe, 35

Working mother of two kids that is often the gift-finder in the household. She values easy to receive, quick to write, and aesthetic cards.



Understanding Pinterest

PINTEREST ADS

Life Moments

Promoted pins that align with life moments and holidays see a 22% lift in sales. Think Valentine's Day, Graduation, Mother's Day, and Weddings.

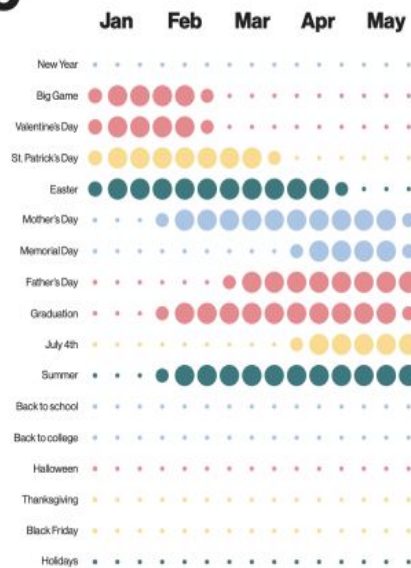
Largest Ad Audiences

The 25-34 Years Old Women age group nearly doubles the second-largest ad audience on the platform (35-44 Years Old Women).

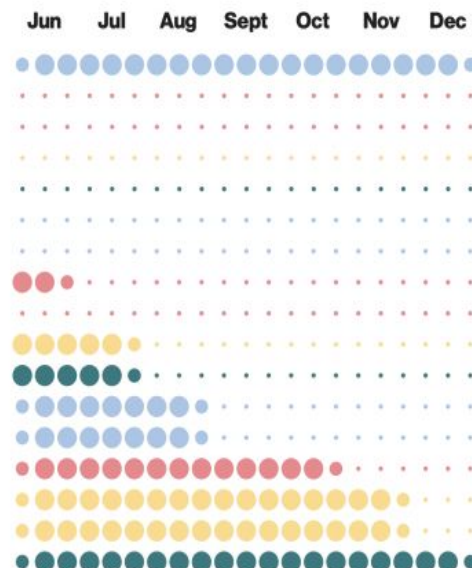
Purchases After Ad-Viewing

50% of pinners who view promotions actually purchase the products showcased.

2019



People are always saving seasonal ideas on Pinterest, but we see engagement spike at specific points throughout the year, as reflected by the bubbles below. Use this chart to plan for peak advertising opportunities.



Understanding Pinterest

PINTEREST AD OBJECTIVES

What's your campaign objective?

Build awareness ?	Drive consideration ?	Get conversions ?
Brand awareness	✓ Traffic	Conversions
Video views	App install	Catalog sales

Using this tool can ensure that you are targeting people with interests, search behavior, and demographics that match your business matters.

Six different campaign objectives to choose from: **brand awareness**, **video views**, **traffic**, **app install**, **conversions**, and **catalog sales**.

Understanding Pinterest

PINTEREST AD TARGETING METHODS

Audience Targeting

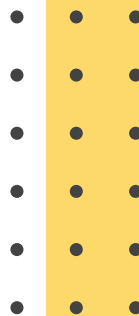
Audience targeting is where you can create an audience based on your website visitors, email list or existing Pinterest audiences.

Interest Targeting

The next Pinterest ad targeting option is based on your audience's interests. What do they like? What types of pins are they saving?

Keyword Targeting

The third main category is keyword targeting, which focuses on specific words or phrases that your target audience is searching on the platform.



Understanding Pinterest

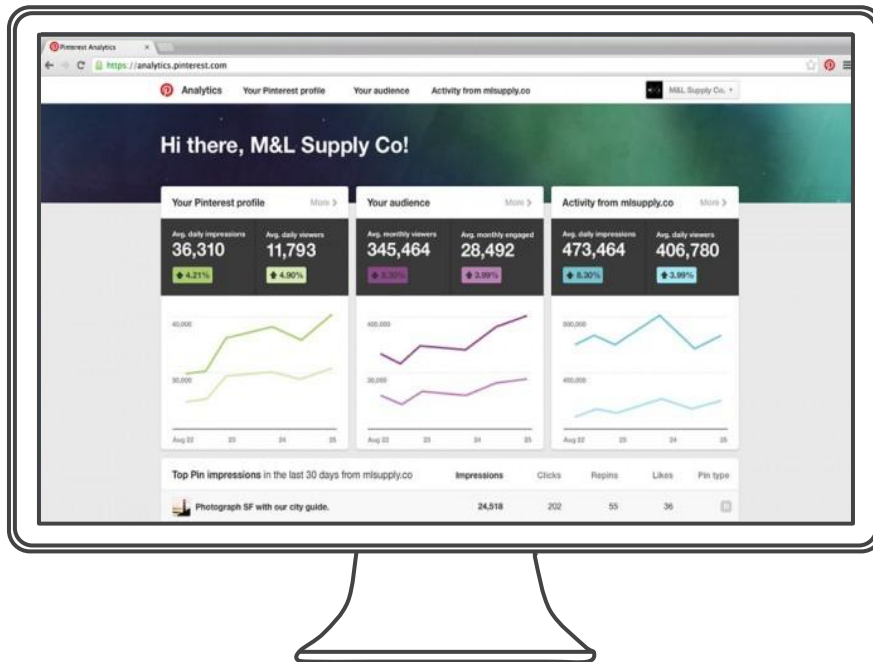
PINTEREST ANALYTICS FEATURES

Overall Presence

See organic, paid and earned engagement for all of your Pins.

Account Insights

Find out how people on Pinterest interact with content they save from your claimed accounts.



Your Best Pins

View your most popular Pins and ads to build your content and media strategy with confidence.

Audience Insights

Learn which topics your audience is interested in, based on their behavior on Pinterest.



02

APPROACH TO CONTENT

Pick an Eye Catching Image

High quality, vertical images stand out. Recommended ratio is 2:3 and the best performing pins are images of 1000x1500px.

Make Your Brand the Focal Point

Avoid using lifestyle images that don't showcase your brand. Your product or service should be the focus.

Give Context

Help people understand how and why they should use your product. Give them context through images and descriptions to bring your topic to life.

Include Your Logo

Avoid including logo at the lower right corner as it may get covered by product icons. Keep it minimal, but enough to be seen on a gridview on your mobile phone.

Add Text Overlay to Tell a Better Story

Text overlay goes on your Pin image. It adds context to the image, Keep text concise for readability on phones.

Approach to Content

COMPONENTS OF A GREAT PIN

The best pins are **visually compelling**, tell a **great story**, and make people **want to learn**.

Image



Text Overlay



Save

ideas.hallmark.com

Link To Website

How to Celebrate Birthdays, Holidays and Special Occasions When You Can't Be Together

Context

Ideas to make birthdays, graduations, Mother's Day and other celebrations memorable during these tough times when we cannot be together.



Hallmark
77.3k followers

Follow

Photos Comments

Tried this Pin?
Add a photo to show how it went

Add photo



Hallmark saved to **Care Enough**
How do you make a special occasion feel really special when the days tend to run together? We've been so inspired by all of the inventive, caring gestures we've seen in the world lately, so we're... **More**

Logo



Approach to Content

ESSENTIALS OF A SUCCESSFUL VIDEO

Videos take pins to the next level as they use **action-packed storytelling!**

Tell a Good Story

A good story captures a person's attention and keeps them engaged. Using video assets rather than compiling photos together enhances the story. According to Pinterest people watch Promoted Videos 32% longer when there was a storyline that built over time.

Hook People In

The first few seconds of the video should be the most engaging.

Show Your Products In Action

People are more interested when how a product is used is shown.

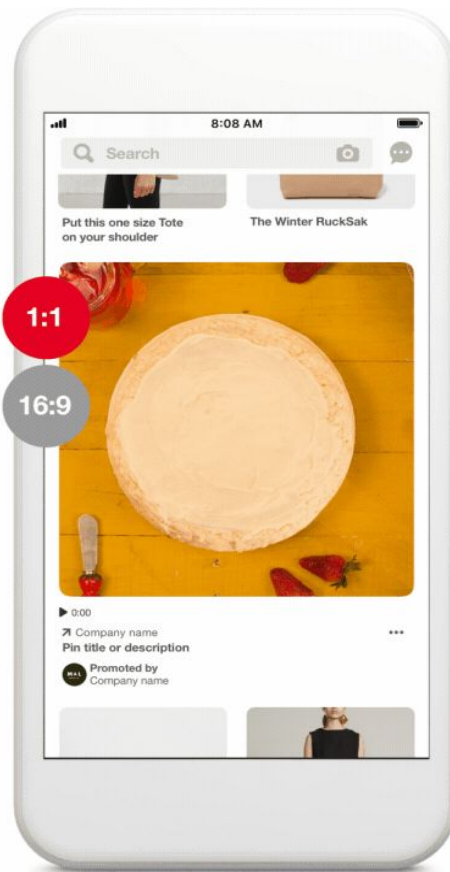
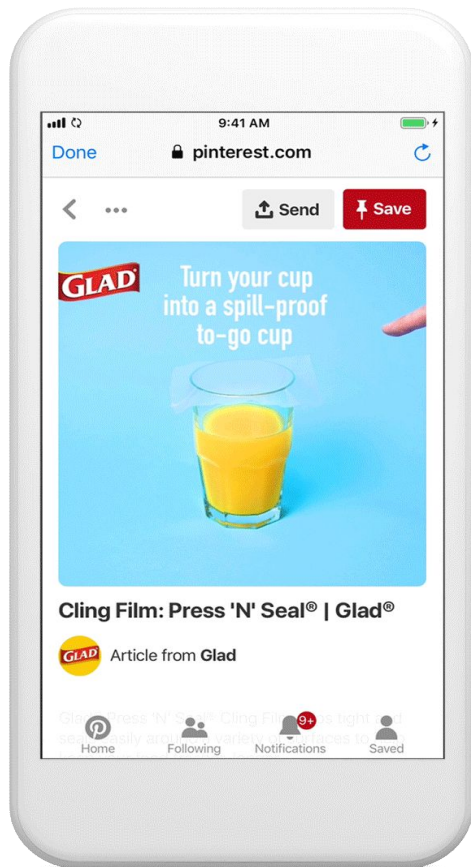
Show, Don't Tell

Audio is not required as videos autoplay with sound off. Use captions or text overlay to tell the story.

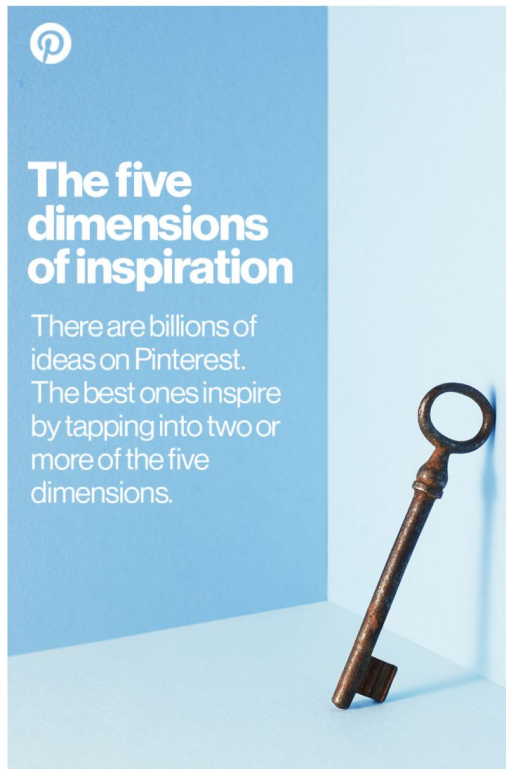
Keep It Short and Simple

Videos are recommended to be under twenty seconds.

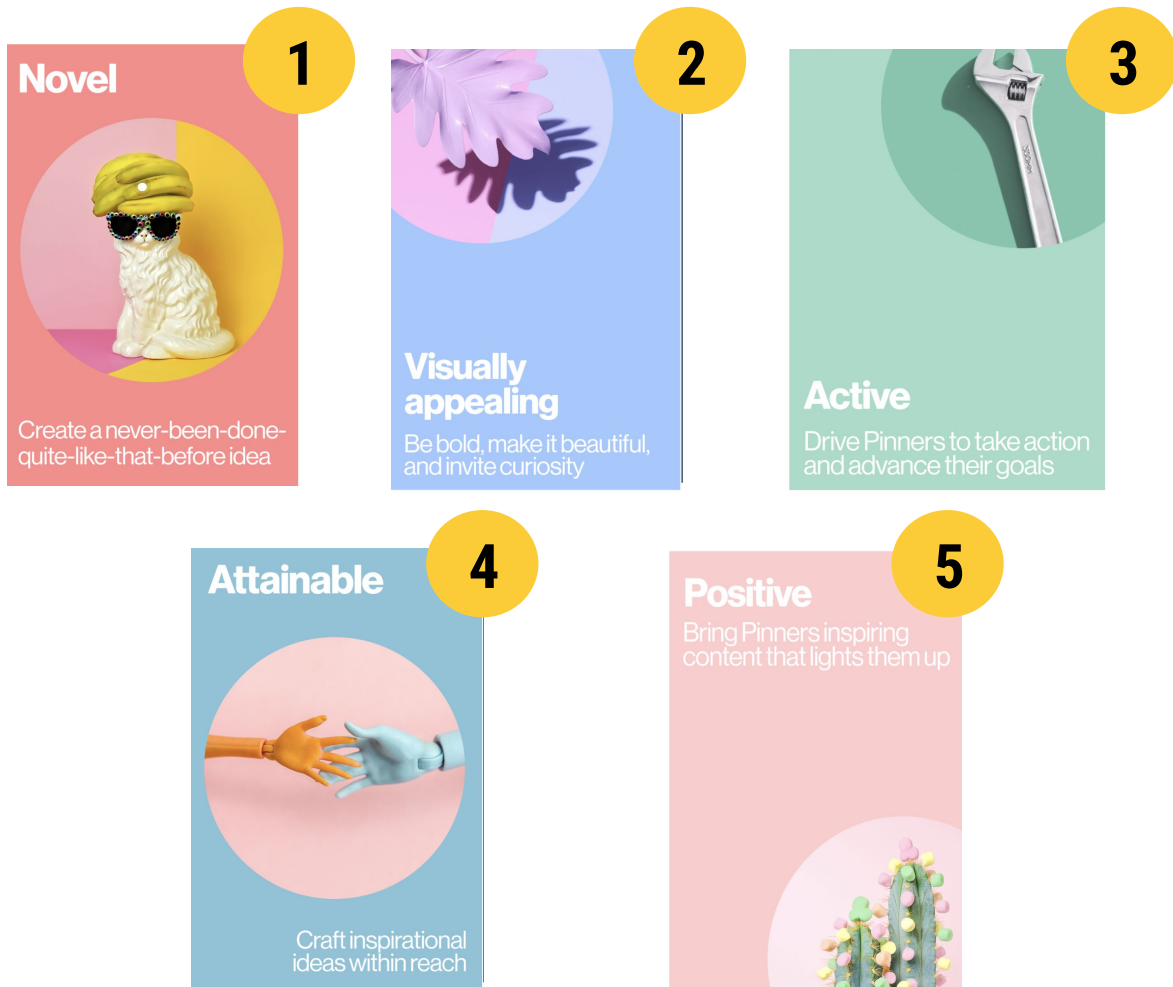
EXAMPLES OF VIDEOS



THE ART OF PINS



Source: Pinterest



Title

- ☐ Begins with keyword
- ☐ Keyword phrase
- ☐ 50-60 characters
- ☐ What, how, & why
- ☐ Relevant
- ☐ Includes brand name

Description

- ☐ Repeats target keyword phrase
- ☐ Short tail keyword phrases
- ☐ Long tail keyword phrases
- ☐ What, how, & why
- ☐ Relevant
- ☐ Includes brand name

URL

- ☐ Keywords with hyphens
- ☐ 3-5 words

Images

- ☐ Keywords with hyphens
- ☐ Size around 1500-2500px

Videos

- ☐ 10-20 seconds
- ☐ What, how, & why

Approach to Content

CONTENT CHECKLIST

A description can fit up to **500 characters**, so include as much details as you can. However, since only the **first 50-60 characters** show up in people's feeds, prioritize the information people need to decide your Pin's relevancy to them.

CONTENT CALENDAR PLANNING

1 Create Monthly Goals

Start small, be specific, and set a realistic time frame to achieve each goal.

2 Determine What You Will Share

Plan content around the goals and campaigns you want to achieve. Avoid bulk posting.

3 Create the Calendar Template

Use Excel, Google Docs spreadsheets, or download a fill-in calendar template.

4 Add Content to the Calendar

Add posts from your content library and color code each type of content.

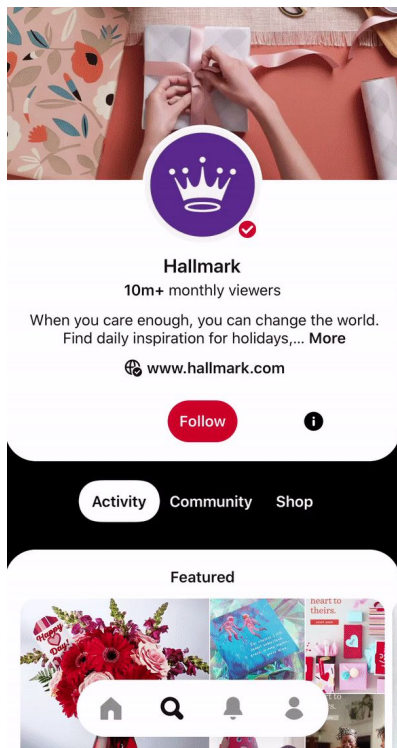
5 Gather and Create

Research trends, organize content in a secret board, write Pin title and description, and share according to plan.

6 Track Your Posts and Promotions

Note the upload dates of each Pin and impressions. Consider using Tailwind.

MANAGING PINTEREST BOARDS



Organize Boards By Occasions

Some users only follow boards, so aim to have a minimum of 5 boards and 20 Pins in each board to keep your audience updated on new products. Categorize boards by seasonal events and special occasions.

Choose Your Words Wisely

Use clear and descriptive language in board titles and descriptions. Think about what your audience searches for on Pinterest and incorporate relevant keywords.

Showcase Your Best Boards

If you have a business account, you can feature specific boards at the top of your profile, so people see those Pins first.

Add Board Sections

Organize boards by creating sections to help people navigate your content. For example, your Father's Day board could have sections for Dad Jokes and lifestyle cards.

Put Relevant Boards First

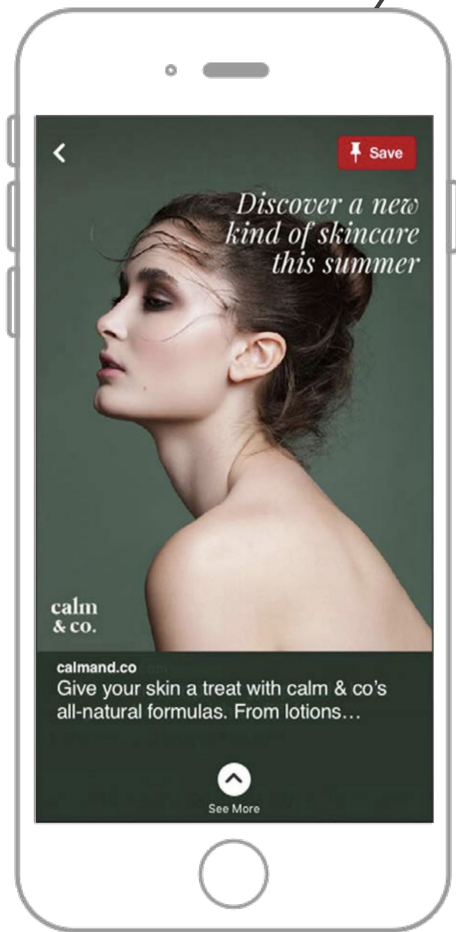
Organize boards based on occasions. For example, in January and February, have your Valentine's board in the top row of boards. This way, consumers to see relevant content first.

03

ACHIEVING CAMPAIGN GOALS

Abstract geometric lines in yellow and black are scattered across the page, primarily concentrated in the top right and bottom left corners, creating a modern, minimalist design.

BOOST BRAND AWARENESS



Align Content to Seasonal or Special Events

To create relevance and reliability, show how your product fits into seasonal events or a consumer's big life moments.

Draw Attention to Unique Features

Make sure to highlight any elements of novelty or newness in your text overlay to get people excited about your product. Text overlay can also be used for clarity when the content doesn't provide enough context on its own.

Add Tasteful Branding and Give Context

Tasteful branding conveys credibility and helps people understand what your brand is about. Incorporate your brand name into the description, along with relevant keywords and details. If including logo in your Pin, make it visible.

Add the Save button so your customers can save things they like to Pinterest easily.

Build a widget to display Pins, boards or your profile on your site.

Use the Pinterest Tag on your site to get conversion insights and build audiences you can target in the future.



Achieving Campaign Goals

INCREASE REVENUE

Plan Ahead and Time it Right

When it comes to seasonal events, start sharing content 30-45 days in advance. Reorganize homepage to place relevant Pins first. Optimal posting windows are Saturdays and Sundays, from 8-11 PM and 2-4 PM.

Create Consistency

Pins should lead to landing pages (your site, blog, etc.) with similar imagery to create a natural and seamless progression.

Use Rich Pins to Influence Buying Decisions

People love Pins packed with information. Rich Pins allows you to provide more detail by putting important information such as pricing and product availability right into the Pin.

Have Actionable Text Overlay

Text overlay allows consumers to decide whether to click on your Pins. Keep the text clear with 2 font styles max and a strong call-to-action.

Include Relevant Keywords

Work keyword phrases into your description to boost your search rankings. Use Ubersuggest or Pinterest Topics to find generate ideas.

DRIVE WEBSITE TRAFFIC

Use Compelling Lifestyle Photos and Focus on the Product

Help the consumer visualize how your brand can fit into their lives. Feature your product in real-life settings and showcase how it can be used to drive more clicks to your site. Keep your Pin focused on the object(s) you are promoting to avoid cluttering consumer decision-making.

Display Multiple Products in a Single Pin

Pins with multiple products drive traffic because they speak to different tastes and generate curiosity as consumers explore the options your brand offers. Limit each Pin to 4 products and use tools such as [Canva](#) and [SCRL](#) to curate seamless multi-photo posts.

Include a Detailed Description

Make sure to include a description that invites the consumer to learn more about your brand. Descriptions should highlight the most compelling parts of your Pin, while hinting that there is more to discover on your website.



04

CREATING A COMMUNITY

A GUIDE TO GROUP BOARDS

What

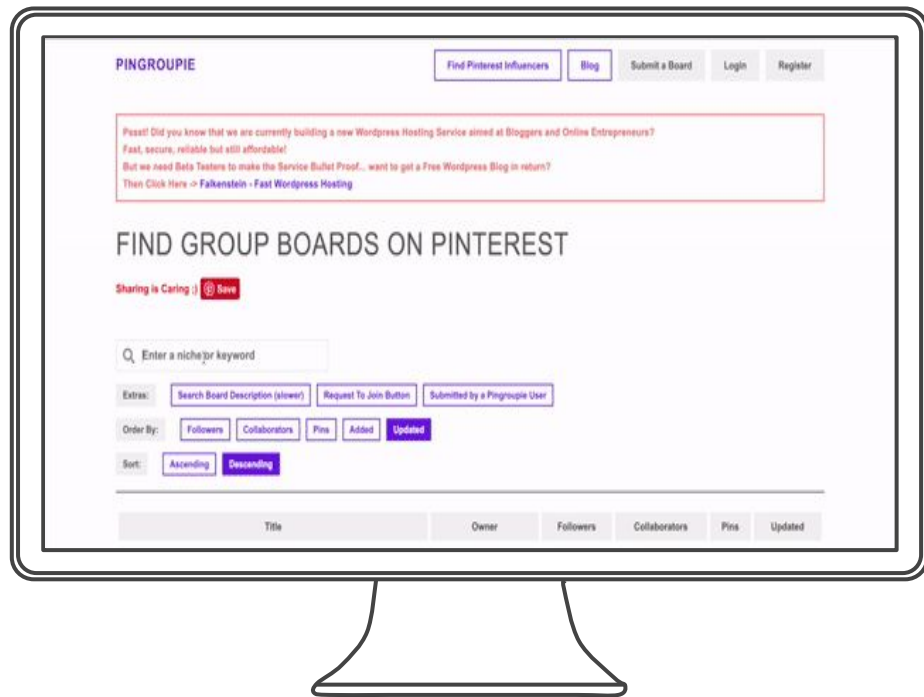
A group board is like a regular board, except the owner can invite others to pin on the board for inspos, planning, and partnerships.

Why

Join popular community boards to gain more exposure and grow your consumer base as members take interest in your Pins.

How

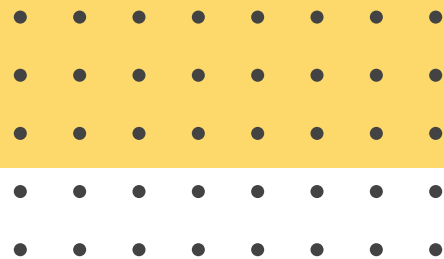
Use Pingroupie to find groups to join - keep it minimal. Aim for ones with moderate followers count and high rates of activity. Once you've joined, actively engage by reacting to others' content and only pin quality content. Quality over quantity is the key.





05

FUTURE OPPORTUNITIES



OPTIMIZING ON TRENDS

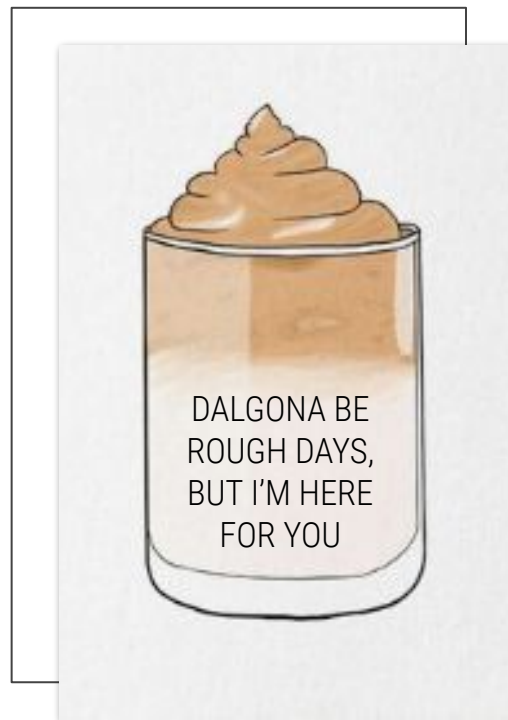
Why

Trends are a great way to temporarily create buzz around your product if your product is relevant.

How

Discover and optimize on current trend such as Dalgona Coffee by researching trend hashtags on [Pinterest trend page](#), IG, Twitter, and TikTok.

Ex: Create fun, cute, pun cards around Dalgona Coffee aligning with the brand's voice + style



CREATIVE STRATEGIES

Leveling Up Current Cards

Embossed letters, interactive cards (ex: check boxes, envelope pouches, questionnaire, pop-up)



Introducing New Cards

Provide materials and tutorials for DIY cards and jar kits for crafty audiences (ex: jar of puns for different occasions)



Diversifying Content

Give tips and advice for each occasion (ex: what to write in Christmas card, Jokes for Dads, how to find the right card, etc)





Additional Resources



From Pinterest

[Pinterest Business](#)

[Pinterest Trends By Year](#)

[Pinspiration](#)

For Content Creation

[Canva](#)

[RelayThat](#)

[SCRL](#)

For Posting

[Tailwind](#)

[Ubersuggest](#)

For Finding Community

[Pingroupie](#)