

MASTERING MARKETING ON PINTEREST



INTRODUCTION

Before you start with marketing, you want to read the section within this course titled “The Growth Blueprint”. This will help you understand Pinterest and help set up your account.

In this section, I will go over the steps that are needed to use Pinterest for marketing. I will cover email list marketing tips, affiliate marketing tips, as well as e-commerce marketing tips.

CREATING A LEAD MAGNET

Feel free to skip this section if you are not using Pinterest for email list marketing.

Email List Marketing Tip:

Everyone loves free content and a lead magnet is something you give away for free, in return for an email address.

Before you start marketing your lead magnet on Pinterest, you need to come up with a solid idea. If you are struggling to think about what your lead magnet could be, here are a few rules that I follow:

- Solve a problem

You want your lead magnet to be useful to your audience and the best way to make that possible is by finding a problem and offering a solution.

- Brief and valuable

Your lead magnet doesn't have to be a full 40-page eBook. You want to be a taster of what you might offer in the future.

For example, you might give away a free eBook about optimising your Twitter profile. Then further down the line, sell an in-depth Twitter growth course.

You don't need to solve every problem. Pick one and show that you can provide a fast solution.

- Consistent

Your lead magnet should be consistent with your niche, message, and brand. It has to be relevant to what your emails are about.

PROMOTING

1. Create high-quality pin graphics

The nicer your graphics look, the more likely they are to be saved.

More saves = more clicks.

I use Adobe Spark, but Canva is another alternative.

For stock websites:

- Unsplash
- Pexels
- Pixabay

For mockups / vectors (if needed):

- Placelt
- Freepik

Now, you don't have to be the world's best graphic designer. You just have to make your pins look How nice, but this definitely comes with practice.

There are a few things you need to follow when designing pins:

- 2-3 colours max
- 1-3 fonts max
- Long, vertical sizing
- Clear, easy to read font
- High-quality image(s)
- Branding, logo, watermark
- Call to action (optional)

PROMOTING

2. Title & descriptions

As spoken about in The Blueprint section of this guide, your pin title is what “hooks” the viewer in and will encourage them to click, save, comment on your pin.

You want your title to be exciting and intriguing, but also be search engine optimised. A strong title will rank high on Pinterest, which is what you want.

A strong pin title is:

- Exciting
- Contains keywords
- Makes sense
- Not misleading

I see so many people struggling to write an effective pin description. It can definitely be difficult as a beginner, but overtime you will begin to write stronger, more effective pin descriptions.

Follow these points when writing a pin description:

- A question
- Title / keywords
- Call to action (optional)

10 Healthy Vegetarian Freezer Meals

There is no need to buy unhealthy freezer junk food, why not make a meal of your own? Enjoy these 10 Healthy Vegetarian Freezer Meals. Less

PROMOTING

2. Title & descriptions

Affiliate Marketing Tip:

Whenever you promote any kind of affiliate link, you want to disclose that you are acting as an affiliate. Failure to do this can result in legal action as it is against the law and even a ban on Pinterest.

To save you any heartache, simply, add “affiliate” to your pin descriptions.

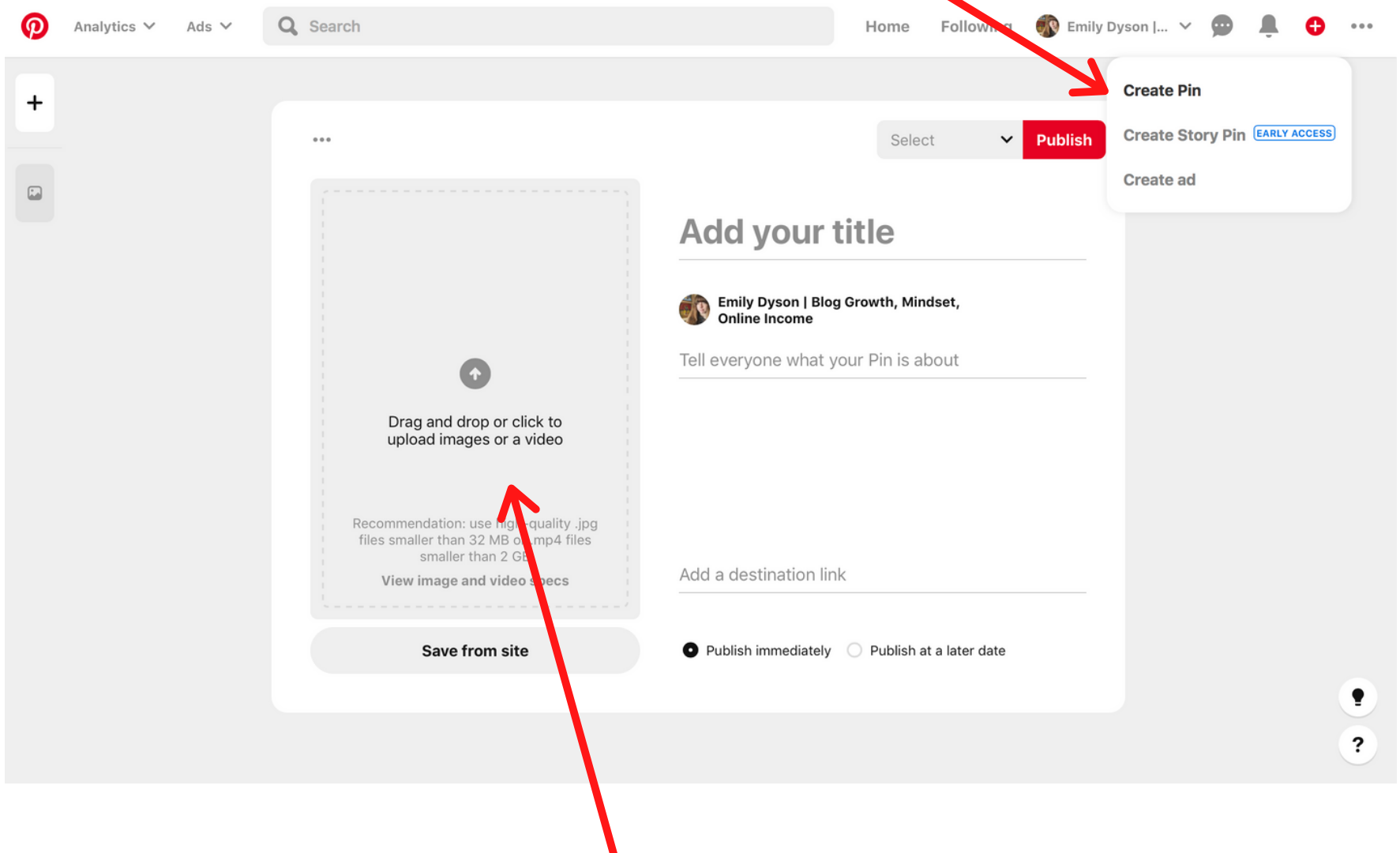
PROMOTING

3. Adding your link

You have your pin graphics, you have your title, and you have your description. Now its times to post to Pinterest!

Posting is pretty straight forward.

- Clicking the red plus sign in the top right corner of the screen will open a drop-down menu.
- By selecting “create pin” you will be greeted with the screen below.



- Add in your pin by dragging it onto the grey rectangle.
- Add your title, description, and link.
- Select the relevant board that you want to save the pin to.
- Select whether you want to publish your pin right now, or whether you want to schedule it for later.

PROMOTING

4. Posting Daily

Consistency is key.

You want to post 10-30 of your OWN pin graphics a day. Re-pin 1-5 posts from OTHER users a day.

This ratio is enough to gain traffic, but isn't too much to risk being marked as spam.

Now... you wait!

The more affiliate pins you have, the more likely you are to make some sales.

Remember, this won't happen overnight. Pinterest requires daily attention before you start to see results.

However, I have no doubts that you will have some success.

ADDING "PIN IT" BUTTONS

Feel free to skip this section if you are not using Pinterest for e-commerce marketing.

Email List Marketing Tip:

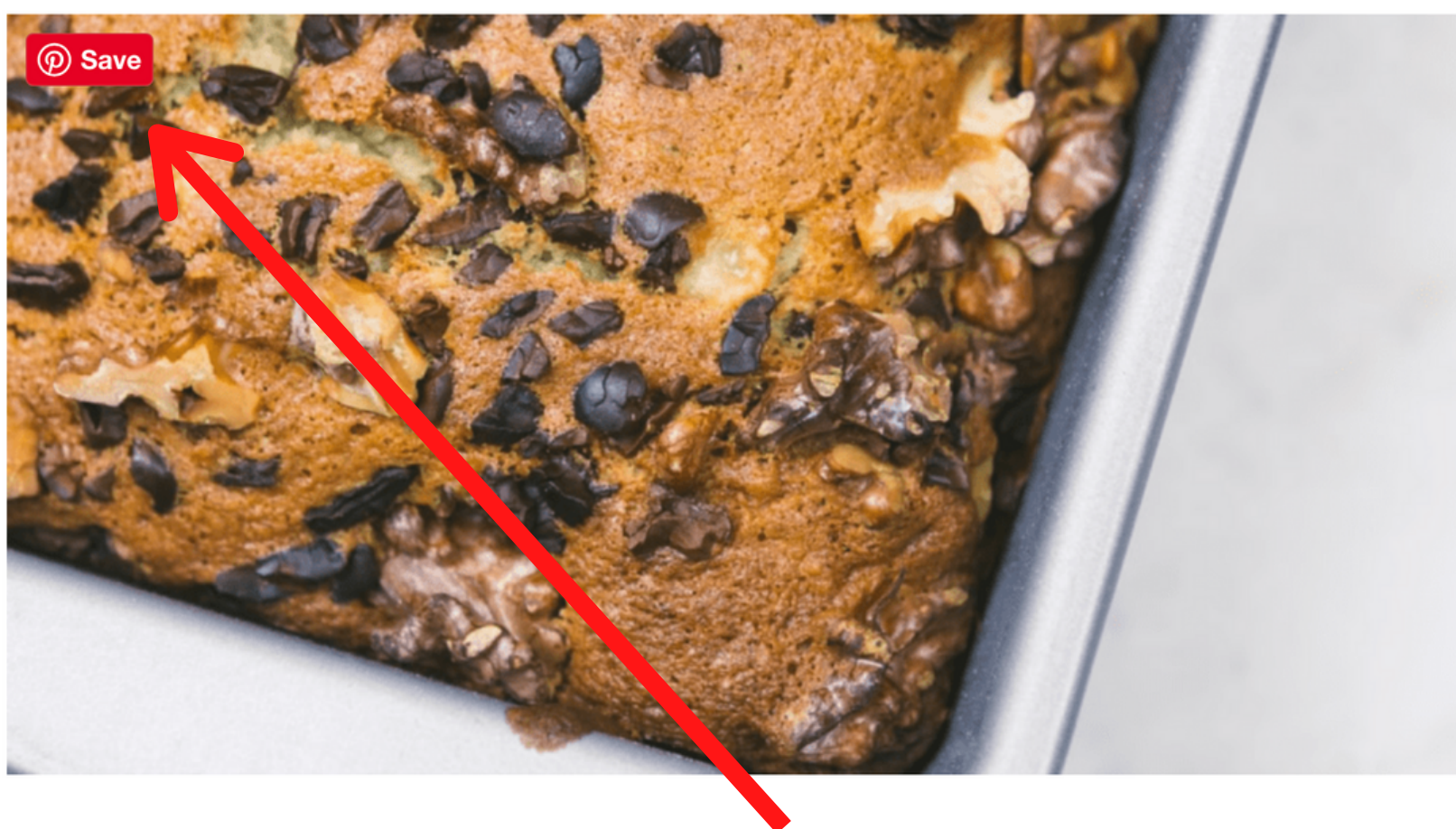
"Pin it" buttons are plugins that you can use on your website, store, or blog images. They add a small button to your images that says "pin it".

Once clicked, they allow the viewer to save and pin your product images from your store straight to Pinterest. These images then link straight back to your store. It's effectively free traffic for you without lifting a finger.

RECIPES / VEGAN RECIPES

10 Vegan Banana Bread Recipes

by Emily on April 16, 2020



Here is an example of what "pin it" buttons look like on your images.

PINTEREST SHOPIFY APP

Feel free to skip this section if you are not using Pinterest for e-commerce marketing.

Email List Marketing Tip:

So many people use Pinterest to find inspiration, discover new products, and buy. Pinterest has added a cool feature that will benefit those using Shopify. It gives the ability for Shopify merchants to upload catalogues to Pinterest and turn their products into shoppable pins, easily and quickly.

Once installed, users will be able to purchase your products directly from your website, on Pinterest. You will also get access to a “shop” tab on your Pinterest profile that contains all of your products from your Shopify store.

If you want to download this app on your Shopify store, click here.