

Alexis The Greek's
PINTEREST MASTERCLASS

—How to Use Pinterest for Your Business in 2020—

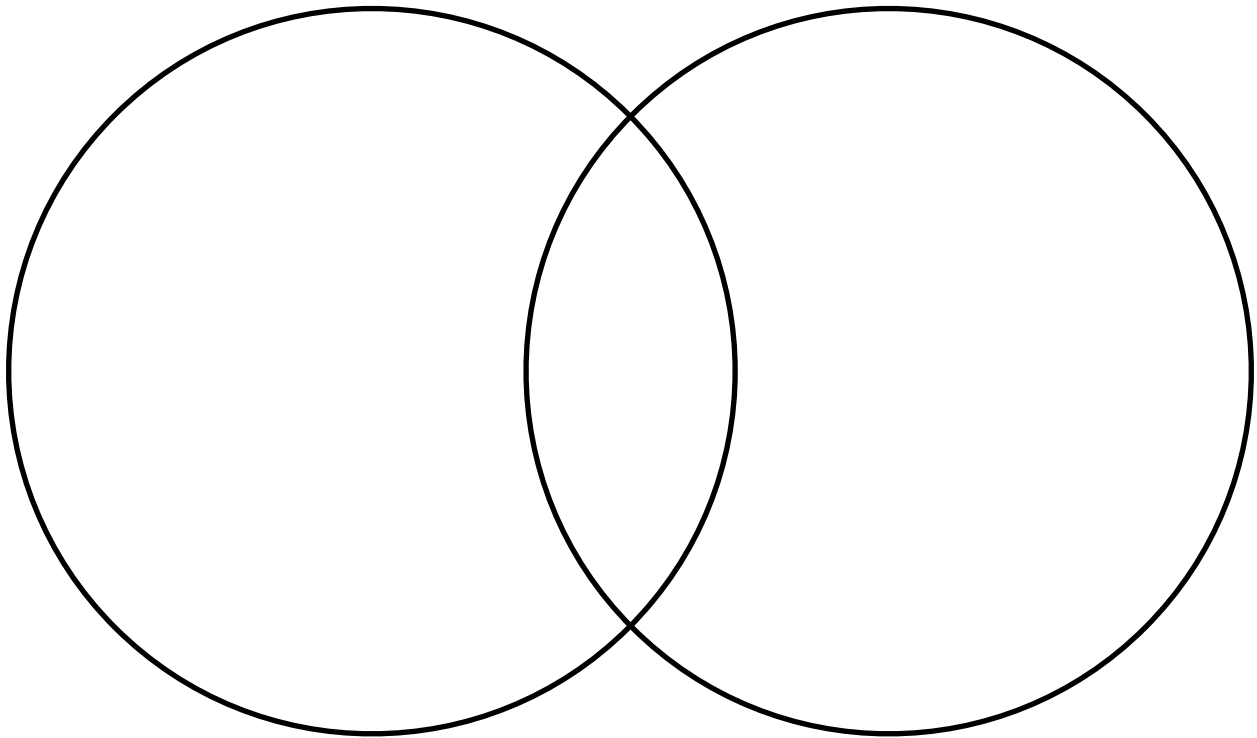
PART ONE

Understanding Social Platforms

Every successful social media platform _____.

Pinterest does this by allowing people who are visual to save _____ as
_____.

Pinterest is as much a _____ as a _____.



PART TWO

Finding Keywords Your Audience Is Searching

Broad search terms versus long-tail keywords:

Suggested Search Terms are ranked by frequency of use from _____ to _____ under the search bar.

Five places you can show up in search:

1. _____
2. _____
3. _____
4. _____
5. _____

Why hashtags aren't as important as keywords on Pinterest (why they're more useful on a platform like Twitter):

Local businesses shouldn't only use industry/product-specific keywords in pin titles, pin descriptions, board titles, and board descriptions; they should also use _____ specific keywords.

PART THREE

*Rich Pins (*see Resources & Master Checklist pages of workbook!)*

Rich pins display _____ associated with your images.

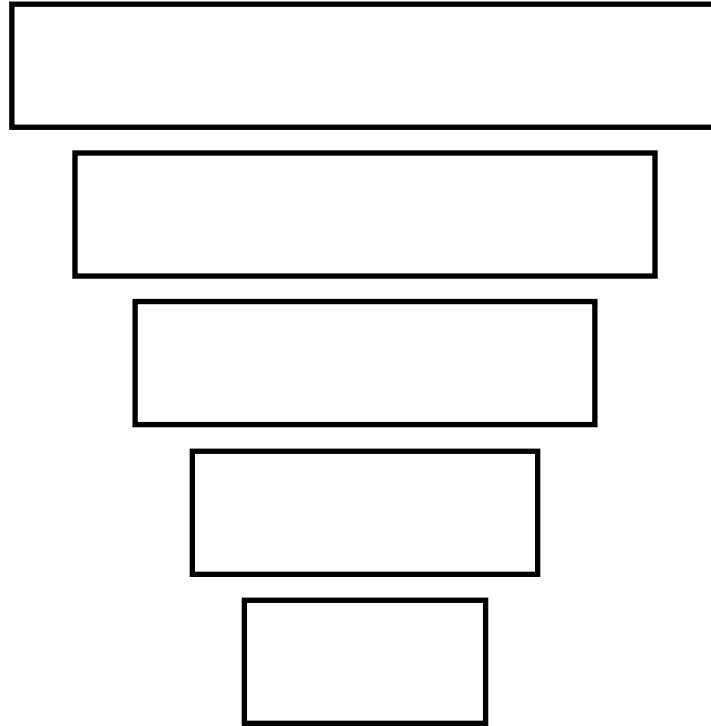
This means when you update some aspect of the content on your website, the rich pin

_____.

The 3 types of Rich pins are _____.

PART FOUR
Creating Pins that Get Repinned

You want your images/pins to get repinned often because...



Pinterest images that are _____ take up more “real estate” in the Pinterest home feed.

Pinterest recommends pinning images/graphics that measure _____ x _____.

You might want to overlay an image with text when...

You might NOT want to overlay an image with text when...

The 3 steps to creating an eye-catching pin that is likely to get repinned are:

1. _____
2. _____
3. _____

Clear: _____

Concise: _____

Easy-to-read: _____

PART FIVE

Goals & Sales Funnels

What are 4 possible goals you could have for using Pinterest in your marketing strategy?

1. _____

2. _____

3. _____

4. _____

What are a primary and secondary goal that might make sense for your business structure?

What one thing do you want to make sure you do with the traffic Pinterest sends to your website?

What are 2-3 ways to accomplish this?

Resources Mentioned in This Masterclass

Set up a Business profile on Pinterest: business.pinterest.com (you can convert an existing personal profile to Business by clicking on the “...” in the top right corner of your screen when you’re logged in, and selecting “Edit Settings”)

Rich Pins Overview: [developers.pinterest.com/docs/rich-pins/overview/?](https://developers.pinterest.com/docs/rich-pins/overview/)

Apply for Rich Pins: help.pinterest.com/en/business/article/rich-pins

Rich Pins Validator: developers.pinterest.com/tools/url-debugger

Optimizing Rich Pins for Squarespace: thirtyeightvisuals.com/blog/pinterest-rich-pins-squarespace

Rich Pins on WordPress: www.simplepinmedia.com/complete-guide-rich-pins-pinterest

“Article” Rich Pins: help.pinterest.com/en/business/article/article-pins

Pinterest’s Guide to Successful Pinning: business.pinterest.com/en/resources-and-guides

Free Design Website for Creating Eye-Catching Pins: canva.com

Free Stock Image Website: unsplash.com

Pinterest/Tailwind Manager: thealexaburns.com

MASTER CHECKLIST

for Getting Started on Pinterest for Business

- Start a Pinterest account, or upgrade an existing personal account to be a Business account
- Claim a website for your Business account. (You will do this in settings, and follow the prompts.) It can take a couple days for a website to verify. When your site is verified, a little globe icon with a checkmark over it will appear on your profile.
- Pick 3-5 broad search terms and run them through the Pinterest search tool. Write down 3-5 more long-tail keywords for each based on Pinterest's suggested search terms that appear below the search bar. Only write down terms that will be helpful in generating content and/or goods YOUR particular market will be interested in.
- Create 12-15 new Pinterest boards, and name them after your broad search terms and your best long-tail keywords. For example, "Photography" is one of my boards (a broad search term), and "Photography Poses" is, as well (long-tail keyword).
- Populate each of these new boards with 20-30 of the TOP pins that come up when you run the search you named the board after. (These will be pins created by users other than you, and will tell Pinterest how to classify your content in the algorithm.)
- Download and install the Pinterest Browser Button to install on your browser's toolbar (help.pinterest.com/en/article/save-pins-with-the-pinterest-browser-button). This will allow you to pin any image from a page of your website easily.
- If you are on Squarespace, enable "Pin It" buttons that will appear to web visitors when they hover over images on your site (log in > "Marketing" > "Pinterest Save Buttons" > "Enable"). This may cause a "double up" effect where you see more than one Pinterest button when you hover over an image; but this only shows up for you, not outside visitors to your site. They will only see one.
- Start generating pins of your own—for blog posts if you're a content creator, retail items if you're a seller—and pin them to all the boards you've created where they make natural sense. You can manually edit the descriptions before you've enabled Rich Pins—use long-tail keywords to describe the pins and help them come up in searches.
- Enable Rich Pins for your website (see Resources page of this workbook). Make sure you include plenty of detailed information in your metadata to get the best results.
- Rich Pins won't work until you copy and paste one of your webpages into the Rich Pins Validator when your browser is "incognito mode" and you're not logged into Pinterest in that window. Visit developers.pinterest.com/tools/url-debugger to do this.

- Pin 15-20 pins per day to your keyword-inspired boards, manually or by using Tailwind. In the beginning, 80% of what you pin should come from top pins in Pinterest searches, not from your own website. Over 90 days or so, slow transition this so that 80% of what you pin comes from your website, and 20% comes from other sources.
- Check your website's analytics every week to see what pins are sending traffic to your site. The more popular pins tell you what topics/products your audience is most interested in seeing more of. If a pin isn't working well, you can split-test with a new image/graphic to see if this improves its efficacy.
- When Pinterest starts driving real traffic to your website, make sure you have at least two methods in place to follow up with them—such as email capture, Facebook ads, or push notifications.
- Over time, keep generating new boards as you get to know your audience better, as well as creating new content/goods to offer them!