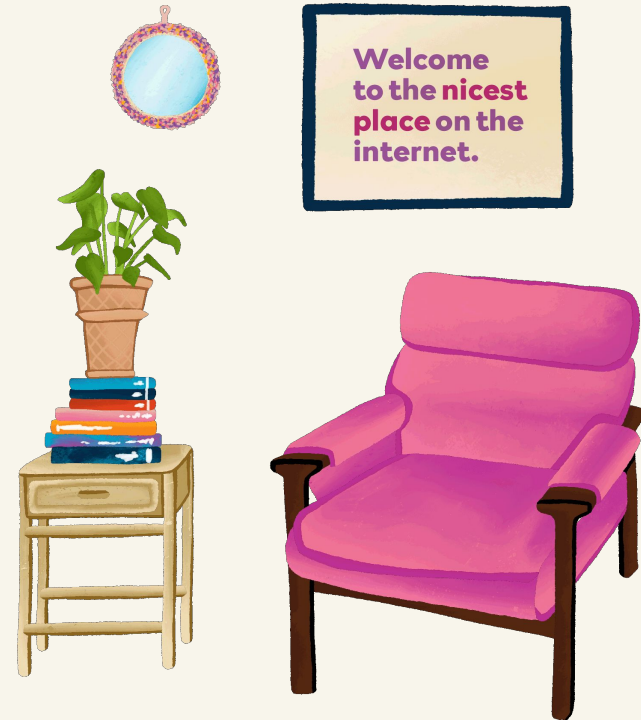


Half Day Pinterest Training

Yarra Ranges Tourism



Wominjeka

We here at TDP respectfully operate on Kulin Nation land, and we would like to take this opportunity to acknowledge that we live, work and play on the lands of the oldest living culture known to the world.

We honour this privilege and responsibility with respect, humility and curiosity.

We acknowledge the wisdom, diversity and innovation of Aboriginal and Torres Strait Islander ways of seeing and being, and their elders past, present and emerging.



What's On The Agenda

Let's kick it off with some
Introductions

Then we'll cover off on
Getting you setup for success

Throughout the session we'll cover
Measuring results

Before going through
Why care about Pinterest?

Then it's time for
Content planning

Lastly we'll talk about
Some tips and tricks to help!

Then let's work together on
Understanding the Fundamentals

And then we'll have time for
Setting some goals (including ads)!



Meet Jordan (JLO)

- Digital Marketing Expert(ish!)
- Social Media Lover
- 7 x university swapper
- Strategy + Design Lover
- Ex-Masterchef Contestant
- Ex-Artist Interviewer
- Once Viral TikToker
- Bad Joke Teller



Ask Questions

Seriously, go nuts.

My Question First

Who are ya? Where ya from?



Illustration



WIX Promoted by Wix.com

...

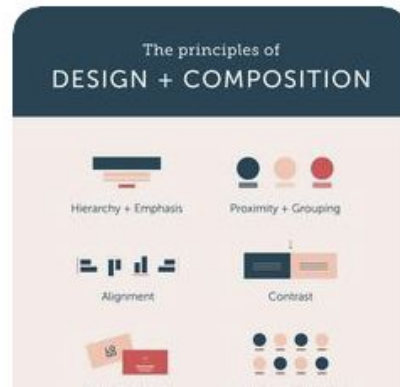


Pinterest

Why should we care?



Design
signers



Pinterest is where people plan their lives.

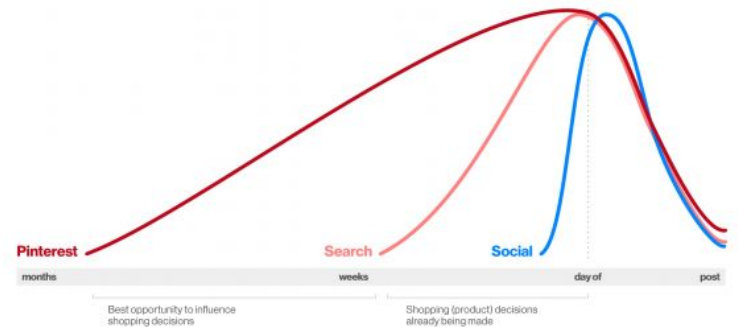
We're talking right at the start.

When users turn to Pinterest, they're in planning mode. Whether that's a wedding, a birthday party –or even just your weekly meal plan, we're right the beginning of our journey.

When it comes to Pinterest you can rest assured your audience is there for some of that **sweet inspo** and they want to bring a bit of that inspo into their own life, which is a great focus point to build your brand presence around.

That means it's great for driving traffic to your site, increasing your sales, driving engagement and boosting your brand awareness!

On Pinterest, consumer attention is won at the very beginning of the shopper's journey



What makes Pinterest Different?

What is the key difference though? You've got Facebook and you're on Instagram as well, so why even bother with Pinterest?

The key thing that Pinterest has over other social media networks is that it's **all about the user**. It's less reliant on friends and feeds.

All boards are open, so users can view any image pinned anywhere on the network. Of course, connections can be made, either by following people you know or those who have created boards on a topic that interests you.

But Pinterest provides an escape from the status saturation. Your audience is in a completely different mindset when they're on Pinterest.



What makes Pinterest Different?

They say pictures speak a thousand words, so finding your brand voice on a Pinterest channel can do wonders for your overall brand.

The best thing about this channel? You can capture a vibe that shines your business offering in a completely different light.

Not to mention your lead generation on Pinterest can often be stronger because your audience is **actively trying to find inspiration** as opposed to channels like Facebook and Instagram where they're more likely to be mindlessly scrolling through their feed.



And Pinterest users LOVE to learn and discover!

Another key difference about Pinterest is the **search feature**.

Pinterest is the visual discovery engine that helps you find and do what you love and as a result, people are more open to trying new things they see on a Pinterest channel.

Users value it as a personal tool rather than a social one. They can both follow people and boards, which makes it easy to find products and items they want to buy.



98%

of Pinners report trying new things they find on Pinterest

90%

say Pinterest gives them ideas for what products to purchase

What about the people? Who are they?

2 in 5 millennials

53% of millennial women

26% of millennial men

42% of Gen Z (ages 18–24)

37% are mums

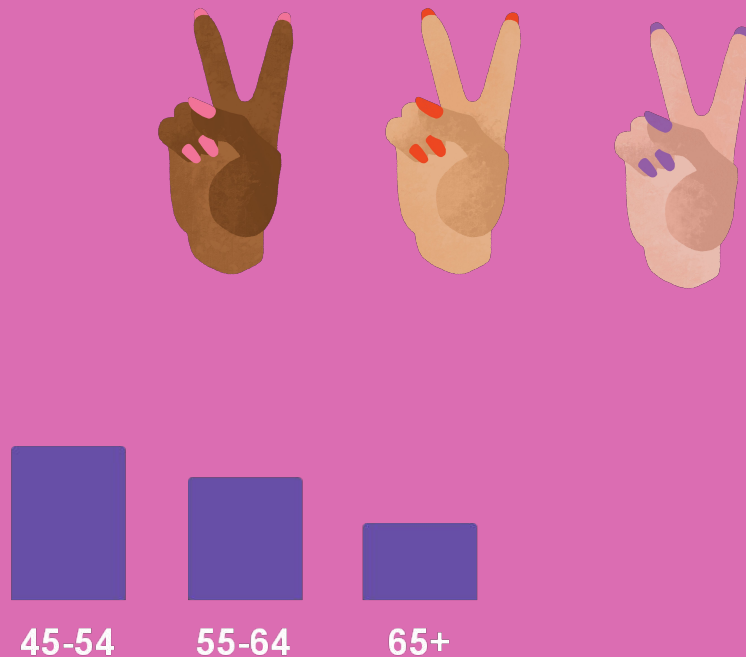
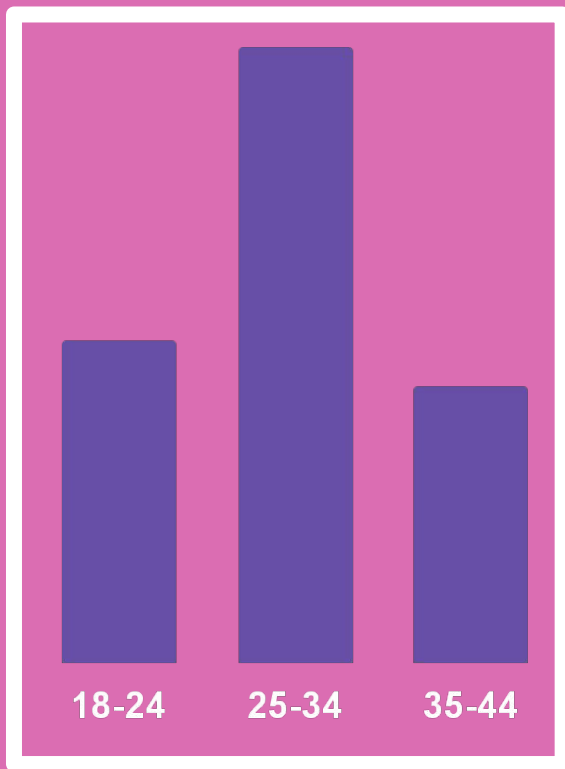
20% are dads



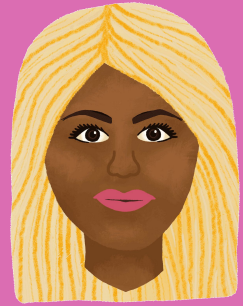
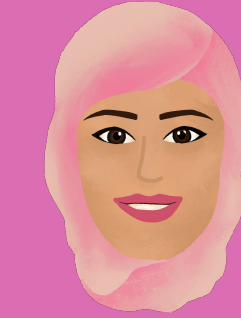
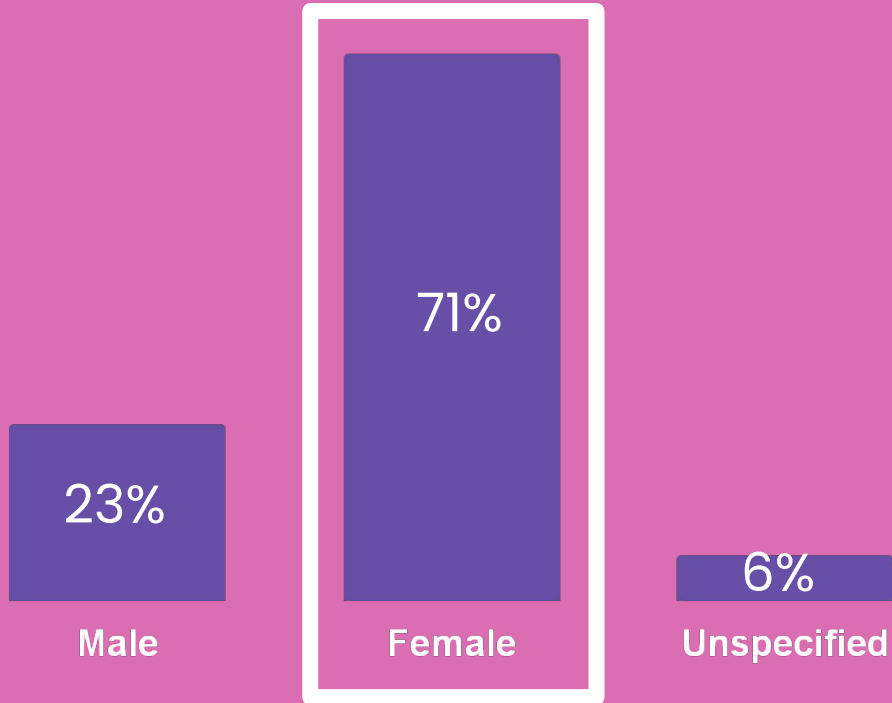
8m

Monthly Active
Users in Australia

We're chatting to your under 45s



Who run the (Pinterest) world? GIRLS



And what are they interested in?

Most Searched Interest Verticals

Art – 12.4m

Home Decor – 9.5m

Entertainment – 8.1m

Women's Fashion – 6.8m

Beauty – 5.9m

Food & Drink – 4m



The Fundamentals

Everything you need to know.

The Basics.

When it comes to Pinterest, there are three things you need to know before starting your journey. These are:

Pins: This is any image or video that you choose to save to Pinterest. The best part? You can link pins to a website, making Pinterest a great source for traffic.

Boards: Users pin A LOT (100 billion pins to date to be precise). Boards are the best way to sort your Pins into collections and organise all your pins as a one stop shop for inspo when users visit your profile.

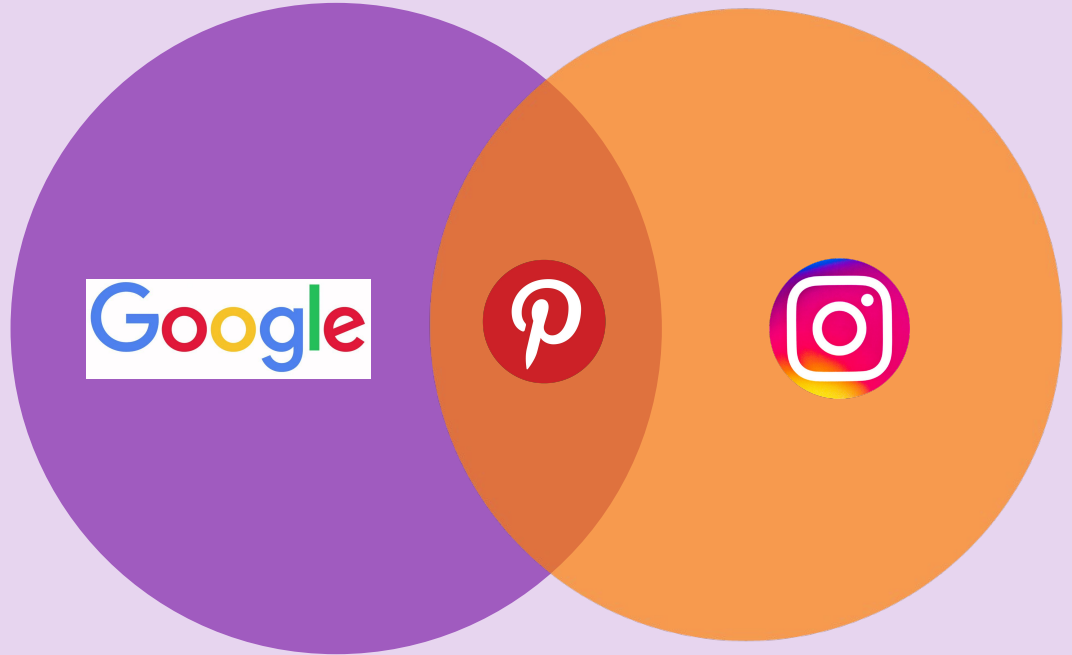
Feeds: Pinterest has a feed the same as any other social network. If you follow a list of Pinners you'll see the most relevant updates from these people as you scroll through your feed.



Let's rewind: What is Pinterest?

Pinterest is like the perfect combination of the endless scrollin' Instagram, and the search functionality of Google Image search (just with the added functionality of curation and saving!)

Let's have a quick look!

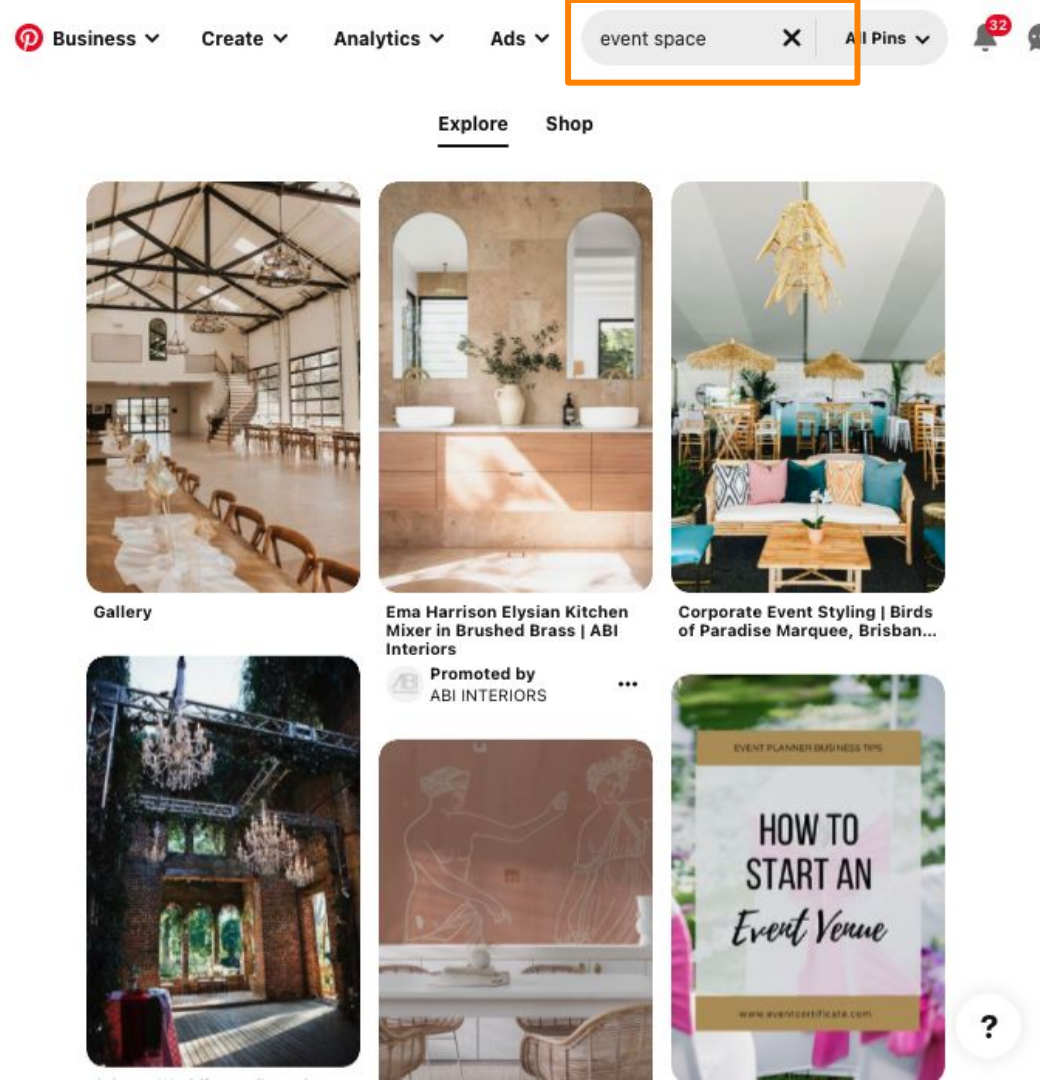


You mentioned search?

97% of top searches on Pinterest are unbranded

Almost all searches on Pinterest are unbranded, which means Pinners are **open to new ideas and products**.

In fact, 73 percent of Pinners say content from brands makes Pinterest more useful.



Your Profile

First impressions count.

What are the basics of a profile?

Your Cover Board

Unlike a cover image on Facebook, Pinterest aggregates all your top pins and places them as a cover board (but you do also have the option to replace it!). The collage graphic will update as you add more Pins. It's a great way to ensure that your profile is always consistent with the content you're publishing!



Modern Day Collective Events & Floral

 [moderndaycollective.com](https://www.moderndaycollective.com) · [@moderndaycollective](https://www.instagram.com/moderndaycollective) · A full service event design company offering full event planning, couture floral designs, letterpress invitations, and rentals. www.moderndaycollective.com

1.3k followers · 254 following

272.7k monthly views

What are the basics of a profile?

Upload a profile photo

it's time to add your logo in – or any image that best represents your brand – as a profile photo.
The recommended specs for this is 165 x 165 pixels.




What are the basics of a profile?

Your Bio

When it comes to delivering on your bio, we recommend two things; consistency and brevity. Try to communicate your business function the same you have on your other social channels in as short a form as possible (it'll need to be under 160 characters!) .



Modern Day Collective Events & Floral

 [moderndaycollective.com](https://www.moderndaycollective.com) · [@moderndaycollective](https://www.instagram.com/moderndaycollective) · A full service event design company offering full event planning, couture floral designs, letterpress invitations, and rentals. www.moderndaycollective.com

1.3k followers · 254 following

272.7k monthly views

What are the basics of a profile?

3 – 5 Boards

Most Pinterest users navigate the platform by scrolling through their home feed, sifting through search results, and checking out Pins related to the ones they like. Compared to other platforms, that means there's less of a chance that users will single out individual brand profiles and review all of their content. The Good news? You don't have to be nearly as concerned with having an empty profile as you would with Facebook or Instagram!

However, we'd still recommend a handful of boards to start!



Bridal Bouquets

1,018 Pins · 2 sections



Reception Decor /Ce...

815 Pins · 2 sections



Outdoor & Tented

84 Pins



Flowers in her hair

63 Pins · 2 sections

What are the basics of a profile?

Brand your board covers

Got a board you want to show off? Make sure it's got the right cover image to entice people to click into it. You can do this by uploading a specific image to be your board cover or by picking one of your existing pins in that board as the cover.



Bridal Bouquets

1,018 Pins · 2 sections



Reception Decor /Ce...

815 Pins · 2 sections



Outdoor & Tented

84 Pins



Flowers in her hair

63 Pins · 2 sections

What are the basics of a profile?

Your Website

You'll want to add your website link to your bio, but if you're planning on running ads – you'll also need to verify your website.

In order to do this, you'll need to verify your website which is easy enough. All you'll need to paste is some code into your website, but there are plugins for WordPress and Shopify that will help the process. If you're struggling we'd recommend touching base with your developer.



Modern Day Collective Events & Floral

 [moderndaycollective.com](https://www.moderndaycollective.com) · [@moderndaycollective](https://www.instagram.com/moderndaycollective) · A full service event design company offering full event planning, couture floral designs, letterpress invitations, and rentals. www.moderndaycollective.com

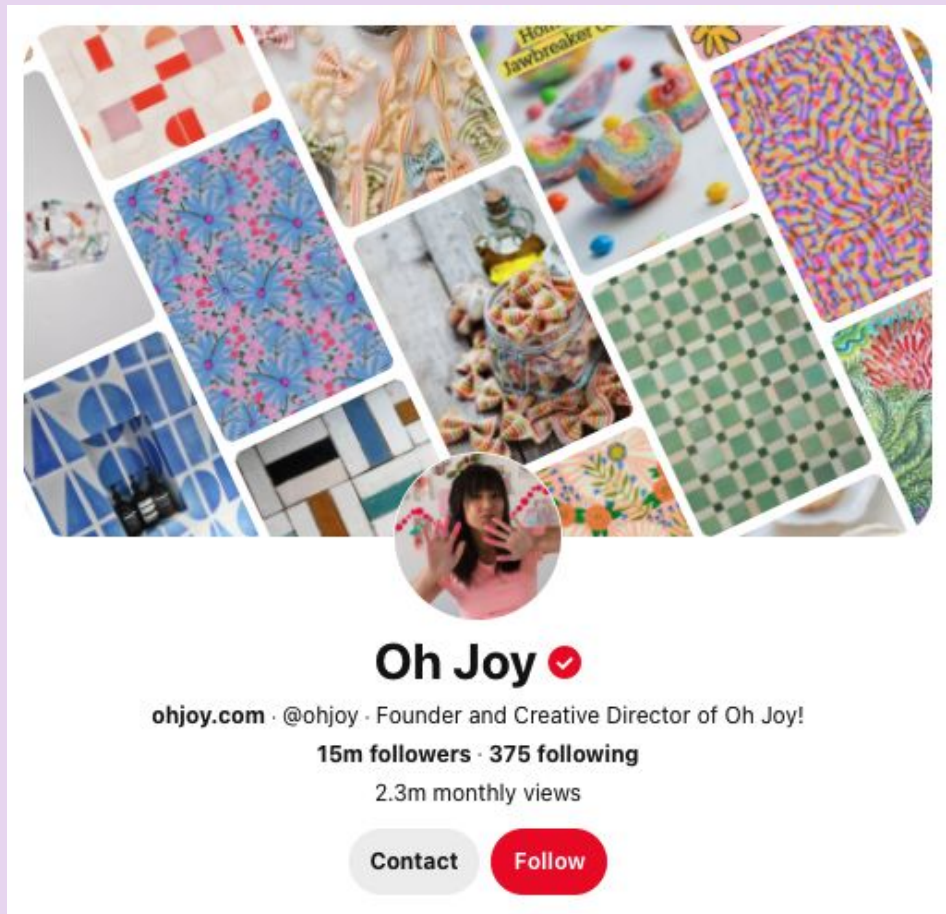
1.3k followers · 254 following

272.7k monthly views

Let's explore a few well-optimised Pinterest accounts!

Oh Joy creates multiple boards with a narrow topical focus (which is a key mark of success on Pinterest).

She also empowers her audience: giving them tutorials, how-to guides, instructional videos and more.



Let's explore a few well-optimised Pinterest accounts!

Laurel Weddings, while focussed on floristry, shares a round up of pretty much everything decorative – which is incredibly helpful to her target audience!



Laurel Weddings

🌐 laurelweddings.com · @laurelweddings · Laurel Weddings specialises in beautiful wedding flowers in fresh and silk flowers. Based in Manchester, UK. Please check out our Etsy shop - [LaurelSilkFlorist](#)

5.1k followers · 221 following

480.6k monthly views

Follow

Let's explore a few well-optimised Pinterest accounts!

Rebecca Carpenter is a photographer, and utilises Pinterest not only as a portfolio of her work, but has also organised her boards to be a resource for those looking for photography ideas.



Rebecca Carpenter Photography

rebeccacarpenterphotography.com · [@rebeccacarpenterphotography](https://www.instagram.com/rebeccacarpenterphotography) · Wedding and Elopement Destination Photographer photographing humans in love worldwide.
[@rebeccacarpenterphotography](https://www.instagram.com/rebeccacarpenterphotography)

713 followers · 134 following

348.8k monthly views

Follow

Let's explore a few well-optimised Pinterest accounts!

The Grounds (Sydney) is a great example that you don't need a high following to reach people.

126 Followers, with 6.6k monthly views of their profile!



THE
GROUNDS

The Grounds

thegrounds.com.au · @thegroundsofalexandria

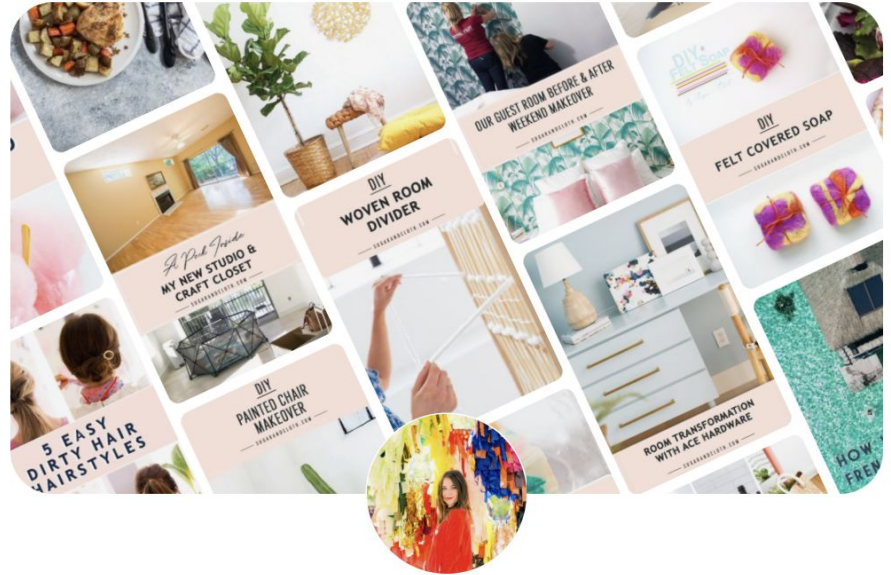
126 followers · 21 following

6.6k monthly views

Follow

Let's explore a few well-optimised Pinterest accounts!

Sugar and Cloth shares DIY activities, recipes, and ideas for her audience in a quick and easy to consume way!



Sugar & Cloth - For DIY Living

🌱 **sugarandcloth.com** · @SugarAndCloth · Ashley is the founder of the lifestyle blog Sugar & Cloth full of DIY's, recipes, home decor, and all of the pretty things in between.

186.1k followers · 441 following

10m+ monthly views

Follow

I hear ya

But how? How they getting views? How are the people finding the content? Jordan, How?????

Pinterest <3s Keywords

Quick crash course: SEO is all about optimising your website to come up on Google. E.g. People search on Google, you want your content to come up.

News alert! Pinterest is EXACTLY the same! You should put keywords:

1. In your profile
2. In your board titles
3. In your pin descriptions (be specific!)

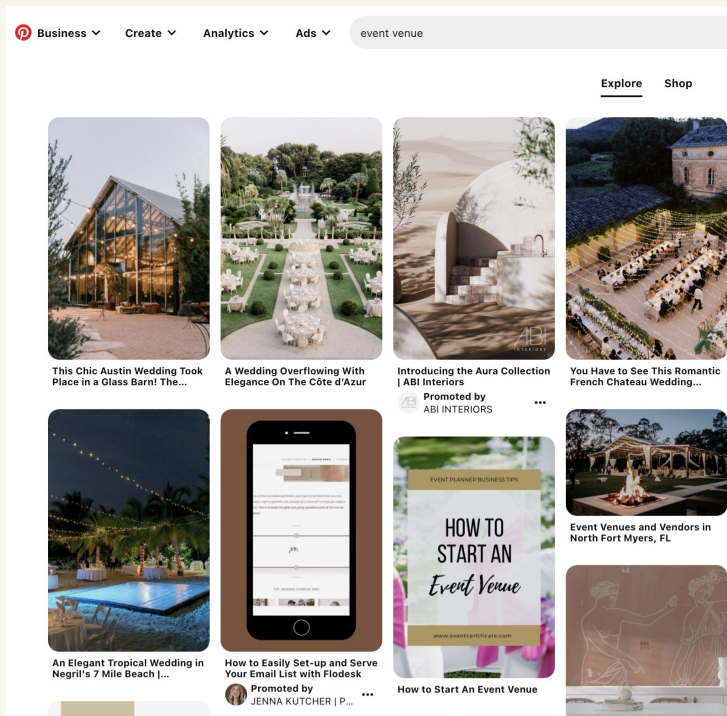
Hashtags? Nope. Pinterest don't recommend it!

Do you go on Google and search for hashtags? No you don't!

London Wedding Flowers | Blooming Haus

A green bridal bouquet composed of wild hellebores, poppies, vanda orchids, ferns and texturised asparagus. Visit our website to find out more about our London wedding flowers.





And it's being discovered in multiple places...

Home Feed

People browse their feeds for new ideas.

Searches

Keyword and visual searches bring people closer to decisions.

Related Pins

When people take a closer look at Pins they like, we display similar Pins nearby.

Today Tab

People can explore a feed of trending content from inspiring creators.

Let's get started

How are we going to use this lovely platform?

First up, a strategic strategy!

Like any marketing function – social media based or otherwise – strategy should ab-so-lutely lie at the heart of all your activity!

When you're thinking about Pinterest, it's important to think about how you're going to plan out your strategy.

Consider the below:

- **Content:** What content do you want to use on your channel? How is it going to build your brand and increase awareness? Variety is key!
- **Goal:** What's your aim on Pinterest? Is it driving sales? Building brand awareness? A bit of both?
- **Measurement:** Which metrics are you going to use to identify the success of your strategy?

Let's work on this together.



Identifying what content to post

Pinterest is a little...different.

Unfortunately (trust us, we wish!) – Pinterest content is one of a kind, and it's not recommended you just crosspost from other channels.

Not all hope is lost though! It's relatively low effort, for very high rewards! And with a longer lifespan (like, 105 days long!) on each post, the best kind of content is timeless (which means you can get organised, and plan in advance!).

So how do we start planning?



Bridal Bouquets

1,018 Pins · 2 sections



Reception Decor /Ce...

815 Pins · 2 sections



Outdoor & Tented

84 Pins



Flowers in her hair

63 Pins · 2 sections



Topics/Categories

To get started, brainstorm 5 - 7 key topics or categories related to your business, brand or audience (or all three!)

These will serve as your initial boards!



Topic One

Topic Two

Topic Three

Topic Four

Topic Five

Some things to consider

Topics? Categories? Think about content marketing!

How are you going to split your topics?

- By business offering?
- By interest?
- By event type?
- By style?

What does our audience want?

Niche or broad?

What would be helpful to them?

Have a look at other brands in the industry!



Peggy and Finn ✓

peggyandfinn.com.au · @peggyandfinnaus · Peggy and Finn specialise in modern, dapper ties, bow ties, socks, jocks and more to make you feel like a million dollars. Life's a party - dress like it!

162 followers · 33 following

1.9m monthly views



Wedding Ties

97 Pins



Mocha Weddings

2 Pins



Forest Green Weddi...

29 Pins



Nude Weddings

2 Pins



Rust Weddings

5 Pins



Sage Green Weddings

2 Pins

Easy Boards Every Brand Should Have

In general, we want our boards to tell our brand story (and help people understand what we do!).

However many brands will cover these three types of boards as a starting point:



Mood Board

These boards are perfect for sharing some of the inspiration that filtered into your new collection, campaign, or project (hello #inspo!)



Educational Board

Any helpful content is likely Pin-worthy. Save relevant tips, tricks, insights, and how-tos related to your industry or niche here.



Product Board

Create a digital storefront with a shoppable product board. This ensures customers can easily discover, fall in love, and readily shop or support your business!

Your Turn!

Come up with at least 5 ideas for boards for your business on Pinterest.

These will serve as your initial boards!



Topic One

Topic Two

Topic Three

Topic Four

Topic Five

Some Board Best Practices

Name and describe your boards wisely

Make sure your board names and descriptions are specific and relevant to your audience (and contain good keywords). This helps optimise your board for search.

40+ pins

We recommend a minimum of 40 pins if you want your board to be featured.

Categorise your boards to help with SEO

Categorising your boards helps with Pinterest search optimisation. To edit your board category, just click or tap the pencil icon in the lower right corner of your board, then select the category that best represents your board

Utilise Board Sections

If you've got a broader board that needs some organisation (don't we all!) – use section to help users easily find content!



And it's important to delete any outdated or underutilised boards, as well as avoiding being too overly promotional!

**Alright, we've
got some ideas.**

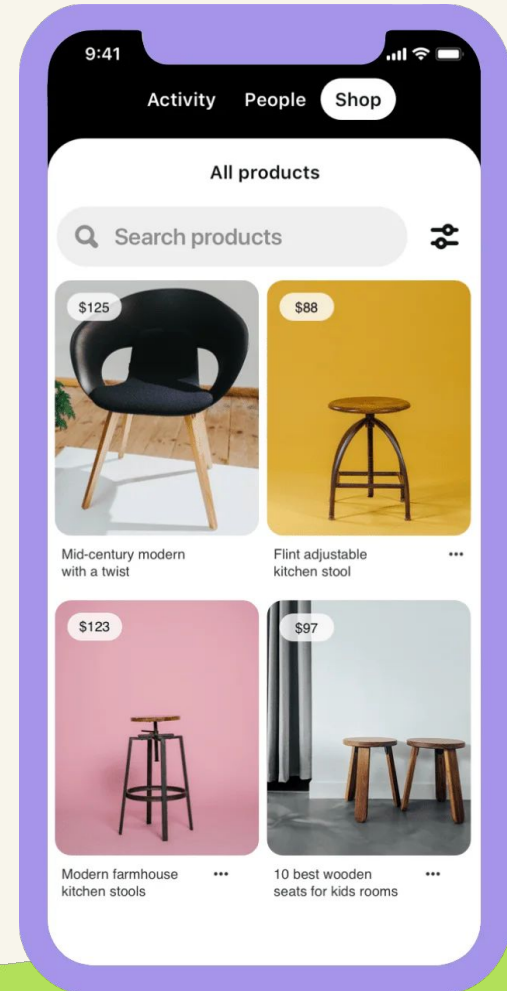
Now how to bring them to life!

You've got choices people!

Yep, Pinterest has multiple different pin formats (not just images!)

- Standard (Images)
- Video
- Ideas

Let's go through them all!





**A Wedding Overflowing With
Elegance On The Côte d'Azur**

Standard Pins

The original and the best (well, maybe not the best anymore, but definitely the OG!).

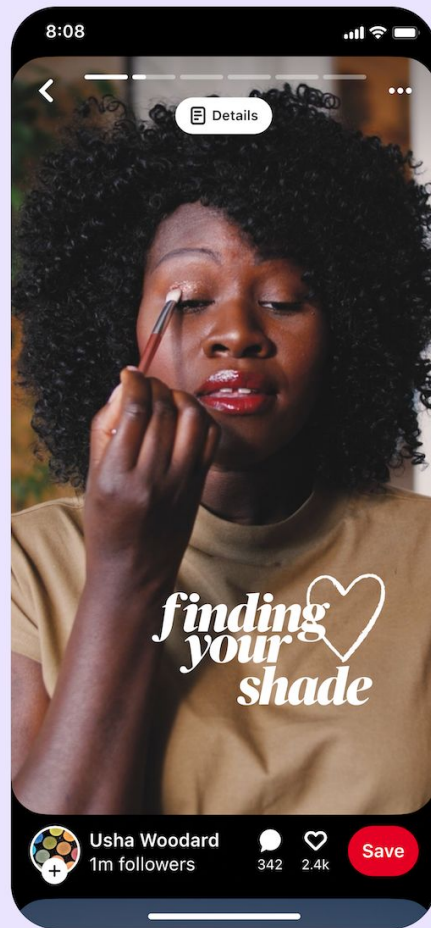
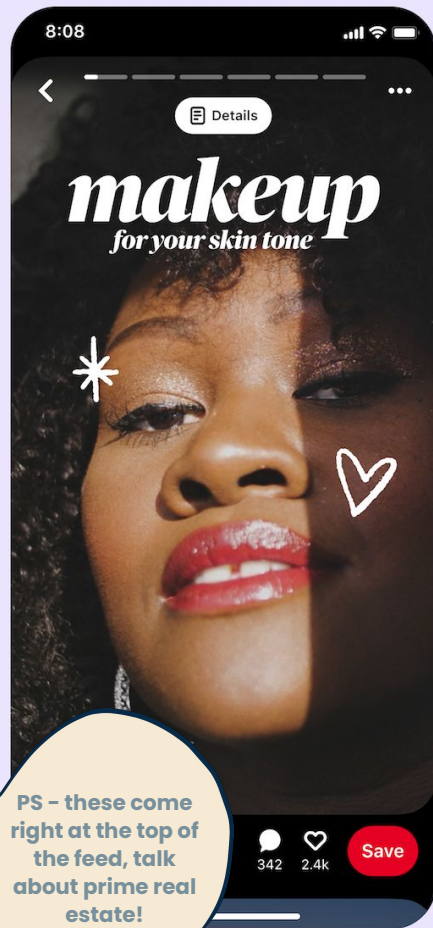
Create single image, carousel or collages and aim for a 2:3 vertical creative asset.

Video Pins

It's all about capturing people's attention!

Start strong with a clear hook in the first 3 seconds, and try get your to sit between 15 - 60 seconds long.

Remember: It's a sound off platform!



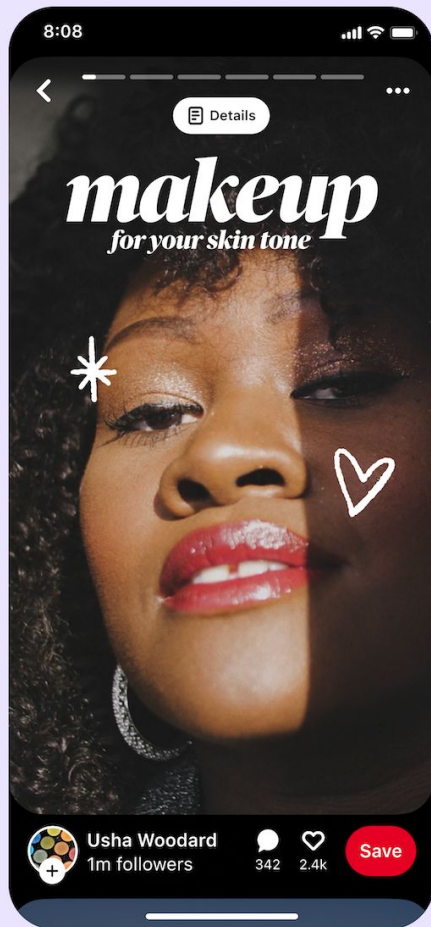
Ideas Pins

Behind every good pin is a story
(introducing story pins!)

But they evolved. Now we have **ideas!**

Idea Pin creation now includes:

- Video recording and editing for up to 20 pages of content
- Voice over recording so creators can add their own personal voice
- Music selection by Epidemic Sound
- Ghost mode transition tools (perfect for those before-and-afters!)
- Detail pages for instructions or ingredients
- Interactive elements like people tagging and stickers
- Multi-draft save so Creators can publish more ideas
- Export options to share content beyond Pinterest
- **Topic tagging, a publishing feature that helps connect content to relevant interests**



Yep, it's your turn again!

Get creative! What's an idea for something that needs expanding on? What could make for the perfect Idea?

Some ideas to get you started:

- Step by Step Guides
- Tutorials
- Recipes
- Project Information
- Telling a story about your business
- Sharing a collection of products
- Answer common questions

Show me the money pins

Let's have a look at how easy this really is!

Hold up

MORE PIN FORMATS?

(Don't worry, they make things easy!)

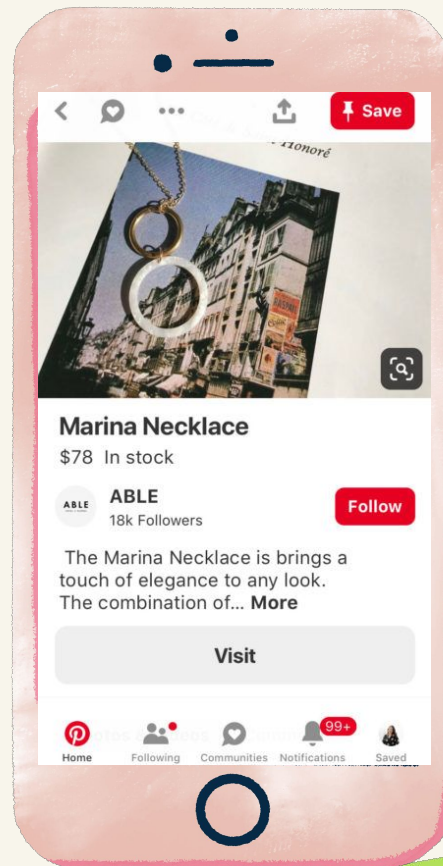
Introducing: Rich Pins!

Rich Pins are a type of organic Pin (well, an addition to them!) that automatically syncs information from your website to your Pins – hello less work!

Once you've linked up your website, If something changes on the original website, the Rich Pin updates to reflect that change (and if you add new content, it also gets added as a pin!

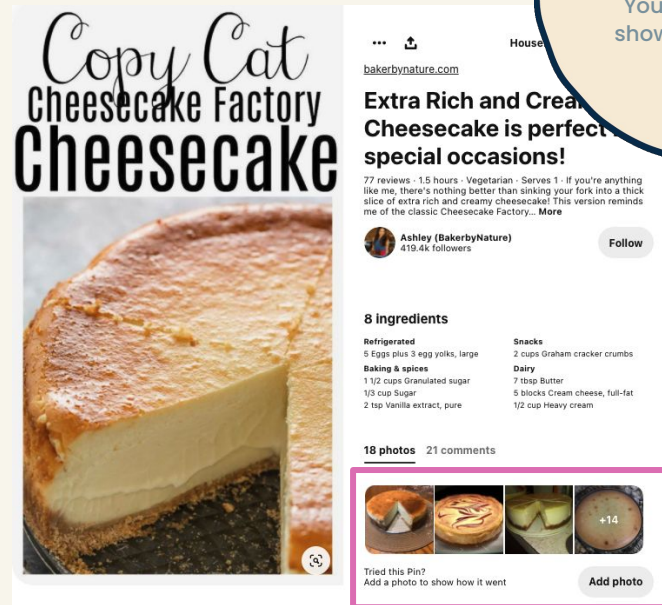
Rich Pins are a free product available for anyone on Pinterest, so you've got no real excuses here okay?

They are also GREAT for traffic driving!



Introducing: Rich Pins!

- **Product Rich Pins** include the most up-to-date pricing, availability, and product information right on your Pin.
- **Recipe Rich Pins** add a title, serving size, cook time, ratings, diet preference and a list of ingredients to recipes that you Pin from your site.
- **Article Rich Pins** add the headline or title, the description, and the author of the article or blog post from your site.



Pinterest now allows you to “try” pins and share your results too! Your “tries” will show up on your profile!

Okay, so how do we get these happening?

There's a little bit of dev-work required, but it's work up front for a good time in the future!

- You need to **apply for Rich Pins** before you can start using them. This is to make sure that your data will sync properly.
- If you have product, article or recipe content on your site, you'll need to **add rich meta tags to those webpages.**
- After adding meta tags to your web pages, **validate one of your correctly marked-up content pages in the Rich Pins Validator**
- If the webpage you are applying with is correctly marked-up, you'll see an approval message
- Once you apply, we'll process your application within 24 hours.

When your site is approved, all content from webpages that have the correct meta tags will appear as Rich Pins when you create a new Pin. Existing Pins that link back to pages with rich meta tags will now appear as Rich Pins.



Once you've got rich pins activated, no matter who shares you link on Pinterest - it will show the rich information!

And lastly, let's decrease your workload a little shall we?

Pinterest ain't just about creation, but curation too.

- Yep, you can have a great Pinterest account created entirely by curation (but we don't recommend it!). In fact, some of the largest accounts are just that – good curation!
- The good news? Curation can help you build up your boards quickly and start expanding your reach – while you're getting your own content ready on the side!
- We get it – why share other people's content? How will that help me? One of the first lessons you'll learn is that sharing and community building matter on Pinterest. Top of the funnel? You're right here.
- While we pin others, we're hoping they pin ours too! Reposting is key to success on this platform (and add in some rich pins, you've got a friggen good traffic source!).

Let's talk this through: LOWES

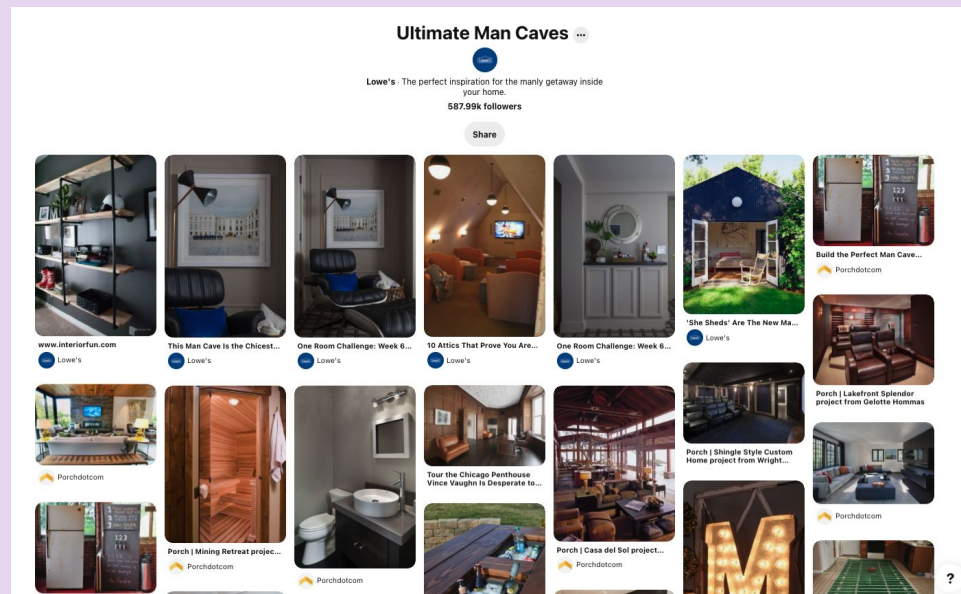
Ultimate Man Caves

6 pins from Lows, 78 pins from others

1. Users go to Pinterest for Man Cave Ideas
2. Users Pin ideas from Lowes

Where do users then go to get their supplies to build the man cave of their dreams?

LOWES.



Think about this for your own industry

Wedding Planners	Photographers
<p>Curated Wedding Style/Mood Boards Inspiration for future weddings/couples Clients/customers use this to guide the brief for their wedding planner.</p> <p>Why? A wedding planner may not have executed every type of wedding, but that doesn't mean they can't! Show people what's possible. Inspire them!</p>	<p>Curated Photography Style/Mood Boards Inspiration for future photo shoots Clients/customers use this to guide the brief for their photographer.</p> <p>Why? A photographer may not have done every type of shoot, but that doesn't mean they can't! Show people what's possible. Inspire them!</p>
Venue Hire	What's yours?
<p>Curated venue styling ideas and setups Inspiration for events Clients/customers use this to guide the brief for their event venue/manager.</p> <p>Why? A venue may not have held events in every style,, but that doesn't mean they can't! Show people what's possible. Inspire them!</p>	<p>???????? (PS Google is your friend!)</p>

What do we need to remember?

AND BE
POSITIVE!



Pin Consistently and Frequently

This is the key to building an audience and keeping them engaged. Remember, you don't need to be creating everything - curation can be your best friend here! Try for a couple of pins daily (5-30)



Quality Matters

Pinterest is a visual platform, and so you should make sure your visuals are the best they can be. High res, good quality - and when all else fails, have a look at what else is on Pinterest and working well!



Keyword Richness

Pinterest is **evergreen** - which means content you create today, will last a long time (if you include keywords!) - Optimise for keywords people actually search for!



Community is key!

How you grow on Pinterest is directly related to how much effort you put into your community. Comment, pin others content, encourage sharing!



Be Useful

The golden rule of content marketing, and Pinterest is not different! Be as useful as possible - help your customers and create an experience that they'll remember.

A Creative Audit (let's get our stalk on)

Have a search for relevant topics, competitors, brands and ideas on Pinterest.

1. What do you notice about the creative?
2. What stands out to you in the feed?
3. What accounts do you think have shared good content? Have good boards?
4. What accounts are useful to their customers?



Screenshot what you see! Make a board for yourself (Google docs is your friend!) - get some inspiration!

Leveling up: The Pin it Button!

When clicked by your visitors, the 'Pin It' button will allow them to pin an image or video from your web page to their Pinterest pinboard.

Pinterest offers four different types of buttons and widgets to add to your website:

- 'Pin It' Button
- 'Follow' Button
- 'Profile' Widget
- 'Board' Widget

You can add this to your website via the widget builder:
<https://developers.pinterest.com/tools/widget-builder/>



Why care?

When someone uses your save button, more of your content is on Pinterest (which helps boost your impressions and clicks to site!)

Let's Rewind

Going back to our three-stage strategy

We've talked about the content...

- **Content:** What content do you want to use on your channel? How is it going to build your brand and increase awareness? Variety is key!
- **Goal:** What's your aim on Pinterest? Is it driving sales? Building brand awareness? A bit of both?
- **Measurement:** Which metrics are you going to use to identify the success of your strategy?



Now let's talk business!

- **Content:** What content do you want to use on your channel? How is it going to build your brand and increase awareness? Variety is key!
- **Goal:** What's your aim on Pinterest? Is it driving sales? Building brand awareness? A bit of both?
- **Measurement:** Which metrics are you going to use to identify the success of your strategy?



Setting your Pinterest Goals

Yep, we going back to marketing basics.

- Setting **SMART goals** (Specific, Measurable, Attainable, Relevant and Time-bound). On top of gaining a following on Pinterest, do you hope the platform will drive traffic to your website, increase sales for a specific product or drive sign-ups for an event? What are you hoping to achieve?
- Many people use Pinterest as a **top of funnel traffic driver**. That means, it's not a conversion channel (well it is, but not like many other channels!)
- It's got a big influential role to play, but it's definitely in the brand awareness bucket (when speaking about organic, at least!)

My tip: Treat Pinterest the same way you treat blog posts!



Three Strategic Goals You Could Consider:



Increasing Brand Authority

Do you want to establish authority in your field? This is a common goal for many businesses on Pinterest – yet a difficult one to measure! Think about how you'll know if you're successful! PS – This is great for trust!



Expanding Reach

Do you want to expand your reach and grow the size of your audience? Consider leveraging the community on Pinterest to help you with that! Even with little followers, Pins can be instrumental in massive monthly reach numbers!



Driving Traffic

Pinterest drives more referral traffic than LinkedIn and YouTube combined (woah!), so it's a no brainer! What's even better – you don't need a huge following to drive traffic!

Some goals are easier to measure than others!

And of course, we can support our business goals by making the most of paid ads on Pinterest!

Yep, paid support is available, and helps you get even more efficient with your marketing!

- Pinterest supports a number of different ad objectives – whether it's reach, traffic or conversions, you can do them all!
- Pinterest targeting is a combination of search and social thinking, using interest + keywords (either both, or individually!) to help you serve your pins to the right people!
- Note: You will need an organic account, and at least one pin to be able to run a campaign (think boosted pins!).



Business

Create

Analytics

Ads

graphic design



All Pins

23



Posters

Illustration

Inspiration

Typography

Logo

Japanese

Art

Portfolio

Food

Layouts

Tutorials

Packaging

Trends

Environmental

Flower

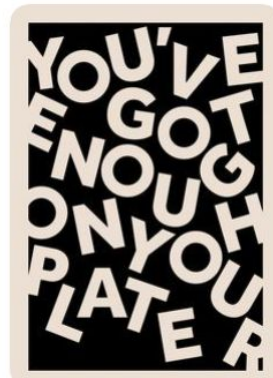
Background



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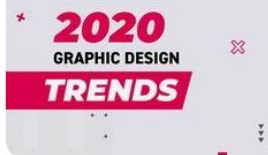
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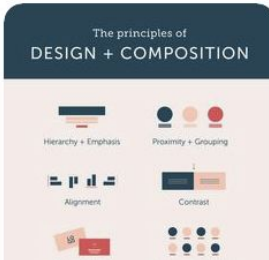
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Ad Objectives:

Brand awareness

KPI: Reach/Impressions

Video view

KPI: Views

Consideration

KPI: Clicks

Conversions

KPI: Conversions (using the pixel)

Catalogue Sales

KPI: Product Sales



You'll be charged depending on which goal you choose!
E,g, Cost per x

Please explain: Targeting

You've got multiple options when it comes to targeting (it's Pinterest's super power!)

You've also got basic demographic options too!

Targeting Option	How it Works	Use Case
Audience	Create audiences from your customer lists, people who've visited your site or people who have already interacted with your content on Pinterest.	If your company sells wedding decorations and you want to reach people who previously saved a Pin featuring a product from your new line, you can use an engagement audience.
Actalike Audience	Reach new people who behave similarly to one of your existing audiences.	If your company sells foodie tours and you want to find more people who will love your tours, you can create a new audience list modeled after behaviors from an existing list of customers.
Interest	Select topics related to your ad to reach people with similar tastes.	If your company sells budget-friendly organic food, you might set your interests as "health food", "organic" and "budget".
Keyword	Include or exclude keywords or phrases to target people as they search on Pinterest.	If your company offers a venue for conferences, you might add keywords such as "conference venue" and "venue ideas". Think outside the box though - what else is relevant?!

Let's find some ads!

Put yourself in your customers shoes. What kind of things would they be searching on Pinterest? (Think start of their journey!)

1. What ads show up?
2. Are they directly related, or utilising the moment rather than the search?
3. What do the ads look like?
4. What happens when you click on their ads?
5. What do you think their objective is?



Screenshot what you see! Make a board for yourself (Google docs is your friend!) - get some inspiration!

And last step!

- **Content:** What content do you want to use on your channel? How is it going to build your brand and increase awareness? Variety is key!
- **Goal:** What's your aim on Pinterest? Is it driving sales? Building brand awareness? A bit of both?
- **Measurement:** Which metrics are you going to use to identify the success of your strategy?



Data Data Data

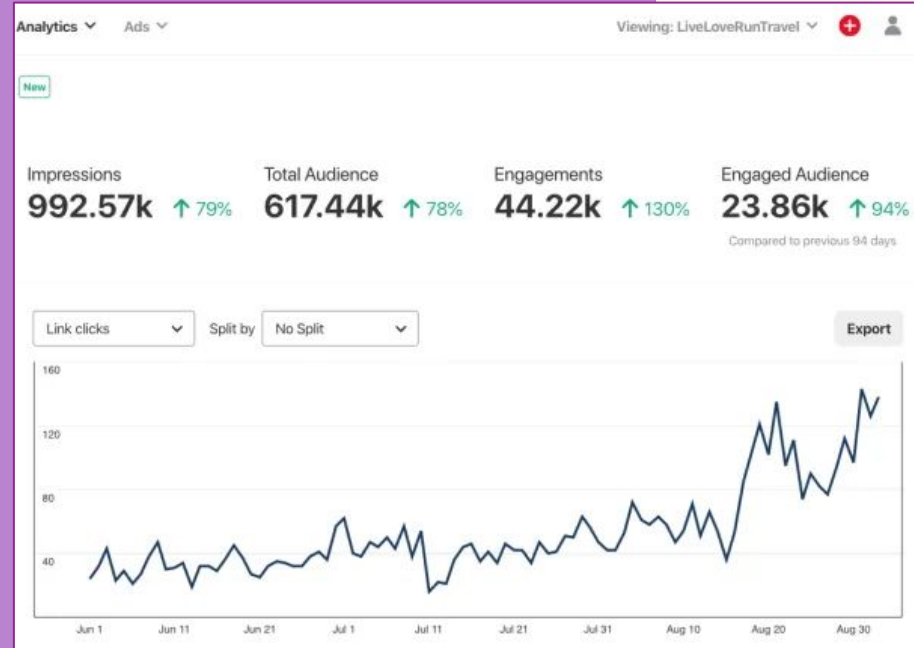
Our personal favourite four letter word

Let's look into the Analytics of things

Pinterest Analytics helps you understand your overall presence on Pinterest. It shows you what paid and organic published content resonates most on Pinterest (which helps you make killer content in the future!).

Pinterest Analytics is available only on Business accounts, but it is easy to upgrade your account from Personal to Business.

More details here:
<https://business.pinterest.com/en>.



What are we lookin' at here?

The Overview Tab

The overview page has allllll the things you need to know at a quick glance:

- **Impressions** – The number of times your Pins or ads were on screen.
- **Engagements** – The total number of engagements on your Pins. This includes saves, Pin clicks, outbound clicks, and carousel card swipes.
- **Total Audience** – The total number of people who have seen or engaged with your Pins.
- **Engaged Audience** – The number of people who have engaged with your Pins.

It also has:

- Performance over time (all metrics!)
- Top Boards (organised by a metric of your choice!)
- Top Pins (organised by a metric of your choice!) – you can deep dive into any pin here too!

Need a quick look at what's working? **Here's where you go.**

You can easily filter your data by date, device, format, source and paid/organic too!

Performance over time

- ✓ Impressions
- Engagements
- Pin clicks
- Outbound clicks
- Saves
- Engagement rate
- Pin click rate
- Outbound click rate
- Save rate
- Total audience
- Engaged audience
- Monthly total audience
- Monthly engaged audience

10 July

14 July

What are we lookin' at here?

Audience Insights

Audience insights has three sections:

- **Your Audience** – Your total audience includes all users who have seen or engaged with any of your Pins in the last 30 days.
- **All users** – The total Pinterest audience is global and includes everyone who has seen or engaged with any Pins.
- **Comparison Tool**

For each of these sections, you're able to see:

- **Categories and interests** – The most popular categories and related interests for this audience (top level and in detail)
- **Age**
- **Gender**
- **Device**

Category	% of audience ↓
wedding	36%
health	34%
electronics	32%
parenting	29%
event planning	28%
quotes	26%
animals	24%

Event planning interests

Interest	% of category audience ↓
holiday	50%
personal celebration	35%
gifts	27%
birthday	25%
halloween	20%
halloween costume	15%
christmas	14%
halloween costumes for toddlers	10%
70th birthday	10%
baby shower	9%
80th birthday	9%

What are we lookin' at here?

Conversions Insights (Beta)

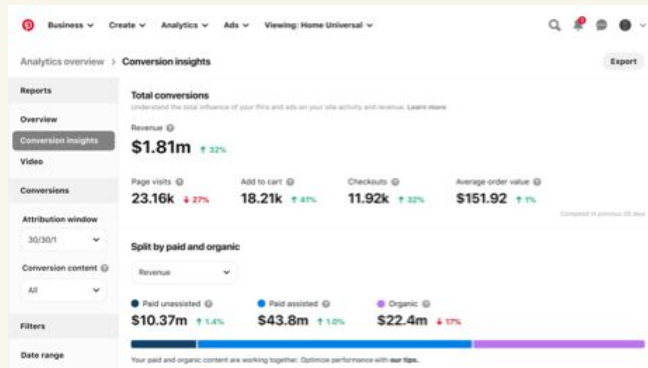
Conversion Insights is a reporting page that lets you measure the total impact of your organic Pins, which are not ads, and your ads on your site traffic and online checkouts (business impact? Welcome to Heaven).

This does require you to verify your website, and have the pixel installed.

What can we do here?

- **View overall performance** – Revenue, Checkouts, AOV, Purchases, Page Visits, ATC, Impressions etc (comparing features too!).
- **Tracking activity funnels** – total audience > purchases journey
- **View your top converting pins** (and filter by type of conversion!)

Break down your stats by conversion type: whether people interacted with only your organic content, only paid content, or both types on the path to conversion.



What are we lookin' at here?

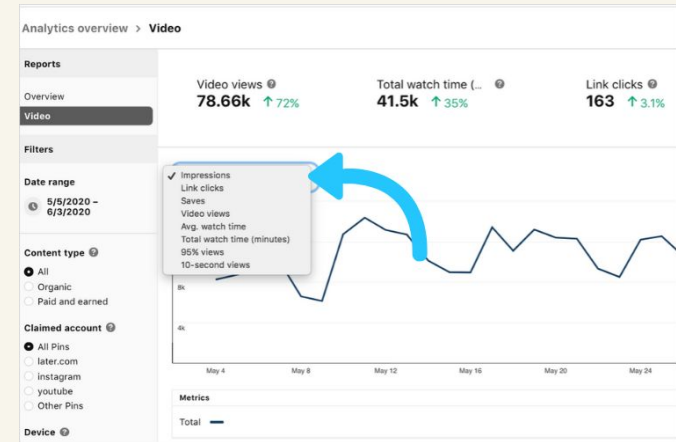
Video

The overview page, but make it VIDEO.

- **Video Views** – The amount of views for at least 2 seconds with 50% of video in view.
- **Total Play Time** – The total play time for your video in minutes.
- **Outbound Clicks** – The number of times people perform actions that lead them to a destination off Pinterest.
- **Saves** – The number of times people saved your video Pin to a board.

It also has:

- Performance over time (all metrics)
- Top Pins (organised by a metric of your choice!)



What are we lookin' at here?

Trends 🔥 🔥 🔥 🔥

This tab is currently doing us a disservice and only showing UK, US and Canada data, but AU data won't be far off!

Search for a topic, and see trend results for:

- Searches over time
- Related trends
- Popular pins

Yep, it's pretty top level – but this will only grow (and become a valuable research tool!).

Related trends



Popular Pins

Browse Pins based on your search terms



You're a detective (unofficially).

- What do you see constantly coming up in your top pins (for different metrics) – what does that mean?
- What gets the most impressions? This is a good indication of popular search terms associated with the pin!
- What's getting clicked on? Why do you think that is?
- What boards are getting a lot of love? What does that tell you?
- Check up against your goals!
- Add Google Analytics into the mix for some extra data-wizardry!
- How can you take learnings from your wider marketing efforts and transfer them?



**Let's make your
life a bit easier.**

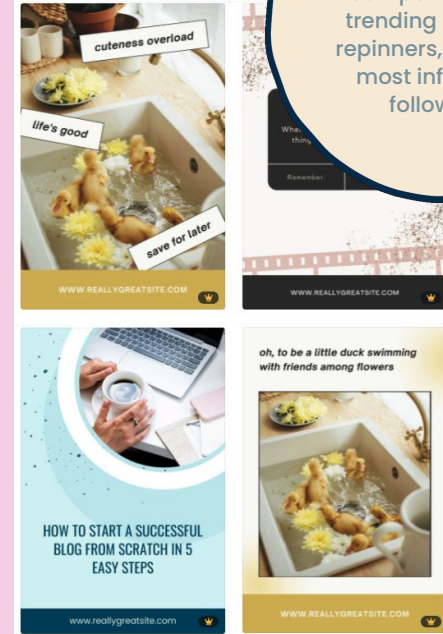
It's only fair, right?

Minimising your efforts

A few things to help with your workload!

- Repurposing content (e.g. blogs, articles and web content!)
- Use Canva - it's a saviour! (pro!)
- Using tools to automate where possible!
- Bulk content creation + scheduling
 - Tailwind, Hootsuite, Buffer - to name a few!
 - Download the mobile app!

Pro Tip:
Tailwind also lets you analyse your competitors, see trending pins, top repinners, and your most influential followers.



**So, what
happens next?**

It's your turn!

Planning + Pinterest = ❤️

I know what you're thinking. "Not another platform to manage! I'm already swamped!". I got you.

1. Create your account.
2. Claim your website.
3. Come up with your boards plan (3 - 5 boards to start with)
4. Think about what content you already have to upload (photos, videos, blogs etc)
5. Got nothing? No worries! All aboard the curation-station!
6. Sign up to a scheduling platform if you don't already have one.
7. Plan out your Pinterest content monthly (remember, it's not time sensitive!) - drip feeding is your friend!
8. Carve out 5/10 minutes per day to curate (download the app go go go!) - yep, 35 mins a week is all you need! Add ideas to your boards, get inspired!



Why do I love Pinterest?

While I may be building it up for my own or a client's business, it's SUCH a valuable resource for my own inspiration too! 5/10 mins a day looking for inspirational/relevant content that's out there related to my business? That's a friggen good way to spend my time (much better than scrollin' through Insta looking at the sad state of the world!)

Questions?

Please. srsly. we live for them.

Thank you

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