Workbook

SOCIAL SELLING

Discover How to Sell on Social Platforms Directly

NAMS

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INTRODUCTION

How many pins and boards do YOU have in your Pinterest account? Pinterest is the social media platform where people go to find sollutions and it's what Paul Counts and Shreya Bannerjee call a Problem-Solving Social Media Platform.

That makes it perfect, along with YouTube and Search Engines, for social commerce.

On Pinterest, you'll find recipes, Sweet 16 birthday ideas, home décor, holiday decorations, educational material, and lots of links.

LOTS of LINKS.

It is the ONLY platform that encourages users to add links to take people AWAY from the platform. So, it's perfect for social commerce.

If you can name it, you can probably find it on Pinterest.

However, many coaches and solopreneurs pass over Pinterest too quickly when they think of the social platforms they'd like to use to promote their business and to find new clients. This is a huge mistake and it's the reason for creating this workbook.

Here's what you're missing if you're not using Pinterest to promote your business:

- 459 million monthly active users
- 60% female users but that gender gap is narrowing
- Users watch almost 1 BILLION videos a DAY on Pinterest

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- 8 in 10 Pinterest users say the platform has a positive vibe

In this workbook we'll go step by step from setting up your profile and bio to creating your content strategy. You'll map out how to create pins, which pins should get you the most engagement, and how sharing pins from others will help solidify your expertise.

And we'll look at a lot of examples of accounts working well on Pinterest that you can model.

One thing I wanted to mention up front: The information about hashtags is accurate but there's a raging debate among experts about whether Pinterest applauds their use or if hashtags hamper your reach.

Strategies change quickly when it comes to social media best practices, so stay up to date about your favorite platforms.

Ready to get started?

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Step one: Power Up Your Pinning Success & Profits

The most important step in getting started with Pinterest is setting up a BUSINESS account. You may have a personal account now but upgrading gives you some extra perks, like claiming your website, access to analytics, scheduling your content, and the ability to advertise using Promoted & Rich Pins.

Using the same name across all your social platforms is also important for searchability. If someone uses Google to search your name, all of your platforms will appear in the search results, and it will be easy for new followers to recognize your name.

Keywords to improve your search results

For smaller, lesser-known businesses, you can actually add keywords to your profile name in a legitimate way that will help get new eyes on your profile. Simply use your company name, then add a "|" bar afterward and add some keywords about who you are and what you do.

For example, take a look at KJ and Co. You'd have no idea what type of company this is without the important keyword descriptor after her name. "Wedding Business Coach & Entrepreneur, Krista Olynyk".

Now Krista can find new followers and prospects for anyone who searches for "wedding business coach" or "wedding coach".

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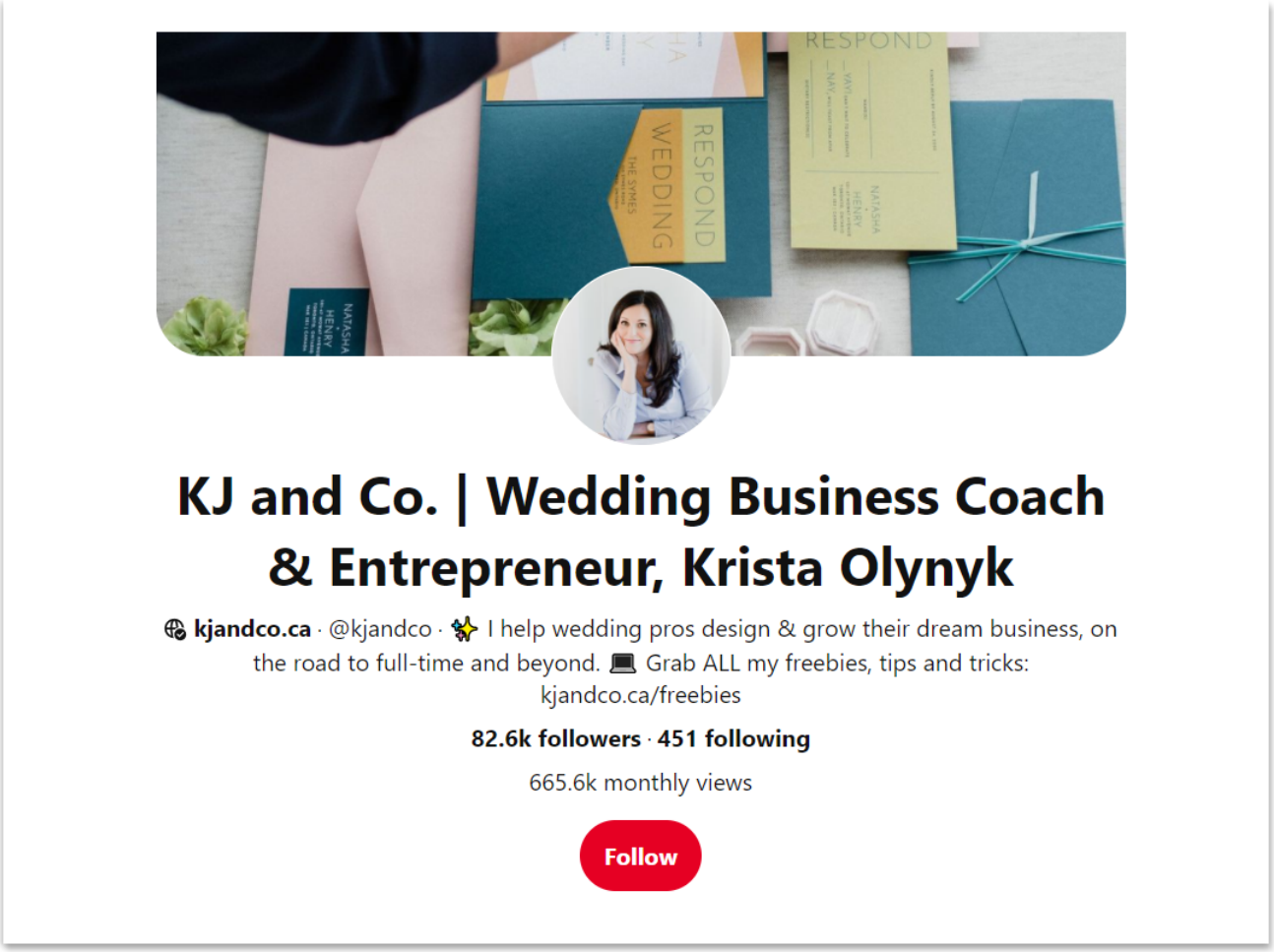

Next up is your bio.

The key is to keep it short and sweet; normally two sentences are enough to keep people's attention. Use the first sentence to describe what you do using keyword phrases; use the second sentence to add a tagline or to inject some humor. The bio appears underneath your username, so if you take another look at KJ and Co's profile again, you'll see that Krista helps wedding PROS, not brides. That's an important distinction that helps brides realize that KJ and Co is NOT a wedding planning business.

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If you decide to use a branded hashtag, that should be in your bio, too. A branded hashtag can link your Pinterest and Instagram content and it can help build a community if your followers start using it.

> ***Pro Tip**: Don't rush this branded hashtag process. As with most brainstorming sessions, the first ideas are not always the best. Write every idea down but also think of phrases that are short and easy to remember/spell. Research your short list of ideas and run it by your audience to make the process more fun.*

You can also use branded hashtags as campaigns, to get your audience more involved in a seasonal promotion or for a certain type of content that you promote throughout the year. For example, Lay's uses the hashtag #DoUsAFlavor when they want their followers to vote on a new flavor of potato chip. KFC paid attention to their market and jumped on the bandwagon when #NationalFriedChickenDay started trending on Twitter. Both of these examples are easy to remember, easy to spell, and relate to their brands.

Once you've decided on your branded hashtag, promote it like crazy. You can also register it at Hashtags.org, although others are still free to use it. The idea of registering it is that your business name will be added to a directory of hashtags. This step is completely optional but could improve your credibility and professionalism.

The last pieces of your Pinterest profile are your profile photo and cover art. First impressions are everything in the world of social media so choose your images wisely. Professional headshots are always preferred over fuzzy selfies and your cover art is a way to embed your business branding, such as colors and fonts.

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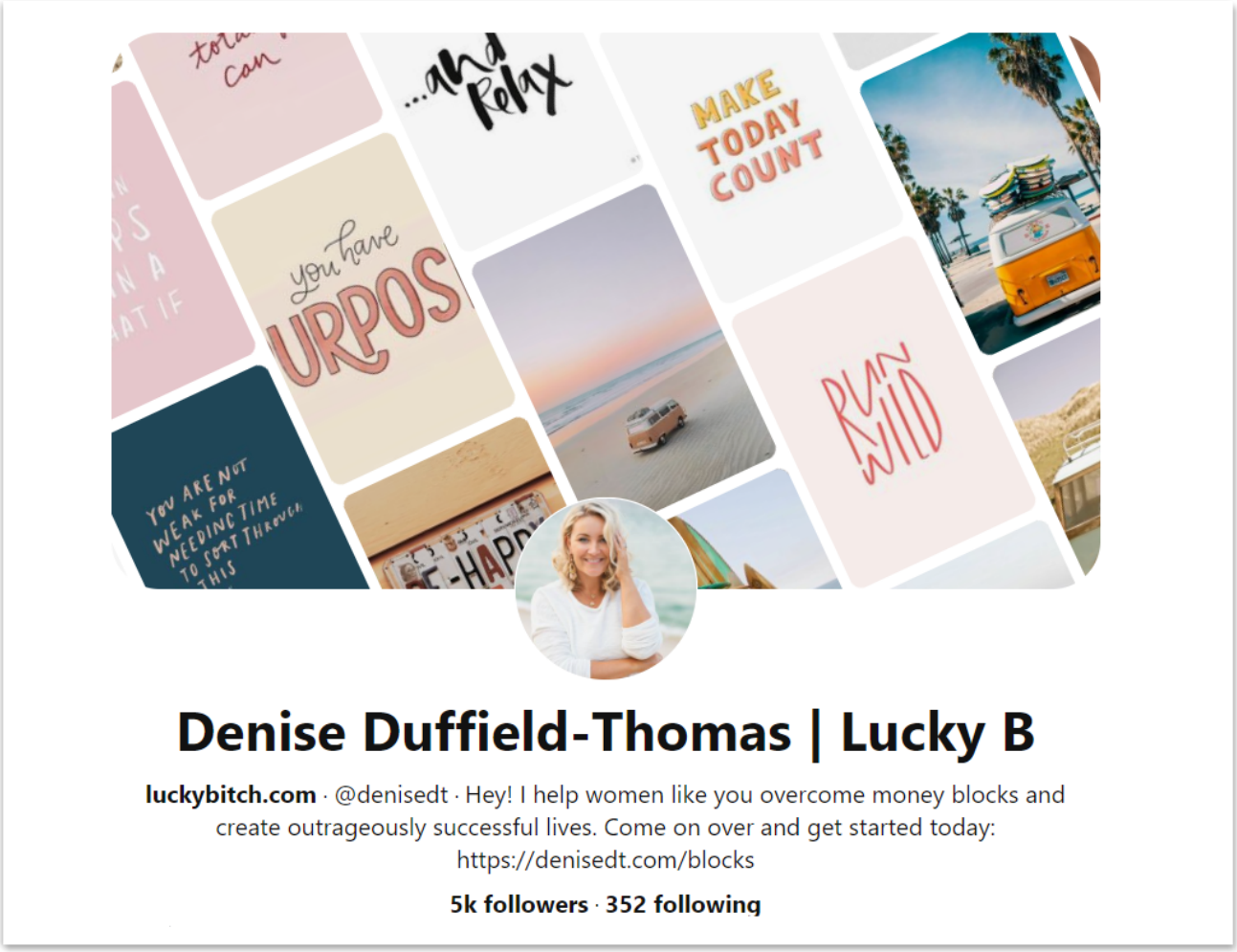
Take a look at Denise Duffield-Thomas' Pinterest profile below. Her profile photo is clear even though she uses the beach as her backdrop. Her cover art also incorporates those beachie colors that you'll find on her website. It's a comprehensive look that compliments her website if visitors find her on Pinterest first.

Remember, too, that these images can always be changed should your branding colors change or if you add more products to your library and want to highlight those. Make a point to review each of your social profiles on an annual basis to be sure they still portray your business, services, and target market accurately.



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Exercise: Optimized Profile Basics

Use the checklist below to set up your Pinterest business account and get it optimized.

1. Create a business account.

    a) Claim your website
    b) Get to know your Pinterest Analytics
    c) Become familiar with the scheduling options.
    d) Use the advertising features to expand your reach.

2. Think about your branding.

    a) Should be cohesive with your branding on your website + other social platforms
    b) Use the same name across your platforms
    c) Do you want to use or need keywords in your profile name?

3. Write your bio.

    a) The first sentence should explain what you do, and you can use keywords.
    b) Use the second sentence for a tagline or to insert some personality.
    c) Keep your bio concise!

4. Create a branded hashtag (optional).

    a) Links your Pinterest and Instagram content plus builds a community.
    b) Research & register your hashtag at Hashtags.org.
    c) Consider branded hashtags for seasonal campaigns.

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5. Choose your profile photo.

   a) Is your headshot less than 2 years old?
   b) Does your headshot look like you?
   c) If you said NO to either of these questions, book a session with a professional photographer.

6. Create your cover art (better yet, hire a designer to do it for you).

   a) As for designer referrals from business friends.
   b) Know your branding colors.
   c) Have a general idea of what you want the cover art to look like.

Branding Elements to Include in Your Profile

7. Jot down exact colors, photos, logos, etc. from your website that you want to incorporate on your profile.

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8. Keywords to Use in Your Profile + Bio. What keyword phrases do your followers use to find you online?

9. Brainstorm Ideas for a Branded Hashtag

10. Hire a Professional Photographer

☐ Research local photographers who specialize in headshots and/or lifestyle photos.

11. Hire a Designer for Your Cover Art

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- ☐ Ask for referrals of designers who are experienced at designing Pinterest cover art. Option #1:

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Exercise: Your Bio Matters

Use these tips and templates to create a bio that stands out and that showcases your business.

- Get creative with your profile photo. Don't use your driver's license photo.
- Indicate where your business is located (very helpful for figuring out time zone differences).
- Include your Instagram handle (but only if you use IG regularly).
- Include your website.
- Use keywords to define what you do…using as few words as possible.

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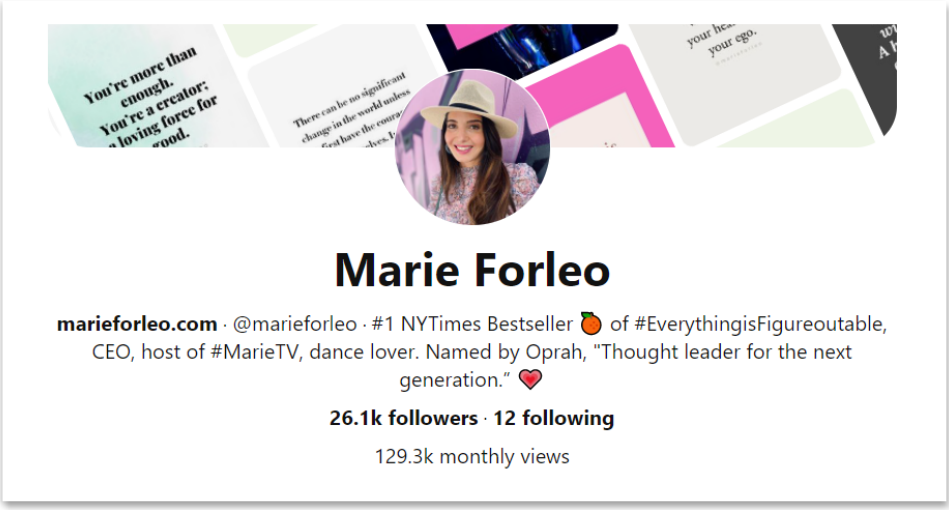
Bio Formula Examples That Work

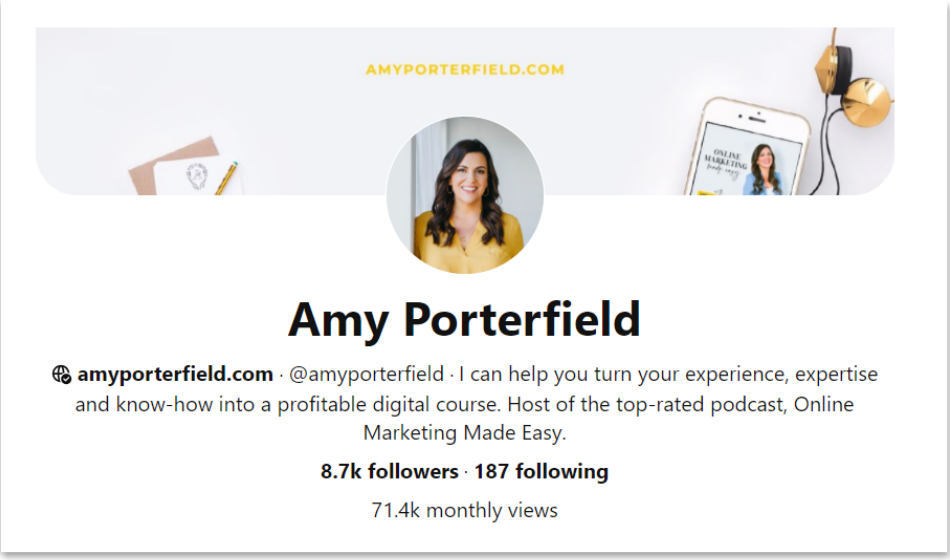
1. Name + achievement + business title + branded hashtags + testimonial

Example: Marie Forleo



2. Name + what you do + product name

Example: Amy Porterfield



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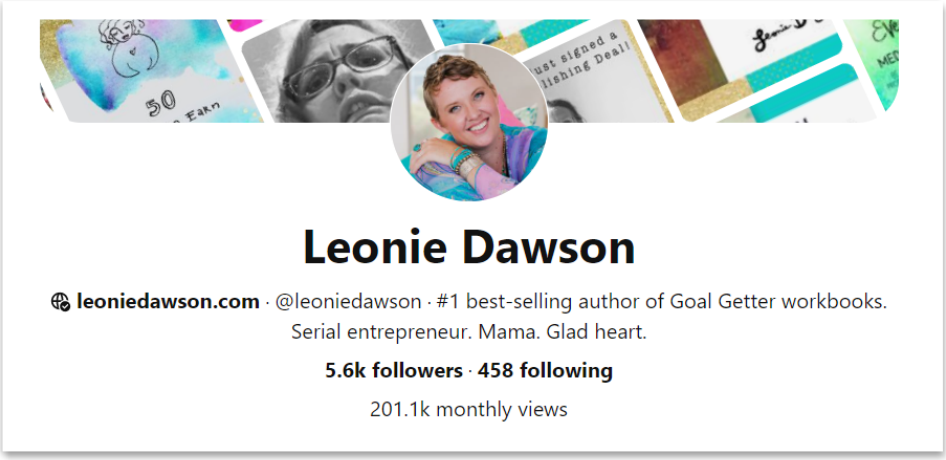
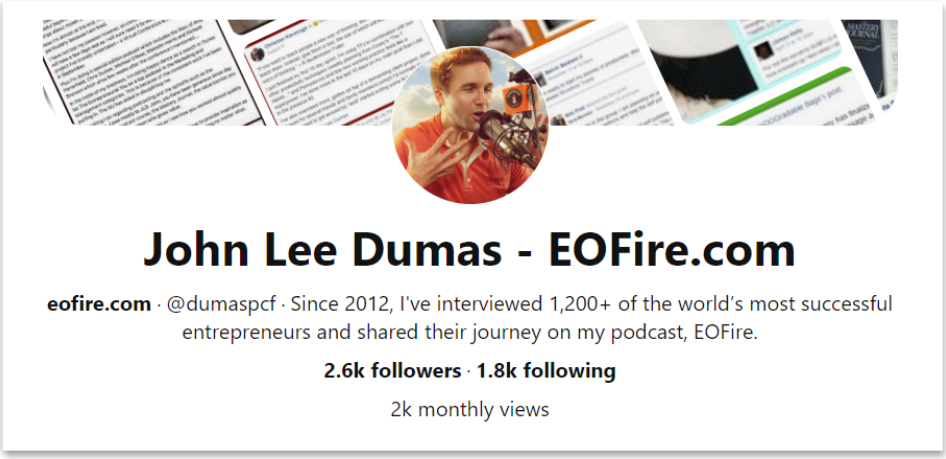
3. Name + book/product title + adjectives that describe you

Example: Leonie Dawson



4. Name + website + years in business + what you do + product name

Example: [John Lee Dumas]



5. Name + what you do + lead magnet link

Example: [Melissa Pharr]

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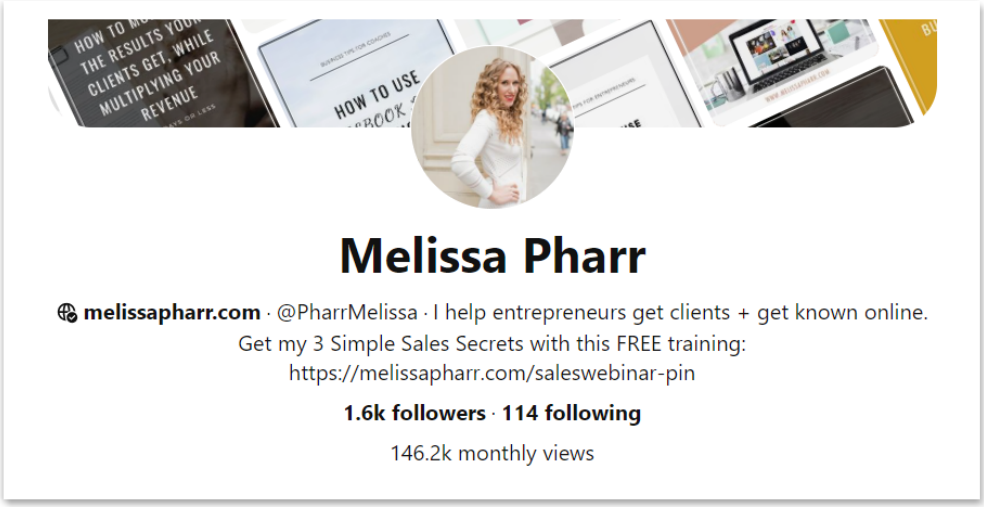

Brainstorm Your Bio

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Step TWO: Master Your Magic Strategy to Maximize Traffic

Traffic is the end all be all of using Pinterest successfully. To gain traffic (aka new viewers) you need to create a pinning strategy that will attract viewers' attention but also make them pin your images, so their connections see you.

It sounds like a vicious circle but when you have the pieces in place, it makes complete sense.

Link to Your Site

Remember that every pin you create is linked to a piece of content on your website. Pinterest is simply a visual way to promote that content. When you post a pin to your own Pinterest board, it becomes visible for your viewers. The idea is to create pins that are visibly appealing as well as informational so these viewers will share them on their own boards.

For example, let's say your coaching mentor posts a pin which leads to an article on their site about the Top 10 Traits to Look for in a Coach. It's a great article, so you save that pin on one of your boards. Once you save that pin, YOUR followers then can follow the link to your mentor's article.

Here's another example: You've created a lead magnet all about time management so your clients can achieve a better work and personal life balance. You create a pin and then others will share it because it's such an important topic, thereby driving more traffic to your opt-in page.

What size should the Pin be?

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If you want to try your hand at creating your own graphic, Canva is the go-to design program for DIYers. It's very user friendly and has built in social media templates where you simply drag and drop your image and your text. However, if you don't have design experience or if this will simply be a distraction to you, hire a designer or a VA with Canva experience so you can get the most professional-looking pins that will reflect well on your business.

When designing pins, use a 2:3 aspect ratio for the size. Quite simply, the width of your pin should be 2/3 the height. If you submit a different size pin, Pinterest will take it upon themselves to resize it, which runs the risk of your image not appearing in full and/or the text being blurry. These are signs of an unprofessional design and will certainly NOT get any shares.

Optimal sizes are 1000px wide x 1500px tall or 600px wide x 900px tall.

Create outstanding content

No matter how your readers find your website content, be sure that your images are "pinnable". If a newsletter reader follows your link to your blog, make sure the image can be saved to their Pinterest boards. If you hover over this image and see the P of the Pinterest logo, the image can be pinned.

If you get a reader from Pinterest, seeing the same graphic alerts them that they're in the right place; and after reading your outstanding content, they might decide to pin this content, too. Optimizing your images entails using a social sharing plugin for WordPress; chances are you already have a plugin installed, so just be sure the settings include Pinterest.

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Of course, only outstanding content is pin-worthy, so it's worthwhile to double check your website content to be sure it's up to par. Make sure the information is evergreen or up to date, that you have a content upgrade somewhere within the content, and that you have a strong call to action for the readers' next step. Consider these steps a mini sales funnel for individual pieces of content. Don't just publish content for the sake of publishing content; always have a purpose in mind.

If you're new to the coaching arena or if your blog is out of date, create a new lead magnet and publicize that on your Pinterest board. Lead magnets are meant to be short and sweet, giving just a taste of what you offer to your email subscribers. Either delegate the creation or take the time to create it yourself. This way you can attract email subscribers via Pinterest while you update the rest of your website content.

How often should you pin?

When it comes to the question, "How frequently should I publish a pin (aka content)?" the answers vary. Consistency is key with any social media platform but on Pinterest, your content doesn't get as "lost" as it does on Facebook or Twitter. However, it's still recommended that you visit Pinterest every day whether it's for publishing, sharing pins of like-minded entrepreneurs/coaches, finding new people to follow, or looking at your analytics.

If you plan to promote anything seasonal or publish content related to a specific holiday, publish your content a good 5-6 weeks in advance. People get excited about holidays or seasonal events long before they change the calendar page. If they go to Pinterest for ideas, YOUR content will be ready and waiting for them.

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For example, if you're a therapist or coach who helps clients with depression and anxiety and publish an article or guide about "How to Handle Depression and Anxiety During the Holidays When Everyone Else is So Happy," you want those in need to get the information before the big Thanksgiving and Christmas holidays arrive so they can prepare themselves. If you're a financial coach, your "Tips for Keeping Santa on a Budget," is more helpful to parents long before Black Friday and their holiday shopping sprees.

Include hashtags

And, of course, don't forget the hashtags! Whether you're using a branded hashtag or not, adding up to 20 relevant hashtags – with keywords, if possible – at the end of your caption can attract more viewers to your content.

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Exercise: Pin Perfect Strategy

Use the tips and checklist below to create your pins. While we can't guarantee which pins will go viral, use these tips to get the most engagement from your audience.

Design Tips:

- Lifestyle images work best for engagement.
- Product shots can be useful during a launch but are generally not as engaging.
- Design your pins vertically. Tall pins get more engagement than horizontal or square pins.
- Use high-resolution images. Not only do they look professional, but they will be clear when someone clicks on the pin, especially if they're on their mobile devices.
- Add a text overlay to your pin. Let your followers know exactly what they'll find if they click through.
    - Use big letters + easy to read fonts.
    - The text should contrast the background image.
- Long pins using multiple photos get a lot of engagement.
- Craft good descriptions of your pins and include a call to action
- Optimize each pin that YOU create with keyword phrases. If you're sharing someone else's pin, leave the description alone.
- Optimize each Pinterest BOARD with keywords in the description. Think of Pinterest as a SEARCH ENGINE instead of a social platform.

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Your Pinterest board might also show up in Google search results, so use your Brainstorm Your Pin Perfect Strategy

- ☐ Choose a pinning/publishing schedule.
- ☐ Create an account with a stock photo company or use your own photos.
- ☐ Create a free account with Canva (or hire a designer).
- ☐ Browse through images to get a feel for what styles will best portray your brand (or delegate this task to your VA).
- ☐ Choose a font or two for your text overlays.
    - Test out the readability and color choices before posting to your boards.
    - Set up a template in Canva or software of your choice.
- ☐ Evaluate your current content.
    - Choose which content is well-written, then create a mini sales funnel.
    - Create your pin; add it to your content page and decide when to pin it to your board.
    - Brainstorm your description and CTA (call to action).
- ☐ Repeat this process for other content already on your site.
- ☐ Brainstorm other content that you can create (or delegate) that your audience wants and needs.

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Exercise: Design with Ease

Create a branding board and pin template in Canva or the software of your choice. Then use the template to map out what you want your pins to look like. Once you have a template, all you have to do is drag-n-drop your image and text overlay.

Create a Branding Board:

- ☐ Set up an account or purchase a subscription to your favorite imaging software.
- ☐ Upload your logos:
  - Main logo
  - 1-color logo (for printing)
  - Submark – an icon or stylized first letter of your logo for use in a condensed space
- ☐ Color palette
  - Include colors with HEX, RGB + CYMK codes
- ☐ Patterns & graphic elements that complement the brand personality.
- ☐ Fonts
  - Header, body + accent
- ☐ Brand anchors
  - Adjectives that describe the brand
- ☐ Visual inspiration

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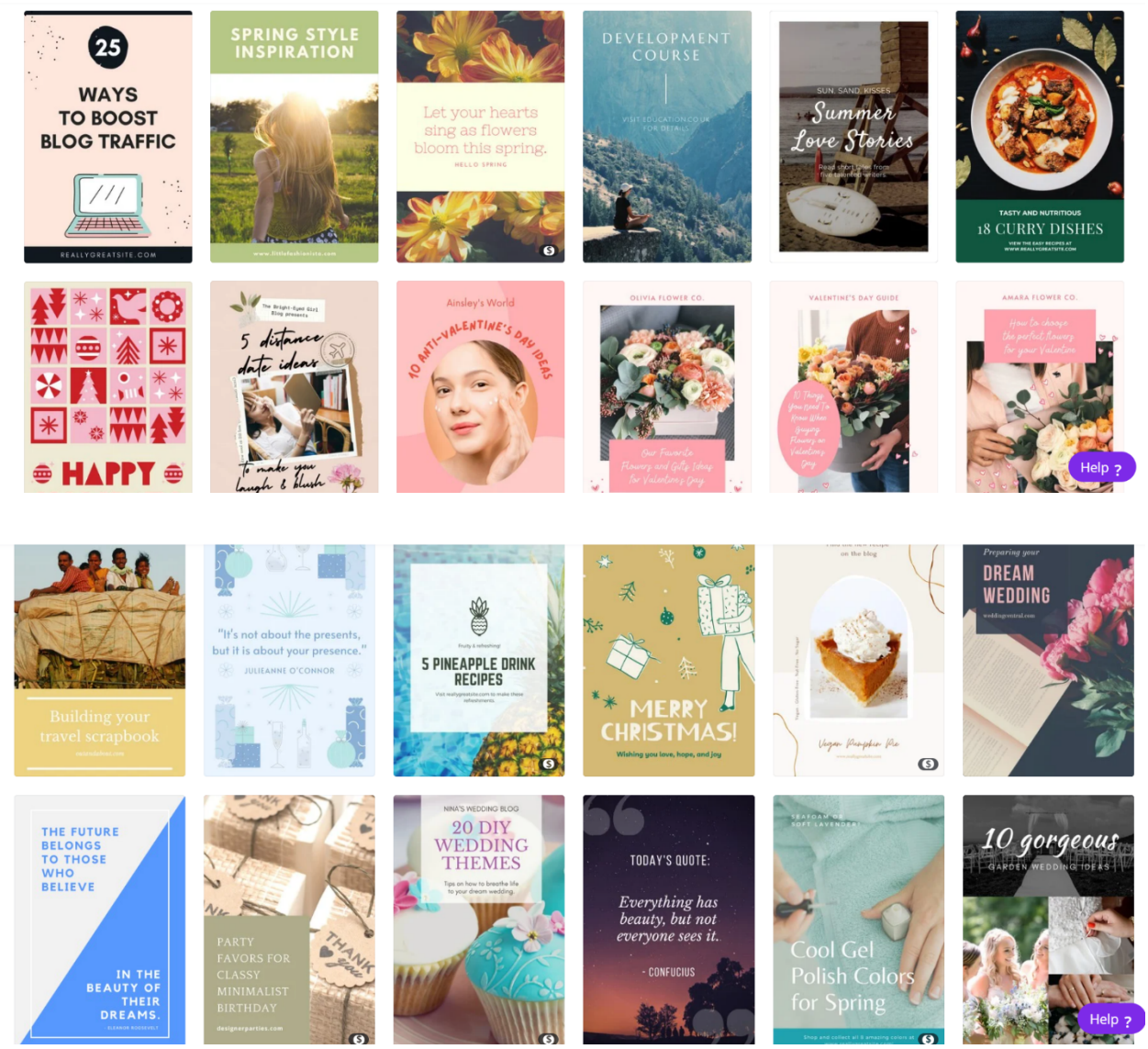
- Images that use the same color palette or elicit the emotional response you want from the brand.
- Search Google for “brand board examples” for thousands of samples.

Your Pin Template:

This is just a sampling of some Canva Pro templates for Pinterest. Choose your favorites, mix ‘n’ match, add your branding elements (plus your website URL) and you’re ready to go!



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Brainstorm Your Pin Designs

☐ What do you want your pin designs to look like?

- Do you want to use a series of 5-6 with similar elements but different layouts?
- Or do you want to keep it simple with different images and different overlay positions?
- Do you want to have a variety of images and patterns?

☐ Sketch out your own ideas below or take screenshots of pin layouts you like.

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Exercise: Take Advantage of Magnets (lead magnets!)

Use this table on the next page to take an inventory of your current lead magnets and how to update them to be Pinterest ready. There's also space to brainstorm some ideas for your next (or first!) lead magnet.

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Lead Magnet Inventory			
Title	**First Released**	**Needs Updating?**	**Pin Created**
	Is the topic still relevant to your audience?	*Do it yourself or outsource?*	*Do it yourself or outsource?*

Brainstorm Ideas for New Lead Magnets			
What are hot topics in your industry?	*What questions do you get asked frequently?*	*What are some pain points that cause your clients to struggle?*	*What are you passionate about?*

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Exercise: Content Alignment

Take a content inventory, similar to the lead magnet inventory. Do you have content on your site that people actually want to read? This is key to make sure that when someone clicks over from Pinterest to your blog they want to keep reading and consuming content. Brainstorm appropriate content upgrades and calls to action.

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Social Selling

Content Inventory			
Title	Needs Updating?	Content Upgrade?	Call to Action
Is the topic still relevant to your audience?	*Do it yourself or outsource?*	*Do it yourself or outsource?*	*What should the reader do next?*

Content Inventory Continued			
Title	**Needs Updating?**	**Content Upgrade?**	**Call to Action**
Is the topic still relevant to your audience?	*Do it yourself or outsource?*	*Do it yourself or outsource?*	*What should the reader do next?*

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Content Inventory Continued			
Title	**Needs Updating?**	**Content Upgrade?**	**Call to Action**
Is the topic still relevant to your audience?	*Do it yourself or outsource?*	*Do it yourself or outsource?*	*What should the reader do next?*

Content Upgrade Ideas

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A content upgrade is a free download that is relevant to an individual article and adds extra value to the reader. Consider it a bonus for your readers.	Content upgrades can be any format (short report, video, audio, etc.) but is much more specific than a general lead magnet. When the content upgrade is relevant to the topic of the article, it's a no-brainer for the reader to opt-in for that bonus.
Topics You Write About	**Specific Content Upgrade Ideas**

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Content Upgrade Ideas Continued	
Topics You Write About	**Specific Content Upgrade Ideas**

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Step Three: Nail Your Niche to Explode Your Viral Status

Just as with your other marketing efforts, knowing your niche and your target market is crucial to your success. Why attract people to your boards if they have no interest in what you do or sell?

Now that you've got your profile set up and optimized, it's time to add content to your Pinterest account. First, create at least 10 boards that are relevant to your niche and use keyword phrases in their titles. SEO isn't just for your website! Pinterest content definitely shows up in your Google searches, so optimizing your board titles is important.

When was the last time you did any keyword research? You might just be surprised at some of the new search phrases you discover. You'll find hundreds of SEO tools online that help you discover keyword phrases and will tell you how competitive they are to rank. There's also Google Keyword Planner, which is a part of Google Ads, and helps you discover new keywords related to your business, the approximate search volume, plus the estimated cost to target a specific keyword. Even though this is aimed at advertising campaigns, you can still use it for general keyword research.

Getting back to the number of Pinterest boards. I recommend starting with at least 10 boards because not everyone will search for you based on the same keyword. For instance, if you're a published author in addition to offering group coaching programs, create a board for each of those topics and start adding pins to them. Remember, too, that you'll likely discover information that you want to save for yourself – or to share with your followers – from OTHER Pinterest users, so each board will be a mix of your pins as well as the shared/saved pins.

Create a board or two for just YOUR pins. Sharing is nice but the main purpose here is to share YOUR content and expertise with your followers. From your Pinterest profile you also have the option of sorting your boards. If you want to highlight your own pins first, use the Drag and Drop option; then your boards will appear in any order you choose.

I also recommend adding 50 to 100 pins to each board. Don't worry…this doesn't have to be done all at once! Filling up a board means that you're invested in that topic and that it's a priority to you. New followers who are browsing your profile will see you're actively using Pinterest plus you're truly interested in helping your followers. Think of your own reaction if you search Pinterest (or any other social platform) and you see old posts from months ago or a single board with just a couple of pins. Those are clear signs that this person is not active on this platform.

One note: If you're upgrading a personal account to a business account, go through the process of optimizing your profile with your business info BUT also hide any non-relevant boards. For instance, do your coaching clients really care about Sweet 16 party ideas? Or your thousands of recipes that you've pinned over the years? Most likely not.

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To hide an irrelevant board, click into the board, click Edit, then check the box “Keep this board secret”. You and any collaborators can still see the board from your dashboard, but it will be hidden from your followers. You can also delete any pins that are no longer relevant, or which have broken links. Simply click on the pin you want to delete, click on the 3 dots, click on Edit Pin, then choose Delete.

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Exercise: Pinning in Action

Organize your thoughts about board topics, making sure they are relevant and important to your niche. Create 10 Boards that are relevant to your niche, hide all irrelevant boards, fill up all of your ten new Boards with ideally 50 to 100 pins, create a dedicated board just for YOUR Pins.

Board Topic Ideas

Don't worry about keywords yet. Just take some notes about the topics you're passionate about and/or that your clients ask about.
Narrow Down Your Board Choices

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Your Dedicated Board(s)

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Brainstorm ideas for your own boards. You can share pins to multiple boards, but you can highlight your own content in a dedicated board.

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Exercise: The Key to Keywords

Use these steps to conduct your own keyword research. If you're looking for local business, include your city/state in your searches. Narrow down your list to about 30 keywords/phrases for your niche.

While the information below is excellent if you want to spend time doing manual keyword research, we highly recommend a tool called Keyword Atlas to automate much of the digging, sorting, and extracting of the highest quality keywords.

Grab it here:

[Keyword Atlas]

Keyword Research	
STEP ONE: • Sign up with Google Ads so you can use their Keyword Planner OR • Sign up with Google Adwords OR • Sign up with another software or tool OR • Start off with simple Google searches	*Add your notes here about your chosen option.*
STEP TWO: • Type in your chosen search phrase(s)	*What phrase(s) do you think people are using to find you?*

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STEP THREE:	*Did you get inspired? Brainstorm more keyword ideas here.*

• Review your keyword results (I used the Google Keyword Planner)
  ○ With each keyword search result, you'll see a list of suggested keyword phrases along with the competition rating (**Low, Medium, High**). You'll also notice the High/Low range of bids if you wanted to place an ad targeting.
  ○ A keyword phrase with High competition means you'll be competing against big name corporations to get ranked. Low and Medium competition is a bit easier to get ranked.
  ○ Take a screenshot of your results or copy/paste into a spreadsheet.	

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○ Start narrowing down your suggested keywords; you don't have to use everyone just because it was suggested.	

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Your Keyword Phrases	

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Exercise: Magnify Your Expertise

Keywords are key in the pinning strategy. After completing your keyword research, use this checklist to implement your keywords in different areas. You don't need to use the same keyword phrase(s) in each area. Track the ones you use to avoid duplication and to track which keywords perform the best.

Where to Add Your Keywords	
On your Pinterest profile	*List your keyword phrase(s) that you used in this space.*
In your bio	
In your board descriptions	

In your pin descriptions	
On your other social platforms	
Throughout your website List each page + piece of content in this column with the primary keyword in the right-hand column.	

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Step Four: Showcase Your Expertise with Carefully Curated Boards

Showcasing your expertise isn't only about the content YOU create. Your expertise also shows up with whose content you choose to share. As you develop your relationship with new Pinterest followers, you want them to know that you won't steer them wrong; that you care about their problems and are determined to help them find solutions.

Think about it in terms of making a referral. If I told you Joe's Deli made the best Rueben sandwich in town but you received the same Rueben sandwich with half the meat, cold sauerkraut, and moldy bread, you'd second guess any other suggestions I make in the future, simply because of this one bad experience.

The same is true with your business and whose content you share.

Adding content to your boards

Curating content simply means pinning other people's content to your boards. Obviously, you don't want to pin content of direct competitors but think about other experts who serve your same niche. For example, if you're a health coach who is focused on healthy eating, search for other experts who focus more on fitness, yoga, mindset, or other holistic practices. Someone who comes to you for healthy eating advice may be interested in these other healthy practices, even if it's not your direct expertise.

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The fact that you know where to find these other experts speaks volumes. But this is where you need to be selective about which pins to share from which experts. Some experts fulfill that title while others are dabbling in a side hustle and aren't truly vested in the work. It's up to you to search out the experts, follow them yourself, and then decide if they meet your high content standards for your followers.

Include call-to-actions

Every Pinterest board you create needs a description and a call to action. The description should be concise and use keywords BUT avoid the appearance of "keyword stuffing". This is a practice that unscrupulous marketers use which entails using multiple keyword phrases together, whether it sounds natural or not. They wrongly think that the search engines will list their content simply because it has those keywords stuffed in there, but those bots have gotten "smarter" over the years and keyword stuffing often gets you dropped from the search results.

Exercise: Board Mix

It's a good rule of thumb to have 5-10 boards to which you can add each of your pins and share others. You can easily do this with a mix of broad and niche boards. Use this space to identify the board they should begin building.

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Create Your Boards
List out some broad topics and some narrowed, “niched-down” topics. (Don’t worry about keywords yet.)

BROAD TOPIC IDEAS:	NARROW NICHE IDEAS:

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Prioritize Your Board Ideas	
List your categories in order of importance to your target audience.	**Which of these categories does your current web content fit?**

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Exercise: Compelling Curation

Use this space to practice writing compelling descriptions for your boards and your pins. Use keywords (but don't stuff!) and be concise but thorough. Also include a CTA. Your final description should align with the board and the user searching for the board.

Tips for Writing Board Descriptions:

- Place relevant keywords near the beginning of the description.
- Place your brand name in the first sentence.
- Use natural sentence structure (no keyword stuffing!)
- Write in actual sentences, NOT just a list of keyword phrases.
- Include as many enticing details as possible. You have a maximum of 500 characters for your descriptions so use them wisely. Place your most important information at the beginning so it doesn't get cut off in your followers' feeds.
- Be concise. People's attention spans are short; say what you have to say quickly to convince them you have the information they need.
- Try using this template to craft your own board descriptions:

[What They're Searching for with Keywords] + [Brand Name] + [What You Offer] + [Relevant Details] + [CTA]

Brainstorm Ideas

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Step Five: Pin with Ease to Rapidly Attract Your Dreamy Leads

Now that you've got your boards set up and optimized, what are you going to pin? Give this question some thought because you're using this as a business tool. You can pin willy nilly on your personal Pinterest boards, but your business boards require more planning and methodology.

List out your own content first and then brainstorm a list of experts you want to include. Who has made an impact on your business life? Do you have a "fan girl" crush on a leader in your industry? You don't need to admit to that – just realize that these are the people whose content will likely help your audience.

As you continue business networking, you'll discover other experts to include on your boards. But instead of just pinning aimlessly, always read the content first, hold it to high standards, and be very selective about whether this content meets the description of your board(s). If you must question it, then it's probably not the best fit. That's not to say you can't still enjoy it or share it on other social sites; just keep the end game in mind when pinning other people's content.

If you're still questioning, WHY would you pin other people's content, the answer is multifaceted. Pinterest is about building a community, not just putting yourself in the spotlight. Sharing other pins shows that you're supporting the community. If you share an influencer's pins enough, it may put you on their radar as someone to watch. Or they might return the favor of sharing YOUR pins with their followers.

As mentioned in the last step, sharing helps fill the gaps in your niche. Remember our health coach example? Sharing healthy recipes from a vegan chef makes sense if she's promoting a healthy eating lifestyle.

Sharing pins also increases the possibility of your boards being discovered. When a Pinterest user finds a pin they like, they might be inclined to follow your board. Now you have a new prospect who might look around your profile, discover your other boards along with your products. Consider this part of the sales funnel.

Also, sharing other content gives your board a keyword boost. The keywords associated with each pin plays a part in your boards getting discovered in searches, so you can ride the wave of those keyword selections.

All these aspects are meant to work in harmony. You're still building relationships and selecting only the best content for your audience.

You have probably discovered multiple Pinterest tools to assist in scheduling your content. Each tool has its purpose, but you can still use Pinterest the old-fashioned way by manually pinning.

We'll explore a few better-known tools in the next exercises but don't feel obligated to make a purchase. Explore Pinterest first, get into a groove, then decide if you need a tool.

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Exercise: Manual Pinning Workflow

Use this workbook to think ahead about what pins you'll pin and to which boards. Then use the checklist as you create each pin.

Scheduled Date	Pin Topic	Which Board?	Keywords Used

Scheduled Date	Pin Topic	Which Board?	Keywords Used

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Scheduled Date	**Pin Topic**	**Which Board?**	**Keywords Used**

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Pin Creation Checklist
☐ Is your content relevant to your audience? ☐ Did you add the pin image to your website content? ☐ Is your image pinnable? ☐ Does it include your website URL? ☐ Is the image high resolution? ☐ Did you purchase the license to use the image? Or do you own the image? ☐ Is your text overlay easy to read? ☐ Did you choose the most relevant board for this topic? ☐ Did you write a compelling pin description, including keywords and hashtags? ☐ Did you hit the Save button? ☐ Did you cross promote this content on your other social platforms plus your email list?

Brainstorming Ideas/Notes

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Exercise: Pin Toolbox

Tools make Pinterest easy, but not all tools fit every strategy or business. Use this section to identify which tools you need to have and which you can toss or wait until you become more of a Pinterest expert.

Pin Toolbox

Pinterest Tools:
 	
1. These are the built-in features available to every Pinterest user and are worth learning how to use.
  ○ Send pins to friends (do NOT spam your friends!)
  ○ Duplicate pin notification
  ○ Analytics
  ○ Mobile notifications
  ○ Story pins (including video)
  ○ Rich pins (you need to apply to create them)
  ○ Notes for boards

Web Browser Extensions:

2. Makes pinning from other sites extremely easy without having to login to your account or open the app.
    - Pinterest Save Button (Chrome)

Plugins:

3. Makes it easy for readers to pin your images
    - Tasty Pins ($29 – SEO for your images, boards + pins)
    - Social Warfare ($29 for a single site – customize your share buttons for all your social sites; customize your Pinterest descriptions)
    - Pinterest to WordPress ($17 – create a Pinterest image gallery on your WordPress site)
    - Image Sharer (free or $49/month – allows viewers to share images to any social sites you want with one click)
    - Pin It Button on Image Hover (free – places a multilingual "pin it" button on your images)

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Scheduling Tools:

4. Schedule your pins in advance. Schedule a week's worth of pins (or more!) in one sitting.
    - Tailwind App (free or starting at $9.99/month – scheduler + pin designer with their templates; also works with Instagram)
    - Later (free or starting at $15/month – scheduler for multiple social platforms for easy cross promotions; visual scheduler with image cropping feature; tailor your captions for each platform)
    - HootSuite (free or starting at $49/month – map out campaigns, fill in gaps, or collaborate with team members; manage multiple social platforms)
    - Social Pilot (free trial then starting at $30/month – schedule posts + video; connect multiple social accounts; analyze + monitor your performance across all platforms; built in media calendar; collaborate with team members)

Identify Your Pinterest Strategy

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Common reasons for using Pinterest:

1. Distribute your content – increases engagement + interaction on your profile
2. Build a community – engage with like-minded people who may become customers
3. Educate customers + increase brand authority – tutorials and how-to guides are hot + a great way to introduce new followers to your business
4. Drive website traffic + boost sales – give your target audience the info they want + link to your website landing pages
5. Build your email list – promote your lead magnets + link to your opt-in page
6. Expand your reach – with 100 million+ monthly users you can certainly expand your name recognition
7. Humanize your brand – showcase the person behind the logo; makes you more approachable to your audience, which can increase engagement + sales

Your Strategy Notes

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Why do you want to use Pinterest? What do you hope to gain from this platform?
Your Strategy Notes Continued

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Why do you want to use Pinterest? What do you hope to gain from this platform?

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Step Six: Skyrocket Your Traffic for Generating a Captivated and Buying Audience

As you know, customers need to know, like, and trust you before they will buy from you. Using Pinterest to showcase what you offer clients as well as educating your target audience will go a long way to developing that trusting relationship.

In addition to pinning your own content and re-pinning content from other experts, searching for Pinterest Groups is a worthwhile endeavor which can build your traffic and followers quickly.

Pinterest Groups are different from Facebook Groups. This isn't a place to chit chat; it's a collaborative board where pinners in a shared niche share their content.

Why is this beneficial? First, your pins are getting in front of the eyes of like-minded people who have similar goals. Each of these collaborators will see your pin and possibly follow you. Likewise, THEIR followers will see that they are a part of this collaborative board, which brings more eyes to this content. By default, your content will be seen by someone else's followers.

Consider this a visual form of business networking. If you become a fan of one of these collaborators, you never know what kind of JV project will come to life, simply because you met on a Pinterest Group.

To find these groups, do a Pinterest search for "Boards". Then browse through the categories and descriptions and request an invite from the board owner.

You can also search for Pinterest Groups by looking at your competitors' profiles. Under "Saved" you'll see their boards plus any group boards they belong to. Search each one for the descriptions relevant to your business and request an invite.

Interestingly, you can also search Facebook for people looking for Pinterest Groups!

You'll notice that many boards have multiple thousands of collaborators. Don't let those numbers intimidate you! Consider this a built-in audience but realize that some collaborators will not post as frequently as they should. To gain the most benefit from Groups, pin to them regularly, just as you would pin to your personal boards.

Another way to build your audience and to skyrocket your traffic is to follow like-minded Pinterest users within your niche. They don't have to be direct competitors but being in the same niche will give some common ground and inspiration for new content ideas. Going back to the health coach example, following yoga instructors or mindset coaches will provide excellent content to share with your clients. Likewise, if you follow them, they (hopefully) will follow you back, making a kind of "follow train".

The "follow train" works best if you carefully vet who you follow and if you stay within your niche. Consider this another form of collaboration. Your healthy content will be useful to the yoga instructor's audience while their yoga information will be useful to your audience. It's a give and take, which is easy when you're both serving the same niche.

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Another way to gain traction with your pins is to invest in Pinterest advertising. Promoted Pins are regular pins that you've pinned publicly to your business account but are now paying an advertising fee to have them show up in your target audience's home feed. They will also show up in Category Feeds and Search Results.

Only those with Business Accounts can run Promoted Pins and in the next exercise you'll see a list of Promoted Pins requirements. You have complete control over the campaign length and the budget. You can set this up at the Pinterest Ads Manager.

Exercise: Group Search

Use the charts on the next page to identify your niche as well as popular Pinterest users and their groups. Only request to join groups that serve your niche and appear to be active. Also follow any special instructions the group owner requests.

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Identify Your Niche	
Pinterest Users to Follow	
Search competitors, mentors, industry experts using the Pinterest search function.	
List your top 10 results below.	
Group Boards of these Pinterest Experts	
Which boards serve your same niche? Which boards seem to be active?	
List your top 20 results below.	

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Use Pinterest to Search for Niche Boards	
Which boards serve your same niche? Which boards seem to be active?	
List your top 20 results below.	

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Ask to Join Boards	
Which boards did you ask to join? Track them here so you don't duplicate your requests.	

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Exercise: Follow Train

Create a follow train by following friends and other pinners within your niche to help build your community. Once you get to 1000 followers you can be more selective about who to follow. The key is to follow like-minded users.

Use the charts on the next page to track your progress.

Friends to Follow	
Industry Experts to Follow	

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Use Keywords to Search for New-to-You Pinterest Users in Your Niche	
Follow Your Mentors	
Brainstorming Ideas	

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Exercise: Promoted Pins Guide

Use these checklists to determine if you're ready for online advertising and how to get started. Then map out your first pin promotion and create your ROI and funnel.

Promoted Pins General Information
☐ Do you have a business account? ☐ Is the pin you want to promote pinned publicly to your business account? ☐ Does this pin have a destination URL? ☐ Did you use a URL shortener? If yes, change it to the public URL. ☐ Does the pin description have a shortener? If yes, change it. ☐ Are the videos/GIFs/images in the pin yours? ☐ Does your pin have a 2:3 aspect ratio, or 1000x15000 pixels?

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Choose Your Promoted Pin Formats
☐ ***Static pins + ads*** – feature only 1 image ☐ ***Standard width video + ads*** – video is the same size as a standard pin ☐ ***Max width video ads*** – videos expand across the entire mobile feed ☐ ***Carousel pins + ads*** – multiple images people can swipe through ☐ ***Shopping ads*** – 1 video or image displays at a time that allows people to purchase ☐ ***Collections pins + ads*** – 1 main image appears over 3 smaller images in feeds on mobile ☐ ***Story pins*** – multiple images, videos, lists + custom text appear in one pin **IMPORTANT NOTE:** Each of these formats have differing specs so follow this link directly to the Pinterest Review Product Specs Page.

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Are You Ready to Invest in Promoted Pins?

• Paid advertising may seem like the easy way to get sales, but you run the risk of losing cash if you're not careful.
• Answer these questions before investing in Promoted Pins (or other form of online advertising):
  ○ Are you making sales with free marketing and promotions?
  ○ Do you have the time and resources to take on more clients?
  ○ Do you have time to learn the ins and outs of Pinterest and its advertising program?
  ○ If not, do you have the budget to hire an expert who can keep your Pinterest account active and set up your ad campaigns?
  ○ Do you understand what conversion tracking is and do you have it set up on your website?
  ○ Do you have the budget to outsource this task?
  ○ Do you understand the need to track your campaign stats and how to read those stats?

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Conversion Tags

Conversion tags are snippets of code added to your website that track what your visitors do once they land on your site. Coupled with Google Analytics, you'll know how they arrived on your site and what they did, specifically if they bought a product.

Without tracking this data, you won't make informed decisions about which social platform to focus your attention or whether you should make changes to your offers or opt-in lead magnet.

Adding conversion tags is as simple as following the Google instructions or using a WordPress plugin.

- Monster Insights
- Woo Commerce Conversion Tracking
- Google Support

Setting Your Budget

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- Pinterest works on a pay-per-click system.
- Set up your audience; choose from:
  - Customer lists
  - People who visited your site
  - People who engaged with your pins
  - People similar to an existing audience
- Choose your budget type:
  - ***Auction CPM*** (cost per mile): bid per 1000 impressions
  - ***CPE*** (cost per engagement): you pay when people zoom in, save, or click on your pins
  - ***CPC*** (cost per click): you pay when people click on your ad; there's no guarantee they will engage with your site once there

Campaign Objectives

- To build brand awareness, try the Auction CPM for approx. $2-$5 per 1000 impressions.
- To boost engagement, try the CPE model for approx. 10 cents to $1.50 per engagement.
- To drive web traffic, try the CPC model for approx.. 10 cents to $1.50 per click.
- When in doubt, outsource your campaign setup to a seasoned professional.

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Map Out Your Promoted Pin Campaign	
☐ What are you promoting? ☐ Are your pin specs correct? ☐ Dates you want to run the campaign.	
☐ What are your campaign objectives? ☐ What's your budget? ☐ Do you have a conversion tag set up?	
☐ Who is your target audience?	
☐ Do you need to outsource this campaign? ☐ Research capable individuals or ask for referrals from business friends.	

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☐ What does your sales funnel look like?	
☐ How will you win the sale?	

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Step Seven: Fuel Your Pinterest Marketing with Data-Driven Decisions

I know that tracking data doesn't sound fun and exciting, but it's the best way to know if your Pinterest strategies are working. How will you know what changes to make if you don't know some simple stats about engagement?

Pinterest has analytics built-in to their business accounts and it's easy to access from your dashboard: Click Analytics in the upper right corner, then Overview.

From that overview menu, narrow down your stats by choosing one of the following:

- **Audience Insights** for follower analytics
- **Conversion Insights** to track paid campaigns
- **Video** for video-specific stats
- **Trends** to see what's popular on Pinterest

Some analytic terms to pay attention to:

- **Impressions**: the number of times your Pins were shown on screen. These are NOT unique views; one user who visits your boards can count as multiple impressions
- **Total Audience**: the total number of unique viewers who saw your pins
- **Saves/Repins**: the number of times someone saved your Pin to one of their boards.
- **Engagements**: the total number of times someone clicked or saved your Pin.

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- **Engagement Audience**: the number of people who engaged with your Pins.
- **Pin Clicks**: the total number of clicks on your Pin.
- Outbound Clicks: the total number of clicks to the destination URL of your Pin.
- **Followers Driven**: the number of people who followed you after seeing a specific Pin.
- **Top Boards**: the top-performing boards that you've created or that feature your Pins.
- **Demographics**: includes language, gender, device stats, categories, interests.
- **Top converting Pins**: measure the results of your Pins based on different conversion goals.
- **Page Visits**: the number of times people visited your site from Pinterest.
- **Add to Cart and Checkouts**: the number of times people added items to their cart and checked out after a Pinterest referral.

I know this is a long list and gathering the data can certainly be delegated to your VA but taking the time to analyze your results is paramount to your Pinterest marketing decisions.

Don’t wait too long to analyze your data. Schedule a time every 20-30 days to review your stats and determine if your progress is on track or if modifications are necessary.

Also make time for reviewing your Google Analytics. This provides a longer overview and can assist in recognizing trends as well as creating a rotating calendar of evergreen Pins you can reuse throughout the year

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Exercise: Know Your Numbers

Use the chart to track your analytics (print out or copy the chart for additional months). Jot notes about how to improve/increase these numbers.

Know Your Numbers			
Analytic Term	**Your Stats**	**What it Means for You**	**Next Steps**
Impressions	*Look in your Pinterest Analytics for the data.*	*The number of times your pins were shown.* ***Not quite as important as Total Audience.***	

Analytic Term	**Your Stats**	**What it Means for You**	**Next Steps**

Total Audience		*Total number of unique viewers who saw your pins. Work to increase this number.*	
Saves/Repins		*Number of times someone saved your Pin to one of their boards. Work to increase this number.*	
Engagement Audience		*Number of people who engaged with your Pins. Always work for higher engagement. Look at your design + duplicate what works.*	
Engagements		*Total number of times someone clicked or saved your Pin.*	

Analytic Term	**Your Stats**	**What it Means for You**	**Next Steps**

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Pin Clicks		*Total number of clicks on your Pin.*	
Outbound Clicks		*Total number of clicks to the destination URL of your Pin.*	
Followers Driven		*Number of people who followed you after seeing a specific Pin. Which pins produce the most followers? What is special about those pins?*	
Top Boards		*Top-performing boards that you've created or that feature your Pins.*	

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Analytic Term	Your Stats	What it Means for You	Next Steps
Demographics		*Includes language, gender, device stats, categories, interests.*	
Top converting Pins		*Measure the results of your Pins based on different conversion goals.*	
Page Visits		*Number of times people visited your site from Pinterest.*	
Add to Cart and Checkouts		*Number of times people added items to their cart and checked out after a Pinterest referral.*	

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What Do the Stats Mean?

When in doubt about how to analyze your stats, consult with a Pinterest expert.

- ☐ High performing Pins and boards are working, so what is it about those Pins in particular that are drawing people to click and save?
- ☐ Look at the design, branding, type of image, text, readability, description.
- ☐ Low performing Pins need a redesign or maybe the message isn't resonating with your audience.
  - Make 1 change at a time and track its progress.
  - Is the information relevant to your audience?
  - Is the content outdated?
  - Does the design need an updated look?
  - Is the text overlay legible?
  - Does the description properly define what the pin is about?
  - Do the color compliment your brand?
- ☐ Increase engagement by:
  - Posting when your audience is online.
  - Posting pins to the proper boards.
  - Having multiple boards that support your branding message.

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- Post multiple times each day/week.
- Use appealing cover photos for all your boards.
- Create or join group boards for more exposure.

Exercise: Conversion Practice

Take your analytic game up a notch and build in Google Analytics review. This allows you to look at trends over a longer span. This will help build an annual calendar of pins and content you should push during the year or create more content for.

Reviewing Your Google Analytics Data			
Analytic Term	**Your Stats**	**What it Means for You**	**Next Steps**
Users: New + Returning	New:	*Users who visit your website, either for the first time or as a returning visitor.*	

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	Returning:		
Sessions		*A group of interactions within a given timeframe. One user might visit your site, step away for a while, then come back. These would count as 2 sessions.*	
Pages per session		*How many pages a visitor views each session.* ***An increase here might mean higher engagement****.*	

Analytic Term	Your Stats	What it Means for You	Next Steps

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Devices	Desktop: Mobile: Tablet:	*How many visitors use these devices to visit your site?* ***If one number is high, focus on that experience first.***	
Source		*Where the traffic from your site comes from.*	
Page Views		*The number of times a page is viewed during a session. A single user can log multiple page views.*	
Unique Page Views		*If a user goes back to the same page multiple times during a session, only the first count is counted here.*	

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Analytic Term	Your Stats	What it Means for You	Next Steps
Average Time on Page		*The average amount of time a user spends on any page. Longer page time means higher engagement, as in reading a blog post.*	
Landing Pages		*How your viewers get onto your site.*	
Exit Pages		*The last page your viewers see before leaving your site. Knowing these stats can help you optimize those pages for conversions.*	
Bounce Rate		*A single page session. The viewer landed on your site and left without exploring.* ***If that landing page was meant to sell or drive traffic to other pages, explore why people are leaving.***	

Spotting Trends on Google Analytics
☐ Select a period of time on your Google Analytics Overview. Include at least 3 months' worth of data. ☐ Do you notice any traffic trends during that time? ☐ Could those changes/trends be caused by the seasons or holidays? ☐ Which Pinterest campaigns ran during those trending periods? ○ If the traffic trend was upward, consider reusing that campaign or tweaking it for next month or next year. ○ If the traffic trend was downward, make serious changes or scrap that campaign and start something new.

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Build a Calendar of Pins
Based on your trend analysis, which of your campaigns performed well on Pinterest?
Which pin topics performed well?
Which campaigns were least successful?
Which pin topics were least successful?
What content topics should you include in future pins?

Use all Social Media Platforms

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- If you're running a competition don't just run it on one platform, use the same content and graphics and share it on multiple platforms to reach more of your followers and get them sharing it even more with their followers

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CASE STUDY:

How a $47 PLR Product Generated Over $200K for My business

Presented by
David Perdew

With
Jen Perdew - Houlk

In this training I'll show you:

The Exact $47 PLR I used to generated over $200,000 in revenue selling 6700 units... just on Front-End sales

How and why a simple mindset shift changed how I looked at PLR.

The right way to use PLR vs the LAZY way that so many people do. (Hint: the way to make PLR work for you!)

How to find the BEST PLR for your needs!

Examples of what you can use PLR for in your business (its not what you think)

HOW to use PLR to build a business and list virually overnight!

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