

MORE
*Traffic
& Sales*
WITH
Pinterest
WORKBOOK



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Know Your Subscriber

1. Write a brief but detailed profile of your ideal subscriber.
2. Think about that ideal subscriber and client demographic and decide whether or not it's worth your while to invest in a Pinterest strategy. Do they:
 - ☐ Share Pins?
 - ☐ Learn visually?
 - ☐ Share recipes?
 - ☐ Share graphics more than average?

Pinning Strategy

1. Select some of your best subscribers and see what type of pins they are actively displaying and sharing and make any notes below.



2. Create a rough draft strategy for your Pinterest pinning.

3. Think about your Pinterest traffic generation and what goals you want to accomplish:

- ☐ Increase your visibility
- ☐ Establish brand recognition
- ☐ Engage with your community
- ☐ Promote content and new offers
- ☐ Drive targeted audience to specific landing pages
- ☐ Increase content and website interaction

4. Brainstorm topics and pinboard categories for your Business Page.



5. Decide on what your most important Pinterest goal will be.



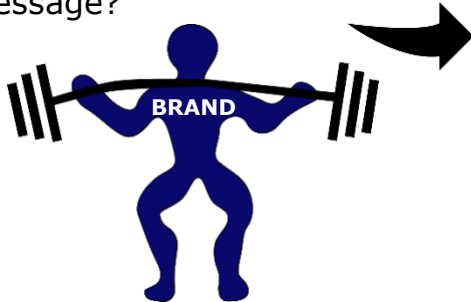
6. Now refine that goal and think about:

- ☐ What is that you want to do?
- ☐ How do you want to accomplish this?

7. Define your best demographic below.

Brand Strengthening

1. What is your brand's message?



2. "I want people to think about _____, when they think about me."

3. "People should expect _____, when they think about me."

4. Make brand decisions on the following:

☐ Your logo

☐ Your brand colors

Hex Code #

☐ Repetitive elements

☐ Fonts

5. What object, icons or images represent my message clearly?

6. What feeling do you want people to feel when viewing your pins?

☐ _____

☐ _____

☐ _____

Pin Planning

1. Start creating your pin strategy. Write down various pin ideas for the month. Decide what categories you want to focus on.

Below are some category/ pinboard ideas:

☐ Things that inspire me

☐ Events

☐ My products

☐ Seasonal

☐ Podcasts

☐ Blog posts

☐ Recipes

☐ Book club

2. List the categories you want to focus on:

3. List the pinboards you want to create:

4. Make a list for each of the following:

☐ Any events over the next year you plan to host

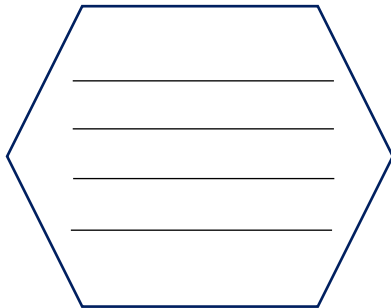
☐ Your signature products that you have created

☐ Resources you can share

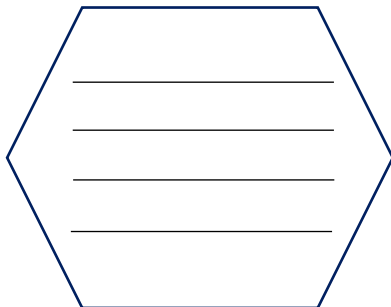
☐ Any books you have written

5. Below, specify for each pinboard you want to create, what specific purpose it has or what it is you want people to do. Write your purpose on the lines provided.

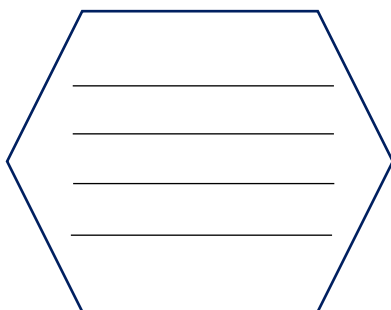
Pinboard #1



Pinboard #2



Pinboard #3



Research Influencers

1. Start researching influencers you want to contact on Pinterest. Review what they are doing with their pinboards and make notes.

Influencers	Notes

2. Look at the response those influencers are receiving. See what others are pinning and make notes:

- ☐ About them
- ☐ From them

3. Create image quotes of inspiring things your top influencers have said that you can share with your audience.

4. Share infographics from your top influencers.

5. Identify your favorite influencer's rich pins and determine:

- ☐ How they use them
- ☐ The various types they use

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