

MORE
Traffic
& Sales
WITH
Pinterest
CALENDAR



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Table of Contents

Contents

Week 1	3
Monday	3
Tuesday	3
Wednesday	4
Thursday	5
Friday	6
Week 2	6
Monday	6
Tuesday	7
Wednesday	7
Thursday	8
Friday	8
Week 3	9
Monday	9
Tuesday	9
Wednesday	10
Thursday	10
Friday	10
Week 4	11
Monday	11
Tuesday	12
Wednesday	12
Thursday	12
Friday	12

Week 1

Monday

1. Review your completed Workbook.
2. Log into Pinterest and spend additional time familiarizing yourself with:
 - Other pinboards you like
 - Your top influencers' pinboards



Pinboards created by:

- Your followers
- Your Clients
- Your Subscribers
- Your peers

Tuesday

1. Review yesterday's notes. Brainstorm ideas to create your Pinterest strategy. Identify:
 - Your primary Pinterest goal
 - How you plan to achieve your goal
 - What types of pins will you use
 - Your calls to action
 - Creating boards for upcoming projects
 - Will you use rich pins?

2. Write down your summary plan for:

- The next month
- The next year

Wednesday

1. Think about what you want your main brand message to be and how you want people who view your pins to:

- Think about your company
- To think about you personally

2. What do you want to be known for?

3. Write out your mission statement or brand message.

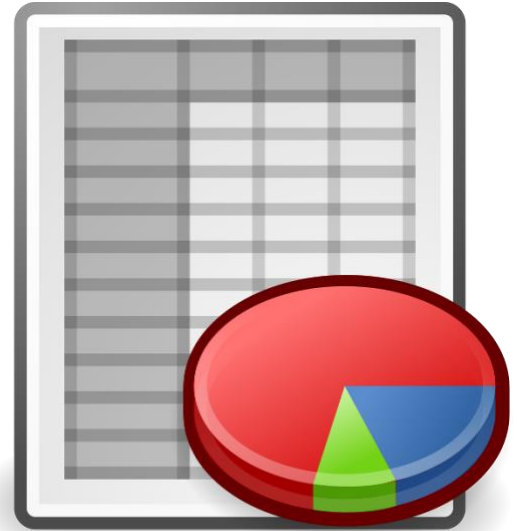
4. Using your above mission statement, create a Description for your Pinterest profile. You want to use "you" messages instead of "I" messages and keep the length below 200 words.

5. Analyze your current Pinterest Username. Are you optimizing the 15-character spaces? Is it the right choice of username to reflect your branding?

Thursday

1. Create a company Style Sheet that displays:

- Font choice
- Company color scheme
- Logo screenshot and filename
- Branding graphics screenshot and filenames
- Motto or tagline



2. Put a copy of Style Sheet in your Master Business Manual.

3. Distribute copies to anyone who will need to have your branding info.

Friday

1. Read information on Pinterest Business Accounts:

- <https://business.pinterest.com/en>

2. Depending on where you are currently at with Pinterest, perform one of the following actions:

- Convert your Pinterest Personal account to a Business account.
- Create a Pinterest Business Profile
- Update Business Profile with your new Description



Review the progress you have made over the past week and plan next week.

Week 2

Monday

1. Install Pinterest's bookmarklet so you can pin from your browser:

- <https://help.pinterest.com/en/articles/add-pinterest-browser-button#Web>

2. Install Pinterest's mobile app if you want to pin on the go. (refer to links in above-noted article)

3. Review your Workbook notes on the pinboards you have or want to create.

4. Gather the graphics for each pin you want to create.
5. Visit your favorite peer or influencer's blogs or pinboards. Begin pinning, creating new pinboards if necessary. Be ready to follow boards that are suggested to you when you create new pinboards. (Great opportunity to watch for suggested influencers and connect with them.)

Tuesday

1. Spend the time you have scheduled on Pinterest and interact with other pinboards. Share pins.
2. Look into Pinterest sharing tools that are available like [Tailwind](#) or [Pin Volve](#). If you think they will enhance your Pinterest use, then sign up and spend the rest of your time this morning becoming familiar with them and planning your pin sharing strategy.



Wednesday

1. Review your Pinterest Business Page:
 - Are your pinboards balanced?
 - Are there other pinboards you want to create? Then do it!
2. Research hashtags:
 - What's popular among your audience right now?
 - Decide on hashtags that would be unique to you

3. Put your top hashtags in your pinboard names
4. Your products pinboard should have its own hashtag. Create one now.
5. Keep your Products Pinboard updated.

Thursday

1. Add or update the following:

- Your Inspirations pinboard
- Your Webinars pinboard
- Your Books pinboard
- Your Podcast/Video pinboard



Friday

1. Spend your scheduled time interacting on Pinterest.
2. Install any Pinterest tools you haven't installed yet:
 - <https://developers.pinterest.com/tools/widget-builder/>
3. Review your week.

Week 3

Monday

1. Read up on rich pins and become familiar with how they work:
 - <https://developers.pinterest.com/docs/rich-pins/overview/>
2. Decide what types you will use and how you will use them.
3. Choose one of the following Metatags plugins for your WordPress site:
 - <https://yoast.com/wordpress/plugins/seo>
 - All Meta Tags
4. Validate your metatags:
 - <https://developers.pinterest.com/tools/url-debugger/>
5. Review the past week and update your Pinterest schedule/plan for next week.

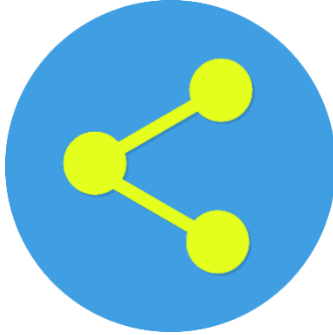
Tuesday

1. Create your primary landing pages.
2. Create rich pins you've chosen to use that include calls to action leading to your top landing pages or articles.



Wednesday

1. Sign up for any social sharing suite that assists in automating or speeding up your Pinterest posting such as:



- <https://www.tailwindapp.com/>
- <https://www.viraltag.com/>
- <https://www.buffer.com/>

2. Become familiar with your new suite dashboard and tutorials along with analytics.

3. Recycle your old pins or schedule pins for the month.

Thursday

1. Sign up for at least one of the below graphics programs and create 3 pins using your new tool:

- <https://www.canva.com/>
- <https://www.picmonkey.com/>
- <https://piktochart.com/>
- <https://www.easel.ly/>

Friday

1. Review your Pinterest presence and make any necessary adjustments such as changing your pinning schedule or adding more pinboards.

2. Make sure your Pinterest presence is SEO optimized as possible:

- Name your images and pins using keywords
- Enable metatags by installing a plugin
- Validate your URL



You are using:

- Hashtags
- Rich pins
- Calls to action
- Seasonal pins

3. Update your upcoming week's schedule.

Week 4

Monday

1. Spend your scheduled time on Pinterest.
2. Find an inspiring quote and recycle it using:
 - <http://quozio.com/>
3. Now share it.

4. Create additional quotes you can use throughout the month.

Tuesday

1. Talk about your new Pinterest presence in your blog and sync it with Facebook using:

- <http://www.pinvolve.co/>

Wednesday

1. Plan Seasonal pins and events.
2. Now create those Seasonal pins ahead of time and schedule.



Thursday

1. Plan upcoming products or events for the year.
2. Create pins and get them scheduled.

Friday

1. Review your past month of increased Pinterest participation.

What are you happy with?

What areas do you still have work to do?

2. Review your Pinterest analytics and make notes of any changes based on those stats.

3. Begin to plan next month's Pinterest strategy and start creating those pins!



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