

Pinterest Strategy and Goal Setting

PART 1 CREATING YOUR PINTEREST STRATEGY

Step 1: Be Consistent.

When can you pin (ie, can you only commit to pinning on your computer at 10pm while watching Netflix or can you carve out time during the day)? Set your schedule and goals below.

Step 2: Create Multiple Pins for your Blogs.

In the space below, sketch out a few designs of pins that you can make in Canva.

What are elements you want to include? Which colors or fonts are important to you and your brand? Is there any imagery that will tie your pins together?

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Step 3: Incorporate Pins from other Websites.

Which websites and Pinterest accounts do you feel you can consistently Pin from? Are there any users that stand out as always having exceptional content? In the space below make a brainstorm of other Pinterest Accounts and Websites that include pinnable content in your industry or that relate to your boards.

PART 2 SETTING YOUR PINTEREST GOALS

- Goal 1: Gaining Name Recognition and Exposure.
- Goal 2: Growing Traffic to Website.

Your Goals and Your Plan of Attack:

Outline your goals and your plan of attack for reaching these goals. Start with where you are NOW and where you want to end up!

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Tracking Your Progress

Use the space below to make notes from Pinterest Analytics about your Month over Month numbers each week. How many Pins were Repinned, What was the traffic to your website, How many followers do you have, How many times did you show up in search results? By tracking the month over month numbers each week you can begin to understand larger trends in the pursuit of your Pinterest Goals!

Week 1:

Week 2:

Week 3:

Week 4:

Week 5:

Week 6: