



ULTIMATE
Pinterest Planner

Welcome to the 2017 Ultimate Pinterest Planner!

Pinterest is a great asset to any business but learning how to manage it correctly is key. The Ultimate Pinterest Planner is a helpful year-long tool to help keep your business moving forward and your Pinterest marketing fresh. Here's what to expect and how to get the most out of your planner.

BOARD SWITCH

Keeping your boards fresh with updating board photos and board locations is a great component to an active board. For example, on November 1, I suggest moving your Halloween boards to the bottom of your profile making room at the top for your Christmas and Thanksgiving related boards. This helps Pinterest users find your seasonal content quickly.

ACTION ITEM

In order to grow on Pinterest, you need to keep moving forward. Each month lists suggested action items helping you build your business with Pinterest throughout the year without feeling overwhelmed. This can be as simple as updating your top 10 posts on your blog or optimizing pin descriptions on popular pins. Whatever the action item is, the important part is that you're thinking strategically for Pinterest.

UPDATE & OPTIMIZE

Posts that are updated and optimized perform better on Pinterest. Choose three posts each month so you're consistently updating. Make sure all post images have searchable pin descriptions in the alt text. Re-edit images if needed, create a new long pinnable image if desired, and link to all other related content on your site. Be sure to pin the post again after you've updated. This is also an ideal time to ensure your posts have keyword-rich meta descriptions and headings throughout the post.

TRENDING NOW

Give the Pinterest user useful, timely content. At the beginning of the year pinners are searching for answers to their organizational problems. Help them by pinning useful, relevant content. Be sure to check the Trending Now section of each month to ensure you're helping out your fellow pinner.

PROMOTE

Promoted Pins are here to stay and it's time to step into using them. They are super easy to use and very beneficial to your business. Plus, I have lots of helpful resources and podcasts on simplepinmedia.com. Just search 'promoted pins' to find what you're looking for.

If you have any questions or would like another eye on your account, feel free to contact me at kate@simplepinmedia.com to discuss other services we provide.

Looking for more guidance? Head to simplepincourses.com to see what courses we're currently offering.

Kate Ahl
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PINTEREST *Statistics*

PAGE VIEWS Track your Pinterest pageviews in Google Analytics from the last 30 days

PINTEREST FOLLOWERS Track how many followers you have

REPIN RATES Track your average Daily Repins from the last 30 days in Pinterest Analytics

	PAGE VIEWS	PINTEREST FOLLOWERS	REPIN RATES
January 1			
February 1			
March 1			
April 1			
May 1			
June 1			
July 1			
August 1			
September 1			
October 1			
November 1			
December 1			

BOARD switch

Keeping your boards fresh with updating board photos and board locations is a great component to an active board.

Around the first of each month, review your boards and move up all related boards in **red** and move boards down listed in **gray**.

JANUARY

Valentine's Day
Organization
Christmas
New Year's

FEBRUARY

St. Patrick's Day
Easter
Spring
Valentine's Day (after Feb 14)

MARCH

Organization
St. Patrick's Day (after Mar 17)

APRIL

Graduation-related
Mother's Day
Easter (after Apr 16)

MAY

Father's Day
Mother's Day (after May 14)
Spring

JUNE

4th of July
Summer
Gardening
Father's Day (after June 18)

JULY

Back to School
4th of July (after Jul 4)

AUGUST

Fall
Summer

SEPTEMBER

Halloween
Back to School

OCTOBER

Thanksgiving
Christmas

NOVEMBER

Christmas
Fall
Halloween

DECEMBER

Gift Ideas
New Year's
Thanksgiving

January

ACTION ITEM

Capture Pinterest traffic coming to your website with a simple freebie they receive when signing up for your email list. Give away something awesome to encourage more sign ups.

Change your board covers for the Winter season.

UPDATE & OPTIMIZE

Choose three posts you're going to update this month and check them off when completed.

TIP Browse through your pins and make sure all hashtags are removed. #so2015

PROMOTE **1** PIN

 _____

TRENDING NOW

Healthy Recipes

whole30
gluten-free
allergy-free

Healthy Lifestyle Tips

cleanse
juicing

Exercise Routines

at-home
motivational
quick workouts

Organization

home
life
kids

Motivational Quotes

Valentine's Day

decor
gifts
parties
cards

Business Start Up Ideas

think
entrepreneurial

Decluttering

Money Matters

budgeting
paying off debt
investing

Winter Weddings

Super Bowl

February

ACTION ITEM

Promote your Pinterest profile on another social media outlet every week this month.

UPDATE & OPTIMIZE

Choose three posts you're going to update this month and check them off when completed.

TIP Take a deep dive into your Pinterest analytics. What boards do your pins tend to end up on? (under Your Audience --> Interest look at other pinner boards that have lots of your pins.)

PROMOTE **1** PIN

 _____

TRENDING NOW

Valentine's Day

decor
gifts
parties
cards

President's Day

Super Bowl

appetizers
themed parties

Comfort Food

slow cooker
soup
casseroles
family dinner

Spring Cleaning

Freezer Meals

Spring Fashion

women's
men's
shoes

Spring Gardening

ordering seeds

Tax Help

money matters

March

ACTION ITEM

- Evaluate the group boards you are on. Are they giving you a decent number of repins?
- Change your board covers for the Spring season.
- _____
- _____

UPDATE & OPTIMIZE

- Choose three posts you're going to update this month and check them off when completed.
- _____
 - _____
 - _____

TIP Try pinning only food this Sunday. Watch your analytics to see what happens!

PROMOTE 1 PIN
 _____

TRENDING NOW

St Patrick's Day
crafts
decor
recipes

Spring Break Activities

Passover

Spring Weddings

Preparing the Garden

Spring Homeschool Curriculum

Budgeting
taxes
paying off debt

Travel
with kids
summer

Easter
baskets
decor
brunch
Christian traditions

Spring Cleaning

Disneyland Travel

March Madness

April

ACTION ITEM

View your analytics and optimize your top 10 pinnable images with killer pin descriptions. Make sure you include what it is, add some personality, and include a soft call-to-action.

UPDATE & OPTIMIZE

Choose three posts you're going to update this month and check them off when completed.

TIP Try creating quotes for a few posts and pinning those quote pins on Friday to drive more traffic.

PROMOTE **1** PIN

 _____

TRENDING NOW

Spring everything!

cleaning
flowers
decor

Gardening

Healthy Recipes

salad
lighter options

Outdoor Workout Routines

Summer Fashion

swimsuits
shoes
sandals
dresses

Mother's Day

cards
DIY gifts
recipes
brunch

Spring Break

Cinco De Mayo

May

ACTION ITEM

- Follow 10 inspiring pinner every week this month. Comment on their pins and engage.
- Change your board covers for the Summer season.
- _____
- _____

UPDATE & OPTIMIZE

Choose three posts you're going to update this month and check them off when completed.

- _____
- _____
- _____

BOARD CLEANUP

Evaluate your boards. It's best to stay between 50-75 boards. Are the collaborative boards still driving good traffic?

PROMOTE **1** PIN

 _____

TRENDING NOW

Mother's Day cards DIY gifts recipes brunch	Memorial Day camping BBQ	Graduation gifts parties	Summer Weddings	Disneyland
	BBQ Recipes		Chore Charts	Boredom Busters for Kids
		Gardening	Summer Fashion	
		Summer Travel		

June

ACTION ITEM

What are people pinning? Type <http://pinterest.com/source/yourdomain.com>. Are they mostly vertical images and do they have great descriptions? Update if needed.

UPDATE & OPTIMIZE

Choose three posts you're going to update this month and check them off when completed.

TIP Try live pinning 10 minutes a day. Watch your Pinterest and Google Analytics to see if it affects your growth!

PROMOTE **1** PIN

 _____

TRENDING NOW

Father's Day

gifts
parties
DIY
cards

Graduation

BBQ Recipes

Summer Cocktails

Summer Weddings

decor
budget

Camping

4th of July

recipes
picnics

Summer Recipes

salads
grilling

Homeschool Curriculum Planning

July

ACTION ITEM

Pin 30-50% more than you are currently pinning while not going over 30 pins per day. If you're only pinning 10 pins per day, increase to 15.

UPDATE & OPTIMIZE

Choose three posts you're going to update this month and check them off when completed.

PROMOTE **1** PIN

 _____

TRENDING NOW

4th of July

recipes
decor
BBQ
crafts
activities for kids

Christmas in July

Back-to-School

school supplies
clothes shopping

Gardening

harvesting

Summer Cocktails

Vacation

kids
budget travel
staycation

Summer Weddings

Summer Recipes

salads
grilling

August

ACTION ITEM

Identify your top 5 most active boards and start pinning to them more often.

UPDATE & OPTIMIZE

Choose three posts you're going to update this month and check them off when completed.

TIP Sneak in a few Christmas pins and evaluate their activity.

PROMOTE 1 PIN

 _____

TRENDING NOW

Back-to-school

house management
lunch ideas
command centers

Football

Fall Fashion

boots
over 40
budget-friendly
coats

Camping

Organization &
Routine

Preserving,
Dehydrating, &
Canning

Tailgating

Grilling & BBQ
Recipes

September

ACTION ITEM

- Test out a new scheduling program -- Move away from something you've been doing and see if it makes a difference.
- Change your board covers to reflect the Fall season.
- _____
- _____

UPDATE & OPTIMIZE

Choose three posts you're going to update this month and check them off when completed.

- _____
- _____
- _____

TIP Try pinning only food this Sunday. Watch what happens!

PROMOTE 1 PIN

 _____

TRENDING NOW

Halloween

costumes
recipes
parties
drinks
crafts

Fall Fashion

boots
over 40
budget-friendly
coats

Meal Planning

Comfort Foods

slow cookers
soup
casserole
one pot meals
quick and easy

Winter Prep

garden prep
car prep
house prep

Fall Weddings

Harvest, Preserving, Canning, & Dehydrating

Back-to-school Organization

Budgeting

saving for the
holidays

October

ACTION ITEM

Spend one week pinning only your best of the best posts, no new content. Analyze the data after.

Change your board covers to relate to Fall or Halloween.

UPDATE & OPTIMIZE

Choose three posts you're going to update this month and check them off when completed.

Promote a previously high performing holiday pin that has 75+ repins

PROMOTE **1** PIN

 _____

TIP Share a seasonal pin link in your email newsletter or other social media platform one time per week this month.

TRENDING NOW

Halloween

costumes
recipes
parties
drinks
crafts

Christmas

decor
DIY gifts

Oktoberfest

Winter Fashion

Crock-tober

slow cooker recipes

Fall Food

apples
pumpkin
caramel
candy corn

Fall Comfort Food

Fall Activities for Kids

Football

Thanksgiving

November

ACTION ITEM

- Ensure your board titles and descriptions are keyword-rich. Use guided search on Pinterest to find key terms.
- Change your board covers for Thanksgiving. Think warm tones and comfort.
- _____
- _____

UPDATE & OPTIMIZE

- Choose three posts you're going to update this month and check them off when completed.
- _____
 - _____
 - _____

PROMOTE **1** PIN

 _____

TRENDING NOW

Thanksgiving

recipes
crafts
decorations
tablescapes
kids activities

Dinner Parties

Winter & Snow

Travel

activities
car games
snacks
general hacks

Comfort Food

DIY Gifts

Christmas

decor
crafts
recipes
gifts

December

ACTION ITEM

Change things up. Repin from the popular category in Pinterest three times every week this month.

Change your board covers for the Christmas season.

UPDATE & OPTIMIZE

Choose three posts you're going to update this month and check them off when completed.

TIP How has your email list grown this year? Think of another freebie for 2018 that will gather more emails.

PROMOTE **1** PIN

 _____

TRENDING NOW

Christmas

recipes
crafts
decorations
tablescapes
kids activities

Parties

Hanukkah

Holiday Fashion

nails
makeup
formal party dress

New Year's Eve

Travel

Decluttering & Organizing

Snow

Cocktails

Engagement

Winter Weddings

Hot Drinks

PINNING *Checklist*

Before pinning a pin, confirm the pin meets all of these criteria:

- Pin URL is listed and goes to the correct location
- Include a keyword-rich description – make sure there are key words in the first 50 characters – do not exceed 250 characters
 - 1** What is the pin? Oatmeal Homemade Bread Recipe
 - 2** Why is it amazing/useful/delicious? This easy recipe is soft, slightly sweet and takes just 45 minutes.
 - 3** Soft call to action – Try making this for your next brunch.

It doesn't have to be complicated but it should give them information, personality, and inspire the reader to click or repin. Do not use hashtags – unless it is #sponsored or #ad.

- Vertical image
- The pin aligns with your branding

HOW TO CLEAN UP *Pinterest Boards*

IN 4 SIMPLE STEPS

1 PROFILE CLEAN UP

- Do your boards still reflect your mission or niche?
- Do you have a consistent profile picture throughout all social platforms?
- Does your profile description and boards still communicate your message?

If no to any of these, make some changes.

- Update your description with keywords that tell pinners what you are all about. Consider adding a link to your email opt-in offer.

2 MOVING & RE-TITLING BOARDS

- Move boards that no longer fit your niche to secret, **but first** move viral pins to a relevant board.
- Update board titles to be keyword-rich and search-friendly

3 ASSESS GROUP BOARD EFFECTIVENESS

Ask yourself these simple questions to evaluate all your group boards:

- Does the topic still fit within your niche or do you write content that will fit on the board?
- Is there activity on the board or does it seem to be a dead space with little to no repins?
- How many contributors does the board have? Leave boards with 500+ contributors
- How many followers are on the board? If there are 100K followers, 2000 contributors and little to no repins this tells me that the feed moves too fast OR Pinterest is not showing the board content to very many people.

Group boards come and go all the time. It's okay to leave if the board is no longer helpful to your business. Consider joining up with just a few friends who have a similar niche.

4 CREATE BOARD ORDER

- Is your blog/product board listed first, then your popular boards?
- Are your boards grouped together in a logical sense when viewed on desktop?

QUICK START GUIDE TO *Promoted Pins*

WHAT PIN SHOULD I PROMOTE?

Choose a pin that you know is already doing well on Pinterest or upload a new image similar to one that is doing well with a similar description. This will ensure that it will do well once promoted.

STEPS TO PROMOTE A PIN

Go to <https://ads.pinterest.com>.

Choose your objective.

1. **Engagement:** paying for likes, closeups, and clicks. Based on personal experience, you end up paying for closeups which doesn't mean repins or traffic. This is the cheaper option but not worth it. This is good for large companies looking to boost awareness.
2. **Traffic:** paying for traffic to your site. Choose this option.

Set a daily budget.

Set a beginning date and optional end date for your promoted pin. Do you have a limited budget? Set your time for one week and see how it does.

Next, choose your pin, name your pin, and set up targeting.

KEYWORDS

Target using keywords. Search on Pinterest using your keywords to look for more related keywords. Choose 40-50 keywords. Start broad and edit as you see fit throughout the campaign.

Example: Search cucumber salad recipe on Pinterest. Find related keywords such as vinegar, healthy, sour cream, etc. Use these as keywords to set your promoted pin keywords.

TIPS & TRICKS

- 📌 **Play with the cost.** Target small and then work your way up. Be sure to continuously check it or check update emails to make sure your pin is performing well.
- 📌 **You will get about 30% more traffic for free than what you pay for.** Traffic continues once the promoted pin ends.
- 📌 **Promoted pins get 2-5% higher engagement** than organic pins due to strict rules that keep pins pretty and useful. Be sure to check out all of the promoted pin advertising standards here: <https://about.pinterest.com/en/advertising-standards>.
- 📌 **First timer stress? Just do it.** Find a pin that is already doing well and promote it. Don't overthink it. If you aren't good with images, hire someone to make you a good pinnable image for a post that already had great content.

Don't forget that Pinterest is about inspiration, about being a better person in whatever aspect of life. If you have something to share, share it. Lay it out there, be proud of it, and be useful.

For more info about promoted pins, head to SimplePinMedia.com and search 'promoted pins.'



Phew! You made it to 2018 and I'm hoping that you saw great growth over the last year. My hope is that your business was moved forward each month by taking simple, action steps towards increasing your reach on Pinterest. No doubt we saw many changes over the year and your traffic fluctuated but I'm hoping you learned a lot about your audience and how they view you as a resource in your niche.

If you haven't done so yet, look back over the year and pay attention to trends. Were there times when traffic was higher? Why? Seasonal content, changes on Pinterest, promoting a pin, etc? Looking back over the year will give you a good view of growth and what to expect in 2018.

Make sure you're following us on Pinterest, Twitter, and Facebook @simplepinmedia.

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HAPPY PINNING!