



FACELESS

PINTEREST STRATEGY FOR AUTHORS

MASTERING BOOK MARKETING ON PINTEREST

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PINNING STRATEGIES FOR
MILLIONS OF VIEWS



1

A hand holding a smartphone, with a plaid shirt cuff visible. The background is a solid dark blue-grey color.

CHAPTER 1: THE POWER OF PINTEREST IN FACELESS MARKETING

WHAT IS FACELESS MARKETING

Faceless marketing for authors focuses on connecting with readers without centering your personal identity or on-camera presence. Instead of showing your face, the emphasis is placed on your books, storytelling, and the immersive worlds you've created.

This approach works especially well in the book space, where mood, themes, and aesthetics can do a lot of the heavy lifting. Think character-driven visuals, evocative quotes, dark academia vibes, thriller-inspired imagery, or cozy reading scenes....content that pulls readers into the feeling of your story rather than the author behind it.

By removing the focus from the author as a personality, faceless marketing allows your book, its premise, and its emotional impact to take center stage. When done well, it builds intrigue, strengthens your brand aesthetic, and helps readers instantly connect with the experience your story promises.

Pinterest, a visual discovery engine, is a unique tool for authors. This platform is beneficial for those who prefer to remain anonymous while promoting their books.

WHY PINTEREST

Pinterest is not just another social media platform; it's a visual discovery engine. Users flock to Pinterest for inspiration, ideas, and solutions, making it an ideal space for faceless marketing.

Here are key reasons why Pinterest is powerful:

1

1. Visual-First Platform

Pinterest thrives on visual content. With its emphasis on images and videos, it allows authors to showcase their books in an aesthetically pleasing manner. High-quality pins can captivate readers' attention, driving them to click through to websites, thus increasing traffic and potential sales.

2

2. High Engagement Rates

Pinterest users are highly engaged and often in a discovery mindset. They actively search for inspiration, be it for a home renovation, fashion trends, recipes or books to read. This intent-driven usage means that content is more likely to be saved (pinned), shared, and acted upon, compared to other platforms where users might passively consume content.

3

3. Long Content Lifespan

Unlike other social media platforms where content quickly gets buried under new posts, Pinterest pins have a long lifespan. A well-crafted pin can continue to drive traffic and engagement for months, even years, after it is first posted. This longevity makes Pinterest an excellent investment for sustained marketing efforts for authors.

4

4. Direct Traffic Generation

Pinterest is a significant traffic driver. Each pin can be linked directly to a product page, blog post, or landing page. This direct link capability simplifies the user journey from discovery to action, making it easier to convert browsers into buyers.

5

5. SEO Benefits

Pinterest acts like a search engine, utilizing keywords and hashtags. Optimizing pins with relevant keywords enhances discoverability, helping authors reach a broader audience. Moreover, pins often rank well in Google search results, providing an additional SEO boost.

A close-up, soft-focus photograph of a person's hands. The left hand is positioned on the left page of an open, blank notebook. The right hand holds a gold-colored fountain pen, poised to write on the right page. The notebook has cream-colored pages with light blue horizontal ruling. The background is a textured, light-colored surface, possibly a sweater or blanket, adding to the cozy, creative atmosphere.

CASE STUDY

An author wanted to increase visibility for their book, grow their readership, and drive traffic to their sales pages - without relying on personal branding or showing their face online.

THE STRATEGY:

1

High-Quality Pins: The author created visually compelling pins using book covers, aesthetic imagery, and scene-inspired visuals that captured the mood and themes of their story (e.g., dark, suspenseful tones for thrillers or soft, cozy visuals for romance).

2

SEO Optimization: They conducted keyword research and optimized pin titles, descriptions, and board names with reader-focused search terms like “psychological thriller books,” “books like *The Perfect Child*,” and “best suspense novels to read.”

3

Rich Pins: They enabled Product Pins (or linked directly to retailers like Amazon), making it easy for readers to click through and purchase or learn more about the book.

4

Consistent Branding: All pins followed a cohesive visual style (consistent fonts, colors, and tone) so readers began to recognize their books instantly in the feed.

5

Engagement: The author engaged with the Pinterest community by saving relevant content, contributing to group boards in their genre, and interacting with other book-related pins to increase visibility.

THE STRATEGY:

6

Analytics: They regularly reviewed Pinterest analytics to identify which pins, keywords, and visuals were driving the most traffic, and doubled down on what was working.

7

Promoted Pins: They boosted top-performing pins to reach a wider audience, targeting readers interested in similar authors, genres, and book aesthetics.





RESULT:

Within six months, the author saw a 40% increase in traffic to their book sales pages from Pinterest, along with a noticeable boost in book sales and page reads. Their pins began gaining consistent traction, building a steady stream of visibility and attracting new readers organically.

By focusing on visually compelling, story-driven content, the author grew an engaged audience that regularly saved, clicked, and interacted with their pins. The strategy kept the spotlight on the book itself, its premise, mood, and reader appeal, demonstrating how effective faceless marketing can be for authors looking to expand their reach and sell more books on Pinterest.

A hand with long, light-colored nails holds a pair of dark sunglasses. A plaid shirt cuff is visible on the left side of the hand. The background is a solid dark blue-grey color.

*CHAPTER 2:
GETTING
STARTED WITH
PINTEREST*

SETTING UP YOUR PINTEREST ACCOUNT

1. REGISTRATION

Getting started on Pinterest is straightforward. Follow these steps to register your account:

Step 1: Visit Pinterest

Go to the Pinterest homepage at www.pinterest.com.

Step 2: Sign Up

- **Personal Account:** If you are new to Pinterest, click on the "Sign up" button. You can sign up with an email address or use your Google or Facebook account.
- **Business Account:** For a business account, click on "Create a business account" at the bottom of the sign-up page.

Step 3: Enter Your Information

- **Email:** Provide a valid email address. This will be your primary contact for Pinterest.
- **Password:** Create a strong password to protect your account.
- **Age:** Enter your age. Pinterest requires this information for compliance purposes.

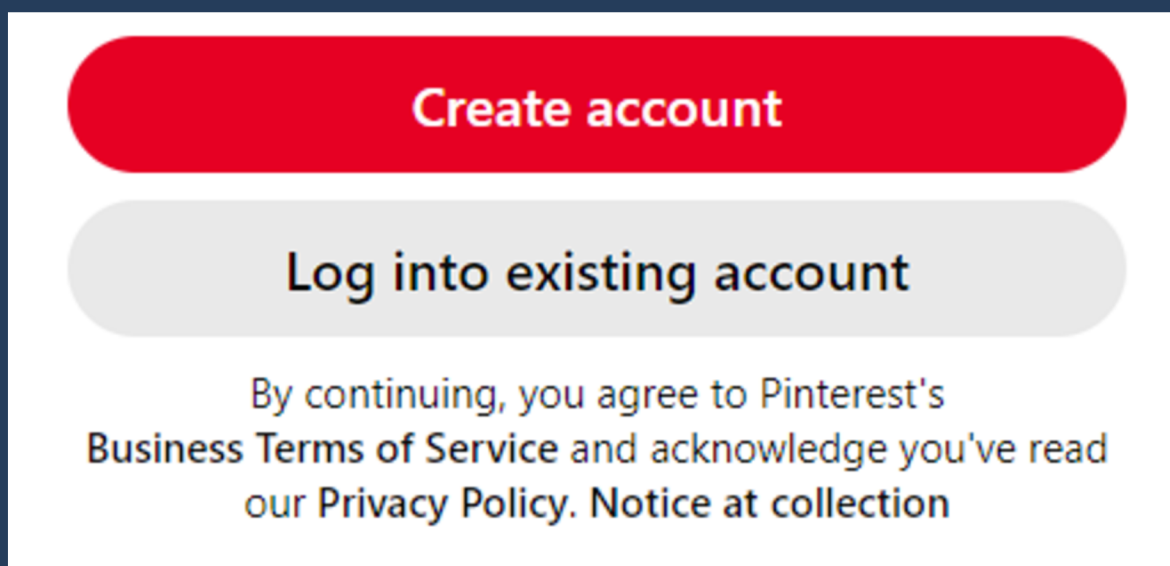
Step 4: Business Details

For a business account, you'll need to provide additional details:

- **Business Name:** Enter your business name. This will be the name displayed on your profile. (Author Name)
- **Website:** If you have a website, enter the URL. This will help drive traffic from Pinterest to your site.
- **Business Type:** Select the category that best describes your business.

Step 5: Agree to Terms

Review Pinterest's Terms of Service and Privacy Policy, then click "Create account" to proceed.

A screenshot of the Pinterest account creation screen. It features two prominent buttons: a red one labeled 'Create account' and a light gray one labeled 'Log into existing account'. Below these buttons, there is a line of text stating: 'By continuing, you agree to Pinterest's Business Terms of Service and acknowledge you've read our Privacy Policy. Notice at collection'.

Create account

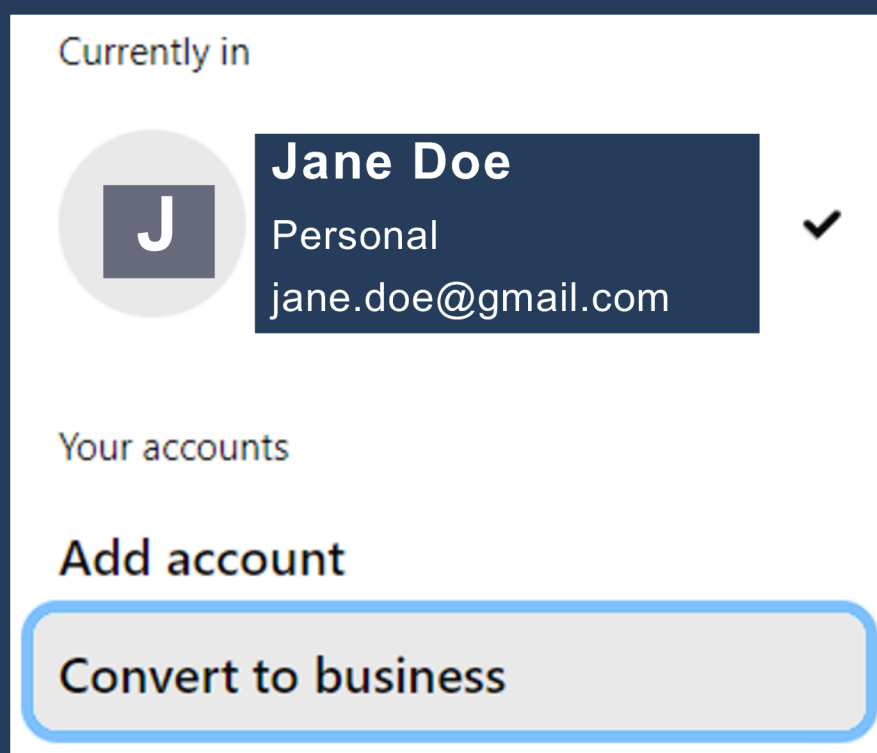
Log into existing account

By continuing, you agree to Pinterest's
Business Terms of Service and acknowledge you've read
our **Privacy Policy**. Notice at collection

2. SWITCHING TO A BUSINESS ACCOUNT

If you already have a personal Pinterest account, you can easily convert it to a business account:

- Log In: Log into your existing personal account.
- Settings: Click on the dropdown menu in the top right corner and select "Settings."
- Account Settings: Under "Account settings," find the option to "Convert to business account."
- Business Information: Fill in the required business details as outlined above.
- Convert Account: Click "Convert account" to complete the process.





Pinterest business accounts come with several features designed to help you grow and manage your brand effectively.

Here are some key features:

1. Pinterest Analytics

Pinterest Analytics provides insights into how your pins are performing. You can track metrics such as impressions, saves, and clicks. This data helps you understand what content resonates with your audience and allows you to adjust your strategy accordingly.

2. Rich Pins

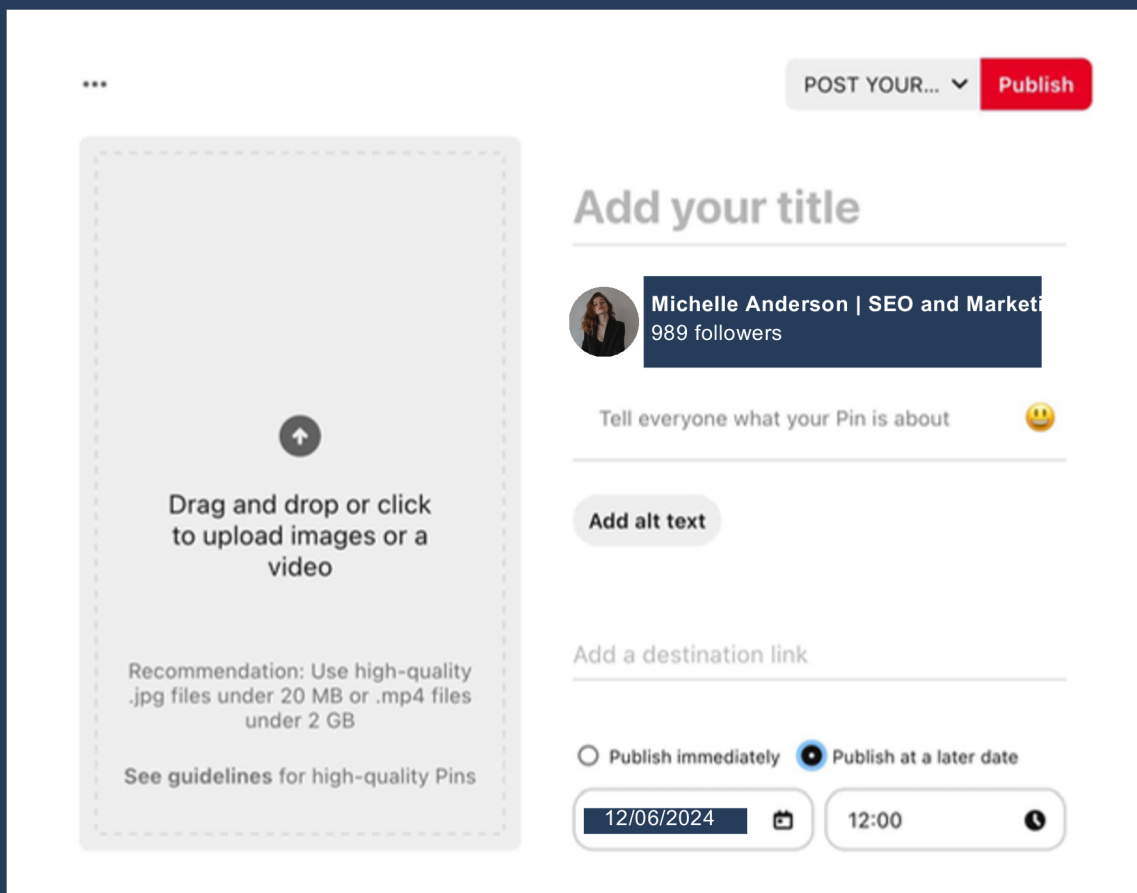
Rich Pins provide more context about an idea because they show extra information directly on the Pin. There are four types of Rich Pins: app, product, recipe, and article. For instance, product pins include real-time pricing and availability, which can influence purchasing decisions directly from Pinterest.

3. Promoted Pins

Promoted Pins are paid advertisements that appear in users' home feeds and search results. They look like regular pins but have a "Promoted" label. Promoted Pins help increase your brand's visibility and can drive more traffic to your website.

4. Pin Scheduling

With a business account, you can schedule pins to be published at optimal times, ensuring consistent engagement with your audience. Tools like Pinterest's own scheduler or third-party applications such as Tailwind can help streamline this process.



The screenshot shows the Pinterest Pin creation interface. On the left, there is a large dashed box for the pin image with an upload icon and the text: "Drag and drop or click to upload images or a video". Below this, it says: "Recommendation: Use high-quality .jpg files under 20 MB or .mp4 files under 2 GB" and "See guidelines for high-quality Pins". On the right, there is a header with "POST YOUR..." and a red "Publish" button. Below this is the "Add your title" section. The user profile "Michelle Anderson | SEO and Marketi" with "989 followers" is shown. The description field says "Tell everyone what your Pin is about" with an emoji icon. There is an "Add alt text" button. The "Add a destination link" section has two options: "Publish immediately" (selected) and "Publish at a later date". The date is set to "12/06/2024" and the time is "12:00".



5. Brand Profile

A business account allows authors to tailor their Pinterest profile to reflect their books and brand. You can use your book cover or author logo as your profile photo, incorporate consistent colors and fonts that match your genre, and write a compelling bio that tells readers what kind of stories you write and why they'll love them.

6. Audience Insights

Audience Insights provides demographic data about your followers, including age, gender, location, and interests. This information is valuable for tailoring your content to better meet the needs and preferences of your audience.

A hand with long, manicured nails holds a smartphone. The hand is wearing a plaid jacket sleeve. The background is a solid dark blue-grey color.

*CHAPTER 3:
MASTERING
PINTEREST SEO*

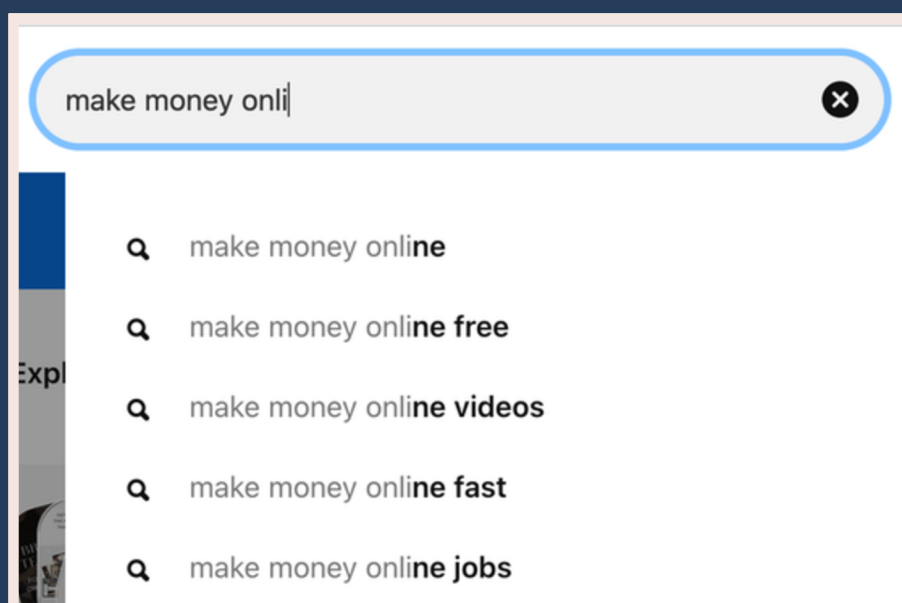
BASICS OF PINTEREST SEO

KEYWORD RESEARCH

Keyword research is the foundation of Pinterest SEO. It involves identifying the terms and phrases that users type into the Pinterest search bar to find content related to your niche. Here's how to conduct effective keyword research:

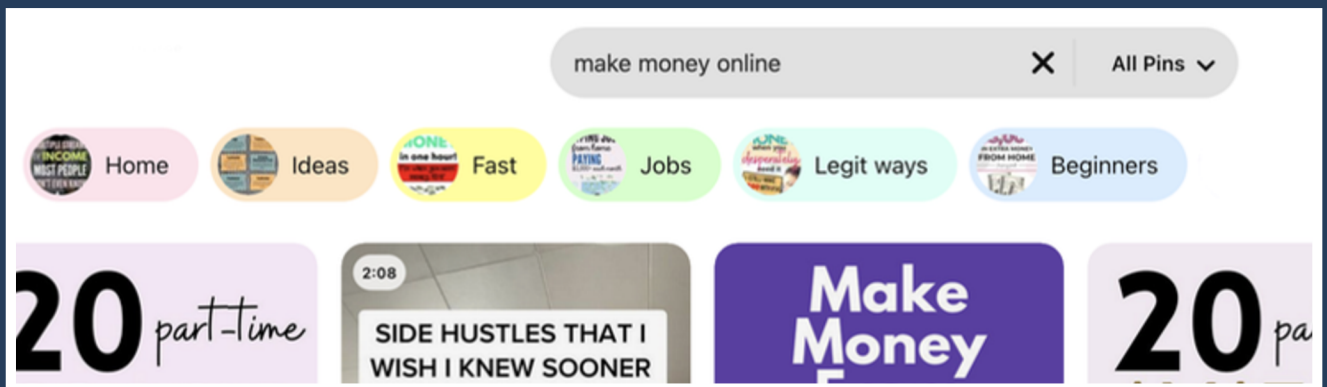
Step 1: Use the Pinterest Search Bar

Start by typing relevant words into the Pinterest search bar. As you type, Pinterest will suggest popular search terms. These suggestions provide insight into what users are looking for and can be a valuable source of keyword ideas.



Step 2: Explore Guided Search

After entering a keyword, Pinterest displays a series of related keywords and phrases in colored tiles below the search bar. These guided search terms help refine your keyword list by showing what users commonly associate with your primary keyword.



Step 3: Analyze Competitor Content

Examine the top-performing pins related to your keywords. Take note of the keywords used in their titles, descriptions, and hashtags. This analysis can reveal additional keywords that you might have overlooked.

Step 4: Use Keyword Research Tools

Leverage tools like Pinterest Trends, Google Keyword Planner, and Ubersuggest to discover high-traffic keywords and trends. These tools provide data on search volume and competition, helping you choose the most effective keywords for your pins.

A hand with long, manicured nails holding a pair of sunglasses. The background is a solid light pink color.

*CHAPTER 4:
SETTING UP
YOUR PINTEREST
PROFILE FOR
SUCCESS*

THE FIRST IMPRESSION: YOUR PROFILE PICTURE

Your profile picture is often the first impression readers get when they discover you on Pinterest, so it's important to make it count. Even if you plan to use a faceless marketing strategy for your content, your author photo is still the best choice here. It creates an immediate sense of connection and trust, reminding readers there's a real person behind the stories.

Choose a high-quality, professional image that's clear and recognizable even at a small size. This helps build credibility while your content keeps the focus on your books.



CRAFTING A COMPELLING BIO

Your bio is your elevator pitch. You've got 160 characters to tell people who you are and what you're about. Here's how to make every word count:

1. Be Clear and Concise

Clearly state what you write and who it's for. Use simple, genre-specific phrases so the right readers immediately know your books are for them.



Sarah Jamesson | Thriller Author
Dark, Twisty Stories for Suspense Lovers

Helping readers discover addictive thrillers, binge-worthy twists, and stories they can't put down

2. Use Keywords

Remember, Pinterest is a search engine. Include relevant keywords that potential followers might use to find content like yours. This boosts your profile's visibility.



3. Add a Call to Action

Encourage readers to take the next step whether that's exploring your books, joining your email list, or following for more recommendations and story-inspired content. A simple CTA can make a big difference.

For example: "Twisty psychological thrillers you won't see coming. Follow for book recs & must-read suspense!
#ThrillerBooks #BookRecommendations"

BRANDING YOUR PROFILE

Branding is more than just a logo and color scheme; it's about creating a cohesive and memorable identity. Here's how to ensure your Pinterest profile reflects your author brand perfectly:

Consistent Aesthetics: Your profile should visually align with your website and other social media platforms. Use the same color palette, fonts, and overall style. Consistency helps in building author brand recognition.



Cover Image: Pinterest allows you to customize your cover image with recent pins or a specific board. Choose images that best represent your author brand and are visually appealing. This is a great opportunity to showcase your top-performing content or highlight a seasonal campaign.



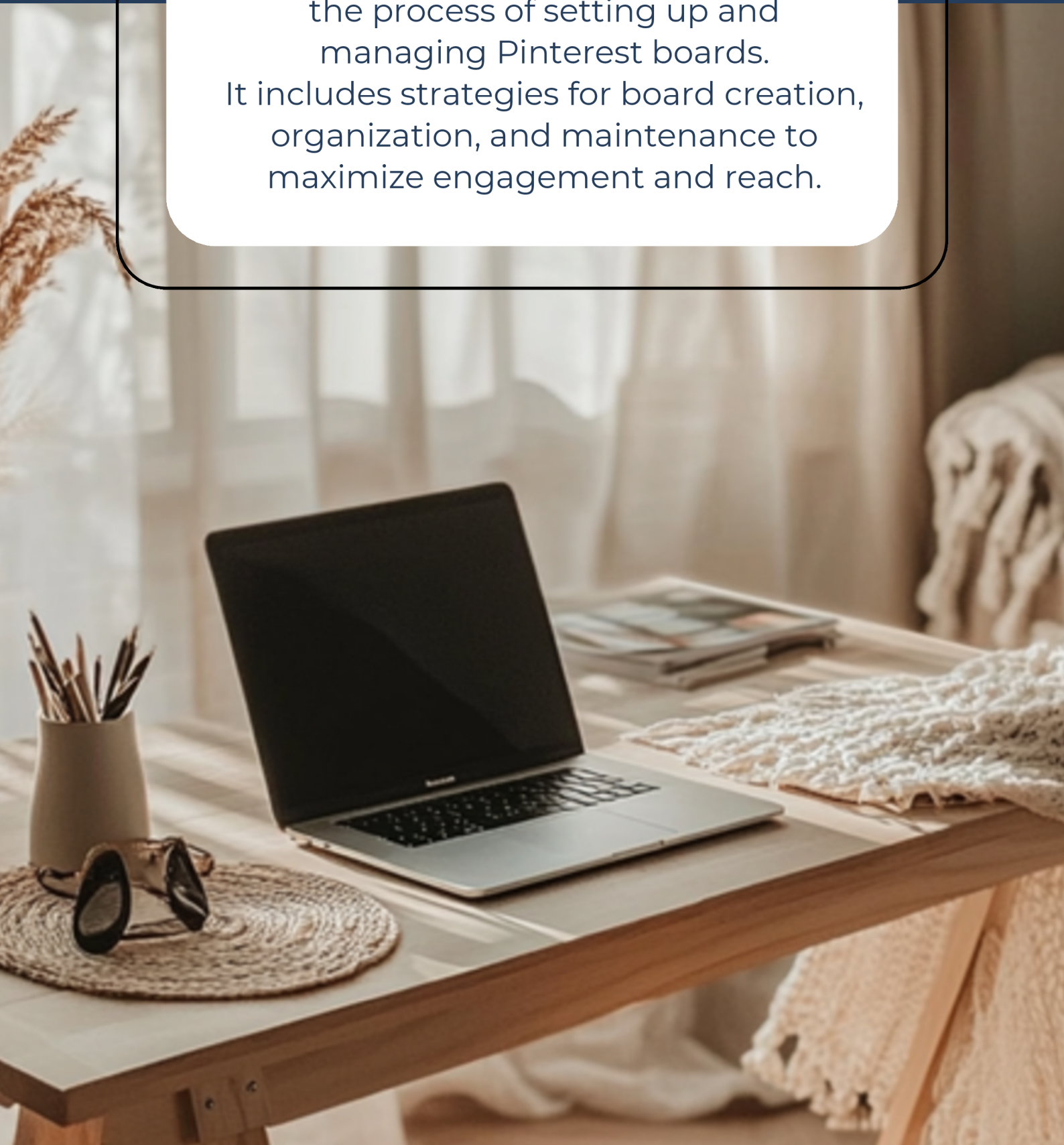
Sarah Jamesson | Thriller Author
Dark, Twisty Stories for Suspense Lovers

Helping readers discover addictive thrillers, binge-worthy twists, and stories they can't put down

A hand with long, manicured nails holds a pair of dark-rimmed glasses. The hand is wearing a plaid shirt cuff. The background is a solid dark blue-grey color.

*CHAPTER 5:
CREATING AND
MANAGING
EFFECTIVE
BOARDS*

This chapter is going to guide you through the process of setting up and managing Pinterest boards. It includes strategies for board creation, organization, and maintenance to maximize engagement and reach.



Now that you've got your Pinterest profile set up for success, it's time to delve into one of the most important aspects of your Pinterest strategy: creating and managing effective boards. Boards are the backbone of your Pinterest presence, acting as the organized categories where your content lives. This chapter will guide you through setting up and managing boards to maximize engagement and reach.



The Basics of Board Creation

Creating a Pinterest board is simple, but creating an effective one as an author takes a bit more strategy. Start by identifying content categories that reflect your books, themes, and reader interests. These should be broad enough to give you variety, but specific enough to attract your ideal readers. For example, a thriller author might create boards like “Psychological Thriller Books,” “Dark & Twisty Reads,” or “Crime & Mystery Aesthetics.”

When naming your boards, use clear, keyword-rich titles that reflect what readers are actually searching for. Skip vague or overly clever names - clarity helps both Pinterest's SEO and your audience.

After naming your board, write a strong description that explains what readers will find, naturally weaving in relevant keywords like your genre, themes, or comparable books. This helps your content get discovered and sets clear expectations. Be sure to choose the most relevant category so Pinterest can better understand and surface your content.

Finally, customize your board covers with visuals that match your brand. Think book covers, genre aesthetics, or consistent design elements. A cohesive look not only elevates your profile but also helps readers instantly recognize what each board is about.



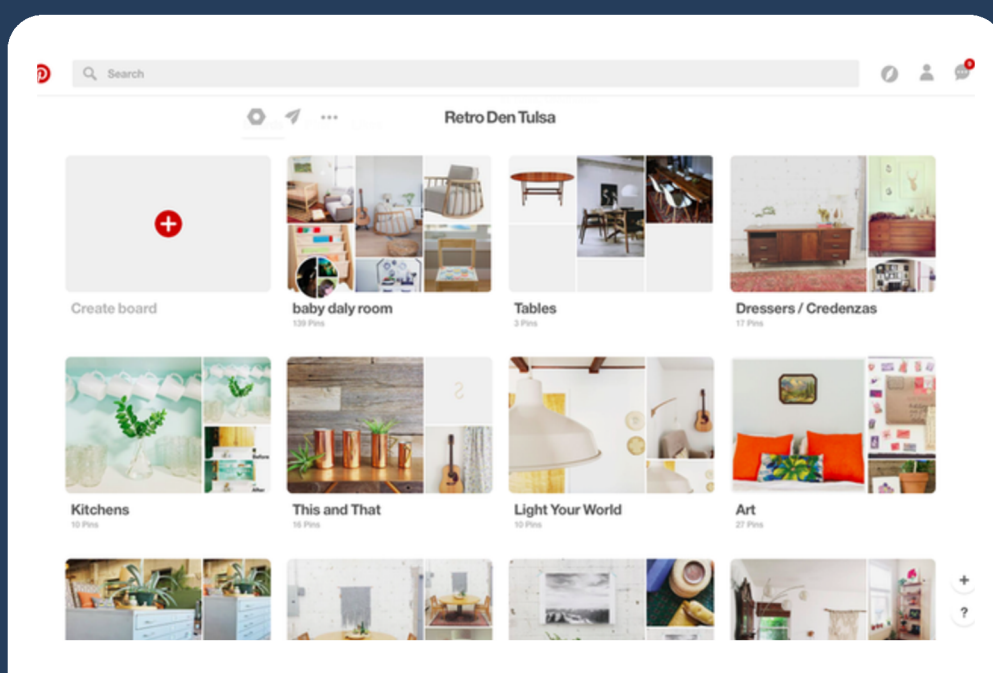


Organizing Your Boards

Once your boards are created, organizing them strategically helps readers quickly find what interests them. A well-structured profile makes your content feel intentional and easy to explore.

Start by placing your most important boards at the top. This could be your latest release, top-performing content, or boards tied to current promotions.

Then, arrange your boards in a logical order by grouping similar themes together. For example, keep all your thriller-related boards, book recommendations, and story aesthetics side by side. This creates a cohesive, reader-friendly experience and keeps your brand feeling polished and on point.



Pinterest also allows you to create sections within your boards, which is perfect for organizing content at a deeper level. For example, within a “Psychological Thriller Books” board, you might have sections like “New Releases,” “Books Like [Your Title],” and “Dark & Twisty Reads.”

Make it a habit to periodically review your boards and pins....remove anything that’s underperforming and reorganize as needed. Keeping your profile fresh and aligned with your current books and marketing goals helps maintain visibility and relevance.



Strategies for Effective Board Management

Creating boards is just the beginning; managing them effectively is where the real work lies. Regularly pin high-quality content, both your own and from others. This not only fills your boards with valuable pins but also encourages reciprocal pinning, expanding your reach.

Engage with your audience by responding to comments and interacting with users who engage with your pins. Building a community around your boards can lead to increased loyalty and engagement. Use Pinterest Analytics to monitor your boards' performance, identifying which ones drive the most traffic and engagement, and focus more on those themes.



Create boards that reflect seasonal trends and popular topics. For example, during the holiday season, you might create boards for “Holiday Gift Ideas” or “Bookish Gift Guides.” These can attract a surge in traffic during specific times of the year.



Joining and creating group boards is a powerful way for authors to expand their reach and get their books in front of new readers.

Group boards allow multiple contributors to share content, increasing the volume and variety of pins—this can help your books and related content gain more visibility beyond your own audience.

To maximize results, optimize your boards for search by using relevant keywords in your board titles, descriptions, and pin descriptions. Think like a reader searching for their next book—phrases like your genre, tropes, and “books like...” can help your content get discovered both on Pinterest and through search engines.



Maintaining Board Health

Keeping your boards healthy and engaging requires ongoing attention. Continuously add new pins to keep your boards fresh. Stale boards can lead to decreased engagement. Periodically clean up your boards by removing outdated or low-performing pins. This not only improves the overall quality of your boards but also signals to Pinterest that you are maintaining active, relevant content.

Don't be afraid to reorganize or merge boards if certain categories are underperforming or overlapping. Adaptability is key to staying relevant and engaging. Use insights and analytics to guide your board management strategy. Pinterest provides valuable data on which boards are performing well, what types of pins are getting the most engagement, and what your audience is interested in.





Leveraging Board Insights

Use insights and analytics to guide your board management strategy. Pinterest provides valuable data on which boards are performing well, what types of pins are getting the most engagement, and what your audience is interested in.

Identify your top-performing boards and analyze why they are successful. Is it the topic, the pin designs, the keywords used, or the time of year? Understand the demographics of your audience and tailor your board content to meet their preferences and needs. Look at which pins are getting the most saves, clicks, and comments, and use this information to guide the type of content you pin in the future.



A background image showing a hand holding a smartphone, with a plaid shirt cuff visible. The image is overlaid with a semi-transparent dark blue filter.

*CHAPTER 6:
PINNING
STRATEGIES FOR
MILLIONS
OF VIEWS*

Pin Design: Capturing Attention with Visuals

The visual appeal of your pins plays a significant role in attracting and retaining attention. Here are essential tips for designing eye-catching pins:

Visual Elements:

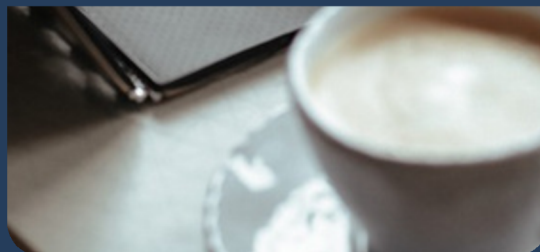
- **High-Quality Images:** Use high-resolution images that are clear and visually appealing.
- **Vertical Orientation:** Pinterest favors vertical images with a 2:3 aspect ratio. The ideal size is 1000 x 1500 pixels.



- Text Overlay: Adding text overlay can make your pins more informative and engaging. Use legible fonts and keep the text concise and compelling.



THRILLER PLOT CHECKLIST



MY BOOKS IN ORDER (WHERE TO START)



LEARN HOW TO

FROM IDEA TO FINISHED BOOK: MY WRITING PROCESS



LEARN BASIC HOW TO CREAT AESTHETIC BOOK PHOTOS WITH YOUR PHONE

- Branding: Include subtle branding, such as a logo or website URL, to build brand recognition without overwhelming the pin.



- Color Psychology: Use colors that evoke the desired emotions and align with your author brand identity. Bright, warm colors often perform well on Pinterest.



Crafting Compelling Pin Descriptions

Pin descriptions are a crucial part of your Pinterest SEO strategy. A well-crafted description can increase the likelihood of your pins being discovered and clicked on.

Elements of an Effective Pin Description:

- **Keywords:** Integrate primary and secondary keywords naturally throughout the description.
 - **Call to Action (CTA):** Encourage users to take action, such as visiting your website, reading your blog, or making a purchase.
 - **Hashtags:** Use relevant hashtags (up to 20) to categorize your pins and increase their discoverability.
 - **Value Proposition:** Clearly convey the value of clicking on your pin. Explain what users will gain or learn.
- Engaging Language:** Write in an engaging and conversational tone to connect with your audience.



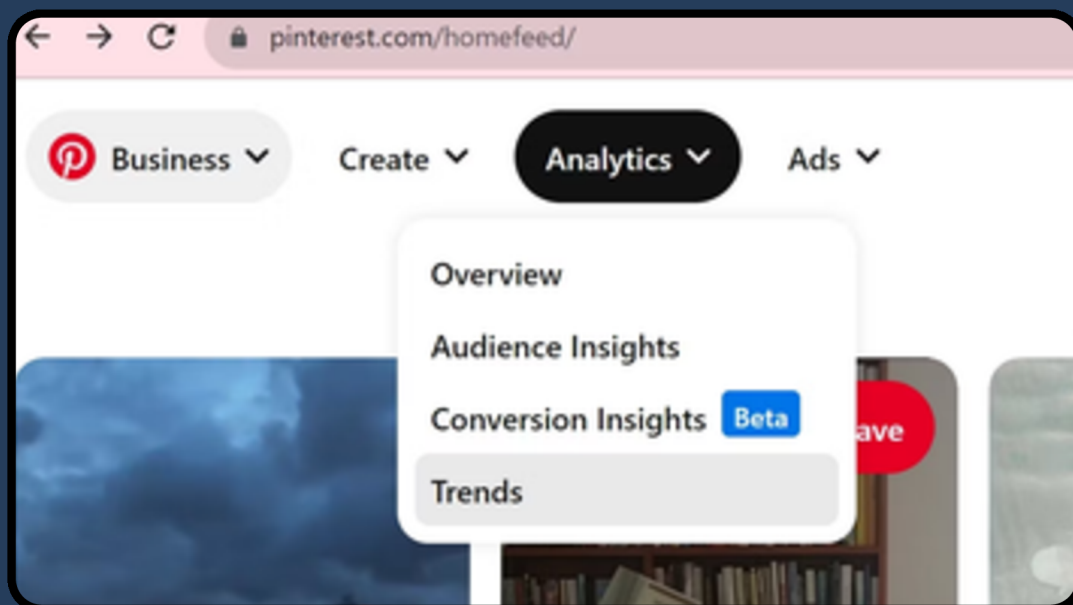
Utilizing Keywords for Maximum Reach

Keywords are the backbone of Pinterest SEO.

Proper keyword research and usage can significantly boost your visibility.

Steps to Effective Keyword Research:

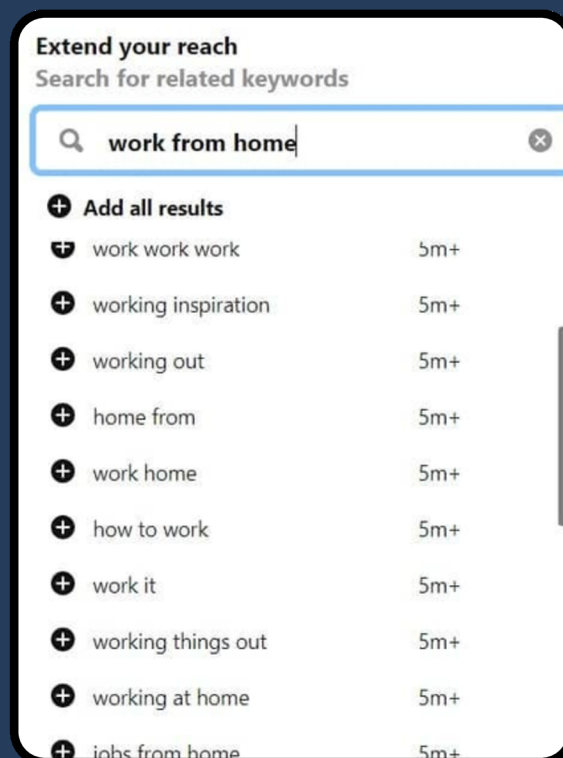
- Pinterest Search Bar: Use Pinterest's search bar to identify popular keywords. Start typing a keyword related to your niche and observe the suggested searches.
- Pinterest Trends: Use Pinterest Trends to see what topics are currently popular and tailor your content accordingly.



- Competitor Analysis: Analyze successful authors in your niche to identify the keywords they are using.
- Google Keyword Planner: Use tools like Google Keyword Planner to find additional keywords that can be relevant on Pinterest.

Implementing Keywords:

- Profile: Include keywords in your profile name and bio.
- Boards: Name your boards with keywords and provide keyword-rich descriptions.
- Pins: Use keywords in the pin title, description, and alt text of the image.



The screenshot shows the 'Edit your board' form on Pinterest. The form has a title bar with a close button (X). It contains four main sections: Name, Description, Category, and Cover.

Field	Value
Name	Grow Your Business With Pinterest
Description	Pinterest tips and tricks, Pinterest tips for business, Pinterest tips for bloggers, Pinterest tip tutorials, grow your Pinterest with Pinterest, how to use Pinterest to
Category	Other
Cover	Change

Pinning Strategies for Enhanced Engagement

- Pin Frequency: Pin consistently. Aim for at least 10-15 pins per day, including both your content and curated content from others.
- Best Times to Pin: Pin during peak hours when your target audience is most active. Experiment with different times and analyze performance to find the best schedule.
- Repinning: Repin your popular pins to keep them active and reach new audiences.
- Seasonal and Trend-Based Content: Create and pin content that aligns with current trends, holidays, and seasons to capitalize on timely searches.



CONCLUSION

Pinterest, like any social media platform, is constantly evolving. The strategies that work today might need tweaking tomorrow. That's why it's crucial to stay updated with the latest trends and features Pinterest offers. Subscribe to Pinterest's official blog, join relevant forums and groups, and follow industry leaders to keep your knowledge current.

Don't be afraid to experiment with new ideas and strategies. Test different types of content, pinning schedules, and engagement tactics to see what resonates best with your audience. Use the analytics tools we discussed to track your performance and adjust your approach based on the data.

Final Tips for Pinterest Book Marketing Success

1. Stay Consistent

Consistency is key in maintaining a strong Pinterest presence. Regularly update your boards with fresh content, and engage with your audience to keep them coming back.

2. Focus on Quality

High-quality pins that provide value will always outperform low-effort content. Invest time in creating visually appealing and informative pins that attract and engage users..





3. Engage with Your Community

Pinterest is not just about pinning content; it's about building a community. Engage with your followers by responding to comments, joining group boards, and collaborating with other pinners in your niche.

4. Utilize Keywords

Always remember the power of keywords in improving your discoverability. Conduct regular keyword research and incorporate these keywords naturally into your pin descriptions, board titles, and profile.



5. Adapt to Trends

Stay flexible and adapt to new trends and changes on the platform. Whether it's a new feature or a shift in user behavior, being adaptable will help you stay ahead of the curve.

6. Monitor and Adjust

Regularly review your Pinterest Analytics to understand what's working and what's not. Use these insights to refine your strategy and improve your results over time.

Remember, success on Pinterest doesn't happen overnight. It requires patience, persistence, and a willingness to learn and adapt. By implementing the strategies we've covered in this guide and staying committed to ongoing learning, you're well on your way to building a thriving faceless business on Pinterest.

Happy pinning, and here's to your Pinterest marketing success!

-Sarah

