

PINTEREST STRATEGY

For Entrepreneurs

Boost Visibility, Traffic
And Sales

Elen Bloom



Pinterest Strategy For Entrepreneurs

Boost Visibility, Traffic, and Sales.

Elen Bloom

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Table of Contents

Introduction	p. 1
Chap1 : Creating an Effective Account	p. 2
Create a personal account, p. 2	
Create a professional account, p. 6	
Chap 2: Rules to Protect your Account	p. 9
Why read and apply the guidelines? p. 9	
Rules to follow, p. 12	
Chap3 : Creating Irresistible Pins	p. 15
Anatomy of an effective pin, p. 15	
Posting Strategy, p. 20	
Chap 4: Effectively Manage Your Boards	p. 24
Create boards aligned with your industry, p. 24	
Promote your boards strategically, p. 28	
Chap 5: Boosting Organic Traffic: 5 Stratégies	p. 33
Optimize your profile, p. 33	
Design visually appealing pins, p. 34	
Structure your boards for SEO, p. 37	
Interact with the community, p. 38	
Analyze data to increase your sales, p. 39	
Chap 6: Pros and Cons of Automation	p. 42
Why automate your Pinterest? p. 42	
Issues and precautions to take, p. 45	

Chap 7: Affiliate Marketing on Pinterest **p. 50**

Sign up for affiliate programs, p. 50

Creating quality Pinterest boards, p. 51

Strategically place your affiliate links, p. 52

Evaluate and optimize your results, p. 52

Chap 8: A Winning Strategy Step by Step **p. 58**

Method for creating a striking blog article, p. 59

Practical case p. 63

Chap 9: Optimizing Pinterest for SEO **p. 68**

Chap 10: Paid Traffic on Pinterest **p. 74**

Why use Pinterest Ads? p. 74

Limits and points of vigilance p. 77

Chap 11 : Analysing with Pinterest Analytics **p. 80**

Conclusion **p. 86**

Appendices **p. 87**

Bonus 1: Creating effective affiliate pins, p. 88

Bonus 2: Pinterest Ads campaign exemplar, p. 90

Bonus 3: Automation tool comparison table, p. 96

Super Bonus: Free Resources and Tools, p. 98

Introduction

In a digital world saturated with content, capturing the attention of your targeted audience has become a daily challenge. And yet, a visual platform, often underestimated, can become your **strategic ally** in growing your business: **Pinterest**.

Pinterest isn't just an inspiration board for fashion, travel, DIY, or home decor enthusiasts. It's a **powerful digital showcase** where more than 570 million monthly active users search for ideas, products, or solutions. Unlike other social networks, Pinterest functions as a **visual search engine**, generating long-term organic traffic – a major asset for entrepreneurs, freelancers, creators, and brands.

This guide is designed to help you **fully harness the potential of Pinterest for your business**: expanding your visibility, increasing qualified traffic to your website or store, and boosting your sales. Whether you are an e-commerce merchant, an infopreneur, a coach, or a craftsperson, this book will help you discover a **clear strategy, practical tools, and ready-to-use templates** to create a successful and sustainable Pinterest presence.

From creating a business account to ad campaigns, affiliate pins, strategic boards, and performance analysis, you have all the keys to **transforming Pinterest into a growth lever**.

Ready to take action and make Pinterest a driving force for your business? Let's dive into the exciting world of Pinterest strategy for entrepreneurs.

Chapter 1:

Creating an Effective Pinterest Account from the Start

Pinterest is much more than just a social network. It's a **visual inspiration platform** where users can organize ideas, discover new content, and, most importantly for businesses, generate targeted traffic for their offerings or services.

Whether you're an individual looking to organize your ideas or a business owner seeking visibility, **Pinterest can be a powerful tool**. Let's take a step-by-step look at how to get started:

Create a Personal Account on Pinterest

Simple steps to get started:

1. Go to pinterest.com and click "**Sign Up**" in the top right corner.
2. Enter your email address and create a secure password.



HOW TO GET STARTED ON PINTEREST ?



3. Select the **language** and **country** you want to use.
4. Choose a few interests: This helps Pinterest personalize your experience.
5. You have the option to link Pinterest with **Facebook** or **Google** for an easier registration process, or you can

choose to input your details manually (such as your name, age, and interests).

6. Once your account is created, explore Pinterest: Search for ideas and click "**Save**" to add content to your **boards**.

Take the time to read the terms of use and the privacy policy to avoid any unpleasant surprises.

Add an account

Connect accounts with different emails for seamless switching



Existing account

Add an account you already have

Connect account



New personal account

Create an account with a different email

Create



Create a free business account

Unlock tools to help:

- ✓ Grow your audience
- ✓ Drive traffic
- ✓ Sell more products

Create

Manage your accounts

Make changes to your accounts and personal info any time in settings.

Key features of a personal account:

* **Visual search engine:** Search for ideas using keywords, hashtags, or even images.

- * **Organization by boards:** Categorize your ideas by theme (decor, cooking, weddings, etc.)
- * **Community:** Follow inspiring users and collaborate on group boards.

Why use Pinterest for personal use?

- **Find visual inspiration** for your creative or everyday projects.
- **Organize your ideas in a visual** and accessible way.
- **Connect with other enthusiasts** who share your interests.

Examples of inspiring personal accounts:

- **Joanna Gaines:** Decorating ideas and a «farmhouse chic» atmosphere.
- **Cupcakes and Cashmere (Emily Schuman):** Lifestyle, fashion, and recipes.

Tips to get started:

- Pin **regularly** to stay active.
- Focus on **quality over quantity**.
- Use **clear descriptions with keywords** to maximize the visibility of your pins.

Create a Professional Account on Pinterest

If you are an entrepreneur, content creator, or e-commerce business, a professional account is essential for accessing marketing tools and advanced analytics.

Steps to create your professional account:

- Go to pinterest.com/business/create
- Click "**Create a business account**" in the top right corner.
- Enter your company name, a **professional email address**, and a password.
- Complete your business profile: website, activity, type of business.
- Confirm your **website** (HTML tags, Google Analytics, and server).
- Connect your other social networks.
- Create your first boards and start posting quality pins.

Edit profile

Account management

Profile visibility

Tune your home feed

Claimed external
accounts

Bulk create Pins

Social permissions

Notifications

Privacy and data

Claimed external accounts

When you claim an account, you can monitor analytics and ensure your name or brand name appears on every Pin created from your sites. [Learn more](#)



Instagram

Connect your account to auto-publish your Instagram posts as Pins. [Learn more](#)

Claim



Websites

Get attribution for all Pins linking to your website on Pinterest. [Learn more](#)

Claim



Shopify

Add your name and profile picture to Pins from your Shopify store, and automatically connect your catalog and install the Pinterest tag. [Learn more](#)

Install app

Good to know: ***You can convert a personal account to a business account at any time.***

Pro account-specific features:

***Detailed statistics** (engagement rates, clicks, impressions).

***Advertising tools** to promote your content.

***Collaborative access:** Manage your account with partners or a team.

***Better SEO visibility** via optimized boards and pins.

Benefits of marketing on Pinterest:

- **Qualified web traffic:** Pinterest can become a real acquisition channel.
- **Targeting a new audience** not present on Instagram, Facebook, or TikTok.
- **Strengthening your brand** through visual consistency and shared values.

Examples of successful business accounts:

- **Etsy** showcases its creative and handmade products.
- **Home Depot:** shares DIY ideas in real-life situations.

Tips for a successful business account:

- Choose a **strong cover image** for your boards.
- Create **thematic boards** directly related to your offerings.
- Optimize each description with **targeted keywords** to boost your presence in search results.

Key takeaway,

Whether you are an individual or a professional, Pinterest is a **strategic platform**: easy to use, powerful in the long run. A good start begins with a **well-configured account**.

Chapter 2:

Follow the rules to protect your account.

Before diving fully into Pinterest to grow your business or share your passion, it is essential to **understand and comply with the platform's rules**. A violating account may be **suspended, restricted, or deleted**, jeopardizing all your hard work.

Here you will discover a summary of the **essential guidelines** to create a strong, professional base.

Why Read and Apply the Guidelines?

Pinterest is a visual content platform that aims to remain **inspiring, safe, and ethical**. To achieve this goal, it has established **terms of use** that all users, regardless of being individual or professional, must comprehend.

You will find details of all official guidelines in the **Pinterest Terms of Service** section.

Permitted and Prohibited Content on Pinterest:

Pinterest encourages the **sharing of aesthetic, inspiring, and useful content**, but imposes **strict limits** to preserve the integrity of the platform.



Table of contents



Terms of Service

Thank you for using Pinterest



Prohibited or sensitive content:

1. **Protected content:** Only Pin what you own or have the right to share (photos, illustrations, infographics, etc.)
2. **Compulsive content:** Any form of explicit nudity, graphic violence, or hate speech is strictly prohibited.
3. **Illegal or dangerous products:** Weapons, drugs, tobacco, and illicit substances are banned.
4. **Misleading content:** Pins that mislead, distort the truth, or attempt to manipulate are subject to penalties.
5. **Unreported sponsored content:** If you are engaged in affiliate or influencer marketing, **you must disclose** that these are paid posts (according to the FTC and local laws).

***Tip:** Include #sponsored or #partnership in your pin's description.*

Copyright and Intellectual Property: Remain alert.

Pinterest takes **copyright infringement** seriously.

Pinning content without permission is considered intellectual property theft.

Rules to Follow

- **Only pin content that you created or have permission to share.**
- **Always reference the source:** blog, website, author, etc.
- If you use third-party images (such as Freepik or Unsplash), ensure to comply with the **site's terms of use**.
- If you receive a **violation warning**, immediately remove the content in question.

***Tip:** Avoid manually uploading an image that isn't from your site or that you haven't edited.*

Pinterest's anti-spam rules:

Pinterest seeks to **protect the user experience** by preventing abuse. Here is what is considered spam:

- × **Repetitive content:** Avoid posting identical Pins.
- × **Poor-quality Pins:** unclear, uninformative, or irrelevant.
- × **Abusive behavior:** Mass following or unfollowing, automatic commenting, or sending unsolicited messages.
- × **Misleading descriptions:** Avoid titles that are “too” catchy or misleading.

***Please note:** Pinterest uses algorithms to detect these practices. A suspicious account may be automatically blocked.*

Other important rules to follow:

- You must be **at least 13 years old** to access Pinterest.
- Do not pretend to be someone else.
- Do not post **content that incites harassment, intimidation, or hatred.**
- **No illegal activities**, even indirect.

Best practices for a healthy account.

Here's how to stay on track **while maximizing your visibility:**

- **Interact genuinely** with others: comment, like, and follow accounts that inspire you.
- **Post original or reworked content:** it's the best way to stand out.
- **Vary your pins:** mix personal content, quality repins, and posts from other creators.
- **Take care with descriptions and use relevant keywords** for each pin.

In short,

Following Pinterest's rules isn't a requirement – it's a **guarantee of professionalism, longevity, and credibility**.

Successful accounts are those that focus on quality, ethics, and consistency.

By following these guidelines, you will create a **strong, sustainable Pinterest presence that aligns with the platform's values**.

It's the first step to success, whether you are a content creator, entrepreneur, or enthusiast.

Chapter 3:

Creating Irresistible Pins on Pinterest

Creating a pin isn't just about an image.

It's a **strategic discipline that combines design, relevance, visual storytelling, and search engine optimization**. A carefully crafted pin can attract thousands of views and clicks, and even go viral.

This chapter will guide you step by step through creating engaging, professional pins that convert visitors into followers, and then into customers.

Understanding the Anatomy of an Effective Pin

A successful pin contains 4 key elements:

- **a vertical image** (2:3 ratio, ideally 1000 * 1500 pixels)
- **a clear message in text integrated into the image**
- **a keyword-rich description**

*On Pinterest, **visuals attract**, but it's **value and clarity that convert**.*

KETO Desserts

**Simple
and quick**



Healthy and Free Recipes

TRY THEM OUT !

Bettereating.com

Create attention-grabbing visuals

Best visual practices:

- **Use clear, vibrant images** with contrasted hues.
- **Add overlay text** to add context (e.g., “5 minimalist décor ideas”)
- **Avoid cluttered visuals** or overly elaborate typography.
- **Place your logo or name** subtly on the pin.

Recommended tools:

- **Canva** to create professional templates without being a designer.
- **Adobe Express** or **Crello** for greater creative control.
- **Remove.bg** to easily clip a topic.

Write optimized descriptions

Each pin should be accompanied by **concise, relevant, and SEO-friendly descriptive text.**

Include :

- **Keywords researched** in your niche.
- **Clear benefit or promise** (e.g., “Remodel your kitchen without breaking the bank”)

- **Discreet call-to-action** (e.g., “Read the complete article”, save this concept!)

Pinterest acts as a visual search engine. The better your descriptions are optimized, the more visible your pins will be.

The different types of pins (and when to use them)

◆ **Classic pins:**

Standard format, perfect for blog posts, products, and practical advice.

◆ **Idea pins**

Immersive, multi-page format, inspiring and narrative, perfect for:

- DIY (Do it Yourself)
- looks or routines
- Steps in a process

• **Video pins:**

They attract more attention in the feed. Ideal for:

- recipes
- short tutorials
- product demonstrations

A promotional poster for a safari trip to Kenya. The top half features a sunset over a beach with a thatched-roof hut in the background. Three Polaroid-style photos are pinned to the scene: one showing zebras in a pond, one showing a lone acacia tree at sunset, and one showing people in traditional Maasai attire. Below the photos, the title 'LET'S GO TO SAFARI ADVENTURE!' is written in large, bold, black letters. Underneath the title is the subtitle 'Embark To an unforgettable Safari Trip to Kenya !'. The poster is divided into two columns by a diagonal line. The left column is titled 'ACTIVITIES' and lists three bullet points: 'Explore wildlife animals & savannas', 'Join traditional culture', and 'Watching the sunset'. The right column is titled 'STARTING FROM \$500 YOU WILL GET' and lists four bullet points: 'Meals', 'Luxury camp', 'Safari Guide', and 'Video documentation'. At the bottom left, there is a 'BOOK NOW' button. At the bottom right, there is a play button icon and the website 'Destinationnature.com'. The background of the bottom half is a light gray with a subtle geometric pattern.

LET'S GO TO SAFARI ADVENTURE!

Embark To an unforgettable Safari Trip to Kenya !

ACTIVITIES

- Explore wildlife animals & savannas
- Join traditional culture
- Watching the sunset

STARTING FROM \$500 YOU WILL GET

- Meals
- Luxury camp
- Safari Guide
- Video documentation

BOOK NOW

Destinationnature.com

◆ Product pins (shoppable)

For e-commerce: link your products, prices, and availability in real time. Use the **Pinterest catalog**.

● Get inspired by the pros

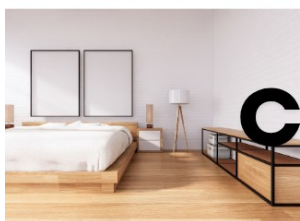
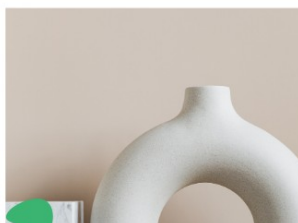
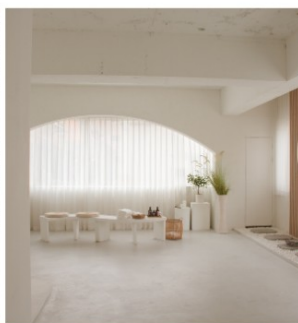
- **Maison Sarah Lavoine**: minimalist aesthetic, impactful visual storytelling.
- **A Beautiful Mess**: colorful Do it Yourself projects, engaging titles, and graphic coherence.
- **Sephora**: video beauty tutorials, immersive content.

Tip: Research your competitors on Pinterest, analyze what is working, and offer something better or different.

Posting Strategy

When to post?

- Generally: evenings or weekends
- *Ideal: **1 or 2 months before a seasonal event** (example: pin Christmas content as early as October).*



Furniture - Decoration - Mode

ModernInterior.com

How many pins should you publish?

- **1 to 5 new pins per day.**
- **No excessive duplication:** Pinterest penalizes accounts that recycle without adding value.

Checklist: Is your ping ready?

Elements

Yes/No

Vertical visual: 2:3 format

Readable text on the image

Keywords in the description

Link to your content or product

Logo or brand signature

Clear message and added value

Bonus tip: Create reusable templates. Create 3-5 Canva templates that you can reuse to maintain visual consistency: This will save you valuable time and strengthen your branding.

Ultimately,

Creating a Pinterest pin isn't just about posting a "pretty picture". It is a creative process designed for conversion, requiring clarity, consistency, and a strategy consistent with positioning.

Your pins are your visual ambassadors. Take care of them as much as you would your website.

Chapter 4:

How to Effectively Manage Your Pinterest Boards

On Pinterest, boards are much more than just visual organizers. These are levers for **visibility, SEO, and engagement**. Well-structured, they help organize your ideas, showcase your brand, and guide your visitors to your world.

In this chapter, you'll learn how to strategically create, structure, and promote Pinterest boards to maximise the impact of your content.

Create Boards Aligned with Your Brand Identity or Industry

Each board must **serve a clear purpose** and be part of an overall content strategy. Before even creating a board, ask yourself two questions:

- Is it aligned with my positioning or my offering?
- Does it provide a tangible value to my target audience?

Examples:

Niche: ethical fashion

Possible themes:

- “Ethical spring/ summer look”
- “Slow fashion brands to discover”
- “Capsule wardrobe tips”

Niche: Wellness coaching

Recommended boards:

- “Morning routine to reduce stress”
- “Positive affirmations”
- “Guided breathing exercises”

Tip: *Start with 5 to 10 thematic boards, then gradually expand.*

Optimize each board for search (Pinterest SEO)

Pinterest is a visual search engine. To ensure your boards are found, they must be **optimized like web pages**.

Must do:

- **Include relevant keywords** in the table title.
- Write a **natural and descriptive overview**, including your keywords.

- **Choose a suitable category** (decor, fashion, fitness, etc.)

Example:

Title: Quick vegetarian recipes

Details: Discover these easy, healthy vegetarian recipes that can be prepared in less than half an hour. They are ideal for busy week evenings.

Edit your board



Board cover



Name

Quick vegetarian recipes

Description

Discover these easy, healthy vegetarian recipes that can be prepared in less than half an hour. They are ideal for

Collaborators · [Learn more](#)



Done

Organize your pins strategically.

A disorganized board loses the user's attention.

It should strongly encourage the reader to scroll through the content and then click.

Best practices:

- ✓ Add **quality**, aesthetically pleasing, and relevant pins
- ✓ Place your **featured pins** at the top (by manually pinning or reposting them)
- ✓ Maintain **visual consistency** (typography, palettes, filters)

Think of your boards as virtual showcases: They must seduce in 3 seconds!

Promote Your Boards

Creating a good board isn't enough. You have to **make it known!**

Promotional tips:

- ✓ **Share** your boards on **Instagram stories, Facebook, and newsletters.**

- ✓ Integrate them into your **blog posts** (example: “Explore our Pinterest board dedicated to spring/summer fashion»).
- ✓ Engage in **collaborative boards** in your field of activity.

Select and reorder



- ✓ Collaborate with other creators to connect with your audiences.

Analyse performance to improve

Pinterest provides robust analytics capabilities via **Pinterest Analytics**. These tools enable you to:

- Determine the top-performing charts
- Identify the most effective types of visuals
- Adjust your strategy based on data (clicks, saves, impressions)

To monitor:

- **Most saved pins**
- **Outbound click-through rate (CTR)**
- **Saved rate per table**

See: Chapter 11 on analysis.

Optimizing means testing, observing, and refining.

9 tips to boost traffic to your Pinterest boards

Here is a practical checklist to **increase the reach and performance of your boards**:

1. Complete your Pinterest profile completely

It is essential to enhance your profile, maintain a professional appearance, and ensure that you include the link to your website.

2. Improve your boards by using relevant keywords in your titles and descriptions

3. Create high-quality pins

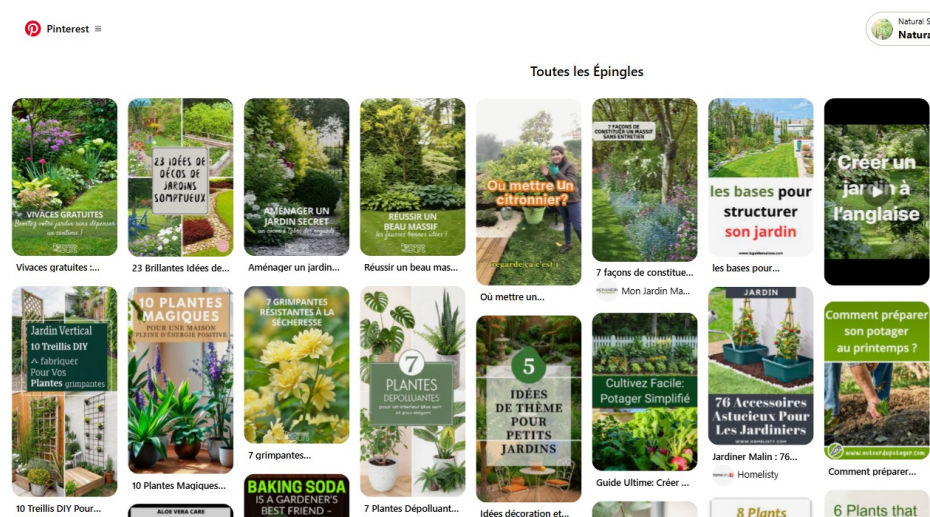
Vertical images, easy-to-read text, and a call.

4. Pin regularly

At least once a day. You can use tools like **Tailwind** to determine the best time.

5. Use hashtags in your descriptions.

This improves the discoverability of your content.



6. Create collaborative boards.

So your visitors can see new creations, and other creators can expose you to their audiences.

7. Interact with your followers.

Commenting, responding, and thanking help you increase your audience's engagement.

8. **Share your boards on other platforms.**

Highlight them on your website, in your posts, or on other média.

9. **Analyse and adjust your actions**

Pinterest Analytics will help you with this; see chapter 11.

In summary,

The boards are the **foundation of your strategy**. Carefully considered, systematically arranged, and effectively marketed, they can serve as significant catalysts for your expansion.

A good Pinterest board doesn't just look good. It guides, inspires, and transforms.

Chapitre 5:

Boosting Organic Traffic on Pinterest - 5 Effective Strategies

Pinterest is much more than a social network: it's a **visual search engine** where each pin can become a powerful lever for **organic traffic** to your website, blog, or store.

Unlike paid advertising campaigns, organic traffic is **sustainable**, **free**, and **cumulative**. It depends on a well-optimized content strategy and a solid grasp of Pinterest's search mechanisms.

Optimize Your Profile to Make it More Readable

Your profile is your showcase: it should immediately **reflect your expertise, promise, and world**. Here is how to maximize your impact:

Points to check to optimize your profile

Upgrade to a professional account to access advanced statistics tools.

The photo must represent you: your logo or a clear, professional image.

Your username must be **accompanied by keywords** (My flower garden / Practical ideas)

Your engaging bio should clarify your niche and your added value.

Clickable link to your website or your landing page.

Keywords in titles and descriptions from the start.

A well-optimized profile is the first step towards good SEO on Pinterest.

Create Highly Attractive and Easy-to-Find Pins

On Pinterest, each pin is a gateway to your storefront. To be found **without any ads**, it must be both **visually appealing** and **well-optimized semantically**.

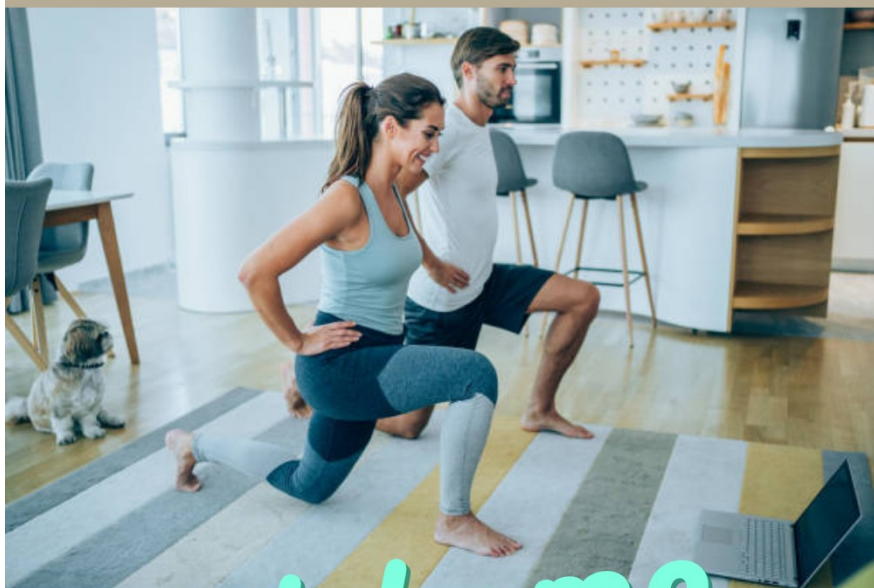
Tips for impactful pins:

- **Vertical images** (1000 * 1500 px) and **high quality**
- **Text over images** to clearly explain the content (article title, tip, promise)
- **Keyword-rich descriptions**: Write for users and the algorithm.

- **Use hashtags strategically** (#decoration, #digitalmarketing, #easyrecipe,...)
- **Add rich pins** to automatically showcase additional valuable information.
- **Repin smart:** Also share other content in addition.

Reminder: *Pinterest reads your visuals, titles, description, and every word counts for SEO.*

Fitness Exercices



at home

**Subscribe
to our site**



Structure Your Boards for SEO (Pinterest SEO)

Boards organize your content and facilitate navigation. When well-optimized, they **attract attention**, strengthen your authority in a given topic, and appear in search results.

Keys to high-performance boards

- Create **targeted boards** (example: “Mediterranean cruises” instead of “Travel”).
- **Add comprehensive descriptions** with targeted keywords.
- Select a **relevant category** (Pinterest offers suggestions).
- **Use sections** (subtopics within a board).
- Update your boards often with new pins.

Example: A “Pinterest Marketing” board might contain sections like “Optimized pins”, “Content strategies”, “Pinterest analytics”, etc.

Interact with the Pinterest Community



Start this complete guide today!

Tactics to Engage with
the  Community

BESTPRACTICES.COM

Pinterest is not purely algorithmic: **human interaction** also plays a role. The more active you are, the more the algorithm favors you.

Points not to overlook

- **Follow** accounts similar to or complementary to your niche.
- **Like and comment** pins on other creators' pins.
- **Participate in collaborative boards** to expand your audience.
- **Share your boards on other social networks.**
- **Monitor your online reputation:** Pay attention to what's being pinned about your brand.

Use Numbers and Charts to Improve Your Presence and Increase Your Sales

One of Pinterest's greatest assets is its built-in **analytics tool**. Use Pinterest Analytics to identify:

- Pins that attract the **most visitors and clicks**
- The **most popular** pins
- Outbound **click-through rate** (CTR) per pin
- The **demographic profile** of your audience (age, gender, interests)

Useful tools:

- **Pinterest Analytics** (free with a business account)
- **Tailwind** (for planning, A/B testing, and in-depth analytics.)
- **Pin Inspector** (to study trends in your field of activity.

What gets measured gets improved. Test, measure, adjust.

Inspiring case study: Chasing Foxes

The **Chasing Foxes** blog grew from **10,000 to 140,000 monthly visitors** thanks to a purely organic Pinterest strategy. Their recipe:

- Highly engaging images
- Clear titles with powerful keywords
- Rigorous description optimization
- Continuous testing using Pinterest Analytics.

They have proven that it is possible to achieve massive results without an advertising budget, just with a well-crafted organic strategy.

To summarize,

Here is a list of essential points to increase organic traffic:

ACTION >> OBJECTIVE

Optimize your profile >> *Improve your account's SEO.*

Create impactful pins >> *Attract clicks naturally.*

Structure your boards >> *Facilitate navigation and SEO*

Interact with the community >> *Improve your organic reach.*

Use data >> *Refine your actions and maximise impact.*

It's your turn!

Organic traffic on Pinterest is one of the most powerful levers for digital brands.

It is an investment in content and strategy that pays off **month after month**, even without advertising.

Each pin can open the doors to your world. Give it every chance to be seen, clicked, and shared.

Chapter 6:

Pros and Cons of Automation on Pinterest

Managing an effective Pinterest strategy requires **regularity, consistency, and commitment**. Yet, manually posting a few times a day can quickly become time-consuming. At this point, automation can become an interesting option.

Thanks to tools like à **Tailwind** or **Hootsuite**, it is now possible to schedule your posts in advance and optimize your online presence without devoting all your time to it. But like any strategy, automation has its **strengths and limitations**.

Why Automate Your Pinterest?

The tangible benefits of automation

- ✓ **Significant time savings:**
 - Plan weeks of content in just a few hours
 - Free yourself from repetitive tasks to focus on producing
- ✓ **Guaranteed regularity**

- Pinterest rewards consistency: Automation assists you in keeping an ideal posting schedule, even during your absence.
- ✓ **Optimized posting schedule:**
 - Tools like Tailwind analyze your audience's behavior to help you post at the best time.
- ✓ **Better content management:**
 - Schedule pins for multiple boards, segment your audience, and organize your content by topic.
- ✓ **Detailed analytics:**
 - Tailwind gives you accurate statistics on the performance of your pins, boards, and campaigns.

Tutorial: Automate your pins with Tailwind (step by step):

1. Create a Tailwind account.

Connect it to your Pinterest professional account.

2. Install the Tailwind extension on your browser.

This will allow you to pin directly from any webpage.

3. Organize your Pinterest boards.

Organize your pins by themes: fashion, gardening, natural remedies, decor, etc.

4. **Schedule your pins from the browser.**

- Tap the Tailwind icon
- Select the board you want to work on.
- Write the description
- Insert hashtags
- Choose the exact date and time you wish to post.

5. **Enable automatic schedule optimization.**

Go to the Editor tab, then calendar, to optimize your schedule. Tailwind will suggest the best time to post.

6. **Analyse your performance**

Utilize Tailwind's metrics to analyse what is effective (clicks, saves, engagements) and modify your strategy accordingly.

7. **Control your posting frequency**

- Avoid posting in bulk
- Start with **10 to 15 pins per day**, spread out throughout the day.

8. **Use targeted hashtags**

Conduct preliminary research to identify the most impactful hashtags relevant to your niche.

Problems with Automation

Be vigilant!

While automating your tasks simplifies life, it does come with its own set of risks! Improper use of automation can be disastrous.

➔ Newsfeed saturation

- Posting too frequently can bore your audience.
- Risk of disengagement, unsubscription or algorithmic «invisibility».

Tip: Spread out your posts with natural intervals. Avoid pin bursts.

➔ Loss of authenticity and interaction

- Automation doesn't replace human engagement (responses to remarks, shares, engagements).
- Risk: decrease in organic reach and real engagement.

Tip: Combine automation and real-time actions. Take time each week to interact with your community.

➔ Poorly chosen hashtags

- Don't use hashtags that are too general or off-topic:
This reduces the visibility of your posts.
- Risk: poor targeting, unqualified traffic.

Tip: Analyze the hashtags used by leaders in your niche and test their effectiveness.

How to automate your pinning



Connect your Tailwind account to your Pinterest account.



Know the best times to pin.



Schedule your pins.



Stay consistent.



Don't over-saturate your follower's feeds



bestpractices.com

Smart automation = winning strategy

Automation on Pinterest is a great strategy if used correctly. It allows you to be **present consistently**, **save time** and **maximise your visibility**, provided you follow best practices.

DO's / DON'T's

Plan sparingly / *Pin 50 times a day at once*

Use Analytics to adjust / *Publish blindly*

Interacting manually from time to time / *Delegating everything 100 %*

Choosing relevant hashtags / *Copying and pasting without a strategy.*

All in all,

Automation is a **powerful ally** for your Pinterest strategy... as long as you continue to be **strategic**, **human**, and **relevant** in your actions.

By combining relevant automation, well-optimized content and real interactions with your audience, you can generate **huge organic traffic** without devoting all your time to it.

Chapter 7:

Affiliate Marketing on Pinterest

Affiliate marketing is one of the most accessible and profitable ways to **monetize a Pinterest account**.

Promoting products or services as an affiliate allows you to generate revenue from the sales you make. If you have a good strategy, Pinterest can become a source of regular commissions...

Sign up for Affiliate Programs

To get started, you should consider enrolling in affiliate programs or platforms. Once registered, you will receive **trackable links** that will allow you to earn a commission for each sale generated from your posts.

Popular platforms :

- **Amazon associates**
- **ShareASale**
- **Awin**
- **Rakuten marketing**
- **CJ Affiliate (commission Junko)**

Please note: every program has its own **usage rules on Pinterest**. For example, Amazon prohibits direct links to its products. Always check the **terms of use** to avoid violations.

Mandatory transparency

Clearly state that this is an affiliate link. For example: “This post includes an affiliate link. This means I can receive a commission at no additional cost to you.”

Creating Quality Pinterest Boards

The key to success lies in **engaging visual content**. Your boards should be:

- **Relevant** to your niche
- **Organized** around specific themes
- **Aesthetic** and consistent with your brand

Examples:

- Fitness niche: “Home workout programs”, “Low-cost fitness accessories”, etc.
- Lifestyle niche: “Scandinavian decor”, “Amazon finds of the month”, etc.

Add to each board:

- A clear title with keywords

- A description optimized for SEO
- Specific hashtags (#minimalism, #healthyrecipes, etc.)

Strategically Place Your Affiliate Links

Don't overload your pins with affiliate links. Instead, aim for **relevance and added value**.

Best practices:

- Associate your links with **useful pins** (e.g., tutorials, reviews, comparisons).
- Guide your visitors to a **blog page that includes the affiliate link** if the platform does not allow it directly.
- Be **clear and honest**, don't hide your affiliate credentials.

Example: You create a pin titled "5 stretching accessories for beginners". In the description, you include a link to a blog post containing affiliate links to each product.

Evaluate and Optimize Your Results

Evaluation is crucial for understanding what's working and so, improving your performance.

Recommended tools:

- ◆ **Pinterest analytics**, to identify the best-performing pins.
- ◆ **Google Analytics** will help you analyze clicks, engagements, and conversions.
- ◆ Different **affiliate platforms** provide their evaluation tools.

Closely monitor:

- Click-through rate (CTR)
- Conversions
- Traffic sources
- Pins generating the most sales.

Inspiring case studies:

* **Sarah Titus:**

A lifestyle blogger, she uses Pinterest to drive traffic to her posts with affiliate links. Through **well-targeted content** and **visually strong pins**, she generates over \$200,000 per month in affiliate revenue.

*** The Wirecutter:**

This product review site integrates affiliate links into its comparisons. By linking their product reviews to well-designed pins, they attract qualified traffic and generate consistent sales.

*** Rosemarie Groner:**

A productivity expert, she focuses on educational content (e.g., “Managing your budget”) to recommend affiliate products. She has developed a stable source of income through relevant and structured content.



NEW PRODUCTS

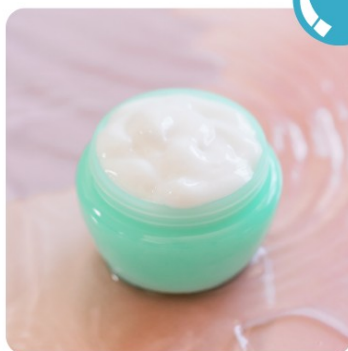
for your skin



Natural Serum

This vitamin C serum will help for a youthful, glowing complexion. Anti-aging boost collagen to fight fine lines
Dermatologist-tested

\$28



Moisturizer

A Ceramides moisturizer For face and body
24 hour hydration. Rich, velvety texture that leaves skin feeling smooth,
Dry and sensitive skin

\$17

*Available on our site
Natural.com*



Things to watch out for: Common pitfalls and mistakes

Although lucrative, affiliate marketing on Pinterest carries **risks if executed poorly**.

Avoid:

- × **Exclusively posting affiliate pins:** This damages both trust and the algorithm.
- × **Promoting untested or irrelevant products.**
- × **Spamming** with off-topic hashtags or links.
- × **Ignore affiliate platform rules.**

To do:

- ✓ **Diversify** your creations: write lists, tutorials, and guides...
- ✓ **Alternate** between informative, inspirational, and promotional **content**.
- ✓ **Test** different visual presentations for your pins.
- ✓ Again, remember to **engage with your audience** to foster positive engagement.

In the long run,

Affiliate marketing on Pinterest can become a **sustainable source of income**, provided you approach it as a long-term content strategy.

Best practices / Bad practices

Create useful and engaging content / *Promote without context*

Be transparent about affiliate links / *Hide your intentions*

Use quality visuals / *Reuse vague or generic content*

Comply with affiliate policy / *Do not include prohibited links (see: Amazon)*

Analyze and adjust regularly / *Publish on «autopilot».*

Chapter 8:

Building a Winning Pinterest strategy step by step

An even more **effective monetization strategy** on Pinterest is to redirect users **to a blog article** rather than a direct affiliate link. For what? Because a well-crafted article enables the education, information, and particularly the persuasion of the reader prior to presenting them with a purchase opportunity. Your **conversion rate** can only improve this way.

Why does **this strategy work better**?

When you place an affiliate link directly on a pin, the visitor is redirected to a sales page. If he is convinced that this product or service is what he is looking for, it will undoubtedly be effective... But in most cases, the person hesitates, they **will seek more information elsewhere** before purchasing... And you will have lost the sale.

On the contrary, **a well-crafted blog post** addresses inquiries, reassures, details the advantages of the product, and **strengthens confidence**. It enables the reader to develop their purchasing decision- **by staying on your site**, where your affiliate link is located.

Method for Creating a Striking Blog Article

Choose a relevant subject.

Choose a **theme** that is closely aligned **with your niche** and meets the **expectations of your audience**. To do this, you can explore:

- The most frequent requests on **Pinterest** or other search engines, such as **Bing** or **Google**
- **Facebook** forums and groups
- Trends found on **Answer The Public** or **Ubersuggest**.

Example: If you are affiliated with well-being products, a good subject could be: “10 strategies to boost your energy levels naturally”.

Write a striking title.

An effective title **draws the visitor’s attention** and **encourages them to click**. Use:

- **Figures**
- **Strong keywords**
- An explicit **promise** or a captivating question.

For example: “5 effective tips to improve your health effortlessly”.



How to write blog posts

Everything You need to know about
how to write good blog posts !

Get Started !



Structure your article

Organize your content so that it is **easy to read** and **visually pleasant**:

- An **engaging** introduction
- a **clear body of text** with subtitles
- **Flea lists**
- A conclusion that sums up the essentials or invites action.

Example of a plan:

Introduction: Why is it urgent to adopt a healthy lifestyle?

Body: advice

- ◆ Hydrate your body
- ◆ Practice regular activity
- ◆ Reduce refined sugar
- ◆ Eat fruits and vegetables
- ◆ Sleep enough

Conclusion: Minor actions lead to significant outcomes.

Insert the right keywords.

SEO is essential. Include your keywords in:

- the **title**
- **subtitles**
- **URL** and **meta description**
- Naturally, in the **text**.

Relevant keywords: immunity, natural health, food supplements, vitamins, chronic fatigue...

Add attractive visuals

Visual content increases **reading time** and **engagement**:

- Free right **photos**
- **Infographics**
- Screenshots
- Integrated YouTube **videos**

Tip: Remember to link your images to your affiliate links (if the supplier allows). Visitors to Google Images also cause a traffic flow.

Reread and improve

Applications such as **Grammarly**, **Hemingway editor**, or **Antidote** are practical for making corrections:

- grammar or spelling mistakes

- too long or complex sentences
- Inconsistency in the structure

Share your publication on social networks.

Pinterest should not be your only source of traffic. Stream on:

- **Facebook** (groups, personal page)
- **X** and **LinkedIn**
- **Instagram story** with a link in organic
- via your **newsletter**

Use **specific hashtags** and **calls to action** to enhance engagement.

Practical Case

Example of an effective article:

Title: “5 simple ways to save money while traveling.”

Plan:

Introduction: “Why travel smart?”

Advice:

- Opt for Airbnb or hostels rather than cosy hotels

- Book in the low season or long in advance
- Walk, take public transport instead of a taxi
- Use the cards with cashback
- Search for restaurants online and make reservations in advance or organize your menus on location.

Conclusion: “Travel smart = travel more often”.

Why does it work?

The post solves a concrete problem: “How to save?”

- It is **readable and structured**.
- It offers **actionable advice**.
- It is **optimized for research**.

Place your affiliate links strategically in the article:

- Incorporate them into **the text** when discussing the product.
- Integrate them with **your visuals** or “**an action call button**.”
- Mention that these are affiliate links.

Example of disclaimer:

This article includes affiliate links. If you decide to make a purchase through these links, I will earn a modest commission without any extra cost to you. Thank you for supporting my work.

Then create pins for your article. Provide various models with:

- ✓ **Different visuals**
- ✓ **A / B test titles**
- ✓ **Contrasted colors**
- ✓ **A Clear incitement to click** (e.g., “Read the article”, “Discover the guide”, etc.)
- ✓ **Test, adjust, and start again!**

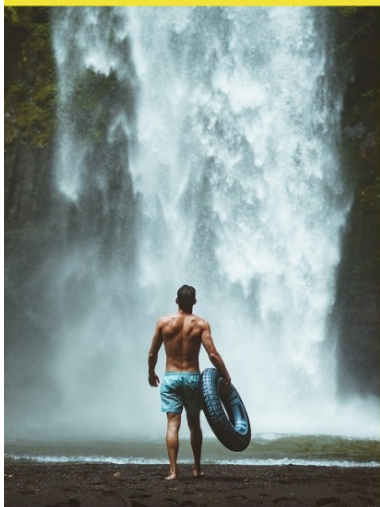
Regularly keep your content up to date:

An outdated article can easily lose **visibility** with research **algorithms**.

- Ensure the inclusion of **new** products, **up-to-date** information, and latest **advancements** in this field.
- Check and correct **obsolete links**.
- **Update visuals** and **quotes**.

TIME TO SMART

Travel



Good Flight Deals



BestTrip.com

Get hotel discount on our website !

This shows that you are following the issue closely and can only **strengthen your credibility**.

Accordingly,

This **strategy** based on **blog** content is more **effective in the long term**: It generates **qualified traffic**. It informs and **converts** the **reader**. It **strengthens your authority** in your niche.

Yes, it takes more time than placing a simple affiliation link. However, the return on investment is much higher.

Write, improve, keep up to date... and watch your results take off.

Chapter 9:

Optimize your Pins, Boards, and Account for SEO

Search Engine Optimization, abbreviated as **SEO**, is an essential instrument for enhancing **your visibility**. If you want your content to be seen, clicked, shared, and generate **qualified traffic**, you need to **optimize** every part of your account to appear at the top of search results.

Here is a **step-by-step method** to **boost your visibility** through SEO on Pinterest.

Step 1: Identify your target audience

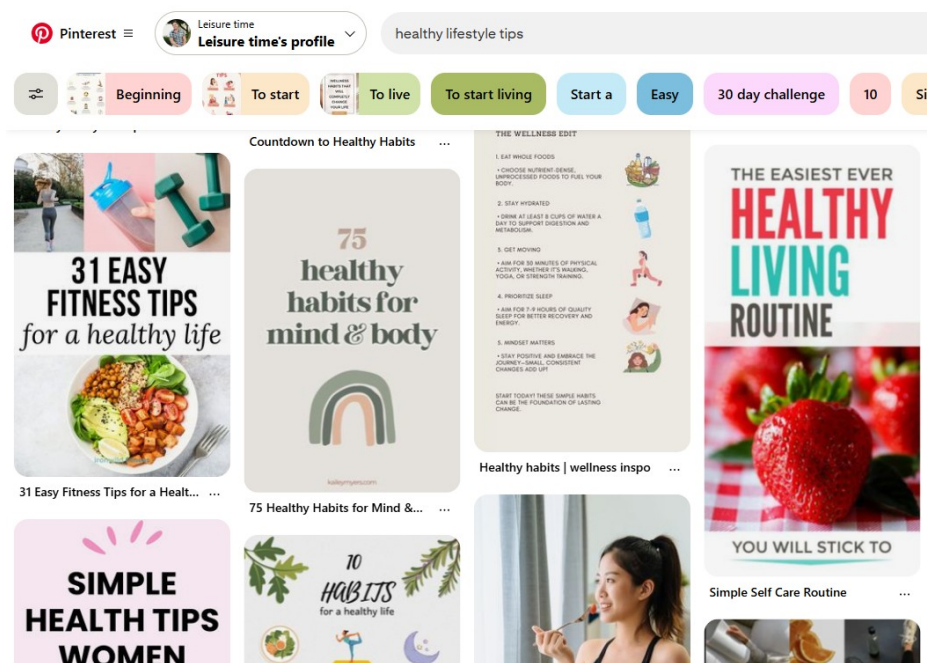
To begin, try to gain a thorough **understanding** of **your audience**: Who are your **ideal visitors**? What type of content are they **looking for**? What keywords or hashtags **do they utilize** to discover ideas for products or services?

Tip: Study the trends in your field, monitor your competitors, and interact with your audience to gain a deeper insight into their expectations.

Step 2: Create your boards by including numerous keywords

Your board **titles and descriptions** should include **tactical keywords**. This helps Pinterest better understand the topic of your boards and display them in **relevant searches**.

Example: Instead of creating a board named “decor inspiration”, opt for “modern interior design ideas for small spaces”.



Step 3: Optimize your pins

Each pin should be:

- **visually appealing**
- **high resolution**
- **relevant** to the board's **content**
- With a **catchy title**, a **clear description**, and **targeted hashtags**.

*The **visuals** are eye-catching, but it's the **description** that drives the click. Add a **call-to-action**.*

Step 4: Search the right keywords

The **Pinterest search bar** is an excellent monitoring tool:

- ◆ Type in a **keyword from your list** (example: vegetarian recipes).
- ◆ Look at the **automatic suggestions**.
- ◆ Identify **long-tail phrases** that frequently appear.

*Tip: Create a list of the most relevant **keywords** to include in your titles, descriptions, hashtags, and even image file names.*

Step 5: Integrate keywords into your titles and descriptions

Use your keywords **naturally**:

- In the **pin title**
- In the **description**
- In **board names**
- and, if possible, in your **image name**.

This **enhances your ranking** in search engine results, significantly facilitating the process of being discovered.

Step 6: Strategic use of hashtags

Add 3 to 5 **relevant hashtags** to your pin **description**. They assist Pinterest in positioning your content within the appropriate feeds, facilitating easier discovery for **users**.

Examples of good hashtags: #EasyRecipes, #ScandinavianDecor, #AffiliateMarketingforBeginners,

Step 7: Analyze your results:

Use **Pinterest analytics** or other tools to measure:

- **impressions**

- **clicks**
- repins
- **Traffic** to your site.

This analysis will help you **identify what's working...** and what can be **improved**.

Step 8: Make changes and refine your strategy

Based on the data collected, **adapt your strategy**:

- **Delete or rework underperforming pins**
- **Recycle the best** pins into new visual formats
- **Monitor trends and** test new keywords.

SEO on Pinterest is an **ongoing** process, and every **adjustment** brings you **closer to your goals**.

In the end,

SEO work can help you perform well on Pinterest. It's essential to:

- **Know your audience** perfectly

- Use **appropriate keywords** at each step
- Create **high-quality, engaging visuals**
- **Monitor results** and continually strive for improvement.

With these actions, you will increase the **visibility of your pins**, attract **more traffic** to your blog articles or sales pages, and enhance your opportunities for **generating clicks...** and **sales**.

Chapter 10:

Paid Traffic on Pinterest

In the realm of digital marketing, **paid traffic** has emerged as a **crucial tool** for **small businesses** aiming to rapidly increase their visibility.

Pinterest, with its more **than 570 million active users** (by 2025), offers a **unique opportunity** thanks to its

In this chapter, we will explore:

- **Effectiveness of paid traffic** on Pinterest
- **its limitations**

Essential metrics to monitor in a visually appealing and motivating format, perfect for **showcasing products or services** in an stylish and focused way.

- Examples of successful campaigns
- Practical advice for **launching and optimizing your campaigns**.

Why Use Paid Traffic on Pinterest

The site functions like a **visual search engine**: Visitors come here to find **great ideas**, plan their **purchases**, and explore new **trends**.

Promoted pins help put your brand in front of a **targeted audience at the right time** – when they are in the inspiration phase or making a purchase decision.

Discover trends in the United States

Learn about what content is popular on Pinterest and when people start searching for different trends. [Learn more](#)

[Export CSV](#)

Create campaign

Filters

Trend type ⓘ

Seasonal trends ▾

Trends with high growth within the last 30 days of your selected end date that recur during the same period year-over-year

End date ⓘ

06/23/2025 📅

05/04/2025 – 06/22/2025

Interests ⓘ

▾

Keywords		Weekly change	Monthly change	Yearly change
 4th of july nails		200%	1,000%	70%
 fourth of july nails		200%	1,000%	50%
 happy fathers day		-100%	4,500%	7%
 summer desserts		400%	200%	70%
 4th of july food		100%	500%	0%
 summer solstice		800%	1,000%	-6%
 4th july nails		30%	1,000%	100%

Key indicators to track

To evaluate the **performance** of your paid campaigns, carefully monitor these **KPIs (Key Performance Indicators)**:

→ Reach

Shows the number of visitors who viewed your advertisement. **Effective reach** increases the likelihood of **engagement and conversion**.

→ **Click-through rate (CTR)**

Measures the effectiveness of your visuals and messages in generating interest. A **good CTR** indicates a **relevant ad**.

- **Cost per click (CPC)**

Evaluate the cost of each click. The lower this figure is for an **effective CTR**, the better your advertisement performs.

→ **Conversion rate**

Determines how many clicks lead to an action (purchase, registration, etc.) This is the most **significant key performance indicator** for the profitability of your advertising campaign.

Analysis: Success stories

- * **Z Gallery – Interior design**

Z Gallery used promoted pins to target users searching for decorating ideas (2017). Results:

- + 40 % click-through rate
- + 62 % conversion
- Cost per acquisition halved

- * **Love Your Melon – Responsible fashion**

By precisely targeting their ideal audience, the company achieved (2019):

- a 5x return on advertising investment
- + 115 % new customers in 2 months

These two campaigns illustrate the power of Pinterest to **convert intention into action**, provided you adopt a targeted and creative **strategy**.

Potential Drawbacks

Although Pinterest is a powerful platform, it does have some limitations:

- × **Ad saturation**

- Too many ads can reduce the impact of your ad
- Low conversion rate compared to other platforms

Pinterest is highly effective for discovering new ideas, although it may not always facilitate immediate action.

- × **Limited ad formats**

Unlike Facebook or Instagram, Pinterest offers less creative flexibility.

- × **Risk of poorly managed spending**

Paid advertising can be expensive if you don't have a well-defined strategy. It is essential to test your best-performing pins first and then promote them.

Practical tips for optimizing your campaigns

- * **Ask a Pinterest consultant:** They can help you:

Create campaign ⓘ

Pinterest Performance • Conversions campaign

2025-07-02 10:47 UTC [...] Campaign budget and schedule Targeting details Optimization and delivery Ads

Publish

Review

Choose a campaign objective ⓘ

Your campaign objective determines how you bid in the ad auction and what ad formats are available to promote. Choose the campaign objective that best reflects your business goals.

Get better results with Pinterest Performance+
 Automatically optimize your campaign to help you drive performance and lower your setup time. Most advertisers who used this in testing saw a 10%+ improvement in cost per click or cost per action.* [Learn more](#)
*Source: Pinterest internal data ⓘ

Optimize campaign ☒

Build awareness

Brand awareness ⓘ
 Help people discover your brand, products and other services

Video completion ⓘ
 Get more people to complete your

Drive consideration

Consideration ⓘ
 Get more people to click your ad on Pinterest

Pinterest Performance+ campaign

Get conversions

Conversions ⓘ
 Drive people to take actions on your website

Pinterest Performance+ campaign

Catalog sales ⓘ
 Drive sales on your products with

- **Configure** your campaigns effectively
- **target** your audience **effectively**
- Implement smart **retargeting**

- * Use **relevant keywords and hashtags**

This allows you to reach users who are already interested in your offering.

- * Create **professional-quality** visuals

Promoted pins should be visually strong and clear. Their goal is to **grab immediate attention**.

- * **Test** different formats

Vary your images, headlines, calls-to-action, and even your colors. Analyze what generates the best results.

- * **Regularly analyze and adjust** your campaigns:

Take stock every week to:

- **Eliminate** ineffective ads
- **Strengthen** high-performing ads
- **Adjust your budget** based on results.

To conclude,

Paid traffic on Pinterest can become a **powerful growth accelerator** for small businesses. **Mastering it** is essential to:

- **Build** brand awareness
- **Generate qualified traffic**
- **Boost conversions at a lower cost.**

*By monitoring your **key metrics**, continually testing and **adapting** to results, you can leverage Pinterest's full advertising potential.*

Chapter 11:

Analyzing with Pinterest Analytics

To succeed on Pinterest, it's not enough to publish content: you need to **analyse your performance** and **adjust your strategy** based on the data. Pinterest analytics is a powerful tool that allows you to **measure the impact of your actions**, identify what's working, and make **informed decisions**.

Step 1: Go to the «Analytics» section by clicking on the Pinterest tab

First of all, make sure you have:

- a Pinterest **business** account
- a **verified** website

Then,

- Log in to your Pinterest account
- In the “**Analytics**” section, you can select the desired section: Insights, Conversions, Audiences, Trends, etc.

Step 2: Analyze the essential elements of this section

« Pinterest analytics» is divided into several **main sections**.

◆ Overview

- . **Performance summary** over the last 30 days (editable)
- . **Statistical information** regarding impressions, clicks, repins, and engagement.
- . **Ranking** of your best pins
- . Performance **trends** over time.

Tip: Compare different periods to **measure your account's growth** and identify **activity spikes**.

• Conversion insights

Allows you to track the overall **impact of your Pinterest content**, whether organic or sponsored.

- . Available metrics:
 - Page **visits**
 - Additions to **cart**
 - **Payments**
 - **Conversions** per pin.

*Use this data to **identify the pins that convert best** and consider promoting them.*

Gives you a **detailed overview** of:

- **demographics** (age, gender, location)
- **interests**
- devices used
- Comparison between your audience and Pinterest's overall audience.

Ideal for **refining** your marketing targets and **adapting** your visual and editorial tone.

Step 3: Understand the key metrics

Here are the **essential indicators** to monitor to evaluate your performance:

1. Impressions

The number of times your pins appear in search results, news feed, or boards.

2. Clicks

The number of times a visitor clicks on your pin is counted on your website or product page.

3. Saves

Every time users save your pins to their boards.

4. Engagement rate

The ratio = (clicks + saves) / impressions allows you to measure the **relevance and appeal of your pins**.

Step 4: Examine these metrics

After collecting these elements, you need to **analyse** them.

Here are some avenues for analysis:

- ➔ Which pins **perform best**?
- ➔ Which boards generate **the most engagement**?
- ➔ When do you experience **the highest volume of traffic**?
- ➔ Which topics or visual formats generate **the most interaction**?

*Tip: Identify **pins that aren't performing well** and try to understand the **reasons** (Are the visuals unappealing? Is the title incomplete?...)*

Step 5: Use the data to adjust your strategy

Data is only **valuable if you use it**. Here is how to take advantage of Pinterest analytics.

- Double down on the types of **content that work** (format, theme, visual style)
- **Repurpose your best pins** into other formats (video, carousel, infographic)
- **Optimize** descriptions and keywords based on detected trends

- **Stop** or modify content that receives little **engagement**
- **Regularly experiment** with new ideas based on audience trends.

In short,

The “**Analytics**” section is an **essential tool** for any organization looking to increase its visibility, engagement rate, and sales on Pinterest.

By regularly tracking your performance, you will be able to:

- Understand what your audience wants
- Respond quickly to trends
- Make strategic decisions based on concrete data.

The rule: Measure, analyze, adjust. And repeat!

Conclusion

Pinterest is no longer just a platform for inspiration: it's a **true strategic tool for entrepreneurs**.

By applying the methods, best practices, and templates proposed in this guide, you now have the keys to making Pinterest a **sustainable driver of visibility, traffic, and sales**.

Remember: what separates successful accounts from the rest isn't just the creativity of their visuals, but also the **consistency of their strategy**, ongoing performance analysis, and the ability to adapt to trends and user behavior.

Whether you are launching your first pins, optimizing your boards, or managing ad campaigns, every action you take on Pinterest can have a **direct impact on your online business**.

Test, analyze, adjust. Stay curious, learn from your data, and above all, be consistent. Results on Pinterest are cumulative—every best practice you implement strengthens your presence over time.

So keep pinning with strategy and ambition; Pinterest can become a **real growth channel** for your **business**. And this is just the beginning.

NB: *If this book helped you, please leave feedback at :
hope-271@outlook.com – it supports my work! 👍*

Appendices

- Bonus 1: Creating effective affiliate pins
- Bonus 2: Pinterest ads campaign exemplar
- Bonus 3: Automation tool comparison chart
- Super Bonus : Free resources and tools

Bonus 1: Practical guide: Creating effective affiliate pins

01. CHOOSE A RELIABLE PLATFORM

Register on one or more platforms such as:

- Amazon partners
- Rakuten associates
- Awin
- ShareASale
- Impact

Make sure the products offered match your niche and interest your audience

02. CREATE AN ATTRACTIVE PIN IMAGE

- **Recommended format** : 1000 * 1500 px (2:3 ratio)
- Use **clear, professional product images**
- Add **overlay text**, e.g., "Top 5 Gadgets for Your Office"
- Use **contrasting colors** and legible **fonts**
- Try templates on Canva or Adobe (free and responsive)

03. WRITE A DETAILED DESCRIPTION

Include:

- A **clear hook**
- **Key** product benefits
- Relevant **SEO keywords** to improve search results: e.g., "Scandinavian decor ideas"
- Targeted **hashtags** (between 3 and 6), such as #officeideas

04. ADD YOUR AFFILIATE LINK

- Retrieve your affiliate link from the platform
- **Shorten it** with bitly or pretty links (for a cleaner link)
- Paste it into the destination link section.
- Make sure the link **leads directly to the product page**

* Pinterest authorizes affiliate links, but avoid spam and be transparent with a statement like : "This post contains an affiliate link."

05. TRACK PERFORMANCE

Check **Pinterest analytics** to see:

- click-through rate
- number of saves
- potential conversion (if connected to an e-commerce platform)

Test different versions of the same pin (image, title, description) to see which one converts best.

BONUS: TIPS TO BOOST YOUR RESULTS

- Create **thematic boards** around your products (e.g., "My Travel Essentials")
- Integrate **idea pins** and **carousels** for more interaction
- Add new affiliate pins regularly (consistency is rewarded)
- **Recycle** your pins that perform well by updating them (design, description)

Bonus 2: Pinterest Ads – campaign exemplar: Boosting visibility and conversion

Whether you are launching a product or looking to drive traffic to your online store, Pinterest ads are a powerful tool. Here is a template for a campaign that you can modify to fit your circumstances.

1. Campaign Objective

- Campaign type:

Conversion (optimized for clicks to your website)

- Marketing objective:

Generate sales for your product or service through users in the intent stage on Pinterest.

2. Targeting

- Custom audience

- users who have visited your site (retargeting)

- Audience similar to your existing customers (lookalike)

- Areas of interest include: natural remedies, outdoor sports, healthy recipes,...

- Geographical parameters

France, Belgium, French-speaking Canada (adapt to your target audience)

- Age range

45-65 years old – visitors with purchasing power

- Gender

All genders or/ specific segmentation depending on the product

3. Creating the sponsored pin

- Recommended format

- vertical (1000 * 1500 px)
- Short video format (ideal for products, tutorials, or before/afters)

- Visual content

- Product photo in context
- Contrasting colors that are consistent with your branding
- Visible call to action: “Buy now”, Discover”, “See what’s new”

- Pin text

- Short, direct, and benefit-oriented

“ 5 techniques to improve your memory - Discover-them”

4. UX advice

- Avoid overloading text on the image
- Use the same font as your other Pinterest visuals for consistency
- Subtly add your logo or brand

5. Budget and duration

- * Campaign duration: 14 days
- * Budget: 10 to 40 \$/day (to be seen on a case-by-case study)
- * Bidding strategy: Automatic or manual cost-per-click (CPC) if you are testing multiple audiences.

6. Monitoring and optimization

- KPIs to monitor in Pinterest analytics:
 - Impressions
 - Click-through rate (CTR)
 - Clicks to site
 - Cost per click (CPC)
 - Conversions (add to cart, purchases if pixel installed)

Tip: Test multiple pins in the same campaign (A/B testing) to determine what is most effective.

Example of an advertising message:

“Do you dream of a warm and contemporary interior?

*Discover our new collection of natural linen cushions-
Ethically made and free delivery.”*

Do you dream of a warm and contemporary interior?



Ethically made

Discover our new collection of
natural linen cushions

Newdecor.com

Bonus 3 : Automation tools Comparison table

Pinterest Automation Tools - Comparison Table

Tool	Key Features	Best For
 Tailwind	• Smart scheduling • Pin design tool • Pinterest-approved	Bloggers, small businesses, Pinterest pros
 buffer	• Multi-platform scheduler • Clean UI	Users managing multiple social platforms
 Later	• Visual planner • Instagram-focus • Pinterest scheduling	Instagram-heavy users with Pinterest add-on
 Hootsuite	• Central dashboard • Team collaboration • Pinterest	Agencies, teams managing many accounts
 Canva Pro	• Create and schedule pins directly • Templates	Visual content creators
 Planoly	• Simple scheduling Pinterest and Instagram	Visual planners, small businesses

Choose a tool based on **your volume**, **platform focus**, and whether you also manage other social accounts.

Super Bonus : Free resources and tools

Your complete tool box > Without spending a single Euro!

All the tools listed have a free version that's enough to get started and get your first results.

Pin Creation

Canva (free)

- URL: [Canva.com](https://www.canva.com)
- Pros: built-in Pinterest templates, easy to use
- Free version: 250,000+ templates, 100+ designs/month
- Best for: Complete beginners, quick creation
- Tip: search Pinterest Pin in the templates

Adobe express (free)

- URL: [express.adobe.com](https://www.adobe.com/express)
- Pro: Adobe quality, simple animations
- Free version: Premium templates, 2GB storage
- Best for: more professional designs
- Tip: Use quick actions to resize

PicMonkey (free, limited)

- URL: [picmonkey.com](https://www.picmonkey.com)
- Pros: Special effects,
- Free version: limited but functional advanced photo editing
- Best for: Photo editing, before pinning

Free Image Rights

Unsplash

- URL: unsplash.com
- Type: High-quality photos
- License: Free to use, even for commercial use
- Highlights: Instagram aesthetic, very professional

Pexels

- URL: [pexels.com](https://www.pexels.com)
- Type: Photos and videos
- License: completely free

- Highlights: Very wide selection, consistent quality
- Bonus: Free videos for video pins

StockVault

- URL: stockvault.net
- Type: Photos, graphic, vectors
- License: Varies by content (check)
- Highlights: Varied resources, always check the license before use

Keyword Research

Pinterest Search (free)

- Method: Type your keyword into the Pinterest bar
- Usefulness: Automatic suggestions : popular keywords
- Tip: Write down all displayed suggestions

AnswerThePublic (free)

- URL: answerthepublic.com
- Useful: Questions people are asking
- Free version: 3 searches/day
- Best for: Finding story/Pin angle

Google Trends (free)

- URL: trends.google.com
- Useful: Keyword popularity trends
- Tip: Compare multiple keywords to choose the best one

Pinterest Trends (free)

- URL: trends.pinterest.com
- Useful: Pinterest-specific trends
- Alternative: Manually monitor popular pins

Analytics and Monitoring

Pinterest Analytics (free)

- Access: Pinterest menu > Analytics
- Requirements: Pinterest business account
- Metrics: Impressions, clicks, saves, reach
- Frequency: Updated daily

Google Analytics (free)

- URL: analytics.google.com
- Use: Track Pinterest traffic to your site

- Setup: add Pinterest as a traffic source
- Key metrics: sessions, page views, time on site, conversions

Google Search Console (free)

- URL: search.google.com/search-console
- Use: Check if Pinterest is helping your Google SEO
- Insight: Which Pinterest content also performs well on Google

Colors and Designs

Coolors.co (free)

- URL: coolors.co
- Use: Harmonious color palettes
- Method: automatic generation or image upload
- Tip: Save your palettes for visual consistency

Adobe Color (free)

- URL: [clor.adobe.com](https://color.adobe.com)
- Use: Professional color wheel
- Bonus: Extract colors from photos, create a palette from your logo

Canva Color Palette Generator (free)

- Access: Upload your logo to Canva
- Use: Generates a palette based on your brand colors
- Benefit: Integrates directly into your designs

Mobile Apps

Pinterest Mobile (free)

- Platforms: IOS and Android
- Uses: Fast posting, community engagement
- Tip: Enable notifications to respond quickly

Canva Mobile (free)

- Platforms: IOS and Android
- Uses: Pin creation on the go
- Bonus: Mobile-optimized templates

Google Analytics Mobile (free)

- Name: Google analytics
- Use: Real-time Pinterest traffic tracking
- Perfect for: checking the impact of your pins

Technical Tools

Google Tag Manager (free)

- URL: tagmanager.google.com
- Use: Easy installation of tracking pixels
- Level: Intermediate, but tutorials available
- Benefit: No need to modify the site code

Pinterest Tag Helper (free extension)

- Platform: Chrome
- Use: Check that the Pinterest pixel is working properly
- Installation: Chrome web store > "Pinterest tag helper"

Rich Pins validator (free)

- URL: developers.pinterest.com/tools/
- Use: Check that your Rich pins are working
- Method: Enter your site URL for validation

Training and Learning

Pinterest for business (free)

- URL: business.pinterest.com/blog
- Content: official guides, best practices
- Benefit: First-hand information

Pinterest Creator Hub (free)

- URL: creators.pinterest.com
- Content: Tips for content creators
- Format: Articles, videos, case studies
- Target: Content creators and influencers

Browser extension

Pinterest save button (free)

- Browsers: Chrome, Firefox, Safari
- Use: Quickly pin from any site
- Bonus: Automatically detects the best images

WhatFont (free)

- Browser: Chrome
- Use: Identify fonts on pins you like
- Method: Click on any text to see the font

ColorZilla (free)

- Browse: Chrome, Firefox
- Use: Color picker to copy exact colors
- Perfect for: reproducing high-performance pin palettes

Ready templates and resources

Canva Pinterest Templates (free)

- Access: in Canva > “Pinterest pin”
- Quantity: 1000+ free templates
- Tip: Customize with your colors/logo

Pinterest Template Collections (free)

- Source: Specialized Pinterest accounts
- Search: “Pinterest templates free” on Pinterest
- Caution: always check usage rights

Font Pairings (free)

- Google fonts: fonts.google.com
- Combinations: fontpair.co (pairing suggestions)
- Rule: maximum 2 fonts per pin

Productivity tools

Trello (free)

- URL: trello.com
- Use: planning a Pinterest editorial calendar
- Organization: “ideas”, “in progress”, “published”, “performance” columns
- Collaboration: shareable if you work in a team

Google sheets (free)

- Access: sheets.google.com
- Use: tracking performance, editorial calendar
- Template: create columns for date, pin, table, impressions, clicks

Notion (free)

- URL: notion.so
- Use: Complete Pinterest content database
- Level: More advanced, but very powerful
- Template: Search “Pinterest content planner” in templates

Competitive intelligence

Social Blade (free)

- URL: socialblade.com
- Use: Analyse the growth of competitor Pinterest accounts
- Limitation: Data sometimes imprecise
- Use: identify growth trends

Pinterest Search Trends (manual)

- Method: Research your keywords, analyze top pins
- Frequency: weekly to stay up-to-date
- Notes: What types of pins dominate your niche

Community resources

Pinterest Accounts to Follow for Inspiration

- @tailwind (marketing tips)
- @canva (design inspiration)
- @pinterest (official announcements)

Free Podcasts

- “The Pinterest podcast” by Tailwind
- “Simple Pin podcast” by Kate Ahl

Note

The screenshots and pins presented in this book are from a personal account and created via Canva. They are used for educational purposes only and comply with the platforms' terms of use.