

A person wearing a black blazer is shown from the chest down, with their hands clasped together in front of their face. The background is a solid grey color.

2024 Pinterest Strategy Guide


BY EPRENEUR ACADEMY



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HELLO THERE!

Hi there. I'm Epifania and I am the founder of the Epreneur Academy. I also own a couple of online businesses and blogs, where I've been using Pinterest as a marketing tool for the last 5 years.

Over time, I've worked with many bloggers and entrepreneurs.

I've also started and experimented with many blogs in different niches and used Pinterest to grow traffic and scale their success. That's what inspired me to create this guide—to share all of my knowledge about how to get started and actually succeed on Pinterest, along with some of my favorite tools for doing so.

I hope you find it helpful!

Epifania



The Recipe to Pinterest Success

QUALITY CONTENT

+

SEARCH ENGINE OPTIMIZATION

=

PINTEREST SUCCESS

Pinterest is a powerful tool for your business, but it can be difficult to figure out how to use it effectively.

If you're looking to get started with Pinterest, we've got some great news: You don't have to be a Pinterest pro!

1. Make sure your images are good-looking. This means they're clear and bright, with a good composition
2. Make sure your content is relevant and interesting. This means having enough variety so that when people browse through your boards or search for specific items, they won't get bored—and it also means making sure you're posting about things that are relevant to your brand or business goals.

Keyword Research

If you want people to find your pins, use the right keywords.

Keywords are the words and phrases that people type into the Pinterest search bar to look for pins. And they're the secret to success on the platform.

If we use the right keywords in the right places, our pins will rank top of the search results. This means more views, more engagements, and more outbound clicks.

To find the right keywords for our niche, we need to do keyword research. Start by writing down a list of words and phrases that are relevant to your niche and content. Then use this list to conduct keyword research.

Once we know what keywords to use, we can:

- 1) Make content around these keywords, knowing that there is demand for it. The keyword research has validated our content ideas and we know there's an audience ready for us to promote to.
- 2) Use these keywords in our profile, pins, and boards to make us rank higher in the search results





Profile Optimization

Next up in our Pinterest strategy, we need to make sure that our profile is perfectly optimised to increase reach.

- Add keywords to your profile name
- Add keywords to your profile description
- Add a branded high quality cover image
- Create 5-10 niche-relevant boards
- Add keywords to your board titles
- Write board descriptions with keywords

Pin SEO Factors

Think of this as your pin publishing checklist. Make sure that all of these things have your keywords in them!

- Pin title and description
- Alt text
- Image file name
- Destination link

*"Action is the foundational
key to all success."*



The Death of Hashtags

We've all been a little confused about hashtags lately, It was obvious that something was going on when hashtags lost their functionality, so I'm going to clear up any confusion you may have.

I'll admit I was confused at first, too. But then I talked to Pinterest Help and they told me something shocking:

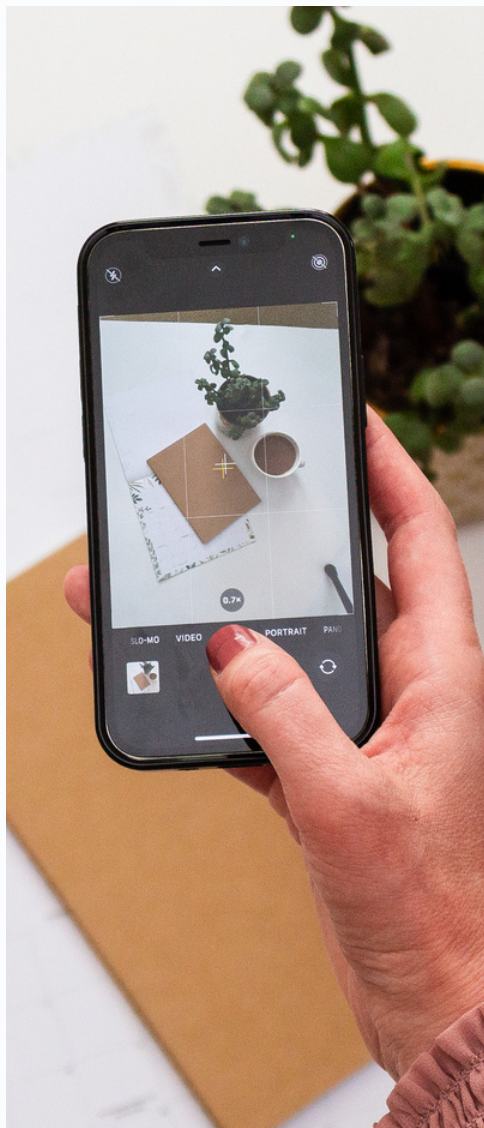
Hashtags were often abused by spammers to gain distribution and have not been proven to be a valuable tool hence. We do not recommend using them.

The truth is, hashtags are a relic of the past.

On June 15, 2022 on the Pinterest for Business Idea Ads Webinar, a user asked: "Are hashtags out of from recommended best practices?"

One of the presenters answered and said, "Hashtags aren't really a prevalent thing on Pinterest... So, if hashtags are part of your larger campaign strategy or campaign message, include them, but they are not going to drive anywhere. So, stay away from hashtags because it's not an authentic functionality or feature on Pinterest."

When she says hashtags as a part of your campaign message, I believe she's referring to branded hashtags (like #brandsummersale, or #brand2022). Even if you have those types of hashtags, I wouldn't bother using them on Pinterest. As far as my understanding goes, Pinterest only uses generic terms in its search function (like #summervacation), so there's no real benefit to using branded terms anyway.



FRESH PINS

Pinterest are saying that they want you to pin fresh content instead of repins. Let's break it down:

FRESH CONTENT = A new pin image + new description for any page/post on your website (the new description is optional, but highly recommended — changing up the wording and keywords is enough to make it "new").

It can be a new blog post or an old one. As long as it's a new image, it's "fresh" in the eyes of the Pinterest algorithm.

(Pro tip: do not make pins that lead back to your homepage. Pinterest cannot distinguish the home page from every other page on your website. This may trip the spam alert and get your account suspended!)

HOW MANY PINS PER DAY?

MY 2024 PINNING RECOMMENDATION:

- ✓ 1-5 fresh pins per day is a good place to start.
- ✓ The more the merrier though. Each fresh pin you add is a chance for more traffic in the future. I currently aim for 5-10 fresh pins (or fresh copies) per day per account.



PINNING OTHER PEOPLE'S CONTENT (3RD PARTY PINS)

When REPINS were first announced, I was so freaked out that I stopped pinning 3rd party content for the most part. But that didn't go very well. Here's why:

- 1) Third party content is actually extremely valuable to your account (especially content that is already viral or high-ranking in search).
- 2) Making connections with pins that are already popular on Pinterest will help your pins get shown in more places, like the 'More like this' recommendations underneath those viral pins.
- 3) You can also avoid repinning third party content by clicking-through a pin and saving directly from the website.

The most important time to save high-ranking 3rd party pins is when creating a new board.

It can also be useful to save 3rd party content to build up engagement on an old board.

LOW IMPRESSIONS

It can take a while to get solid, established traffic from Pinterest.

It's not like the old days when you could spend a few hundred dollars and see your pins pop up in search results immediately. Nowadays, the Pinterest algorithm is becoming more and more like the Google algorithm—meaning it takes time to get steady traffic from Pinterest because getting pins to rank in search results takes time.

But if you're willing to commit to a long-term strategy, you'll be rewarded with steadily increasing traffic over time.

”
In all things, the supreme
excellence is simplicity.



If you're not seeing the results you want on Pinterest, don't be discouraged!

There are a few reasons why your pins may not be ranking in search results right away.

The first is that Pinterest's algorithm takes time to "get" your pin and understand its value. That means that initial impressions on a pin are super low, but they won't make a difference in the long run. If the algorithm has time to learn about the pin's strength and relevance, it will rank it in search results at some point—and it could happen quickly. It just needs some time to get its bearings.

Another reason why your pins might not be ranking in search results is because of your use of hashtags or keywords in descriptions. Pinterest uses hashtags and keywords as a way to help it identify what topics are relevant for each pin, so if you're using them incorrectly (or not using them at all), that could affect how well your pins perform in search results.

IDEA PINS (FORMERLY STORY PINS) - SHOULD YOU USE THEM?

If you didn't know, in Summer of 2020, Pinterest added a new type of pin called Story Pins, and in May 2021, the pins were rebranded/renamed Idea Pins. These pins often get good distribution quickly, but since you are not allowed to add links to them, many bloggers have boycotted them.

Whether or not YOU should use them depends on YOUR goals. If your goals are to get more awareness, impressions or monthly views on your account, you may want to use them to help you reach those goals.

I CAN confidently say that 2 Idea Pins will not hurt your account. I have several clients whose numbers are growing and they currently have 2 Idea Pins on public boards. With that said, I do believe that having more than 2 can hurt distribution of your static pins. This is based on my own experience and countless students telling me that overusing Idea Pins ruined the reach on their regular pins.



Hopefully the rebranding of Idea Pins means we will be getting links added to them soon!

FAQ'S

01

Should I repin from other accounts?

Reduce the number of repins on your account overall. Avoid repinning third party content by clicking-through a pin and saving directly from the website. Some repins are okay (especially for new boards), just aim to have more fresh than repins.

My new pins get very low impressions ...

Do yourself a favor and ignore checking stats on your new pins. As long as your SEO game is strong, your pins will eventually bring in traffic.

Patience is key here!

02

03

What about idea pins?

Don't overuse Idea Pins if you want traffic.

How often should I post?

In order to go and eventually start getting real traffic, you need to publish every day. I aim to post 1-5 pins daily for each account I manage.

04

05

I want more traffic...

If you want to get more traffic, I recommend using Pinterest ads. You can get an expert help from Pinterest team (it's free) or hire a professional who will assist you.

AUTOMATION AND ANALYSIS

Are you ready to put your Pinterest strategy into action?

If you're like most people, you've probably already got a great business account, but maybe it needs some tweaking. Here are some tips on how to make the most of your Pinterest efforts:

- 1) Use Tailwind or the in-app scheduler to schedule your pins! That way, you can batch create all of them every few weeks and automate them so they post in the background. You should have new pins scheduled to post every day!
- 2) Regular pins will take a couple of months to gain traction. Remember, Pinterest is a search engine! You wouldn't expect to rank first in Google on your first day!
- 3) Use the analytics dashboard in your Pinterest business account to analyse which pins are performing well and why? How can you recreate this success?

THANK YOU

Hope this guide was helpful. Check out my website for more guides, useful templates and office essentials.

Epifania