

Rachel Emma
WARING

SUPERCHARGE YOUR PINTEREST STRATEGY



hello



I'M RACHEL

Stylist turned strategist.

**Teaching creative content,
blending visuals and sales.**

Pinterest fan girl.

@rachelemmawaring

@businessproposalpodcast

WHAT WE'LL COVER:



1. Why use Pinterest for your business?
2. What makes a good Pinterest strategy?
3. What metrics to focus on growing.
4. How to get started on optimising your profile and pins.

**Pinterest is a place where
people come to get inspired
for life's meaningful moments.**

SOME STATS

Over 450m MONTHLY ACTIVE USERS

85% OF PINNERS HAVE BOUGHT SOMETHING BASED ON PINS THEY'VE SEEN.

97% OF THE TOP SEARCHES ON PINTEREST ARE NON-BRANDED.

(Which means that people come looking for SOMETHING in particular, but not a BRAND in particular. So you are reaching them at the planning stage.)

Pinterest

Sign up for an invite to join Pinterest.

Email Address

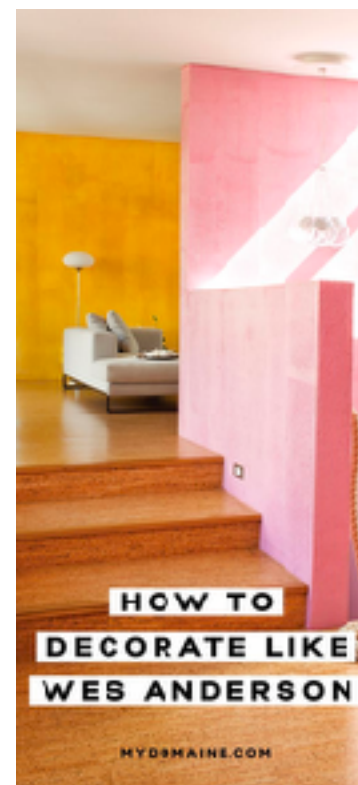
[Request invitation](#)

Pinterest is a virtual pinboard to organize and share the things you love.



MY PINTEREST LOVE STORY

est. 2011



My pinning habits:

cool title 👍



Search

Home Following



Invite

Cutiemcbooty <3

76 Pins

Your Pins

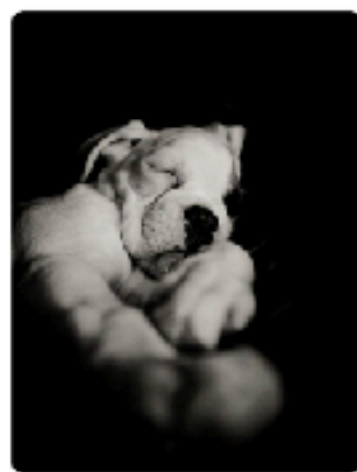
More ideas



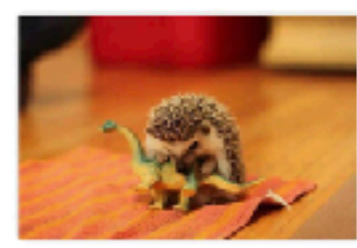
Organise



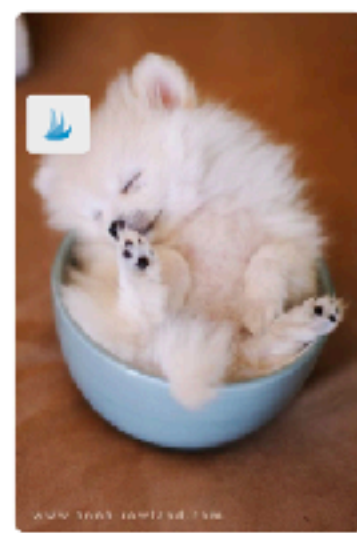
love this little piggy!!!!!!
flickr.com



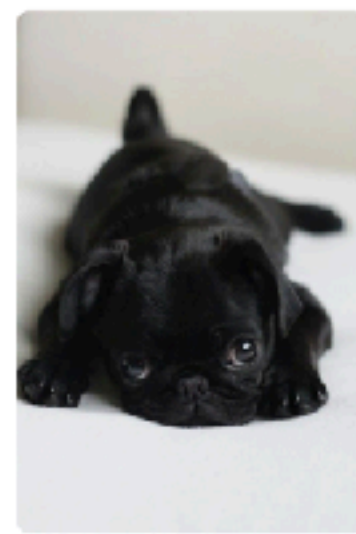
Sleep time = peace and quiet time
by andy-harris



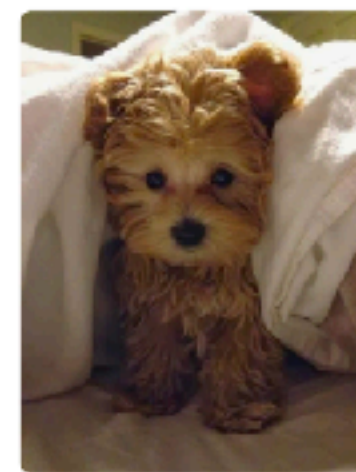
Reinactment of how the dinosaurs became extinct



Butter, the Teacup Pomeranian
flickr.com



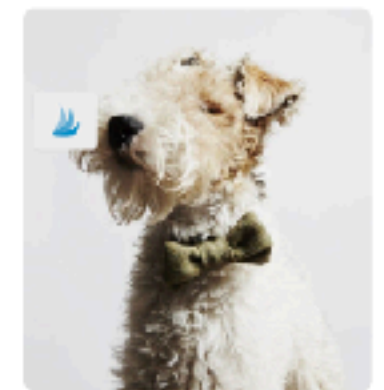
3W



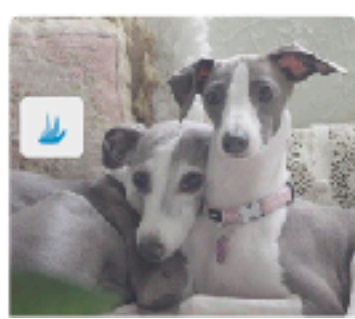
Sleepy head



Baby llama!



oh look at this chap



Alpacas. @Megan Ward Ward Dombroski - this is...



The background of the slide is white with two thick, wavy, pinkish-red lines. One line starts at the top right and curves downwards towards the middle right. The other line starts at the bottom left and curves upwards towards the middle left. These lines frame the central text.

**... then I realised I could use
Pinterest to grow my
business.**

A FEW THINGS HAPPENED...



- My website traffic grew by over 2500%.
- I went from less than 2k monthly viewers to a peak of 1.5million.
- I tripled my revenue through my website.
- I started attracting dream clients.
- Press opportunities.
- Fun Collaborations.



PINTEREST IS A SEARCH ENGINE

- It's about people finding your content in the smart feed, not just about how many people are following you.
- IMPORTANT METRICS:


Monthly Views

Saves

Outbound clicks

And more recently, Pinterest are encouraging more people to follow the creators they like too.



The background of the slide features thick, hand-drawn style pink wavy lines that curve around the central text area.

**PINS ARE A GATEWAY TO
THE VIEWER LEARNING
MORE...**



PINS HAVE A LONG SHELF LIFE

Just like Google, Pinterest needs to index your pins in the search engine before they start getting lots of impressions.

But once they take off, a pin can bring you website traffic for years to come.



how?!

WHAT MAKES A GOOD PINTEREST STRATEGY?

IDEAL CUSTOMER + VALUABLE CONTENT + OPTIMISED PROFILE

+ GREAT PINS + A WEBSITE THAT CONVERTS

=

PROFITABLE ACTIONS
(saves, shares, email signups, sales)

IT'S A LONG GAME - but it's also a sustainable one that's worth the wait.

Think of your Pinterest profile like it's your ideal customer's favourite magazine.

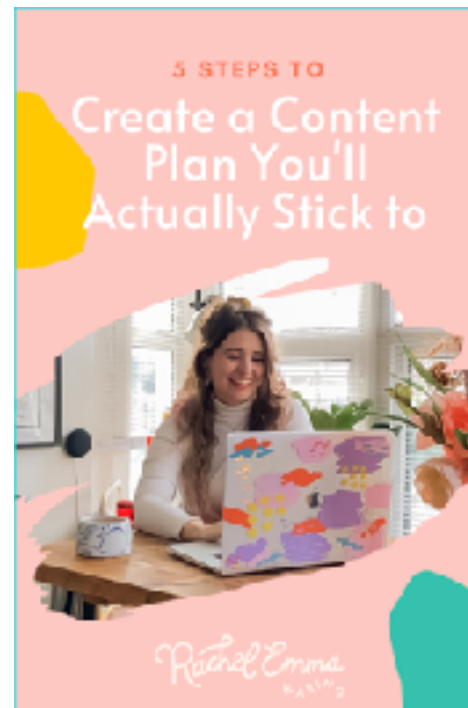
- You're presenting the lifestyle that your product or service fits into.
- The success you'll get from Pinterest will come from the pins YOU CREATE (not your saves from others).
- Saving from others is mostly a neutral activity - doesn't harm your account, doesn't do loads for it either.



CREATE TO INSPIRE

- Pinterest love fresh content, and will reward you for posting your own original content on the platform consistently.
- They love pins that have these features:

VISUALLY APPEALING
ORIGINAL
ACTIONABLE
POSITIVE
INSPIRING



OPTIMISING YOUR PROFILE

- Sign up for a business account.
- Claim your website and socials.
- Tidy up your existing boards.
- Use secret boards for anything not relevant to your audience.
- Optimise your bio, board titles and descriptions with relevant keywords.



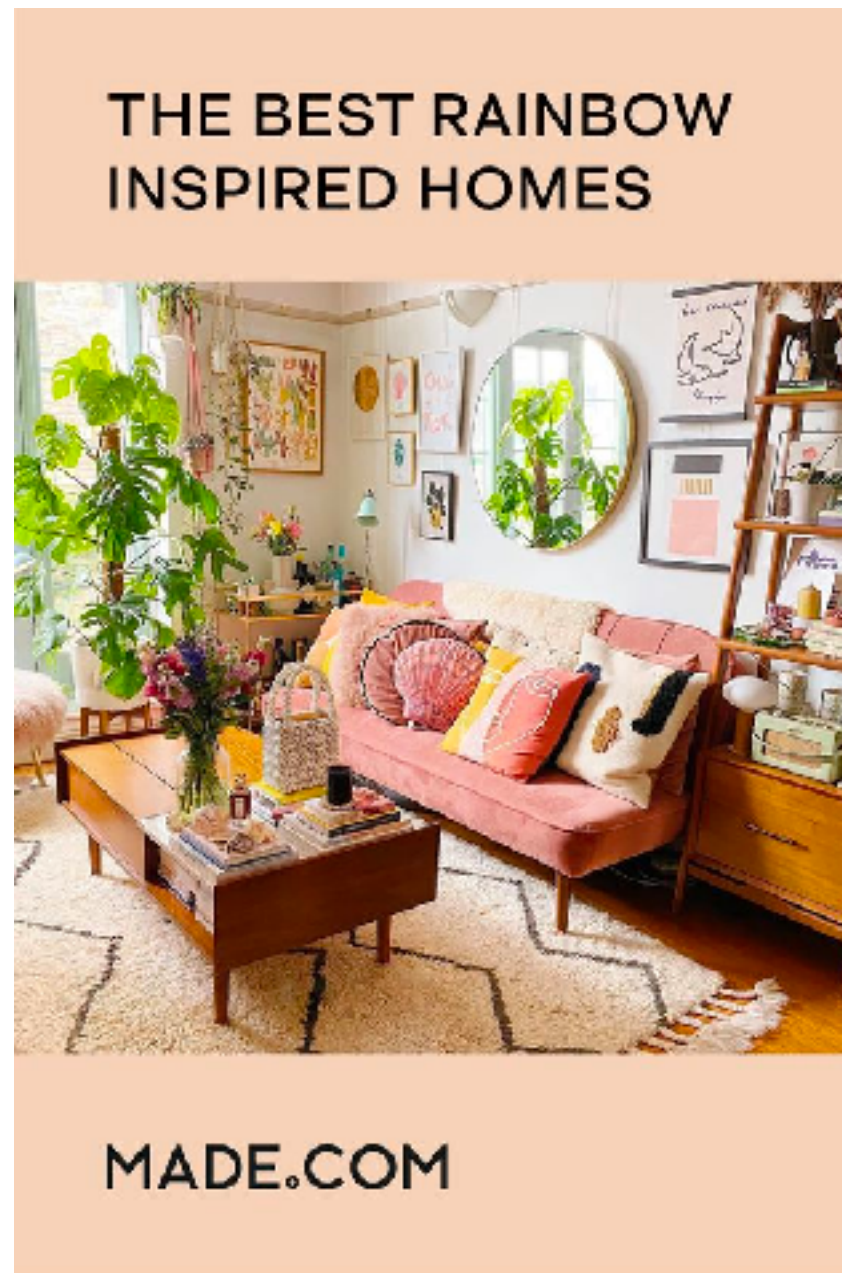
Cecilia loves this bit

PIN BEST PRACTICES

Vertical

Bright, clear imagery

On brand



Text overlay

Keyword rich
description

VIDEO PINS

Just like on lots of other platforms, video is fast becoming the most engaged with content on Pinterest. Views on video pins were up 200% last year, so they're definitely worth experimenting with!

- short and sweet is best
- most people watch without audio
- standard best practices also apply.
- what video can you repurpose from your other content?

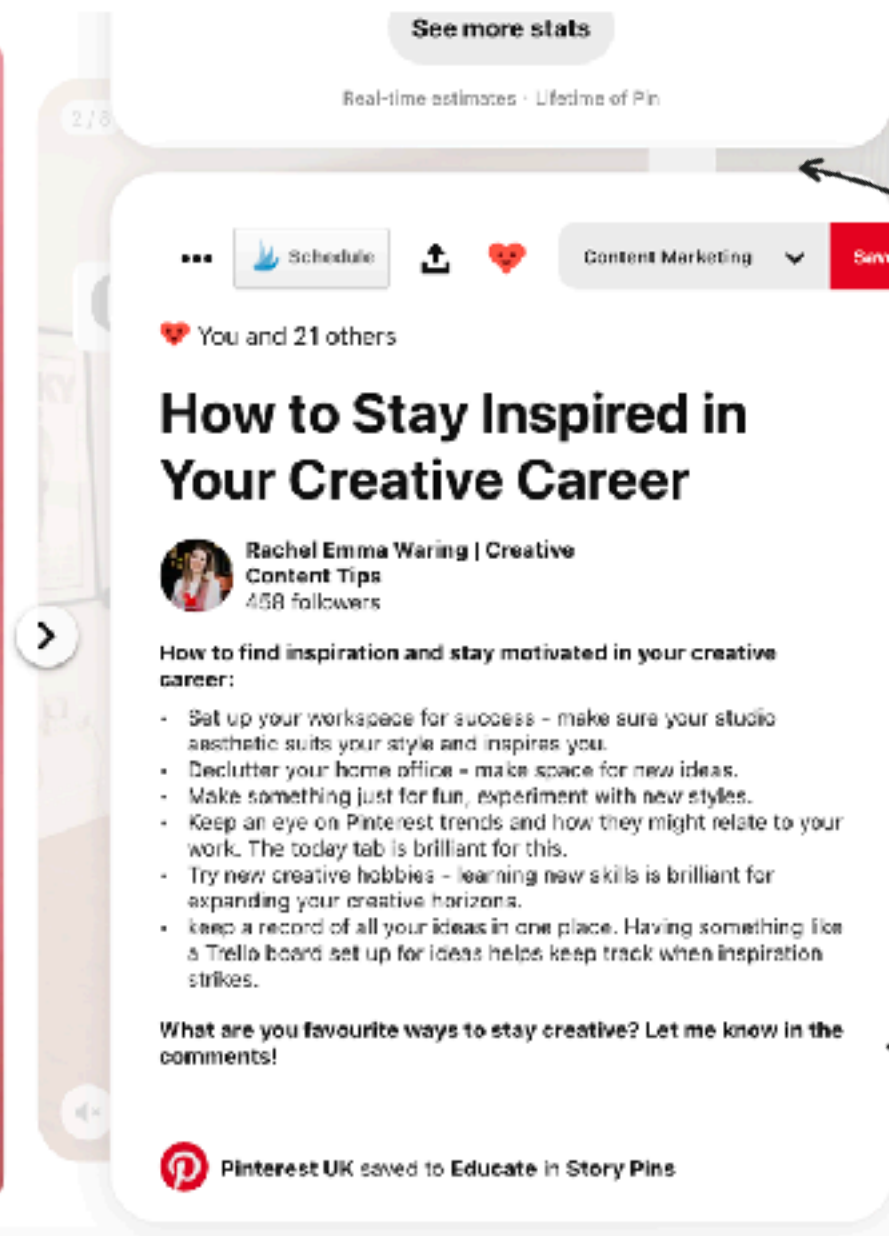
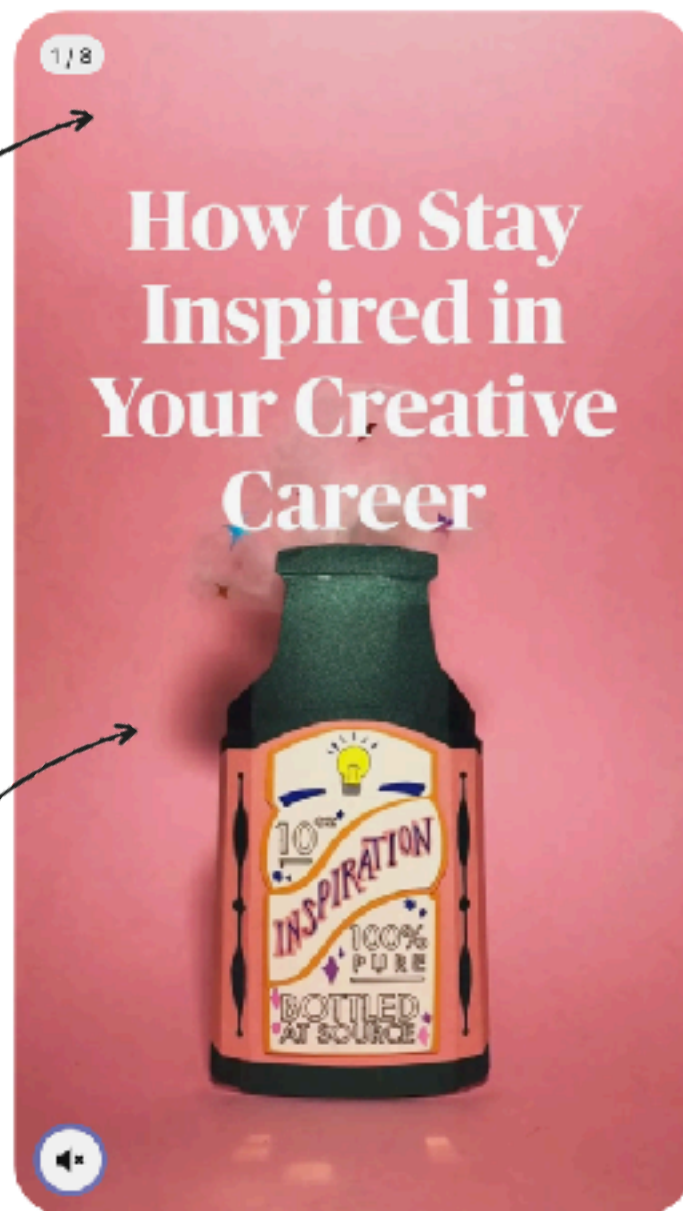


IDEA PINS

(Formally known as Story Pins)

Multiple
pages

Compelling
cover
(video is best)



No
outbound
link

Call
to
action

SEO Optimised

HOW OFTEN TO PIN?

- There's a shift happening this year in favour of quality over quantity.
- Pinterest rewards consistency, so think about what you can keep up consistently.
- You can schedule your pins to make this more manageable.
- Find what works for you, and keep it up.
- Make sure you keep up to date with the terms of use.





www.rachelemmawaring.com
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