

Go from Pinterest marketing newbie to having a fully optimized and automated marketing campaign in 21 days.

# Pinterest Marketing

One Hour A Day

A 21 day plan  
for complete  
Pinterest marketing  
campaign  
automation with an  
investment of only  
one hour a day.



by Andrew Fling

# Introduction

With Pinterest generating 90% of all social media shares on the web, visibility on this site should be the most important goal for your business.

## **If you aren't convinced yet, consider these facts:**

- 1) 27% of the Pinterest accounts created in 2016 were added by Fortune 500 companies including Exxon Mobile, Wal-Mart, and Apple.
- 2) 30% of Pinterest users prefer browsing this site over watching TV.
- 3) 41% of Pinterest users have an household income of \$50k+.
- 4) 69% of Pinterest users have a clear intention of purchasing products when they visit the site.
- 5) Pinterest visitors spend 60% more than Facebook visitors, making Pinterest the most valuable social media site for web retailers.
- 6) Pinterest is vying for the top spot as the world's most popular search engine, second only to Google owned search engines.

That's quite an impressive report card for a site that launched 2010.

## **Here's one more unfortunate fact:**

89% of all posts/pins aren't shared more that 100 times on social media.

This book will help you to be part of the top 11%.

Over the next 21 days I'll give you tasks that you'll be able to complete in about an hour a day. Not only will you go from Pinterest marketing newbie to having a fully optimized Pinterest account, but you'll likely have 200+ more followers and a fully automated marketing campaign in place.

Are you ready to jump in?

# 21-Day Plan :: Week One

## Day One

Your first hour in this hour-a-day plan will be devoted to creating a Pinterest business account and planning your boards. If you already have a personal account you can convert it, or just start fresh. My recommendation is to start fresh. You can always use your personal account as a second account to pin your products/content, and I recommend that. It just shouldn't be your primary business account.

After you set up your account you'll have one more task to complete: Make a list of board name ideas.

A successful Pinterest account has boards that:

- 1) People search for often.
- 2) Boards that will be helpful to your target market.
- 3) Boards that you will be able to pin your content to and provide opportunities for cross-promotion.

If you were a baker, your boards might include:

- 1) Cookie Recipes
- 2) Cake Recipes
- 3) Frosting Recipes
- 4) Kitchenware Favorites

Do you have an idea for a board name? Put it to the test:

- 1) Is your board name idea suggested when you type it into the Pinterest search box?
- 2) Are there many boards with the same name?
- 3) Do top pinners have a board with this name?

If you answer "yes" to even one of these questions you're on the right track.

Create a list of 50-60 board titles that look like winners.

**Fact:** Our study revealed that while you can enjoy success on Pinterest with 100+ boards, the most successful pinners have far fewer boards. The average number of boards for top pinners with 300K+ followers is 56 boards.

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## Day Two

Today you'll begin building boards. Not all of them. Your goal is to create 25 boards and add 10 pins to each board.

You'll also need a few guidelines to keep you headed in the right direction.

- 1) Name each board with your 2-4 keyword rich title from your list.
- 2) Cross-promote your products/content by adding each pin to as many boards as possible.
- 3) Search Pinterest for highly repinned pins. Pins that have 50+ repins will be repinned again. This time these pins will attract attention to your products and your account.

When you're filling your boards consider that people search Pinterest for "solutions." If you provide visitors with a collection of pins that offer solutions they may follow you.

## Day Three

You'll finish building boards today. Build another 25 boards and add 10 pins to each board. Your boards won't be completely filled yet, but you'll have a nice collection for your visitors to browse.

## Day Four

It's time to select a few collaborative (group) boards. The best resource to help you with that is PinGroupie.com.

When browsing the site ask yourself the following questions:

- 1) Are my products/content are a good fit for this board?
- 2) Does it have 2,000+ followers?
- 3) Does it have 200+ contributors?
- 4) Does the board prevent you from posting duplicates pins?

If the board meets all the criteria send the board owner a request to join the board. You may find contact information on the board. If not, send an email from the contact page on their site.

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## Day Five

Pinterest isn't really a social media site - at least not like Facebook and Twitter. It's more of a search engine like Google, and ranking high in pin and board searches should be a primary goal.

Today you'll pick a board that has many of your products/content and increase the pin count to 100+ pins. Taking this board to 100+ pins will help it perform better in Pinterest search.

## Day Six

Increase another board to 100+ pins as you did on Day Five. This board should also be one that includes many of your product/content pins.

When you finish that task, spend 5 minutes on a study of your own.

Search Pinterest for boards with the same titles as your most important boards. How many pins do these boards have? If you want to someday have your board in the #1 position you'll need about that many pins. It also takes a fair amount of followers, but having enough pins for your visitors to browse is where you begin.

## Day Seven

You'll be doing a little more search engine optimization (SEO) today. This time you'll write descriptions for 10 of your most important boards. Doing so will help Pinterest and Google know a little more about your boards so they can recommend them to searchers.

Descriptions should be keyword rich and 5-20 words in length on average.

### Need a few examples?

Free Lessons Plans and Resources for the Elementary General Music Classroom (Grade K-6)

Tips and Tricks for Improving your Business Presence on Pinterest

Drawing Lessons for the Beginning Artist

# Week Two

## Day Eight

With your Pinterest account in pretty good shape, it's time to start attracting followers.

You can certainly manually follow other pinners or individual boards to encourage people and businesses to follow you. However, I recommend purchasing Ninja Pinner. This auto-follow/auto-unfollow tool from NinjaPinner.com is a powerful tool that I have used this tool myself, attracting 7K followers in one year.



It is easy to go overboard with Ninja Pinner. If this tool seems like something you'd like to purchase, I have a few recommendations to keep your account in good standing.

- 1) Limit your following to 400 pinners per day
- 2) Limit your unfollowing to 400 pinners per day
- 3) Set the "follow/unfollow" interval to 5 to 15 seconds, with a 20-minute break every 60 "follows/unfollows." This recommendation will help Ninja Pinner act less like a robot.
- 4) Avoid "Auto Comment." What you say online reflects on your brand. You don't want to be known for meaningless comments that could apply to nearly every pin, but rather for insightful words that establish you as an authority in your field.

## Day Nine

You already wrote board descriptions for your most important boards. It's time to add descriptions to the rest of your boards.

When you complete that task set up Ninja Pinner for another day of following /unfollowing, or follow manually.

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## Day Ten

Today's the day you'll define board categories. This task will help make your account move visible in category feeds. Do your best to pick relevant categories.

Follow 400 Pinterest accounts. Unfollow up to 400 Pinterest accounts that aren't following you back.

## Day Eleven

There are several small tasks today, including selecting board covers, board organization, and following more Pinterest accounts.

### Board Covers

Attractive board covers can draw Pinterest visitors in, and unattractive board covers can drive them away. Search Pinterest for board covers that capture your attention. Use that pin for your board cover too, or select the best image from your curated pins.

### Board Organization

Board organization is next. Drag and drop your ten most important boards to the top two rows. Holiday board should only populate the top row before the holiday. The rest of the time then should be in the bottom row. If you've chosen to join a few collaborative (group) boards position them wherever you think is best.

Follow 400 Pinterest accounts. Unfollow up to 400 Pinterest accounts that aren't following you back.

## Day Twelve

You'll be increasing the number of pins on your third most important board to 100+ pins.

Follow 400 Pinterest accounts. Unfollow up to 400 Pinterest accounts that aren't following you back.

# Week Three

## Day Thirteen

Choose your fourth most important board and increase the number of pins to 100+ pins. Also follow 400 Pinterest accounts, and unfollow up to 400 Pinterest accounts that aren't following you back.

## Day Fourteen

Today you'll give some TLC to your minor boards by increasing pins to 20+ per board. The addition pins won't make these boards top performers like your boards with 100 pins, but it will help them to perform better in Pinterest board search. Also follow 400 Pinterest accounts, and unfollow up to 400 Pinterest accounts that aren't following you back.

## Day Fifteen

Today's the day Pinterest marketing gets very easy with the help of Pinterest pin scheduler [TrafficWonker.com](https://TrafficWonker.com).

The logo for TrafficWonker, featuring the word "TRAFFIC" in a dark, bold, sans-serif font and "WONKER" in a white, bold, sans-serif font, all set against an orange rectangular background.

Less work. Better results.

Most pin schedulers ask you to fill the queue, and when your queue runs out of pins you fill it again. The cycle never ends.

TrafficWonker's automated queue never runs out of pins. The WonkerBots loop your pins each week, publishing them as often as every 10 minutes on any schedule you like. The only reason you'll ever need to visit Traffic Wonker is to add new products or refresh your fellow pinner pins every 3-4 months.

TrafficWonker.com offers a free 30-day no credit card trial. Sign up if you'd like to give it a try.

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## Day Sixteen

If you've chosen to give TrafficWonker a try, you'll begin filling your queue today. You can fill one pin at a time or fill pins in bulk with FastFill. There's a new member manual if you need it. For your product pins, I recommend that you add them one by one and queue each product pin at least twice each week. Don't worry about getting your queue completely filled today. There's more time set aside to complete this task.

### Your goals include:

- 1) Fill each day with 72+ pins
- 2) Queue every product twice each week. (Example: Once on Sunday and once on Tuesday.) Queue your best selling products even more often.
- 3) FastFill 20 fellow pinner pins per day to attract attention to your account.

When you FastFill, the pins will return to the same board.

## Day Seventeen

Keep filling your queue and don't forget about following more Pinterest accounts. The routine might be getting boring by now, but it will pay off. Hang in there!

## Day Eighteen

Keep filling. Keep following.

## Day Nineteen

Keep filling. Keep following.

## Day Twenty

Knowing your numbers is key to success for any business, so let's dive into Pinterest Analytics today.

You can access Pinterest Analytics from your Pinterest account. Click "Analytics" on the left side of the top navigation bar. From the drop-down menu click "Overview." Saves (repins) and clicks are the most valuable numbers. Is your account starting to get some traction? As you add new products and attract new followers these numbers will grow. Check back every couple weeks to see what's going on.

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## Here are a few real Pinterest account examples:

Account #1: This account has 77 followers and gets 3 repins per day on average and 4 clicks to products/content.

Account #2: This account has 638 followers and gets 26 repins per day on average and 24 clicks to products/content.

Account #3: This account has 14K followers gets 214 repins per day on average and 369 clicks to products/content.

Good things can happen with just a few hundred followers, but great things can happen with thousands of followers.

Keep following and unfollowing.

## Day Twenty One

It's your last day. Do a little more following/unfollowing today and you will have completed the course.

If you followed my recommendations your Pinterest account is attracting followers quickly and is primed to take off. You can enjoy napping a little more because TrafficWonker.com has your ongoing marketing campaign covered.

Congratulations!