

Pinterest's Best Kept Secrets Are Answered



Marketing



FAQ's



A Beginner's Guide by Andrew Fling

Introduction

Pinterest Marketing FAQ's answers 30 of the questions people ask most. The book is presented in outline form to help you get concise answers when you want them. You may find it helpful to read the book through, and then keep it as a guide as you work to optimize your Pinterest pins, boards and marketing campaign.

Andy
TrafficWonker.com

Contents

Your Boards

Pinterest SEO (Search Engine Optimization)

Collaborative (Group) Boards

The Perfect Pin

Building Followers

Repins

Analytics

Pin Image Design

Pinterest Marketing

FAQ's

Your Boards

1) How many boards should I have?

The TrafficWonker team asked that question too, so we conducted a study. The average number of boards on accounts owned by pinners with 300K+ followers is 56 boards.

2) How many pins should I have on each Pinterest board?

A minimum of 20 pins per Pinterest board is recommended. Your most important boards should have 200+ pin per board to perform well in Pinterest board search.

3) How should I arrange my Pinterest boards?

Newspaper publishers understand the importance of placing the most important content "above the fold." Follow their lead by positioning your most important boards "before the scroll." It will help Pinterest visitors find the things you want them to find more often.

Pinterest Analytics can help you discover which boards people visit most often.

4) What kind of Pinterest boards should I build?

Boards that are focused on meeting the needs of your target market customer are boards that will serve you best. In most cases, every board you build should include helpful fellow pinner pins and your product pins.

5) Should I build seasonal Pinterest boards?

Yep. Position seasonal boards somewhere in the top two rows before the holiday, then move them back to the bottom after the holiday.

If you're a baker, build boards like:

- 1) Cookie Recipes
- 2) Cake Recipes
- 3) Frosting Recipes

6) How do you choose effective Pinterest board names?

An effective board name includes 2-4 keywords often used in Pinterest search.

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

- 1) Is it suggested when you're typing your idea?
- 2) Are there many boards with the same name?
- 3) Do top pinners have a board by this name?

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

7) Should I write a description for every Pinterest board?

Yep. Writing keyword rich board descriptions is an important part of your SEO (search engine optimization) effort.

Pinterest SEO

8) Are hashtags helpful in marketing your products/content on Pinterest?

There are pros and cons to hashtags. Adding hashtags to the pin description box allows you include additional keywords. The downside is hashtags add a clickable link that creates an escape route away from your pin, and you may lose that customer forever. However, it's still better to include one or two than not.

Read more: The Ultimate Hashtag Guide for Pinterest Marketing

trafficwonker.com/tipsforsuccess/the-ultimate-hashtag-guide-for-pinterest-marketers.php

9) Does Pinterest reward me for staying active on their site?

Yep, but it doesn't need to be you. TrafficWonker's WonkerBots can visit Pinterest every day to pin and auto-delete pins on your behalf, and you get all the credit. The result will be your pins and boards ranking higher in search.

10) Is there anything I can do to optimize my pins for Pinterest search and Google image search?

Yep. Name your pin image with keywords from your product/content title. Separate each word with a hyphen.

Example:

chocolate-chip-cookie-recipe.jpg

11) Is there anything I can do to optimize my boards for Pinterest and Google search?

Write keyword rich titles and descriptions for each board.

Example:

Great Music Composers

Learn about our great music composers with biographies, free printable worksheets, coloring pages and listening glyphs/maps.

12) Should I delete underperforming pins?

No one knows exactly how the Pinterest search engine works, but Pinterest Analytics seems to suggest a few things. Pinterest provides you with stats for your top performing boards including impressions, clicks, saves, and # of pins. All this great info is probably not just for you. We think they use it to decide how boards will rank in search.

If you have a board with tons of pins and very few impressions, clicks, and saves, it's probably not going to rank well. Delete those duds, and replace them with fellow pinner pins with high repin counts.

Collaborative Boards

13) How do I join collaborative (group) boards?

Email the owner. Sometimes they'll provide an email address on the collaborative board. Sometimes you'll need to visit the contact page on their site.

14) How do I make a collaborative (group) board?

Click on the board you want to turn into a collaborative (group) board. Then click the big "plus." Paste the Pinterest account name of someone you'd like to invite and click "Invite." That's it. Your board will be a collaborative (group) board as soon as someone accepts your invitation.

15) How can I find great collaborative (group) boards?

Visit PinGroupie.com.

16) How do I choose quality collaborative (group) boards?

It's hard to tell if a group board will serve you well, but you can at least start with an educated guess.

Give the collaborative (group) board a try if:

- 1) Your products/content are a good fit for the board.
- 2) It has 2,000+ followers.
- 3) It has 300+ contributors.
- 4) The board rules don't prevent you from posting duplicates pins.

You'll want to be able to schedule pins to your group board, and you'll want to be able to leave duplicates. TrafficWonker features Auto-Clear, and is able to auto-delete your scheduled pins to keep your boards clear of duplicates. However, the Pinterest API prevents any pin scheduler from deleting pins from collaborative (group) boards not owned by you. You'll need to be able to leave pins on the board and post duplicates every week.

The Perfect Pin

17) Should I delete old pins from my Pinterest boards when I make pretty new ones?

Don't do it. That old pin has Pinterest clout. Even if it has ten repins it has a better chance of being found through Pinterest search than your new one. You also don't know what people will respond to best. Some people may respond to your old pin. Others will respond to the new one. Deleting it would eliminate an effective source of traffic and sales.

18) How important is it to include color in Pinterest pin images?

Color can dramatically improve your product sales. Here are a few stats:

- 1) 93% of the time a purchase is made based on visual appearance
- 2) 85% of surveyed consumers state that color is the primary influencer of purchase decisions
- 3) Color increases brand recognition by 80%

19) Do pin images have a "perfect" size?

Yep. Pins that perform best are tall pins 736px x 1103px in size. If you want a taller pin, go for it - just not shorter.

Building Followers

20) How many Pinterest followers do I need for Pinterest marketing success?

If your Pinterest account has fewer than 200 followers, one of your first steps should be to follow people with common interests. Type your board names into the Pinterest search box, and then select "Boards." The search results will provide you with a list of fellow pinners that may someday become your best customers. Set a goal to follow 100 boards every day.

Analytics

21) I want to start tracking pin and board performance with Pinterest Analytics. How do I do it?

To get Pinterest Analytics, you'll need a business account. If you already have a personal Pinterest account for your business, you can easily convert it. Once your business account is set up, you'll be able to access Pinterest Analytics by visiting your Pinterest profile and clicking "Analytics" at the top of the page.

22) How do I know if marketing on Pinterest is helping?

There are three ways to measure your Pinterest marketing campaign:

- 1) Repins - Repins create "points of entry" to your products. A point of entry is a point at which people can travel via link to your products. The more repins you get the better.
- 2) Clicks - Clicks result in more immediate sales and traffic.
- 3) TrafficWonker features a stats tool that tells you exactly how many repins your scheduled pins are attracting.

Pin Image Design

23) How can I make my pin images look better?

Quozio, Instagram, Canva and PicMonkey are all web-based tools for the novice designer. Just choose a template or start with a blank canvas and create. It's easy.

24) Should my pins use pictures of people?

Using pictures of people does work, but not as well as you might think. Pinnable images without faces receive 23% more repins.

25) Is it important to use color in my pin images?

Color can dramatically improve product sales. In fact, 85% of surveyed consumers state that color is the primary influencer of purchase decisions.

Pinterest Marketing

26) Can marketing on Pinterest really improve my sales?

Definitely. People referred by Pinterest pins spend 70% more money than visitors referred from non-social channels.

27) I have a personal Pinterest account. Should I create a separate account for my business?

Yep. Business accounts provide you with advantages. People will follow your account more often because every board includes product and idea pins that they'll find useful.

28) Why is it important to schedule pins?

Scheduling pins helps you gain incredible visibility in the Pinterest SmartFeed. Without the consistent visibility that you get from the Pinterest SmartFeed many accounts would struggle to attract visitors, repins and clicks to their products/content.

29) How many pins should I schedule per day?

The TrafficWonker team asked that question too so we did a little testing and reviewed our analytics.

Between pinning 36, 72 and 100+ pins per day 72 pins per day was the clear winner.

72 pins per day captured the highest repins. Pinning 36 pins per day resulted in 66% fewer repins. About what you would expect. What is surprising is that 100+ pins per day resulted in no noticeable difference. We believe this is true because Pinterest buffers pins in the SmartFeed, and may limit the number of pins published by any one pinner.

So how do you schedule 72 pins a day without going crazy? You loop them.

TrafficWonker features a looping queue that will help your Pinterest marketing campaign to be as successful as it can be while saving you considerable time each week.

30) I'd like to start scheduling pins for greater visibility on Pinterest, and I want it to be easy. What can I do?

In 2015 I started my search for the perfect pin scheduler to help me gain greater visibility on Pinterest and save me from hours of manual pinning each month. I tried almost every pin scheduler out there. All of them asked me to guess what the best time to pin was and then fill my queue. Then do it again next week - and the next week after that - forever.

A guess didn't seem good enough, and it was way too time consuming. I decided to build a pin scheduler of my own.

TrafficWonker's automated queue never runs out of pins. The WonkerBots loop your pins each and every week, publishing them as often as every 10 minutes on any schedule you like.

Less work. No Guesswork.

"In only a few months, I've noted significantly more likes, pins, and followers of my Pinterest boards. This traffic has translated to more visits to my store and more sales. TrafficWonker is easy to set up and sustain, and the customer service is phenomenal! I recommend the WonkerBots to anyone who's looking to reach out and attract more customers but really doesn't have a lot of time to devote to the process." A+ from this teacher!

Lori Overmoyer - O Some Great Stuff for English Teachers - A TpT Store

Visit [TrafficWonker.com](https://www.trafficwonker.com)

Ready to automate your Pinterest marketing?
We've thought of everything.

Less work. Better results.

Get Started for Free
No credit card required.



Learn More 

TRAFFICWONKER