



CREATING A PINTEREST STRATEGY GUIDE

Use the following to help you create a pinning strategy for the coming months.

	Daily Tasks
1	Add 3 pins to Pinterest, several times a day
2	Pin from your blog or website once or twice a day
3	If using a scheduler, check you have a mix of pins planned
4	Do a quick check on stats to see if anything interesting has occurred

	Weekly Tasks
1	Check the stats from the previous week and record
2	Add pins to your most popular board
3	Make pinnable images in Canva or picmonkey for the coming week
4	Make a fresh pin or two for old blog posts or webpages/products
5	Check through your followers and follow back on anyone relevant to you

	Monthly Tasks
1	Check your board layout and update according to popularity and seasons
2	Check your monthly stats from analytics or GA and record
3	Identify up and coming trends and start plan your pinning schedule accordingly
4	Create a new board or two relevant to your followers' likes and update with new pins
5	Identify popular pins from the previous month and replicate their content