



THE PINNING CLUB

BY JEN STANBROOK

5 STEP PATH TO BECOMING A PINTEREST MARKETING EXPERT

1

PIN CONVERT

You understand the massive potential of using Pinterest to market your business and are starting out on the journey to be a pinning pro. You are keen to convert your pin saves to clicks and are achieving the first steps in building your Pinterest marketing knowledge.

2

PIN PRACTICE

Your confidence and excitement are growing as you start to see the first trickles of Pinterest traffic hitting your website. You are working hard on understanding and implementing the Pinterest marketers' best practices and techniques. Your pins and account are starting to take shape.

3

PIN POSITIVE

Your boards and pins are looking good and your Pinterest traffic is steadily building. You are keen to build some consistency, to spend less time pinning and to understand your statistics. Pinterest is starting to make a positive difference, bringing both rewards and focus to you and your business.

4

PIN SUCCESS

You are seeing consistent traffic from your Pinterest marketing and can create and schedule your pins with ease each week. You are working on converting your Pinterest visitors to loyal readers and customers. You are seeing the benefits to you both personally and within the business, of creating a successful Pinterest marketing plan.

5

PIN MASTER

Pinterest has become your biggest referrer of traffic with over 25k clicks. You convert pins to sales, and pinners to loyal customers and readers. You analyse your statistics, respond to trends and adapt your strategy to new best practices eagerly. Pinterest gives you the freedom and confidence to run and build your business your way.

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1

PIN CONVERT *Milestones*

- Understand the pinning strategy, account setup and board creation best practices
- Clarity on how to design and create a Pin Template with a focus on branding
- Save your first pin template to a board on your Pinterest account

2

PIN PRACTICE *Milestones*

- Create and build your Pinterest boards
- Design and create a bank of 5 pin templates
- Save your pins multiple times to 10 boards each

3

PIN POSITIVE *Milestones*

- Use Tailwind to schedule your pins over a 24 hour period
- Record, read and react appropriately to your pinning statistics
- Respond to Pinterest events and trends
- Have a large bank of Pin Templates at your disposal

4

PIN SUCCESS *Milestones*

- Fully optimise your pins with keyword rich descriptions.
- Use Tailwind Smartloop to reshare your older, successful pins
- Design your first, or a new Lead Magnet
- Review and revise your strategy according to Best Practices

5

PIN MASTER *Milestones*

- Convert pinners to readers and customers
- Spend 1-2 hours only per week on Pinterest
- Apply for Mediavine Ads for a blog
- Triple your website traffic for your business



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1

PIN CONVERT *Actions*

- Complete Pinning Made Simple course or replays
- Apply the rules of account setup to create a business account, rich pins and a claimed website.
- Download and review the Pinning Pro Checklist
- Use Canva or Photoshop to create your first branded pin template to the best practice guidelines
- Add a created pin to a board on your account linking back to a page on your website or blog

2

PIN PRACTICE *Actions*

- Create a minimum of 5 High Level boards
- Create a minimum of 20 niche level boards
- Optimise all the boards with a cover image, category and description
- Use Canva or photoshop to develop a suite of 5 pin templates
- Save each pin to the most relevant board on your account first.
- With a minimum of 3-day interval between them all save the same pin to another 9 boards over a 30-day period

3

PIN POSITIVE *Actions*

- Invest in Tailwind and create an appropriate schedule
- Create board lists for groups of boards
- Schedule at least 10 pins per day every day
- Keep a record of your monthly stats from Google Analytics in the Stat Recording Guide
- Identify and record your 10 best pages from pinning
- Create 3 more pins per page and share
- Use the Seasonal Pinning Planner to schedule relevant pins
- Design a bank of at least 10 pin templates

4

PIN SUCCESS *Actions*

- Learn how to write effective pin description
- Use the pin description template guide
- Add a brand hashtag to all your pins.
- Set up 3 Smartloops
- Review the Seasonal Pinning Planner to create loops
- Review the Statistical Guide to update loops
- Create a lead magnet or opt-in document to build your list
- Create 3 pins to drive traffic to your Opt-in
- Review the Pinterest Latest Updates guide

5

PIN MASTER *Actions*

- Run at least 2 lead magnets
- Direct your leads to sales pages
- Email your list regularly
- Spend 30 minutes creating pins from templates
- Spend 1 hour scheduling pins for the coming weeks
- Spend 30 minutes analysing and recording statistics
- Apply to Mediavine for ads once your traffic hits 25k per month
- Reach 25k views per month from Pinterest alone