



Pinterest Growth Guide

In this lesson, you will learn about:

- ★ Driving traffic to a specific destination.
- ★ Where to drive traffic to.
- ★ How to grow your traffic.
- ★ How to raise the profile of your Pinterest business account.
- ★ Tips for growing your Pinterest followers.
 - Tell people to follow you
 - Post on other social media platforms
 - Post a link in your email

Driving traffic (link clicks)

- ★ Pinterest is not the same as social media, the focus is driving traffic to a destination for a specific purpose. The purpose of of this could be to:
 - Grow an email list
 - To take a specific action on your website
 - To download a freebie (and inturn gain their email address)
 - To sell a product

Where to drive traffic to

- ★ You can drive traffic to any web destination. It is good to have a specific action that you want pinners to take.
- ★ Web based destinations include:
 - Website
 - Specific website product or service
 - Email opt in
 - Download
 - Facebook group
 - Instagram page

How to encourage growth of traffic

- ★ Use good strong visuals for your Pins.
- ★ Use text overlay with keywords.
- ★ Give a clear call to action.
- ★ Detail how you will solve a pinner's problem.
- ★ Use your keywords in the pin title and description.
- ★ Insert the URL destination link and ensure it is of similar wording and imagery to the pin.
- ★ Pin to the most relevant board first and do not re-pin to another board for 7 days.
- ★ Make sure the board has fully optimised its keywords.
- ★ Traffic growth requires patience. Remember that your pins last a lifetime. Therefore, they are active and can gain traction over several months.



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Coming up, are some tips on how to grow your Pinterest account and increase your number of followers. However, the emphasis on increasing your following is to grow your engaged audience.

Tips for Growing your Pinterest account followers

Tell People to Follow You

- ★ Do not be shy!

Post on Other Social Media Platforms

- ★ There are two specific ways you should be posting about your Pinterest activity on other social media platforms.
- ★ The first is to tell your audience that you're on Pinterest. (See tip #1!)
 - Ask them to follow you in a post with an image of your Pinterest boards or with a swipe up link in your Instagram stories. Maybe your Instagram followers haven't even thought about you being on Pinterest and just need a nudge to take action.
- ★ The second way to leverage your social media accounts is to post about a specific board that's applicable for the current season or what you're currently promoting.
 - For example you could ask your Facebook audience to go to a specific Pinterest board with products on to gain their feedback.

Post a Link In Your Email

- ★ In emails sent out to your list, include a URL to a pin with "pin it for later!" next to it.
- ★ This sends the reader directly to whatever pin you want them to go to.

Key Takeaways

- ★ The aim of your pins is to drive traffic to a specific destination.
- ★ You want to ensure that Pinners take action e.g. building your email list.
- ★ There are specific ways to grow traffic but it takes time.
- ★ You can encourage followers to your account to help share your pins.