

Optimizing Pinterest From A-to-Z



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Succeed With Content

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Introduction

Pinterest offers businesses and entrepreneurs a unique way to market themselves while exposing new potential customers to your brand and products. That's because Pinners come to the platform looking for inspiration. They want to try new things, discover new ideas, find great products, and often, get inspired to make their next purchase.

It's time to step up your social media strategy and start using Pinterest to market your business! This un-tapped social media resource is the perfect place for you to showcase your brand and business.

Let's get started on optimizing your Pinterest business account and using it strategically to promote your business and products, so you can sit back and reap the benefits.

How to Optimize Your Pinterest Content to Attract New Customers



In the world of social media marketing, Facebook, Twitter and Instagram get a lot of attention. That said, anybody who has printables or print on demand products to sell would be remiss if they didn't use Pinterest for marketing.

As of 2020, [335 million active users](#) and for 48%, shopping is a top priority. Add that to the fact that 97% of all Pinterest searches are unbranded and you can see that there is a huge market of people who are open to products like yours.

The key, of course, is making it easy for them to find your content. The way to do that is with effective optimization of both your Pinterest profile and your content to attract new customers.

How to Optimize Your Pinterest Profile

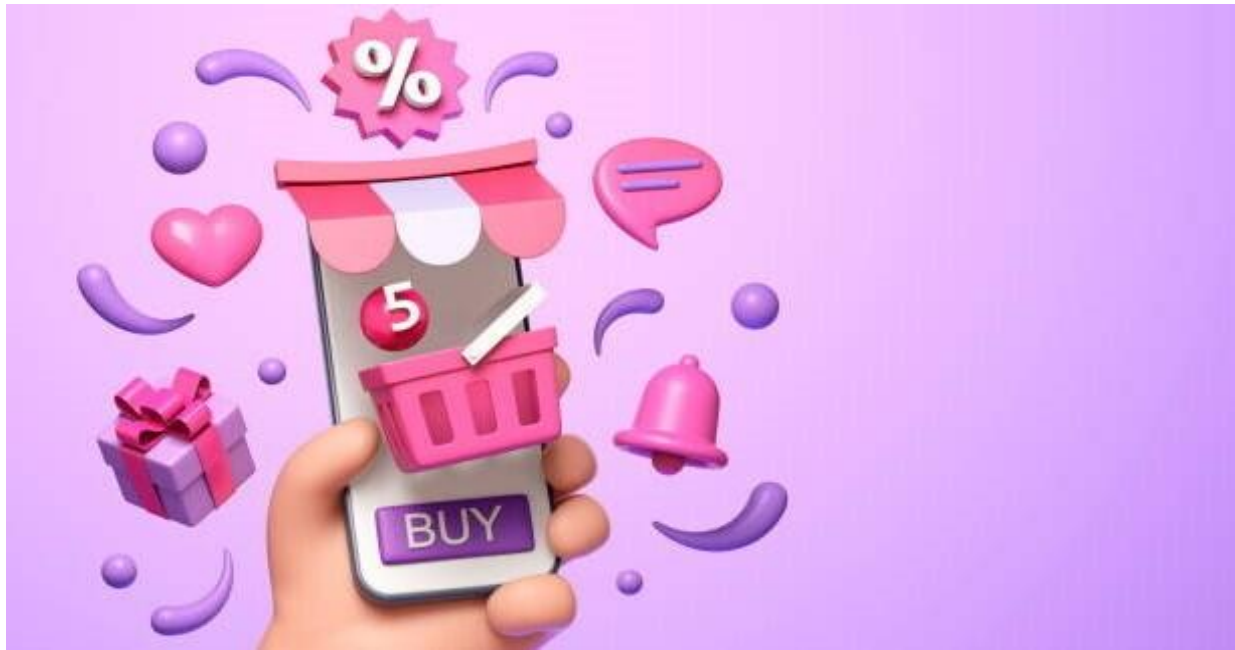
While the majority of searches on Pinterest are visual, you still need to assume that some users will search for your brand by name. When they do, the first thing they'll see is your profile, which needs to be properly optimized.

A lot of the rules that apply to Pinterest profile optimization are the same as for other social media profiles. You'll need:

- ♦ A Pinterest business account. If you don't already have one, you can either convert your personal account to a business account or create a new business account for marketing your products.
- ♦ A compelling profile picture. Ideally, you should use a picture of yourself if you're creating a personal brand. I like to use the same profile picture across all social media accounts for consistency.
- ♦ A punchy bio. You only have 160 characters for your Pinterest bio, so make every word count.
- ♦ Relevant business info. This might include the URL of your website or Etsy shop.

Keep in mind that using your most important keywords in your bio can help people find you. For example, if you create worksheets and flashcards for students, you may want to use “educational printables” as a keyword. You could add grades or ages if your business is specialized.

Links Pins to Your Website or Shop



One of the key ways to optimize your Pinterest content is to include a URL for your website or Etsy shop with every Pin. This is a quick and easy way to boost your brand's visibility and make it easy for potential customers to buy your products.

To claim other sites or shops, follow these steps:

1. Under your profile picture, click Settings.
2. With your settings open, click the Claim button on the left-hand side.
3. Choose the link you want to create. You have the option of linking your website, Etsy shop, Instagram account, or YouTube channel.

After you claim your shop, you can share content to Pinterest directly from your Etsy shop.

Rearrange Your Boards

Each Pinterest board you create is an opportunity to highlight and sell your products. That said, if you're not giving any thought to the order of your boards as they appear on your profile, then you're probably missing out on some customers.

The easiest example involves seasonal products. A lot of people who sell printables sell items that are linked to specific seasons and holidays. For example, you might sell printable Valentines, Easter decorations, and Christmas cards.

As each season approaches, you should rearrange your boards to highlight the ones that are most relevant for the season. That way, any potential customers who visit your profile will see your seasonal offerings right at the top -- which optimizes their experience and increases the likelihood that they'll buy from you.

Highlight Your Bestsellers

We all have products that are perennially popular. When you set up Pinterest boards around a theme, you should choose one of your bestsellers to use as the cover image. That way, new visitors to your Pinterest page will see why people buy from you -- and may even be inspired to buy the product for themselves.

If you're just starting out, make your best guess and choose the image you think will be most compelling to your potential customers. You may want to test images to see which one gets the best response.

Use Hashtags Wisely

Pinterest functions as a search engine as much as it does a social site, and that means every Pin you post has the potential to help attract new traffic both to the post itself and to your website or shop.



You can help potential customers find your Pins by using the right hashtags. Pinterest allows users to add up to 20 hashtags to each Pin. That's too many to be truly useful, so here's what I suggest.

- Choose one or two keyword-rich hashtags per Pin.
- Upload multiple views of each product and use different hashtags on each. When it's relevant, piggyback on community hashtags to get more traffic.
- Stay away from very long hashtags that are difficult to read

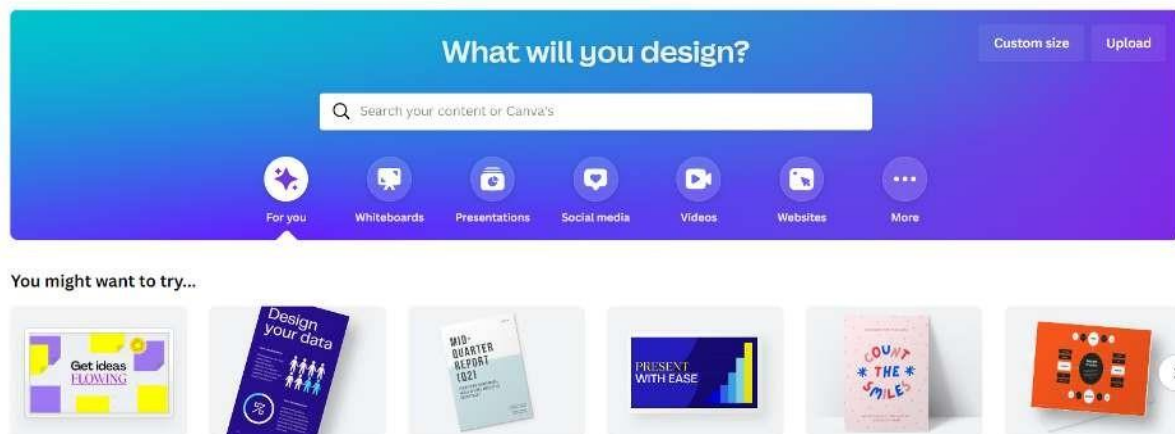
It may be helpful to use the same hashtags on Pinterest that you use in your Etsy listings or on your website. You can also search for products like yours on Pinterest and use the search suggestions as keywords.

Optimize Your Images

While you can upload any image to Pinterest, some proper formatting will help your Pins stand out and look their best.

Horizontal pictures tend to look better than vertical ones. You may need to play around with cropping and aspect ratios to get your products to stand out.

Pinterest recommends a 2:3 aspect ratio with a minimum width of 600 pixels. If you're not sure where to start, [Canva](https://www.canva.com) -- one of my favorite content-creation tools -- has a free template for Pinterest pins.



Source: <https://www.canva.com>

Create Rich Pins

Finally, I highly recommend creating Rich pins to optimize your content on Pinterest. A rich pin contains snippets of HTML code from your website. If your website changes, the Pin will be automatically updated.



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simplepinmedia.com · Pinterest marketing & management services for small business.
Creator of The Simple Pin Podcast and the Simple Pin Planner.

57.1k followers · 1.2k following

Source: <https://www.pinterest.com/simplepinmedia/>

Rich pins are available for every Pinterest user. You can find information on how to use them [here](#).

Pinterest is in many ways the ideal place to market your printable and POD products. Optimizing your content will give you the best chance of connecting with your target audience and increasing your sales.

Let's move onto creating Pinterest's new dynamic creative ads so you can personalize your content to meet your customer's specific needs.

How To Use Pinterest's New Dynamic Creative Ads

Marketing printable and POD products on Pinterest is something that can help you connect with your audience and grow your online business. But wouldn't it be great if there were an easy way to create more personalized content for segments of your audience without spending a ton of time or money?



Pinterest's new dynamic creative ads are helping users to do exactly that. They allow users to customize content and increase engagement. Here's what you need to know.

What Are Pinterest's Dynamic Creative Ads?

Dynamic creative ads allow users to create multiple versions of the same Pin with content – including product descriptions and prices – designed to appeal to specified segments of their followers.

These ads can pull content from your digital assets or from your product feed. Considering that Pinterest has reported an 85% increase in users engaged in shopping activities between March 30 and September 30 of 2020, it makes sense that they would want to provide tools for marketers that will allow them to capitalize on the trend.

The best part about dynamic creative ads is that they are personalized automatically using real-time audience data. That makes them far less time-consuming to create than targeted ads that you might create from scratch. According to Pinterest the new adformat:

... reduces the time and effort required to make custom ads that are relevant to unique groups of customers, but helps advertisers test and identify which creative elements drive performance.

Said another way, dynamic creative ads allow you to use data to increase your sales and test creative elements of advertising at the same time.

How Do Dynamic Creative Ads Work?

To create a Pinterest dynamic creative ad, you'll need to choose one of the three advertising platforms that have partnered with Pinterest to create the ads. They include [StitcherAds](#), [RevJet](#), and [Smartly.io](#), all of which offer optimization services for social media advertising.

All three services allow you to upload digital images or choose images from your product feed to feature in the ads. The images are then combined with real-time audience data courtesy of Pinterest with the idea that the data used will ensure that your ads will appear when Pinterest users search for products like yours – and that they'll display in a format that the algorithm determines will be most appealing to the person who is seeing it.



How Do Dynamic Creative Ads Perform?

There's not a lot of data available about Pinterest's dynamic creative ads because they are still relatively new.

However, StitcherAds listed some results in a [recent blog post](#), and they're promising.

- An average increase of 11% in return on ad spending
- (ROAS) An average increase of 55% in the conversion rate
- An average decrease of 7% in cost per purchase

These numbers show that it is reasonable to expect more sales and a higher profit on each sale thanks to the reduction in cost per purchase. There's no denying that the possibilities are exciting.



How to Create Dynamic Creative Ads

While you have your choice of which Pinterest partner to use to create your dynamic creative ads, the general process for all three is basically the same.

1. You'll need to decide ahead of time which products you want to advertise and which images you would like to use in your ads.
2. You'll choose a Pinterest template (all three partners provide them) to use for your ads.
3. You'll specify which static information you want to display. Examples might include:
 1. Your company logo
 2. Your company fonts
 3. Your company colors
4. You'll provide analytics from both Pinterest and your website to help with personalization.
5. You'll specify your ad spending requirements.

Once you have used the template to create your ad, the rest of what happens is automated. Using the metrics and product information you have provided the ad partner will create personalized ads governed by the behavior of the people in your target audience.

The result is an array of targeted ads designed to ensure that your audience sees ads featuring your products together with the information and presentation that will entice them to buy from you.

Keep in mind that every aspect of your dynamic creative ads on Pinterest can be updated as needed. As you review your results, you may find that you need to re- focus your audience or change out images or products that aren't getting the response you want.

Tips for Getting the Most from Pinterest's Dynamic Creative Ads

Now that you know what dynamic creative ads are and the basic steps for creating them, let's review some tips and best practices to help you make the most of the ads you create.

- ♦ Keep the overall look of your dynamic creative ads consistent by using the same logo, fonts, overlays, and other static visual elements on every ad.
- ♦ Make sure all images used in your ads are clear and have the correct resolution for Pinterest. The Pinterest guidelines specify a 9:16 aspect ratio. You can find complete image guidelines [here](#).
- ♦ Create hyper-personalized ads based on city, zip code, weather, and store coordinates.
- ♦ Create ads in multiple languages if you have target audiences that are not located in the United States.
- ♦ Advertise multiple products within a single Pin to get the most for your advertising dollar.
- ♦ Review your ad performance regularly and adjust as needed. The performance of dynamic creative ads can do a lot to help you fine-tune your marketing and advertising and maximize the return on your advertising investment.



As is the case with any other type of social media advertising, you should plan on keeping an eye on your ad metrics and performance as your ads roll out. It's easy to tweak ads if you're not getting the results you want.

Pinterest's new dynamic creative ads offer online publishers and entrepreneurs an affordable and effective way to market their products to Pinterest users.

Before you start creating your ads, let's take a look at some Do's and Don'ts to Pinterest marketing to ensure you maximize your chances of success.

The Do's and Don'ts of Marketing Printables on Pinterest



Pinterest continues to be one of my favorite places to market printable products. The visual nature of the website and the easy sharing of content make it a fantastic (and affordable) way to market your printables.

The trick, of course, is knowing the best way to use Pinterest. That means doing the right things and (who would have figured?) NOT doing the wrong things. To help you maximize sales from marketing your printables on Pinterest, here are the Dos and Don'ts as I see them.

DO: Post High Quality Images

If you know anything about Pinterest, you know that it's an image-driven site. That means you cannot afford to post images that look haphazard or unprofessional. They should be clean and clear, and when product pictures are involved, they should show your products off to their best advantage.

DON'T: Pin Only Your Own Products

Product creators sometimes forget the “social” aspect of social media. While Pinterest is a wonderful marketing tool, it is first and foremost a social media site. For Pinterest marketing to be effective, you must participate in the right way, and that means pinning images from relevant sources. This type of content curation is a good way to attract new followers and customers.



DO: Upgrade to a Business Account

One of the most common mistakes that solo entrepreneurs make is to use their personal social accounts for marketing. While there's nothing wrong with letting your friends know about your products, upgrading to a professional Pinterest account gives you access to an array of tools – including promotion and advertising options – that aren't available with personal accounts.

DON'T: Settle for a Lackluster Profile

Your profile is the best way to let your Pinterest followers know who you are and what you do. That means you'll need a compelling profile picture and cover image, as well as a vivid description that uses your most important keywords. It goes without saying that you should link to your website or Etsy shop, as well.

DO: Use Rich Pins

Whenever you post images of your products, you should be using Rich Pins. Rich Pins allow you to show your followers detailed product information when they see your Pin. For example, you can show them the product's price, availability, and product details, making it easier for them to take the next step – and buy it!

DON'T: Pin to Your Home Page

The purpose of marketing on Pinterest is that it can help to increase interest in your products and lead to more sales. For that reason, it's not a good idea to Pin images that link back to your home page. It can lead to a high bounce rate when people who click don't find themselves where they want to be.



DO: Pin Directly to Your Product Pages

If Pinning images directly to your home page isn't a good idea, then Pinning to your product pages is the opposite. Pinning to your product pages means that anybody who clicks on a Rich Pin of your product will be led directly to the page where they can buy it. Remember, in marketing, the goal is to eliminate friction and make it simple for people to buy your products.

DON'T: Keep Pinterest Separate from Other Marketing

There's plenty of evidence to suggest that cross-posting content between your website and social media accounts is the best way to keep your audience engaged. When you put content on Pinterest, don't forget to cross-post it on Facebook or Instagram. Sharing content across multiple platforms will help you to maintain a consistent brand and allow you to maximize your reach by ensuring that your followers have the best possible chance of engaging with your content.

DO: Optimize Your Captions

When people search for products like yours on Pinterest, you want to be sure they can find what you're selling. That means doing keyword research and using the words in your captions that will make your content searchable. Fortunately, Pinterest itself is a useful tool for keyword research. You can use the search function to find products like yours and use the captions on them for keyword inspiration.



DON'T: Post Inconsistently

Social media algorithms are designed to highlight the content that users are most likely to engage with and for that reason, it's important to post regularly and consistently. You don't necessarily need to post on Pinterest every day, but if you do, you're likely to get more engagement (and more sales) than you would if you posted only a few times a week.

DO: Take Advantage of Social Media Scheduling Tools

Posting every day might seem like a lot of work but you can minimize the amount of time you spend on Pinterest by using a scheduling tool to schedule your Pins.

You could potentially set aside an hour or two a week and create and schedule all your posts in that time. Then, you would be sure that your posting is consistent and that your followers know when to expect content from you.



DON'T: Ignore Your Analytics

While Pinterest marketing is easy, it's not fool proof. If you want to get maximum engagement and boost the sales of your printable products, you'll need to pay attention to which Pins get the most engagement. Pinterest analytics allow you to examine the results you get with each Pin and evaluate your Pinterest marketing strategy accordingly. By paying attention to analytics, you'll be able to get the biggest possible bang for your marketing

bucks.

DO: Use a Secret Board for Content You're Not Ready to Post

One of the most common mistakes people make on Pinterest is posting incomplete boards. Instead of doing that, create a secret board that only you can see to collect Pins and content and prepare it for posting. You can then access the board and post content according to your schedule.

Pinterest is in many ways the ideal social media site for sharing and selling printable products. Its visual nature, combined with its army of eager-to-buy users, can help you to improve your brand recognition, get the word out about your store, and ultimately, increase your sales.

Now that you have a better idea of how improve your Pinterest marketing, it's time to discuss the advantages of using Rich Pins to sell your products.

How to Use Rich Pins to Sell Your Products on Pinterest

Pinterest is one of the best places to sell products. Why? Pinterest users love to use their accounts to find unique items to give as gifts or to buy for themselves. Promoting your products there makes sense.



One tool that you may not be using is the Rich Pin feature on Pinterest. Here's what you need to know about Rich Pins and how to use them to sell more products.

What is a Rich Pin?

Let's start with the basics. A Rich Pin is a pin that includes metadata that's pulled directly from your product listings.

Here's how Pinterest defines Rich Pins.

Rich Pins show metadata right on the Pin itself, giving Pinners a richer experience and increasing engagement. Information in a Rich Pin is independent of the Pin description, ensuring that important information is always tied to the Pin. There are 4 types of Rich Pins: app, article, product, and recipe Pins.

Rich Pins work by displaying metadata from marked up pages on your website. Once you've applied for Rich Pins, any content on your site with metadata will turn into a Rich Pin when a user saves it.

The primary benefit of using Rich Pins is that they offer detailed information about your products, making it easier for customers to decide to buy them.

How to Apply for Rich Pins

Now that you understand what Rich Pins are and why you should be using them, let's talk about how to get them. Pinterest requires users to apply for Rich Pins.

The first and most complex step to get Rich Pins is adding metadata to your site. In the case of your personal website, you have multiple options, including [oEmbed](#) and [Schema.org](#) markup.

These all require you to add code to the pages you want to Pin. You can find detailed instructions on the Product Rich Pin page, which you can access by clicking [here](#).

If you want to add metadata to your Etsy page, you'll need to use the [Schema.org](https://schema.org) option.



You'll need the following information.

- The canonical URL for the page
- A JSON list of dictionaries with product fields (product fields include price, currency code, title, description, offer ID, availability, quantity, standard price (required if a product is on sale), sale start date, sale end date, and geographic availability).
- Product description
- Product brand
- Product gender (for apparel, e.g., men, women, children, unisex)
- Images
- Product expiration, if applicable
- Color
- Ratings

It's important to note here that only the URL and JSON list are required. Everything else is optional. You should keep in mind that including additional data, such as product descriptions, colors, and product ratings, can help you appeal directly to people in your target audience and sell more products.

The next step is to paste the URL of one of the pages to which you have added metadata into the Pinterest Rich Pin validator and check it for errors. The validator will let you know if you have made any mistakes with the metadata.

Once you have corrected all the mistakes, you'll choose one of three options to indicate how you have marked up your data: HTML for Schema.org, oEmbed for (you guessed it) oEmbed, or Shopify if you have a Shopify store. Then, simply click the "Apply Now" button.



The good news is that you only need to apply once to qualify for Rich Pins on every page on your domain. You'll still need to mark up each product page individually. Just make sure to use the same protocols you used for the first page, and you shouldn't have any problems getting Rich Pins to work on your page.

How to Make the Most of Rich Pins for Your Products

After you've added metadata to your product pages and applied for Rich Pins, it's time to take advantage of your new, data-rich images.

Here are some pointers.

1. First, make sure to take the time to create a compelling title/headline for each one of your Pins. While the metadata will add information, it won't automatically make a Pin more appealing to your followers or to casual browsers.
2. Second, add a compelling description to each post. If you're linking to a page with a full product description, the Rich Pin will automatically display the first couple of lines of your product page if you don't add a meta description.
3. Third, choose the right keywords. Remember that the first few words of your title and description are what most searchers will see unless they click on the Pin itself. You can use the same keywords that you used on your Etsy product description, or you can use Pinterest's search feature to identify new keywords to help people find your products.
4. Fourth, add a call to action. Why should people click on your Pin? What will they find if they do? A good example would be something like, "Buy from *Store Name*."

When you get started with Rich Pins, you should make sure to review them carefully when they first appear on your Pinterest page. Check to ensure that the product image looks the way you want it to look and that the information you want displayed is there.

There may be a bit of trial and error with your first Rich Pin. However, as you get accustomed to adding metadata and creating Rich Pins, it will get easier. Before long, you won't even need to think about it because it will just come naturally to you.



Pinterest is a powerful marketing tool for printables and POD products. While it does require a bit of work upfront, the benefits of using Rich Pins are undeniable

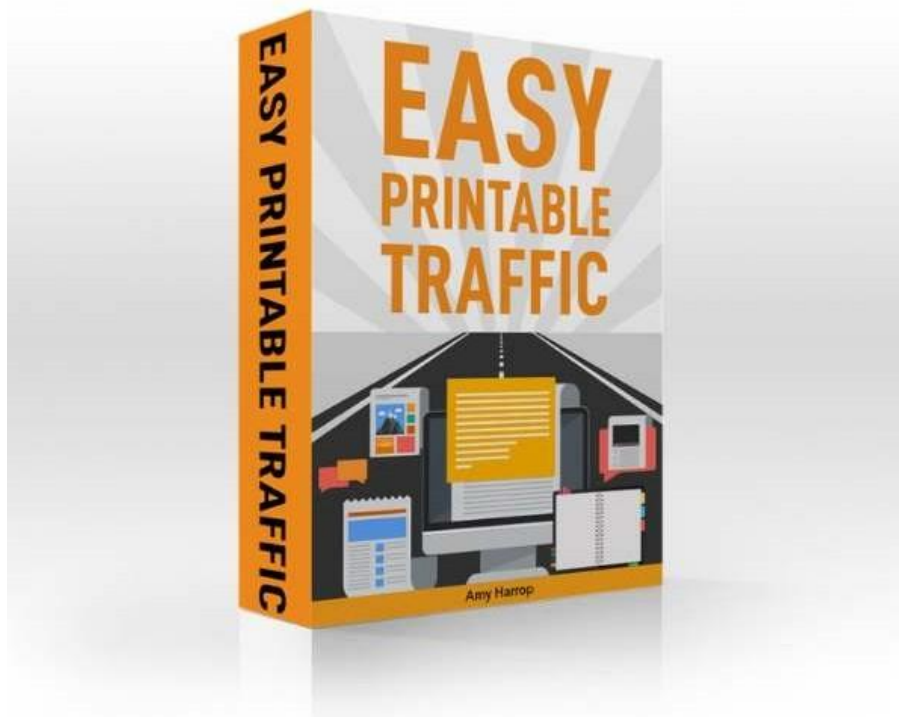
– and they can help you to attract more customers to your store and increase your sales.

Conclusion

By now you should know how to successfully use Pinterest as a great platform for your business. The only thing you need to do is to try the methods I have suggested so you can use your Pinterest business account more effectively while maximizing your customer reach.

I have given you all the tips, tricks, and tools you need to start driving traffic and making sales from your Pinterest account! So, what are you waiting for? Start Pinning!

If you're wanting to learn more techniques to create easy, printable products that you can sell on your Pinterest, Etsy, or Amazon account, then take a look at Easy Printable Traffic.



Source: <https://succeedwithcontent.com/easy-printable-traffic-thrivecart/>

Discover even more ways to drive traffic to your listings – For more in-depth training on harnessing massive amounts of buyer traffic, check out my [Easy Printable Traffic](#). With this training course, you'll receive:

- The Easy In-Depth Personalized PDF Guide
- Quick-Start, Step-by-Step Checklists
- Over-the-Shoulder Video Training
- Tons of Done-For-You Visual Content to Help You Profit Fast
- **BONUS** – Hundreds of ready-to-post social quotes in dozens of popular niches make it easy to keep your social media traffic flowing. Plus, this brand-new Top Ten POD Printable Profits Guide.

To your success!

Amy Harrop