

THE ULTIMATE

PINTEREST

MARKETING  
CHECKLIST

*Ysma*

# PINTEREST MARKETING CHECKLIST

Pinterest!

Oh, how I love thee. Let me count the ways.

Pinterest is one of my favourite social media platforms, and it's done amazing things for my business. My yoga site receives over 50k visitors a month from Pinterest alone.

([pinterest.com/42yogis](https://pinterest.com/42yogis))

When you are using Pinterest as a tool, and you're pinning in a strategic way, you too can see some pretty amazing results.

This checklist breaks down what I've done over the years to ensure my Pinterest account is targeting who I want to attract.

Cheers,

A handwritten signature in black ink that reads "Ysmay". The signature is written in a cursive, flowing style.

# PINTEREST MARKETING CHECKLIST

I have researched and decided on my Pinterest demographic, the most useful business focus of Pinterest, and what I want Pinterest to do for me and my business.

I want Pinterest to \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

My Pinterest brand message is \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# PINTEREST MARKETING CHECKLIST

I have a visual style guide for my online marketing that outlines my fonts, colours, logo rules, and graphic style.

I want to be known for

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My Pinterest brand categories are:

1. 

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2. 

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3. 

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4. 

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5. 

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# PINTEREST MARKETING CHECKLIST

- I have a balance between business and fun
- I have custom descriptions in my pins
- All pins I share from my website have a CTA
- My pins help people get to know me
- My pins position my brand
- My pins tell people I would be fun to know
- My pins use colours that reflect my brand
- I have validated my website URL with Pinterest

# PINTEREST MARKETING CHECKLIST

- I have a board to show my influencers
- I am familiar with rich pins and how to use them
- I have learned Canva and/or Photoshop so I can create better pins
- I have SEO tools installed on my site
- I have Pinterest tools installed on my site
- My pins go to landing pages
- I have a Pinterest business page

# PINTEREST MARKETING CHECKLIST

- I use keywords related to my brand and business in the descriptions on my pins
- I use a tool to track my pin stats and I let the stats -- not my emotions -- influence my pin strategy
- I use tools like Buffer to schedule pins so I don't bombard my followers all at once
- I use tools like Board Booster to loop pins and optimise my boards
- I change the URL on my profile to reflect a targeted lead magnet