Advanced Techniques for Growing Pinterest

Hi There!

I'm Jenn Fishkind

I am here because I love Pinterest.

You can find me at @jfishkind on Pinterest

Have you ever been in a bad relationship with social media?

How is "success" measured on Pinterest?

CLICKS!

When push (or pins) comes to shove, it doesn't matter how many followers you have, how many repins you have…. It is all about the clicks and the traffic that you are directing to your site!

How does Pinterest RANK OUR PINS?

- Relevancy to the user
- Recent popularity
- Number of click throughs
- Comments or Photos on pin

How do I get more traffic from Pinterest?

- Good quality content
- SEO friendly descriptions & boards
- Knowing your audience
- Focus on analytics
- Content distributed through multiple means

WHAT is "good quality content"

What will "stop the scroll"?

A picture is worth a thousand words 📌

700 x 1550

SUGAR COOKIE
Bars

600 x 900

SUGAR COOKIE
Bars

Make the search engines happy 📌

→ # Easy Dessert Recipes

2,845 Pins · 231,491 followers
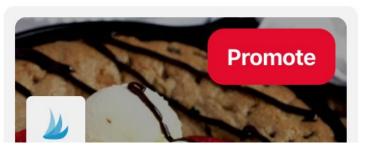
→ Find a huge selection of <u>Easy Dessert recipes</u> right here! From <u>Fruity to Chocolate</u>, <u>cookies to cake</u>, and everything in between. Make these recipes for your next party!

Your Pins   More ideas ●

Promote

Make the search engines happy

📌

Last 30 days. Only you can see this

Beer Cheese Dip {Pub Style}

Jennifer Fishkind {Princess Pinky Girl}
3.6m followers

You saved to **Easy Appetizers** 📌 2k
Beer Cheese Dip is a super easy and delicious dip to make for any occasion. Quick to make (only 15 minutes tops!) The perfect party food appetizer for dipping pretzels, carrots, broccoli, tortillas, bread and more! **#best #recipe #easy #forpretzels #beer #pub #pubstyle #cheese #diprecipe #hot #cold #crockpot** Less

Beer Cheese Dip {Pub Style}

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Beer Cheese Dip is a super easy and delicious dip to make for any occasion. Quick to make (only 15 minutes tops!) The perfect party food appetizer for dipping pretzels, carrots, broccoli, tortillas...
More

↗ princesspinkygirl.com

🔍 beer cheese dip ✕   All Pins ⌄   Home   Communities   Following   Jenn

Ingredient ⌄ | Easy   For Pretzels   Crockpot   Corona   Hot   Cold   Best

When pinning a new image:
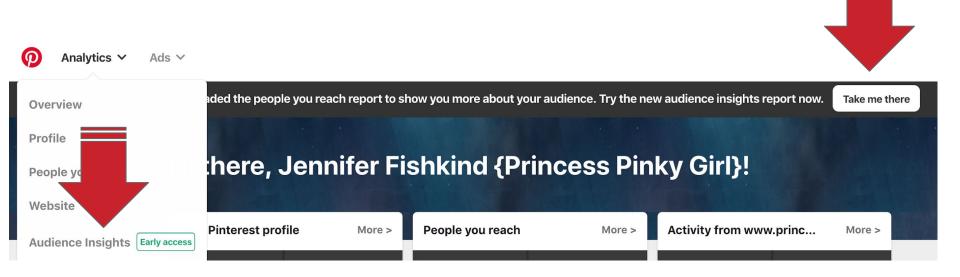
- Pin to most relevant board first and then repin from that pin to other boards.
- Let Pinterest know what your pin is.
- Boost it with your other boards and pins

Know YOUR Audience and What They are Looking For!

Do you know what your Pinterest Audience is looking at?

Analytics ∨   Ads ∨

Overview

Profile

People yo...

Website

Audience Insights `Early access`

...aded the people you reach report to show you more about your audience. Try the new audience insights report now.   Take me there

...there, Jennifer Fishkind {Princess Pinky Girl}!

Pinterest profile   More >   People you reach   More >   Activity from www.princ...   More >

Your total audience includes all users who have seen or engaged with any of your Pins in the last 30 days.

Categories and inte

The most popular categories

Affinity indicates how much this audience is interested in a particular topic compared to the rest of Pinterest audience.

Category	Affinity	% of audience ↓	
diy and crafts	1.15x	82.2%	
home decor	1.16x	74.2%	
education	1.10x	68.4%	
entertainment	1.15x	64.0%	
food and drinks	**1.42x**	**60.8%**	›
beauty	1.15x	53.0%	
health	1.51x	52.3%	

Food and drinks interests

Interest	Affinity	% of category audience ↓
desserts	1.22x	72.3%
special diet	1.39x	54.9%
cake	1.53x	48.8%
appetizers	1.47x	46.2%
healthy recipes	1.53x	45.7%
world cuisine	1.26x	43.1%
cooking method	1.36x	31.3%
italian recipes	1.56x	28.1%
vegan recipes	1.76x	25.2%
meat	1.43x	21.4%

Categories and interests

The most popular categories and related interests for this audience

Category	Affinity	% of audience ↓	
diy and crafts	**1.15x**	**82.2%**	>
home decor	1.16x	74.2%	
education	1.10x	68.4%	
entertainment	1.15x	64.0%	
food and drinks	1.42x	60.8%	
beauty	1.15x	53.0%	
health	1.51x	52.3%	

Diy and crafts interests

Interest	Affinity	% of category audience ↓
fabric crafts	1.05x	69.0%
diy projects	1.11x	60.0%
clothes	1.33x	36.0%
knitting and crochet	1.30x	32.9%
kids' crafts	1.32x	31.8%
upcycled crafts	1.22x	24.1%
sewing	1.06x	14.1%
crochet	1.35x	13.3%
diy event	0.89x	9.6%
diy stationery	0.81x	9.1%
upcycled home decor	1.25x	9.0%

Where can I find my best content to re-pin?

- Pinterest Analytics
- Google Analytics
- Tailwind Analytics

Learn to **LOVE** your analytics!

"If you can't MEASURE IT, you can't MANAGE IT!"

~Jenn Fishkind
Princess Pinky Girl

Pinterest Analytics

Analytics ⌄   Ads ⌄

Viewing: The 11 Best ⌄   +   •••

Analytics overview [New]

‹ Want to use the previous version of analytics? **Switch back**

Filters

Date range

🕐 4/1/2019 — 4/30/2019

Content types ?
- ● All
- ○ Organic
- ○ Paid and earned

Claimed accounts ?
- ● All Pins
- ○ the11best.com
- ○ Other Pins

Devices ?
- ● All
- ○ Mobile
- ○ Desktop

Impressions ⌄   Split by   No Split ⌄   Export

1.6m

1.2m

800k

400k

Apr 1   Apr 5   Apr 9   Apr 13   Apr 17   Apr 21   Apr 25   Apr 29

Metrics   Total impressions

Total ——

Top Pins

Brand New!

Pinterest Analytics

Analytics overview [New]

Want to use the previous version of analytics? **Switch back**

Apr 1   Apr 5   Apr 9   Apr 13   Apr 17   Apr 21   Apr 25   Apr 29

Metrics	Total impressions
Total —	33,299,473

○ the11best.com
○ Other Pins

Devices ?
● All
○ Mobile
○ Desktop
○ Tablet

Source ?
● All
○ From you
○ Not from you

Reset filters

	Impressions
	Engagements
	Closeups
✓	Link clicks
	Saves

4/1/2019 — 4/30/2019 ?

Pin	Content type	Source	Total link clicks ↓	
The 11 Best Frosting Recipes	Organic	Not from you	7,730	View
The 11 Best Flat Iron Tricks for the Hair	Organic	Not from you	3,348	View
The 11 Best Easter Crafts for Kids	Organic	Not from you	3,253	View
The 11 Best Sheet Pan Dinner Recipes	Organic	Not from you	3,074	View
The 11 Best DIY Friendship Bracelets	Organic	Not from you	3,064	View ?

Google Analytics

Acquisition

Overview

▲ All Traffic

    Channels

    Treemaps

    Source/Medium

    Referrals

▼ Google Ads

▼ Search Console

▼ Social

▼ Campaigns

1. /
2. /pin/88735055140903402
3. /pin/115334440442842617
4. /pin/95349717096508427
5. /pin/263882859402974868
6. /pin/88735055140903402/
7. /pin/115334440437216797
8. /pin/115334440438440307
9. /pin/1407443619432713
10. /pin/89227636353251588

Google Analytics

Referral Traffic ✅

ALL » SOURCE: pinterest.com ▾

🔵 All Users

⬤ + Add Segment

SAVE   EXPORT   SHARE   EDIT   INSIGHTS

Mar 1, 2018 - Mar 27, 2018 ▾
Compare to: Mar 1, 2019 - Mar 27, 2019

Explorer

Summary   Site Usage   Ecommerce   AdSense

Sessions ▾   VS.   Select a metric

Day Week Month

Mar 1, 2018 - Mar 27, 2018: ⬤ Sessions
Mar 1, 2019 - Mar 27, 2019: ⬤ Sessions

Mar 2   Mar   Mar 6   Mar 8   Mar 10   Mar 12   Mar 14   Mar 16   Mar 18   Mar 20   Mar 22   Mar 24   Mar 26

Google Analytics

Referral Path	Acquisition	
	Sessions	↓
	6.52% ▲ 163,246 vs 153,249	
1. /		
Mar 1, 2018 - Mar 27, 2018	**20,145** (12.34%)	
Mar 1, 2019 - Mar 27, 2019	**15,441** (10.08%)	
% Change	**30.46%**	
2. /pin/115334440438440307		
Mar 1, 2018 - Mar 27, 2018	**2,007** (1.23%)	
Mar 1, 2019 - Mar 27, 2019	**1,462** (0.95%)	
% Change	**37.28%**	
3. /pin/115334440439030772		
Mar 1, 2018 - Mar 27, 2018	**1,253** (0.77%)	
Mar 1, 2019 - Mar 27, 2019	**1** (0.00%)	
% Change	**125,200.00%**	
4. /pin/115334440439037611		
Mar 1, 2018 - Mar 27, 2018	**1,118** (0.68%)	
Mar 1, 2019 - Mar 27, 2019	**1,046** (0.68%)	
% Change	**6.88%**	

Google Analytics - Custom Dashboard

Pinterest - created by Jenn Fishkind

+ Add Widget | Share ▾ | Email | Export ▾

○ All Users
100.00% Sessions

○ + Add Segment

Total Pageviews

Total Pageviews

/the-best-organization-ideas-on-pinterest/   4,617   82.69%

Best Time to Pin

Hour	Users	Pageviews
21	17,209	27,596
22	16,051	26,269
20	15,226	24,469
19	13,774	22,150
17	13,443	21,401
16	13,203	20,730
23	12,994	21,761
18	12,697	20,360
15	12,318	20,249
14	11,693	18,606

Most Active Day of the Week on Pinterest

Pageviews

75,000
70,000
65,000
60,000
55,000
50,000
45,000

Full Referrer / Pageviews

Full Referrer	Pageviews
pinterest.com/	74,148
pinterest.com/pin/2976598566 02536103/	4,543
pinterest.com/pin/AaIRPmzYMj ecqyEnXYRFIZn0wp-UMsaIoHk G65LCiJahmF0Yz8U5aVI/	3,001
es.pinterest.com/	2,092
pinterest.com/pin/1153344404 36143996/	2,085
pinterest.com/pin/1153344404 36159795/	1,790
uk.pinterest.com/	1,777
pinterest.com/pin/2673309278 57964186/	1,677
pinterest.com/pin/1153344404 36167467/	1,505
pinterest.com/pin/AbLwClhyfina hJaBKXgwIQ045xZz4jB-OaJy1b T5Xw9G_5O91ItDv54/	1,460

Tailwind Smartloops & Tribes Referral

Pinterest Pageviews

● Pageviews

40,000

20,000

Mar 2   Mar 4   Mar 6   Mar 8   Mar 10   Mar 12   Mar 14   Mar 16   Mar 18   Mar 20   Mar 22   Mar 24   Mar 26

Which posts is Pinterest sending people to?

Landing Page	Users	Bounce Rate
/backyard-hacks/2/	8,656	75.96%
/house-hacks/2/	8,243	76.81%
/kitchen-tips-and-tricks/	8,099	25.69%
/home-organizing-ideas-can-we-ever-get/2/	7,485	70.84%
/french-toast-mug/	6,196	21.99%
/life-hacks-parents/	5,858	40.50%
/home-organizing-ideas-can-we-ever-get/	5,418	46.32%

Tailwind Analytics

Board	Pin	Repins	Comments	Date Pinned	Action
Easy Dessert Recipes (food & drink)	princesspinkygirl.com	7661			See Pin Engagement History / Re-Schedule this Pin / Add to Tribes / Add to SmartLoop / Find Similar Content

Navigation sidebar

- WEEKLY SUMMARY
- TRIBES (349)
- FIND CONTENT — BETA
- PUBLISHER (46)
- MONITOR YOUR DOMAIN
- CAMPAIGNS — ALPHA
- TRACK YOUR BRAND PAGE
- OPTIMIZE CONTENT
  - Pin Inspector
  - Trending Pins
  - Interest Heatmaps
  - Peak Days & Times

Pin Inspector

Pin Inspector · Trending Pins · Interest Heatmaps · Peak Days & Times

Print · Take the Tour

Search for anything!

Showing 1 to 50 of 6,093 Pins (filtered from 20,000 total Pins

By Category · By Board · From My Website

Filter by Date Pinned: 10/11/2018 - 03/28/2019

jfishkind — Pro

Tailwind Analytics

Pin Stats

30 days ⌄

Brownie Batter Dip

Total
Popularity of this Pin across Pinterest

▶ **910k**
Video views
Views for 2 seconds
with 50% of video in
view

🕐 **0:08**
Average time
Average watch time
for this video

📌 **15.9k**
Saves
Saves to a board

↗ **1.5k**
Link clicks
Clicks on your Pin

Tailwind Looping

- DO THEM!
- They are NOT set it and forget it
- One loop per board (gives you more control)
- Make more boards so you have more Loops
- Clean them monthly

Help! My Viral Pin isn't Viral Anymore 😢
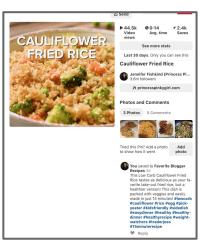
Did you know that PINS have a SHELF LIFE?
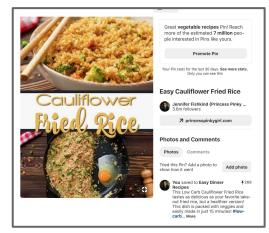
Pins have a shelf life!
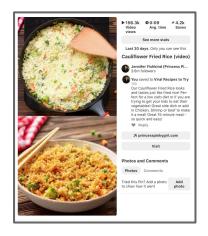
- Take new photos
- Create multiple versions of your pins for each post (try different sizes & different photos)

- Create a video pin
- Create a video/image pin

ORIGINAL PIN

Video Pin

2:3 NEW Pin

Video/Pic Pin

Distribute, Distribute, Distribute!

- Share Groups
- Tailwind Intervals
- Tailwind Tribes
- Tailwind Smartloops
- Live Pinning

New Post Pinning

- Pin to most relevant board
- Take that pin (see it now) schedule it to LOOPS
- Add to TRIBES
- Interval it out (USE BOARD LISTS)
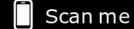 - Depending on the "urgency" of the pin, I will interval between every 12 hours and 2+ days)

Old Post Pinning

- **Pinterest Analytics** - Most clicked pins (TRIBE & INTERVAL)
- **Google Analytics** - What was popular this time last year and year before (TRIBE & INTERVAL)
- **Tailwind Analytics** - Pin inspector, sort by repins (TRIBE & INTERVAL)

Tools I love & Couldn't Live Without

Tailwind Sign-Up

- Tailwind
- PicMonkey
- PushCrew
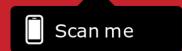

PicMonkey Sign-Up

Scan me

Scan me

Get my FREE CUSTOM PINTEREST DASHBOARD:

Scan me

https://bit.ly/2ZQlp2R

Join My 30-Day Pinning Challenge

- 30 Day Challenge
- Daily time commitment 5-15 minutes videos (and minimal "daily challenges")
- Private Facebook Group/Community
- Join by Wednesday and be added to my PERSONAL Tailwind Tribe!

JOIN THE 30-DAY CHALLENGE AT:

https://princesspinkygirl.com/pinterest-30-day-challenge/

Thanks!

Any questions?