

Survive & Thrive: How Facebook Marketers Can Make the Most of Record-Breaking Pinterest Engagement

Purpose

This series is designed to help you organize your thinking on how you get your small business through the COVID-19 recession while positioning it to thrive after. Pinterest can help - particularly by bringing qualified traffic to your site!

Context

- The U.S. (and the world) has entered a significant recession.
- It's going to be tough times for a while. Acknowledge that. Be ok with that.
- Now, let's focus on how to avoid landing in Crisis mode, while steering you back to Good Times as soon as possible.
- Pinterest engagement and search queries are at an all-time high



Step 1: Get Inspired!

Become your customer! Search Pinterest for your keywords (paired with words like "ideas"). See what pops up in search and what catches your eye.

Write down three observations of designs or topics that made you click or save:

- 1.
- 2.
- 3.

Step 2: Check out the Competition

Visit your competitor's sites and see if they have a Pinterest link (or search for them on Pinterest). Are they doing anything interesting that you could learn from? Try to find ideas on possible keywords, Board titles, and designs you could adapt for yourself.

Not on Pinterest? That doesn't mean you shouldn't be either - it might just mean you have early-adopter advantage in this niche!!

What I learned from my competitors on Pinterest:

- 1.
- 2.
- 3.
- 4.
- 5.

Go to pinterest.com/source/theirwebsite.com. Write down what people are Pinning from their sites:

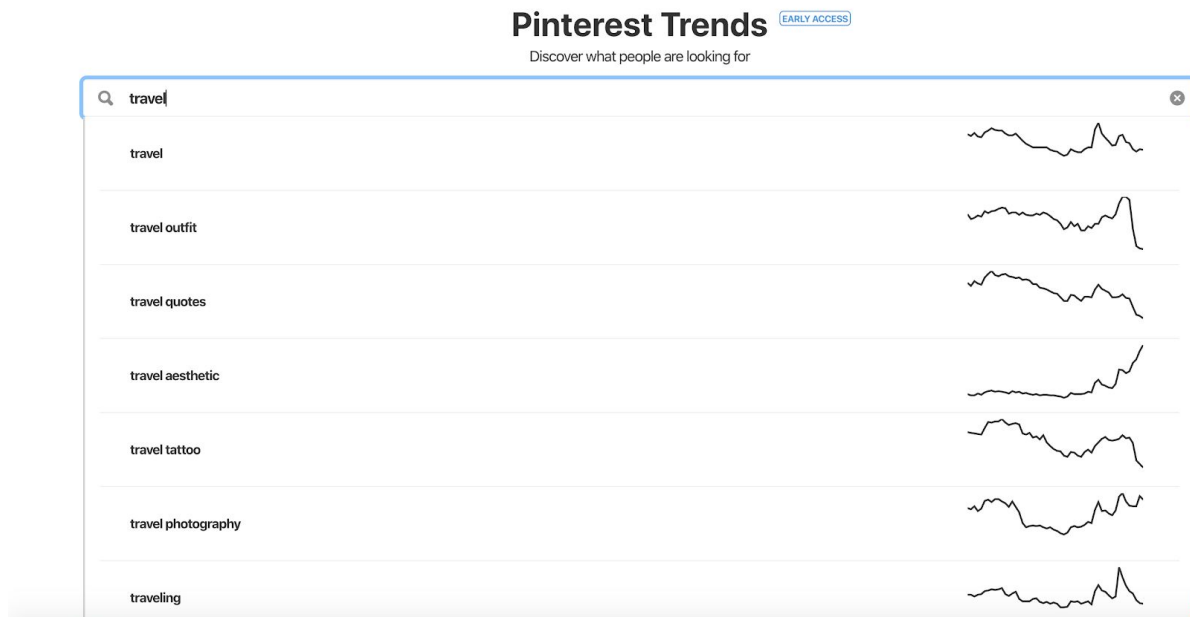
- 1.
- 2.
- 3.
- 4.
- 5.

Step 3: Learn from the Trends

Go to pinterest.trends.com and start entering one of your main key words. Look for an upward trend at the end. People are coming to Pinterest looking for inspiration more than ever before. And while some industries are facing incredible challenges, even they can find bright spots to lean into!

For example, travel outfits may have taken a hit recently, but content about travel aesthetic and photography is having a moment!

Also look at the “Today” tab on mobile for ideas about what topics are trending now as well as [Pinterest’s “Stay Safe. Stay Inspired.” Board](#).



Where are the bright spots for your content? Write down three or more topics that are hot right now.

- 1.
- 2.
- 3.
- 4.
- 5.

Step 4: Create some Pins and Get Pinning!

Now that you now what to look for, start with five of your most inspiring (Pinteresty!) blog posts or unique product listings and create a plan for optimized Pinning.





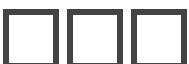
Create a few Pins for each piece using [our free templates](#). Then [get your free Tailwind trial](#) and schedule away!

Need a little more help? [Start here for a primer](#) on Pinterest marketing. [Start here](#) if you just need some help with strategy.

Reminders for how to position your content and create Pins:

- **Keep it positive.** Avoid anything that feels like click bait or a scare tactic. Instead, fuel Pinners' imaginations with ideas they can visualize.
- **Keep it relevant.** Yesterday's message might sound hollow or out of touch today. Offer ideas that feel current to today's challenges and needs while keeping evergreen appeal in mind.
- **Make it actionable.** Make good use of text overlay, Pin titles, descriptions, and clear calls to action to encourage people to try something new.
- **Be original.** We've never needed more inspiration in our lives! As people are learning to work and live and learn in new ways, support them with fresh takes on cooking, shopping, parenting - all the things we're doing in a new way.
- **Always visually appealing.** How can you best use images to communicate with Pinners?

Use the chart on the next page to plan your work.

Title	URL	Text on Image Optional, but used to give context. Also, add a URL or logo.	Pin Title The headline for your Pin. Use keywords.	Pin Description Don't repeat the title., Do tell people what's in it for them. Use keywords.	Pinterest Board*	1000px x 1500px image created and scheduled
How to Make Sourdough Bread	MyURLhere.com	Easy Sourdough Bread Recipe	Simple Sourdough Bread Recipe No Starter Needed	A fun and easy recipe from Great Escapes Bakery. Make sour dough bread with the kids for dinner tonight! Simple ingredients and quick cooking give you a crusty loaf every time. Your family will thank you! #sourdoughbread #sourdoughrecipe	Easy Bread Recipes	
						
						
						
						

*Don't have a Board that is relevant to this content? Create one! Use similar keywords to the ones in text on image, title, and descriptions, as well as those on the linked page.

Repeat weekly with new and still-relevant content!

Step 5: Share your plan with an accountability partner, mastermind group, friend, spouse - anyone who can help you achieve your goals or offer feedback

It's important for them to know your plans for this time, so that they can provide encouragement, help free up focused work time for you and share your wins with you.