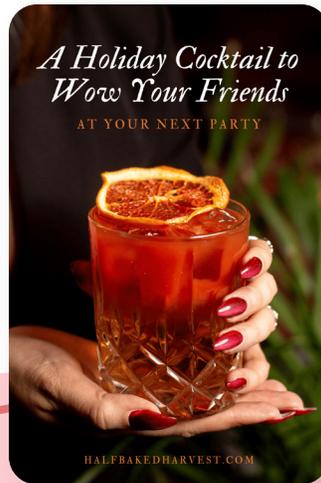




How to Get the Most Value out of Every Idea, Blog Post, or New Product you Create.



Introduction



It's hard to create new content. Regularly creating new blog posts, products, and pages with great images may be the best way to grow your account on Pinterest, but your time is valuable! And every minute spent promoting your content is a minute you're not developing your next new product or blog post, serving your customers, or enjoying some downtime at home.

Here are some ideas on how you can spend your time wisely to get the most out of each new piece of content without going overboard.

Think of a *few ways* your content could appeal to different audiences. This will help it to appear in more search results.

Making sure your content is relevant to more audiences is a win-win. To get started, *identify a few specific audiences* for your content.

Let's say you wrote a recipe blog post for a Garden Cherry Bourbon Smash cocktail. A few audiences who might be interested in your recipe:

1. Bourbon drinkers
2. Holiday party hosts
3. Couples planning a wedding

For each of the groups, think about what might appeal to them. What might they search for that would be relevant to your content? Here are some examples of how to appeal to each audience:

1. **Bourbon drinkers:** Your Next Favorite Bourbon Cocktail
2. **Holiday party hosts:** A Holiday Cocktail to Wow Your Friends at Your Next Party
3. **Couples planning a wedding:** THE Signature Wedding Cocktail of 2020

| **Hint:** If the content itself doesn't include a mention of any of these specific concepts, add it in! This will make for a more satisfying experience as Pinterest users click through to your site, and Google loves updated content, too. :)

When identifying potential additional audiences or contexts, here are a few questions you can ask yourself:

1. How can you engage a brand new audience you might not be reaching today?
| **Hint:** use different keywords to appear in more unique searches
2. How can you get your content into new searches and in front of new people on Pinterest by relating it to a variety of common everyday interests?
3. What current trends could you incorporate?
| **Hint:** Check out trends.pinterest.com for ideas!
4. What are some upcoming seasonal moments or important life events for which your content may be especially relevant?

| **Hint:** Pinner plan EARLY (e.g. holiday trends start picking up as early as April!)

| **Grab our planner** and get ahead of these trends.

Examples

Using the formula below, add your product or blog post to a “contextual mindset” from our lists of everyday events, seasonal moments, and life events to come up with a few new Pinterest ideas.

What you offer: Product, Benefit, Brand Value	+	They want help to: Everyday interest, Seasonal moment, Life event	=	Result: Pinterest idea
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1. You have a: Cocktail recipe + **They want help to:** Discover something exciting and new = **Result:** Your Next Favorite Bourbon Cocktail

2. You have a: Cocktail recipe + **They want help to:** Impress their friends over the holidays = **Result:** A Holiday Cocktail to Wow Your Friends at Your Next Party

3. You have a: Cocktail recipe + **They want help to:** Plan a ladies’ night in = **Result:** The Perfect Cocktail for Girls’ Night In



Everyday Interests



Entertain me

Plan a great vacation

Make my yard beautiful

Quotes

Improve my financial information

Plant a garden or landscape my home

Cook for my family or friends

Decorate my house

Sports

Parenting & Family

Dress me (or my kids)

Teach me something

Improve my appearance

Plan a party or event

Improve my health

Relieve my stress or boredom

Find something to wear

Life Events



Wedding

Graduation

Birthday

Anniversary

Buying a Home

New Baby

New Job

Going to College

Starting a Business

Renovating a Home

Moving

Seasonal Moments



- 4th of July
- Passover
- Spring (Spring cleaning)
- St. Patrick's Day
- New Year Resolution
- Cinco de Mayo
- Back to School / College
- Valentine's Day
- Winter
- Mother's Day
- Memorial Day
- Black Friday
- Halloween
- Graduation
- Summer (Vacations)
- Winter Holidays
- Football season
- Father's Day
- Fall (Cozy, Comfy)
- Easter

Get Creating!



Now create a couple of compelling, unique images for each new idea. Make sure to change the:

1. Photo
2. Text on image
3. Title
4. Description

