

HOW TO GET MORE CLIENTS FROM A PINTEREST MARKETING FUNNEL



Anchen le Roux - Simply Digital Design

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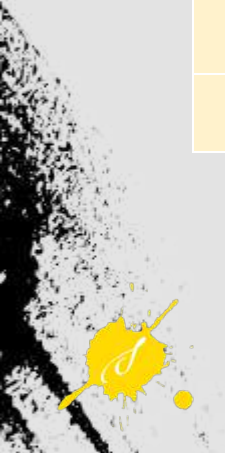
PINTEREST PROFILE CHECKLIST

- Ensure you have a Business Account in Pinterest
- Claim Your WordPress Website
- Keyword list
- Optimised profile name
- Optimise your bio
- Photo
- Username
- Location (For local businesses)

PINTEREST BOARD CHECKLIST

- Create around 10-20 Boards based on keywords (See Table below)
- Choose descriptive names based on keywords
- Set the descriptions again based on keywords in a natural way (500char)
- Create a Brand Board
- Re-arrange Boards
- Fill each board with 10-30 pins

Board Name	Description	Keywords



PINTEREST FUNNEL CHECKLIST - BLOG POSTS CONTENT UPGRADES

- Claim Your WordPress Website
- Verify your WordPress website by adding meta-tag
- Enable rich pins for your articles
- Optimise your current blog posts.
- Ensure Pinterest Images is SEO optimised by adding Keywords in the description and the Alt Tags.
- Add Social Share Buttons to blog posts
- Content Upgrade Opt-in box or link to landing page
- Create hidden Pinterest images on your blog posts
- Pinterest Widget if applicable
- Related Posts or Read More buttons

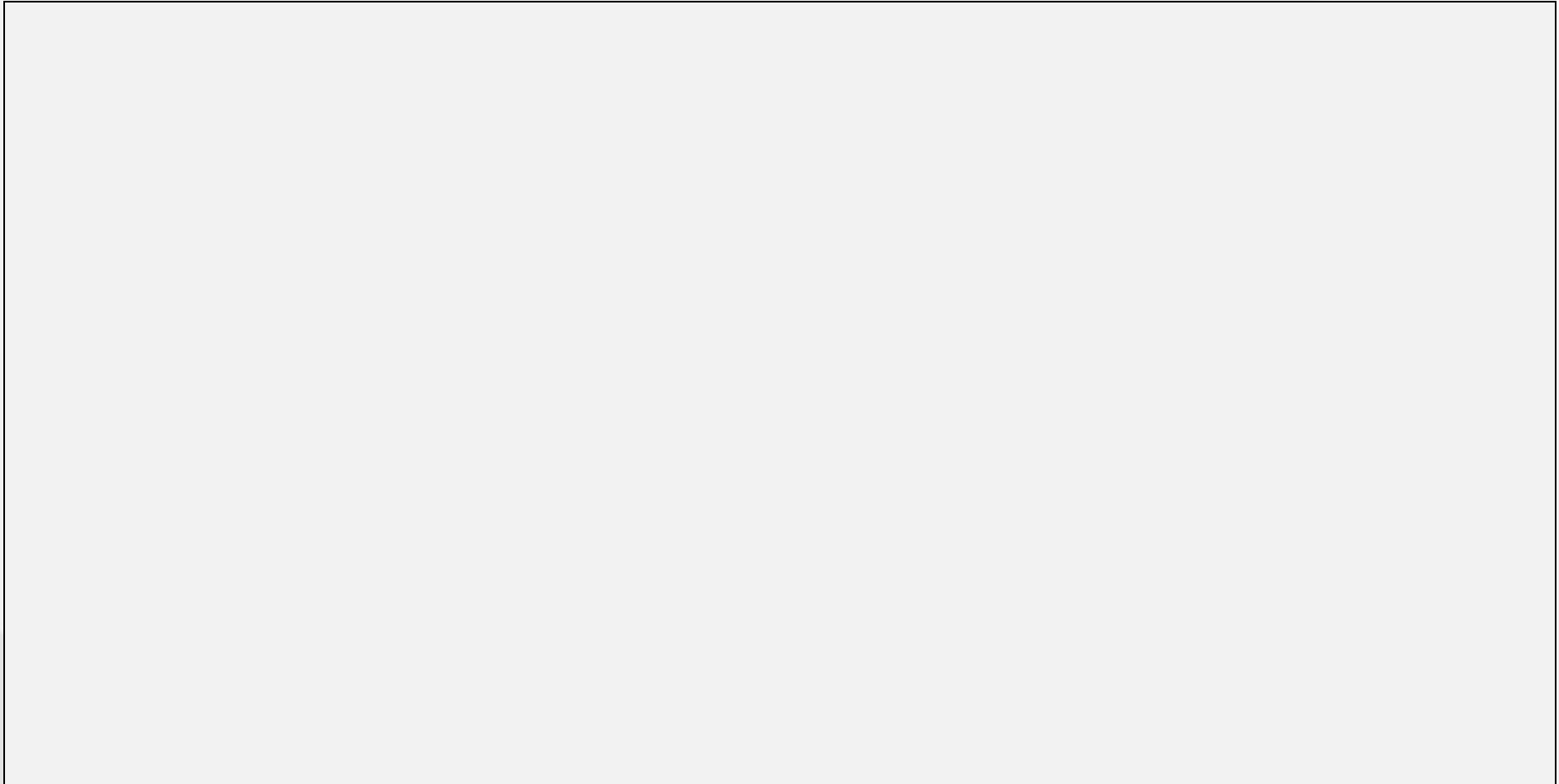
PINTEREST FUNNEL CHECKLIST - LEAD MAGNET/OPT-IN PAGE

- Create a landing page with more detail for cold traffic from Pinterest
- Offer a free Lead Magnet
- Automated Email series to welcome and build trust
- Create hidden Pinterest images on your landing page
- Ensure Pinterest Images is SEO optimised by adding Keywords in the description and the Alt Tags.

PINTEREST TRAFFIC CHECKLIST

- Create multiple pin graphics for each page/post
- Create Titles
- Create keyword rich descriptions
- Url
- Pin to the most relevant board first
- Pin curated content daily

KEYWORD RESEARCH FOR PINTEREST



Content Name	Keywords	Url	Title 1	Title 2	Description



Content Name	Keywords	Url	Title 1	Title 2	Description

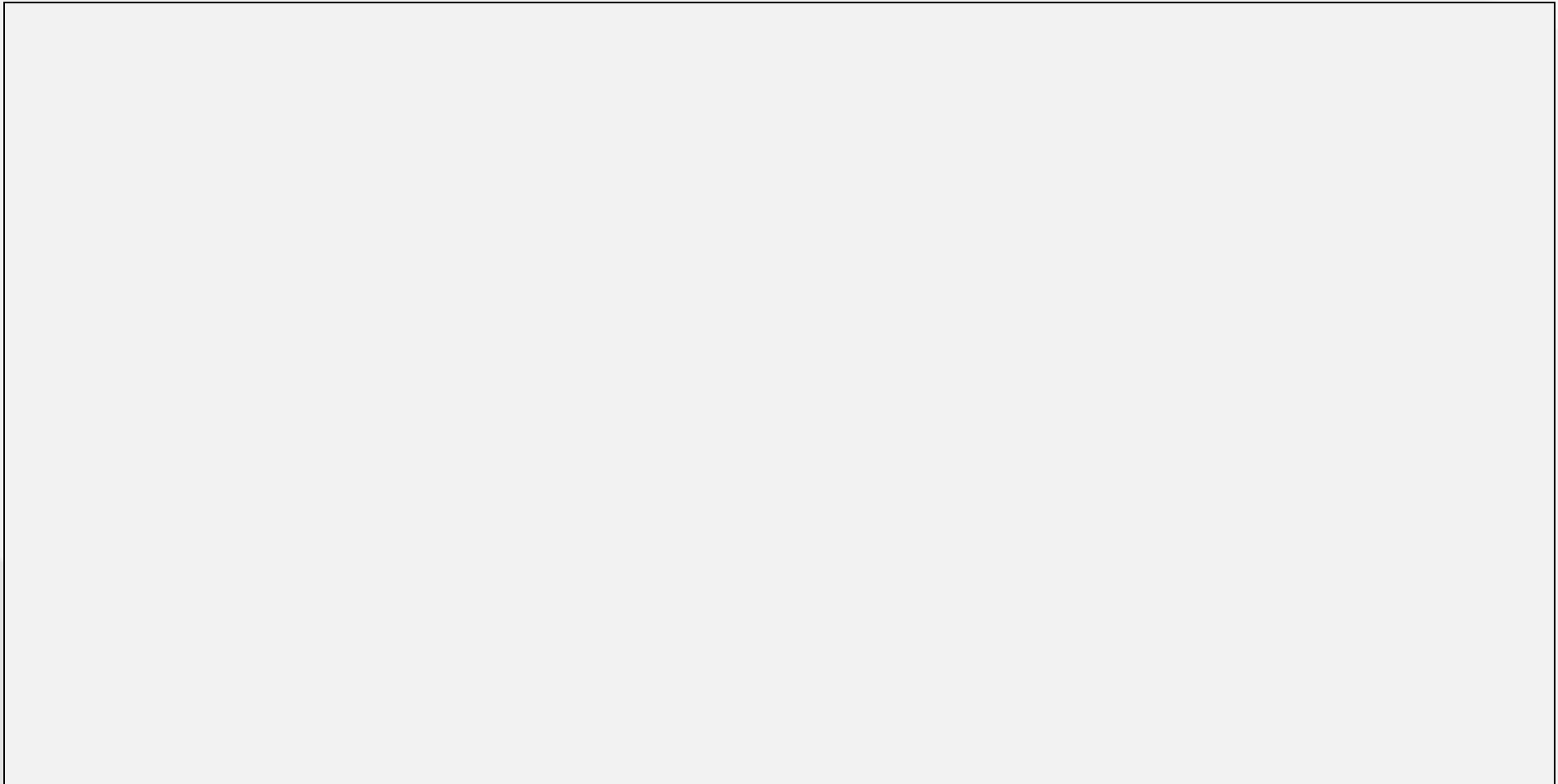


PINTEREST AUTOMATION CHECKLIST

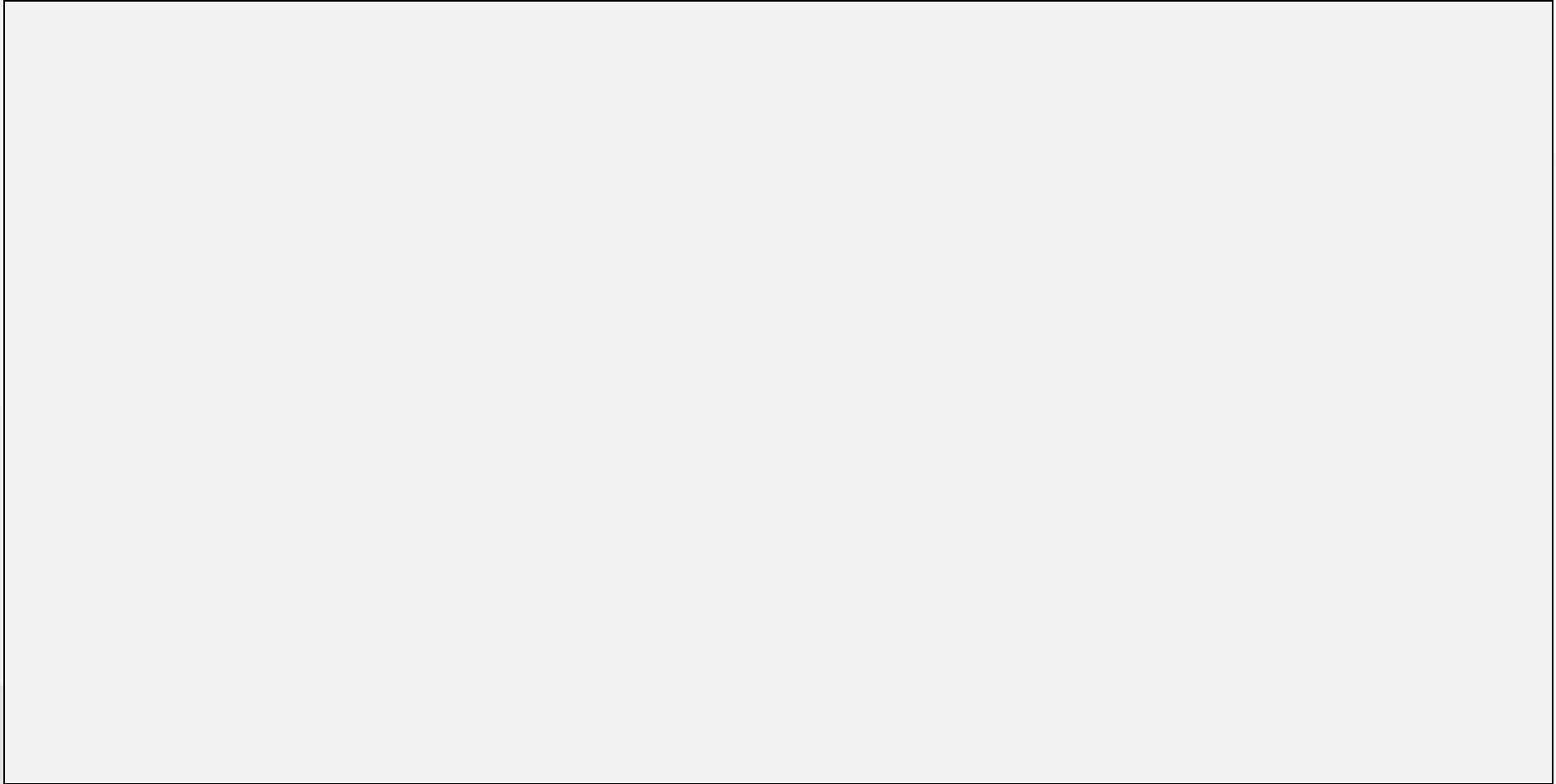
- Bulk Create your graphics
- Tailwind to Automate scheduling
- Create your Pinterest Routine

PINTEREST CONTENT ROUTINE

MONTHLY



WEEKLY



DAILY



CONCLUSION



Hope you have found this workbook valuable. If you need our help in planning your Digital Marketing or Online strategy, reach out to us or fill in the [worksheet](#) on our website to give us more information

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