

HOW TO TRIPLE YOUR WEB TRAFFIC WITH PINTEREST

Created by...

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HOW TO TRIPLE YOUR WEB TRAFFIC USING PINTEREST

Why Pinterest..

You've made it this far, so chances are you've already heard about just how amazing Pinterest can be when it comes to driving relevant traffic. Tripling your traffic is all well and good, but if that traffic doesn't convert, was there even any point in creating that traffic in the first place? Pinterest can help you drive highly targeted traffic, to help you increase brand awareness, and ultimately sales.

Now, if you've used Pinterest before, you might be thinking it's all about fashion and home decor inspo, and you wouldn't be wrong in saying that. It's also a highly valuable tool that many businesses aren't leveraging, and could be the missing puzzle piece of your marketing plan.

Pinterest CAN drive highly targeted traffic, and help your target customers or clients find you. You just have to know how, so I'm going to tell you....

This guide will provide you with everything you need to know to set up and run your brand's Pinterest account, to triple your website traffic...



Pinterest Explained...

Believe it or not, Pinterest is actually a search engine, rather than another social media platform as many of us think of it as. If you've used Pinterest before, you'll know that you search for pins, using keywords, much like you might search for websites and images on Google.

If you're yet to work this out, it's likely that you're not using Pinterest in the right way to generate traffic for your business. Once you've got your head around the fact that Pinterest is actually a search engine, everything starts to fall into place.

How Pinterest can Generate Results...

Pinterest is not about building followers, it's about generating relevant traffic to your website, utilising this amazing tool. Pinterest can help you boost sales, grow your email list at a greater rate, and build brand awareness.

In using Pinterest correctly, you can take your account from not doing much for you, to a key tool in your digital marketing strategy. You might be surprised at just how effective using Pinterest can be, when you use it right...

Getting Started....

The first thing to consider when you're creating your Pinterest account and boards, is whether you have your dream client at the forefront of your mind. If you don't then change this now. Whether you already have a Pinterest account that needs a whole new strategy, or you're starting from scratch, what your dream client might want from you should be your key focus.

If you're moving forward with an old account, simply hide your current boards and just start again, or alternatively set up a whole new account all together.

Set up five boards that are designed to serve your customer. In setting up five, you can ensure you're not missing out a key area of focus, and thus cutting out a whole group of potential customers.

For example, a few of my boards would be:

- Lifestyle: to attract lifestyle business owners and lifestyle focused entrepreneurs
- Female entrepreneurs: to tap into the girl boss tribe, many of which might find LMH to be a helpful resource
- Digital marketing tips: to reach those looking to grow their business through digital marketing



Be Strategic...

Keep things simple - five boards are all you need to start generating results. When it comes to naming your boards, think strategically. Create strong names and consider keywords and what your target audience might be searching for.

Now it's time to start pinning. Initially you want to pin other people's pins to your boards to get started. You can do this by searching for relevant pins, or follow some big names in your industry/the industries that your boards sit in. This will make it easy to pin a few images to your boards as and when you have a minute, as the images of the accounts you follow will display in your home feed.

Becoming Super Searchable...

Now that you've done the ground work, it's time to get your boards ready to be found. For each board there is an option to add a description - use this wisely! This is your chance to include super searchable keywords and phrases, to make sure the people that are looking for you find you. For example, on my female entrepreneur board, I might include things like marketing tips for female entrepreneurs, digital marketing for lifestyle brands, business owners, lifestyle business owners etc...

Start Driving Traffic...

At this stage you will have built super interesting boards that are highly relevant to your target market, and optimised the hell out of those boards to ensure they are found time and time again. Now this is where the magic happens...it's time to start pinning your own content and driving traffic. Start pinning images from your website onto your boards. Don't just do this once though - if you've just published a new blog post, you can pin every single image you've used in that post, to increase the chance of it being found, and increase your traffic. You can easily upload pins to your boards, and can do this for every unique image on your blog posts.

Get Other Piners to help you...

A really good way to maximise the number of boards that your content is found on across Pinterest is to apply for rich pins. You can do this via Pinterest and it's quite straight forward. Rich pins mean that if another user pins an image from your site, your user name and a link to your website will be included in their pin. Create visually pleasing content that people will want to pin, and optimise that content using alt-tags and meta descriptions on your posts, to make any content that is pinned by another user on Pinterest super searchable. This is a great way to utilise other accounts' audiences, and keep the traffic coming in thick and fast.

Keep Mixing Things up....

Now that you've started pinning your own content, this doesn't mean that this is all you should do from here on. Try to stick to a 70/30 rule - pinning 70% of relevant content from other users, and 30% of your own content, to keep building highly relevant and highly searchable boards.

Keep Things Moving

So you've started building traffic from Pinterest, now what? Once a user lands on your site, you need to have a plan in place. Where do you want them to go from here, do you want them to sign up to your mailing list, go on to read more of your content, purchase something? Have a strategy in place at all times to ensure your Pinterest traffic converts.

Final Pinterest Tips...

- Create eye-catching pins using tools such as Canva. For blog post title pins, include the title on the image, but keep text to a minimum
- Use vertical image dimensions to take up more space in the Pinterest users feed
- Make sure you apply for rich pins to take your Pinterest strategy to the next level...



FINAL THOUGHTS

If you need any additional support with Pinterest, or you want to hear about other lifestyle businesses' wins and progress, join the Facebook group below to connect with like-minded people, or get in touch with me for help...

- Facebook group:
-
- www.facebook.com/groups/lifestylemarketinghub/
-
- Additional resources: www.hub.emmedia.uk
-
- Support: eilidh@emmedia.uk

