


# 10 PINTEREST HACKS FOR ULTIMATE GROWTH



I've learned a lot over the past few years being in business and can give you a step-by-step strategy to help you monetize your passion and live out your purpose.

# *Pinterest* Hacks

10 PINTEREST HACKS  
THAT INCREASED MY  
TRAFFIC BY   
34,000/MONTH

by

**JESSICA CHAN**

<https://ebooks.vortechsltd.com/>



# HEY THERE, FRIEND!

Hi!! I'm Jessica, and I'm so excited you're here!! I'm a Pinterest Strategist and Business Coach for purpose-driven entrepreneurs.

Back in 2018, I decided I needed to learn how to start my own biz and never looked back.

I went from earning \$20,000 in 2018 to over \$100,000 in 2020, all because of my online presence.

I went from having ZERO traffic to my blog to over 38,000 visitors every single month. I went from no one seeing my content to launching a little \$9 ebook that made \$1,000 the day it launched and crashed my site! Crazy, huh?

I did all of that in my fitness business...then I started teaching entrepreneurs how to get more leads and sales using Pinterest at the end of 2020.

2021, our first year in business we served over 1,600 students and earned over \$420,000 (that's still crazy to me).

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What's even cooler? Our students are CRUSHING IT while making a massive impact.

I adore coaching entrepreneurs just like you and am pumped to give you a step-by-step strategy to help you monetize your passion and live out your purpose



## **First, let's talk about why should you focus on Pinterest**

Pinterest works differently than other social media platforms, like Facebook or Instagram. The idea isn't to broadcast images or ideas to followers, but rather to save content, ideas, or products for later, which makes it the perfect marketing platform.

Research shows that large amounts of Pinterest users use the platform to research purchasing decisions before they buy. 87% of Pinner's have purchased because of Pinterest!

Pinterest is a huge driver of traffic! These are my website analytics showing Pinterest accounting for almost 94% of all of my site traffic, with over 34,000 viewers a month! What's pretty crazy to me is that I have over 50,000 followers on Facebook, and only 14,000 on Pinterest, yet Pinterest obviously drives way more traffic.

Social Network		Sessions	Sessions
		36,820 % of Total: 83.02% (44,350)	36,820 % of Total: 83.02% (44,350)
1.	Pinterest	34,564	93.87%
2.	Facebook	2,157	5.86%
3.	YouTube	88	0.24%
4.	Instagram	5	0.01%
5.	Google+	3	0.01%
6.	WordPress	2	0.01%
7.	Twitter	1	0.00%

So now that you know you need to make Pinterest a major focus, let's get to those 10 tips to help you crush it on Pinterest!



## 1. Include action items and keywords in your profile

Pinterest is a search engine, so you need to make sure you're using keywords! Also, include your website and a call to action in your bio. Do you want people to connect with you on your blog? Sign up for an opt-in that you have. Include it in your bio!

So now that you know you need to make Pinterest a major focus, let's get to those 10 tips to help you crush it on Pinterest!



## 2. Pin often

The **Smart Feed**, Pinterest's algorithm, likes it when you're pinning on a consistent basis. How much should you pin? Whatever you can do consistently. If that's 5 pins per day, then that's a great start, and you can add more as you become more comfortable on the platform.

I suggest using **Tailwind** to schedule your pins so your pinning on autopilot. Tailwind is a massive lifesaver and one of my fave tools.

Since most of us don't have a ton of content to pin right off the bat, you can pin other people's content until you build up a good amount of your own.

When repinning other people's content, I make sure it's content that's going to be super valuable for my ideal client.



### 3. Every time you upload a Pin, add it to a Tailwind Tribe

**Tailwind Tribes** are basically a way for you to collaborate with other content creators and get your pins in front of more people.

I started out with a free account with Tailwind (which allows you to join up to 5 tribes at this moment) but quickly realized the paid account was worth it. I'm now a part of the 28 tribes, As you can see I've reached over 4 MILLION people in just 1 tribe!





## 4. Have an opt-in on your blog to capture emails from your Pinterest traffic

Make sure the opt-in relates to the content that you are creating. For example, I've created a lot of content about eating a high-fat diet, and I have an opt-in to get a free high-fat meal plan on my blog.

You can see an example of one of my popular blog posts with the opt-in here.



## 5. Create boards targeted to your audience (with the right keywords)

Again, Pinterest is a search engine! Name the board something that people are actually searching for. Instead of saying 'My Favorite Recipe', maybe use 'Easy Gluten-Free Dinner Ideas'.



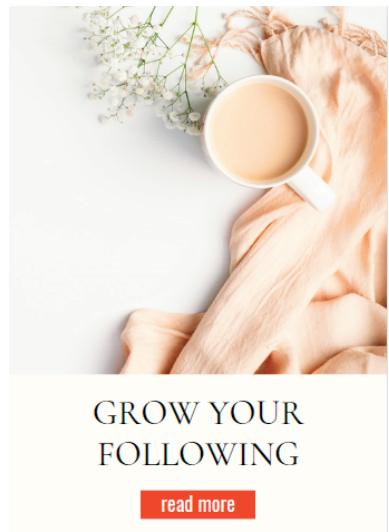


## 6. Design visually appealing pins that are share-worthy

I am obsessed with Canva.com for creating images on Pinterest! Look at these two images.

Yes, they are both mines. The first one is I don't know about Canva! I used snappa.com to create the first image. Which one is more visually appealing? Which one do you think will get repinned?

Which one do you think people will click through to read more?



When creating a graphic, make sure the font is legible and has text on your image, including keywords. Pinterest can actually scan the text on your images (cool, huh?), which can impact your rankings. Finally, be sure your graphics are long and skinny. Use the Pinterest template on Canva.



## **7. Tell people what you want them to do in the pin description. Give them a call to action!**

Writing a killer keyword-rich pin description is key. You want to provide enough information that makes the reader want to click through and read the post. You can tell the reader to repin and that there's a freebie waiting for them within the post.



## 8. Create valuable content based on what people are searching for on Pinterest

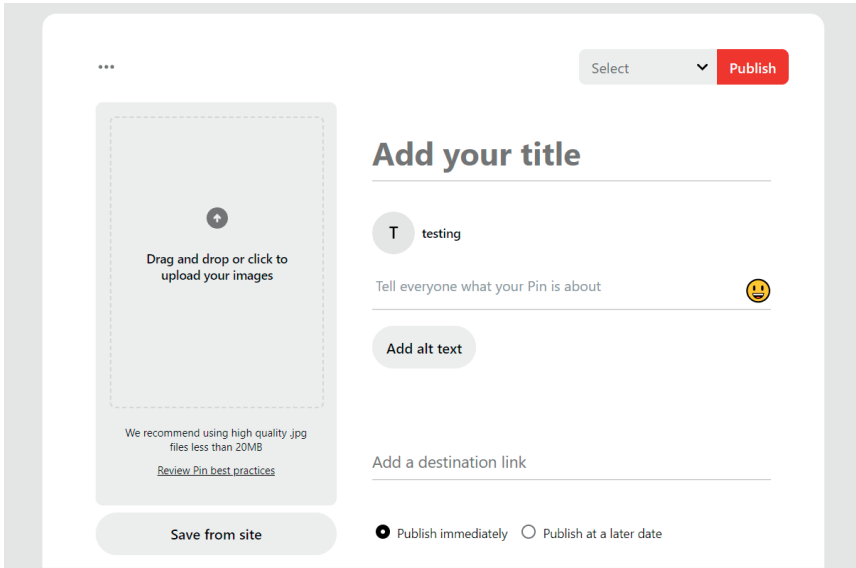
Your content needs to be valuable if others are going to share it! Quality over quantity. Instead of putting up content 5 days a week that is rushed and not your best work, why not focus on ONE really great piece of content that offers a ton of value?

This is going to help you take cold traffic that comes from Pinterest and turn them into a raving fan. They should read your blog post and go 'WOAH, that was amazing. I could've paid for this info. How else can I learn from her?



## 9. Direct your images to your blog

If your pins are going nowhere, it's a waste. If you uploaded the pin using the Pinterest extension on Google Chrome, your link will be attached. If you upload an image organically, you'll need to make sure it's linked to your blog.



The screenshot shows a user interface for creating a social media pin. On the left, there is a large dashed box for an image with a plus sign icon and the text "Drag and drop or click to upload your images". Below this box, it says "We recommend using high quality .jpg files less than 20MB" and includes a link "Review Pin best practices". At the bottom left of the image area is a "Save from site" button. On the right side, there is a "Select" dropdown menu and a red "Publish" button. Below these is the heading "Add your title" followed by a text input field containing "testing". Underneath is a description field with the text "Tell everyone what your Pin is about" and a smiley face emoji icon. Below the description is an "Add alt text" button. Further down is a field for "Add a destination link". At the bottom, there are two radio button options: "Publish immediately" (which is selected) and "Publish at a later date".



## 10. Include social media share buttons so people can pin your images

I love using the [Social Warfare plugin](#). I use the pro version, but the free version has great features too.

# Your to-do list:

(because you didn't just download this book to read it....you're an action-taker!)

1. **Commit to creating content once per week**
2. **Sign-up for Tailwind** and start pinning 5 times per day



# Learn, Master & Sell With **Pinterest**

[Explore More Resources](#)