TAKE ACTION SHEET

The Following "Take Action Sheet" is based on my Interview with Lauren Greutman entitled, "Finally - A Pinterest Strategy that Makes Sense."

Lauren Greutman started IAmThatLady.com with a passion to share her thoughts on frugal living and sharing tips on how to get families out of debt. She's expanded to build a larger community today by using Pinterest as one of her most effective strategies. In just five to six months, she has grown her Pinterest audience by following certain pinning tips and group board activities.

Goals:

i.   Increase blog followers by using specific Pinterest strategies.

ii. Determine effective ways to use group boards in promoting more traffic to your blog.

iii. Organize and categorize Pinterest pins in content boards in a way that would be easy for followers to find your content.

❏ Determine Your Pinterest Focus

Question to answer:

- ◆ What is the main focus of my Pinterest boards?

ACTION:

- ◆ Choose evergreen content to share on Pinterest that is relevant to what you are sharing on your blog.
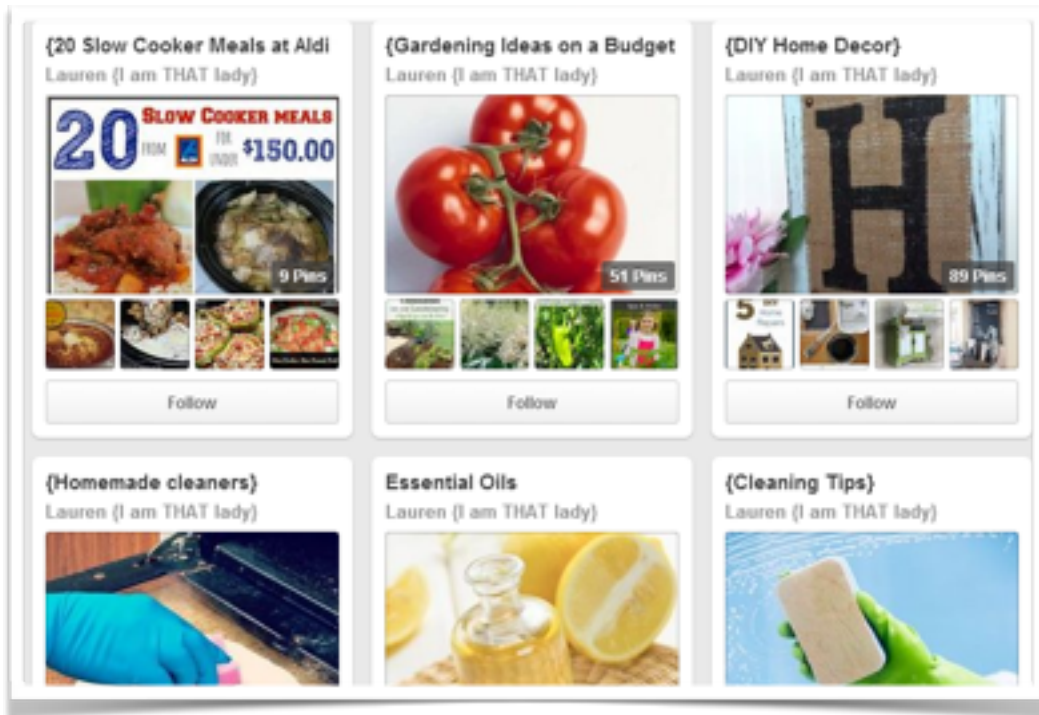
❏ Pin relevant images to your content.

Question to answer:

- ◆ What type of images do I want to share on Pinterest?

ACTION:

- ◆ Categorize your pins into different boards.
- ◆ Images used for front of the boards should be "beautiful" and carefully selected.
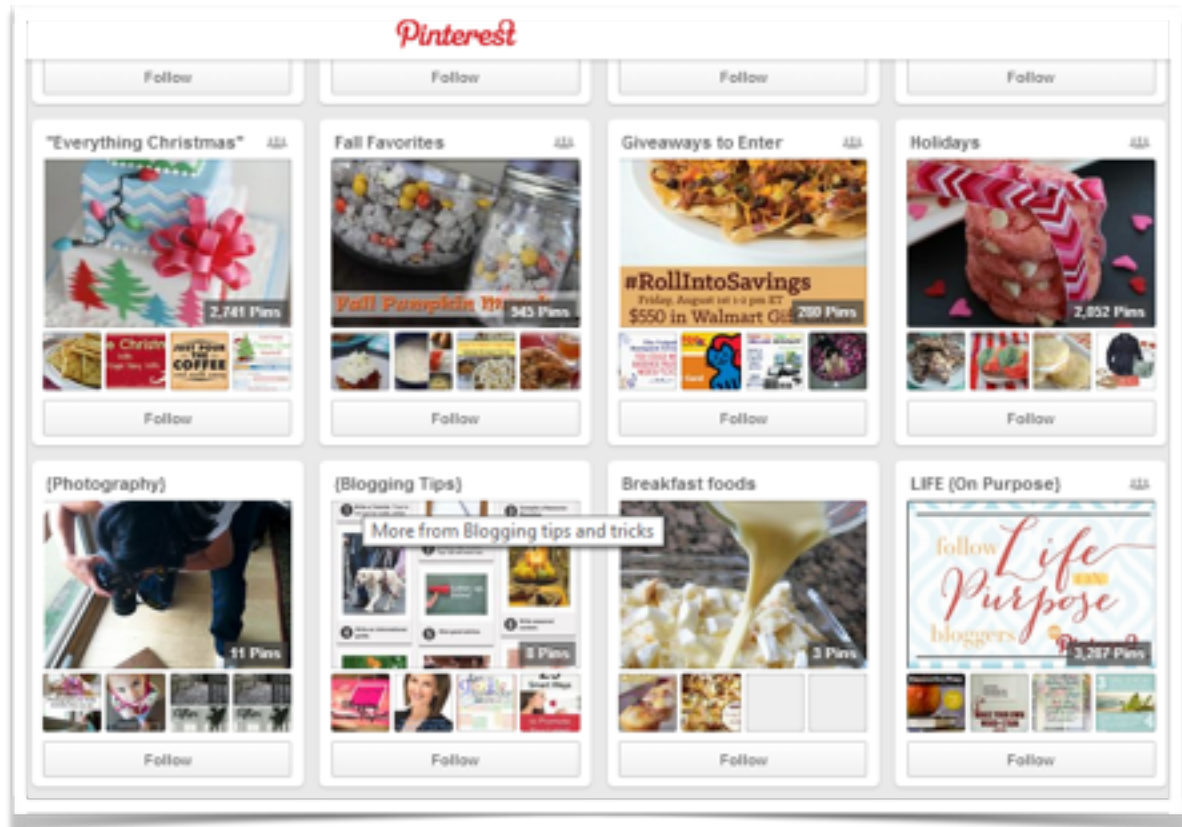

- ■ **Best tip for bloggers**: Create and use infographics or high quality images related to your content to share on Pinterest.

❏ Get Active on Group Boards

◆ Create Your Own Group Board.

- ◆ Invite people to pin their own images on your board.
- ◆ You can add brackets to your own board titles to identify them from other boards.

◆ Join Active Group Boards.

- ◆ Choose large active group boards with tons of following.

  How?

  - ● Search through Google, "Pinterest Group Boards"
  - ● Search within Pinterest.

- ◆ Pin your content onto those group boards.
- ◆ Be kind. Re-pin other pinners' pins from that group board.

■ **Active Group Boards:** People are actively pinning and re-pinning images and people are engaged in their activities.
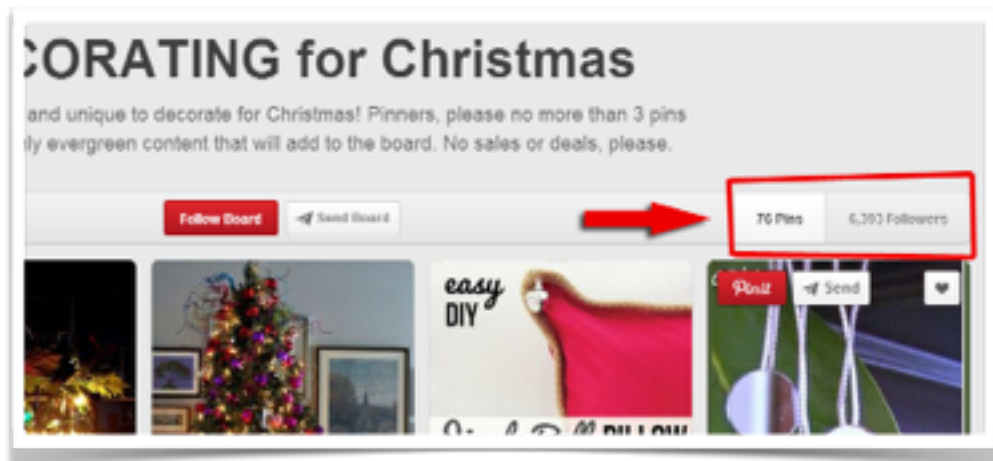
◆ **Choose the Right Group Board for You.**

   ◆ **Check for relevance of things being shared on the group board.**

      ◆ Choose one where your pins will fit well.

   ◆ **Check the number of followers and contributors in the group board.**

      ◆ Choose low contributor numbers to high follower numbers.

◆ **Send a request to join the Group Board.**

◆ You can ask a friend to add you to the group board using the *Edit Board* option.

◆ You can look for and contact the owner of the group board.
How?

◆ Send an email requesting to be accepted to the group board.

◆ Comment on one of the owner's pins and request to be added to the group.

■ **Note:** The owner of the group board can usually be found at the leftmost part of the board among pictures of the contributors.

■ **Remember:** Once you join a board, read and follow the board rules. These can be found near where their page title is.
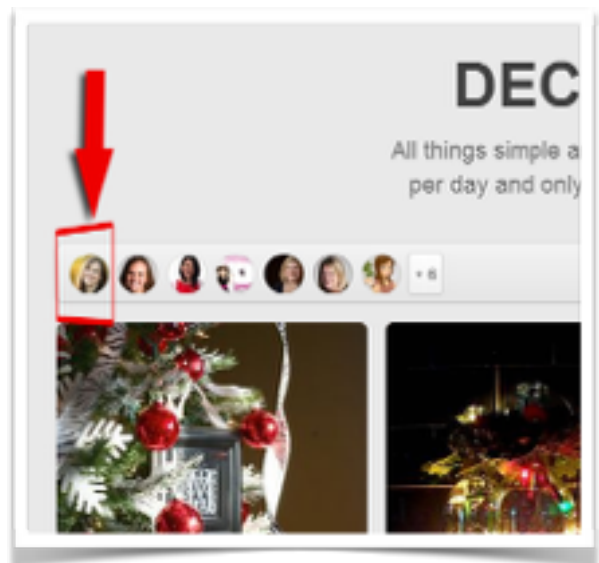
❏ Pinning with a Strategy

◆ **Determine who your followers are.**

◆ What time are they usually online and active on Pinterest?
E.g. Lauren's demographic consists of moms. She would pin most of her stuff in the afternoon (when the kids are taking a nap and moms get to go online), and on Saturdays and Sundays.

■ **Note:** Focus on your best pins (most popular) and share them when you think they will have the most traffic on certain times of the day.

■ General Guideline: "*Pin eight people's pins and then, pin two of your own, and then, pin eight other people's pins and then, two of your own.*"

- ◆ **Make your pins attractive.**
  - ◆ Use excellent photos.
  - ◆ Add texts to images.
  - ◆ Use infographics.

- ◆ **Re-organize boards and swap out upcoming seasonal items.**
  - ◆ *E.g.* Father's Day is coming next month. Pull your Father's Day Board up to the top center so more people can easily search and re-pin your pins.
  - ◆ Determine what pins will perform the best, pin those to the best boards at optimal times.

- ◆ **Track your pins to determine which pins are performing best.**
  - ◆ Track number of repins.
  - ◆ Track their clickthroughs in Google Analytics.
  - ◆ Record the numbers in a spreadsheet.

- ◆ **Get involved in Pinterest Parties.**
  - ◆ Find a group of people from the same niche and set a schedule to pin each others' pins at certain times of the week.

❏ Pinterest Tools You can Use

- ◆ [Ahalogy](#): A good tool to try, good for scheduling your pins throughout the day. Currently not open, but keep an eye out.
- ◆ [Google Anaytics](#): Helps to track how your pins are performing in sending traffic to your site.