



Perfect Pin Blueprint

Create pins that get convert to clicks.

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WELCOME!

Congratulations on taking the next step!

Did you know that most pinner come to Pinterest and search for unbranded search terms. In fact, 90% of searches are unbranded.

I want you to create your Pinterest images knowing that sometimes a Pinner comes to the platform not knowing what they want until they see it. That is the discovery & inspiration piece of using this platform.

This guide is created for you to understand how to create images with your audience intent in mind at every phase of their journey.

STEP ONE

Understand User Intent

Understanding user intent when it comes to typical search engine traffic can help you to understand Pinterest users as well except we are going to dissect it against a visual search platform.

User intent typically plays out with a DO-KNOW-GO pathway.

Do = transactional

Know = Informational

Go = Navigational

So bear this in mind as I break it out with Pinterest in mind.



USER INTENT ON PINTEREST

DO

Do means a user has the intent to purchase an item. Since Pinterest users don't typically know exactly what they want they will typically use broad search terms like "modern leather couch"...

They don't know exactly what it is that they want so they use broad terms.

KNOW

Know is a big area Pinterest. Since there are a lot of bloggers using Pinterest there is a lot of informational content on the platform.

They will use search terms like "how to style a modern leather couches" to find more information on decorating a leather couch.

GO

Go is typically to a specific website. This doesn't typically happen on Pinterest since 90% of searches are unbranded.

If users do use this type of query on Pinterest they have likely interacted with a brand like Lowe's before and are looking for something specific again.



PINTEREST SHOPPERS

Understanding Consumer Behavior

Consumer behavior on Pinterest has shown us that 98% of Pinner have reported trying things they have found after seeing them on Pinterest compared to 71% on other platforms.¹

We have also statistics to show that 39% of Pinner are “active retail shoppers” & when they shop they spend 29% more than users of other platforms.²

Pinterest users are future focused & come to the platform to see what is possible not what has already happened.

With this in mind we can guide our pin design, especially if you are an e-commerce shop owner.



PINTEREST SHOPPERS

Understanding Buyer Journey

To understand user intent we also need to talk about the buyer journey someone will take online. For Pinterest the buyer journey looks like this...

Awareness > Consideration > Purchase

When someone becomes aware of a problem they begin the research phase. When they find you they consider if you are the solution to their problem. When they purchase they seal the deal.

So we need to break these out and map the user intent to the buyer journey.

This is where you are going to create Pinterest images to the different stages.

PINTEREST SHOPPERS

Understanding Buyer Journey

Do = Intent to purchase
Know = Needs information
Go = Go to a specific website



When you are creating pins you are going to want to create them for each phase of your audiences journey.

Let's use a Life Coach who teaches productivity & time management for moms.

Your mom when she learns she needs better systems in place and wants to better control her time she's likely going to be feeling like a hot mess.

When she's in the **awareness phase of her buyer journey** she's also in the **know phase of user intent**. She needs more information to understand her issue. Once she lands on Pinterest she will see pins that are pushing her into the **consideration phase**.

PINTEREST SHOPPERS

Understanding Buyer Journey

She's likely found several ideas and begun reading and consuming content that could help her solve what she believes her problem to be.

In this phase she's saving pins she's finding to her boards. Her journey through the awareness into the consideration phase she will be educating herself, watching videos & reading blog posts to identify what it is in her life that makes her feel unproductive or having lack of control over her schedule.

This also feeds the know phase of her user intent.

Once she's satisfied with the amount of information she has consumed and is ready to prescribe herself a solution she will move into the consideration phase.

She will consider the different options she's found. At this point she may have found an eBook, a planner, a time management course.

These options she's saved she's going to be considering her options and move into the purchase & do phases.

She's ready to make the change she needs in her life.

PINTEREST SHOPPERS

Understanding Buyer Journey

For each phase of her journey you are going to create pins to spark interest in her.

During her awareness phase you are going to create pins that speak to her struggles.

These pins can be stoking the fire and showing her whats possible.

Take the pin on the right for example. Our main keyword is: **how to be more productive as a mom**



PINTEREST SHOPPERS

Understanding Buyer Journey

For each phase of her journey you are going to create pins to spark interest in her.

During her consideration phase you are going to create pins that speak to her potential solutions.

These pins are going to target the solution you offer in this phase.

Take the pin on the right for example. Our main keyword is: **how to choose a planner**



PINTEREST SHOPPERS

Understanding Buyer Journey

For each phase of her journey you are going to create pins to spark interest in her.

During her purchase phase you are going to create pins that speak to her potential solutions.

These pins are going to target the solution you offer in this phase.

Take the pin on the right for example. Our main keyword is: **the best planner for moms**



PINTEREST SHOPPERS

Understanding Buyer Journey

You can see how we moved her through each phase of the user intent. & buyer journey using targeted keywords throughout.

We educated her on how to be more productive. Then we showed her how to choose a planner to suit her needs. Then we gave her the best planner for her pain point.

Each phase of your audience journey needs to be met with a pin. So you're not just creating 1 pin for 1 piece of content. You're creating pins for each phase.

If each phase is a different piece of content then you will create pins individually for each.

If you talk about each phase in 1 piece of content then you need to create pins for each phase to go to that one URL.

This holds true during seasonal trends when the platform switches too.

For Christmas we start by planning then move into the buyer phase of the journey.

Keep this in mind as you create pins.

PINTEREST BECOMES A SHOPPING PLATFORM

Shopping Tab

Pinterest introduced a shopping tab and a verified merchant program where e-commerce shops can upload their inventory to the platform with pricing, stock information and more directly on Pinterest.

Product Pins

We have had the ability to create product pins for a years but the shopping tab and the introduction of the catalog pins brings this to a new level.

You can get product pins when you turn on Rich Pins or use the partner connections to turn your standard pins into product pins.

Catalog Ads

Catalog campaigns are more for big box retailers who have physical products they sell. These aren't something I see any smaller online based businesses using unless you do have physical products you sell and you can become a verified merchant.

PINTEREST TRENDS

Before we move on to creating pins

Pinterest is also trends based just like any other search engine. They released their own trends tool so you can see when content is popular on the platform so you know when you should create specific content. **Click here to watch a video on this trends tool.**

Typically Pinterest Trends begin 30-45 days in advance of the event. Smart marketers publish trend based content up to 90 days in advance.

Pinner plan in advance so you want to be sure you're publishing content when your audience is searching for it.

This is important to pay attention to because if you publish content too late

then your content won't surface in time. Pinterest won't have the time to categorize & surface the content to the best ability of the algorithm.

Let's use an example of Christmas content. We know that big box retailers start putting Christmas goods out onto the shelves as early as September-October depending on the retailer.

This is because those retailers have tested and spent hundreds of millions of dollars to understand their consumers to know when they are more likely to start buying goods. Paying attention to Pinterest trends will help you to be more successful in the long run.

PINTEREST TRENDS

Understanding Holiday Trends

Creating holiday content is going to help your content when the platform shifts to that trend for the season.

When Pinterest shifts to the Thanksgiving/Christmas season you'll be hard-pressed to find content that isn't holiday related. Now this will be highly dependent upon individualized feeds but generally speaking Pinterest will begin surfacing content related to trends first.

When you have content that isn't necessarily holiday related don't be afraid to create holiday themed pins and use holiday keywords even if they could use it and still get value if it's not specific to the holiday.

For example, when you have a blog post about planning for parties with large crowds you could make a pin that says, **“how to plan your holiday party with ease”**.

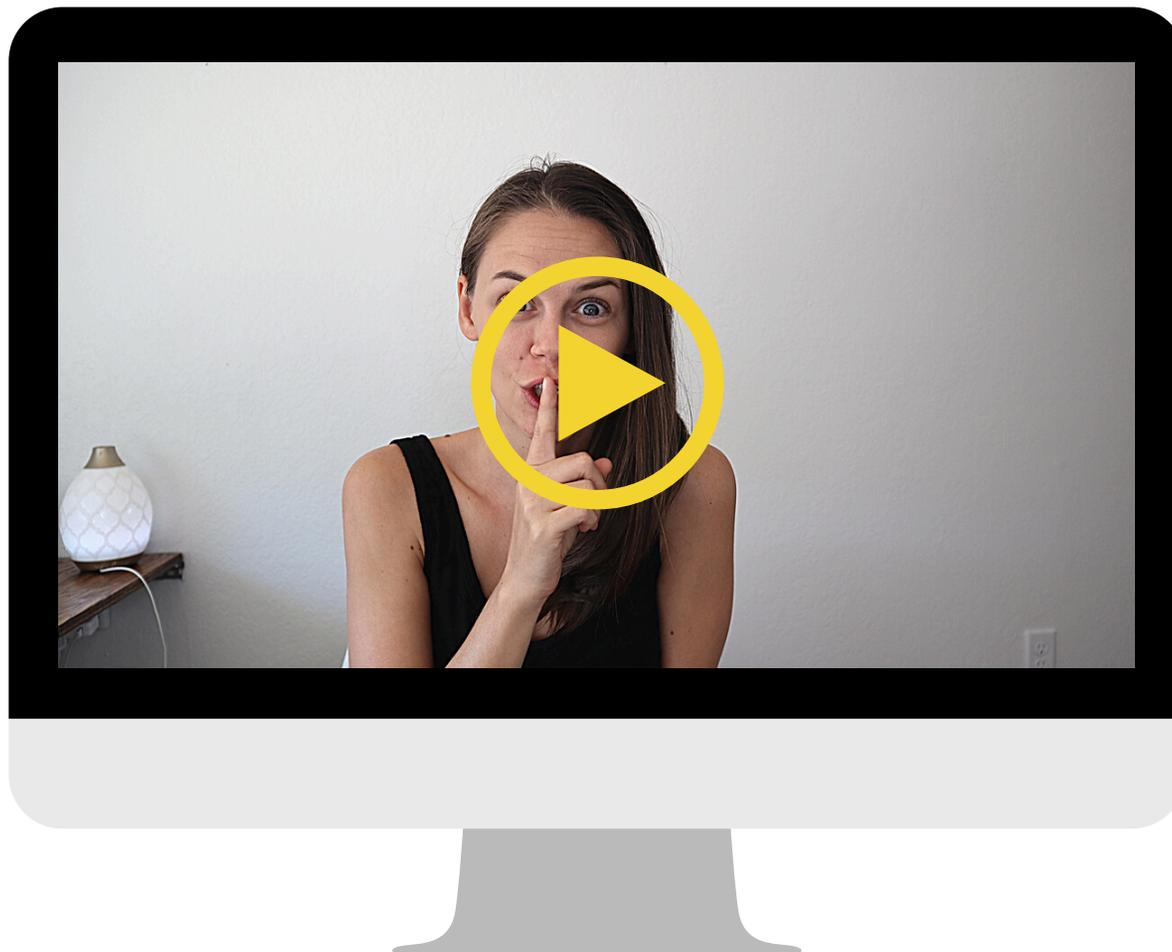
You can do this and use holiday themed keywords to help your pins surface during the trend at the time.

You'll want to be sure to create these pins 30-45 days in advance so your pins are surfacing when the pinner is looking for it.

Remember pinners are planners. You will need to be ahead of the actual trend to meet them when they are searching.

USER INTENT

Let's breakdown user intent & buyer journey



PINTEREST IMAGE SIZING

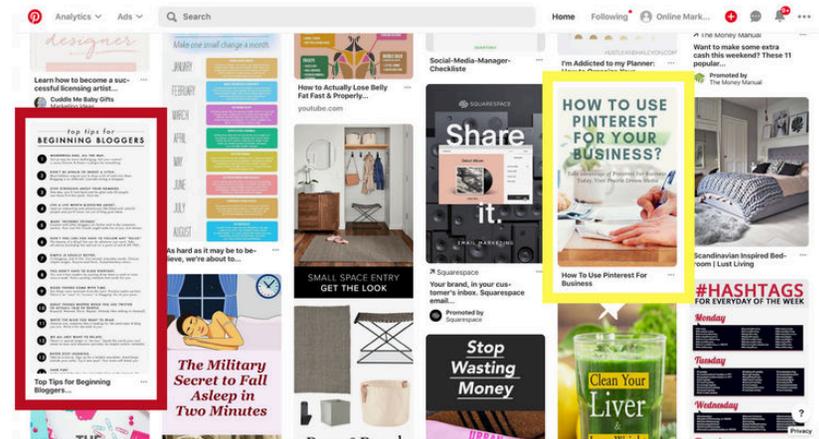
Creating Optimized Pins

Pinterest Image Types:

1. Static Images
 - a. Static Images
 - b. Carousel Pins
 - c. Collage Pins
2. Video Pins
3. Story Pins

Pinterest Image Sizing

1. Static Images
 - a. (1000x1500)
2. Video Pins
 - a. 1:1 or 2:3
 - b. .mp4, .mov or .m4v
 - c. 4 seconds - 15 minutes
 - d. Recommended length for video ads: 6-15 seconds
3. Story Pins
 - a. 1080x1920



Pinterest recommends images be optimized to these sizes so they aren't truncated in the feed. Here's a visual example of Pinterest image sizing & what could happen in the feed.

CHOOSING FONTS

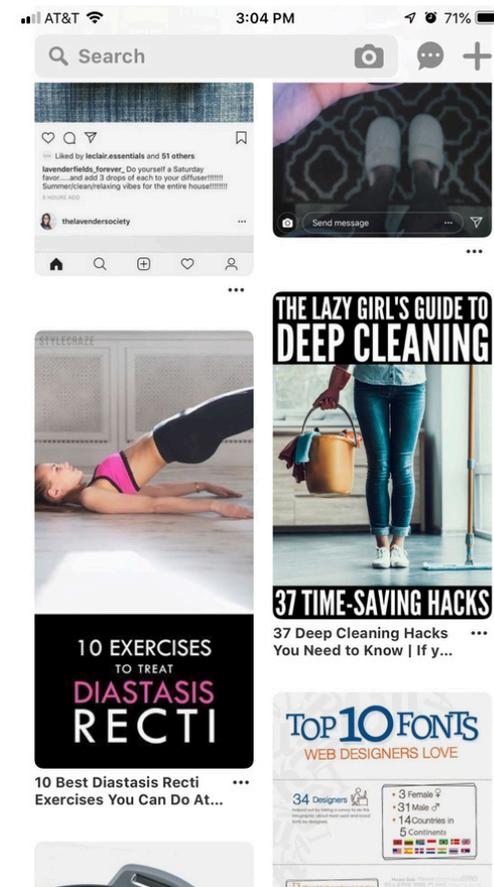
Creating Optimized Pins

Choosing fonts for your pins can be fun!

But remember that 80% of users are on their mobile device when they are browsing on Pinterest. Therefore, it's best practice to avoid hard to read script fonts.

When you create Pinterest images make sure that you are downloading and viewing them on your mobile phone.

If you are in the beginning of your Pinterest marketing journey it's probably best to use bold fonts until you get a good hold on the overall Pinterest strategy that will not only bring you clicks but conversions. To the right is an example of easy to read Pinterest images on mobile.



CHOOSING FONTS

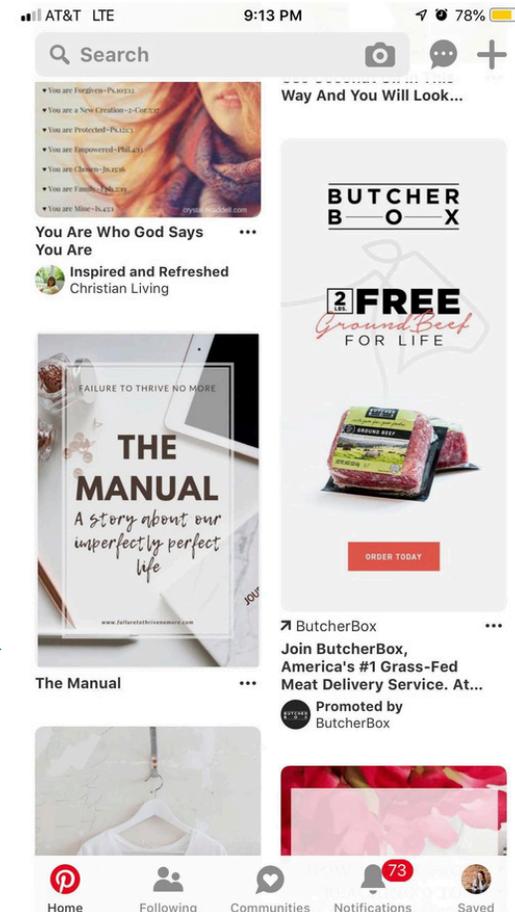
Creating Optimized Pins



Easy to read



Hard to read



CHOOSING COLORS & BRANDING

Creating Optimized Pins

What colors are the best for Pinterest?

If you've spent any amount of time on Pinterest you know the platform is filled to the brim with girly colors. Pinks, purples, teals, yellows and more.

There was a study done that showed images that are too dark don't get as much interaction as lighter, brighter images.³

My personal research shows that blue images don't get as many clicks either.

Keep this in mind but don't allow it to be the rule for you when creating & designing images. Always test because different people see different colors.

This example from Tailwind shows us a great way to incorporate colors into images while allowing the font to speak to the audience & drive them to click.

As far as branding goes don't worry about going off brand just be sure to incorporate your URL or logo on your designs.



How to Sell on Pinterest - A Guide for Ecommerce... ...



How to Get More Followers on Pinterest ...



Promote Your Products with Rich Pins on Pinterest ...

TEXT OR NO TEXT?

Creating Optimized Pins

Should you use text overlays?

You will see the majority of pins on the platform with text overlays. Pinterest is able to read the text on your pin image and use that as a signal in the algorithm to better classify the item.

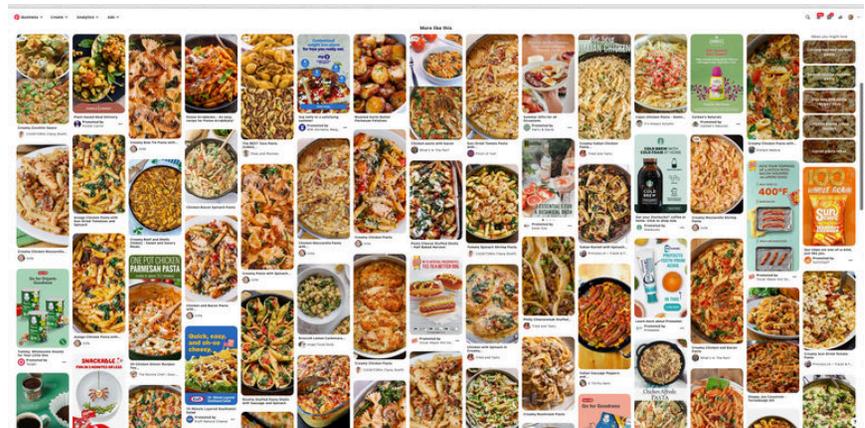
Because Pinterest can read the image they can also classify your images based on the imagery that you use.

So pasta pins without text will be categorized with other pasta pins without text.

The same goes for any industry. Their machine learning pairs like images together.

With this knowledge it's generally best practice to use a text overlay to differentiate your pin from the sea of others while targeting the keywords you want to be surfaced for.

Below is an example of images without text.



TEXT OR NO TEXT?

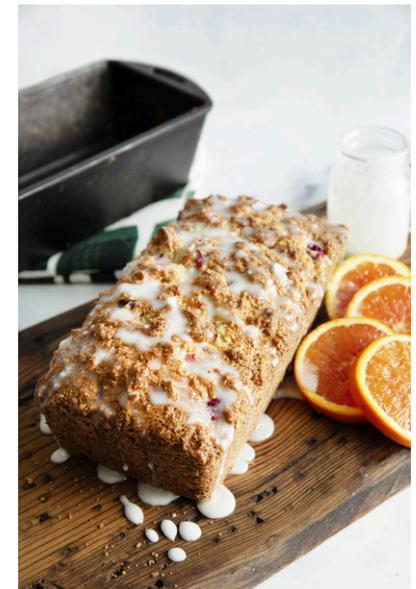
Creating Optimized Pins

Best practices for text overlays

Refer back to the section on font choices for more inspiration on text overlays.

Your text overlay is going to include the main keyword that you're targeting and a call to action.

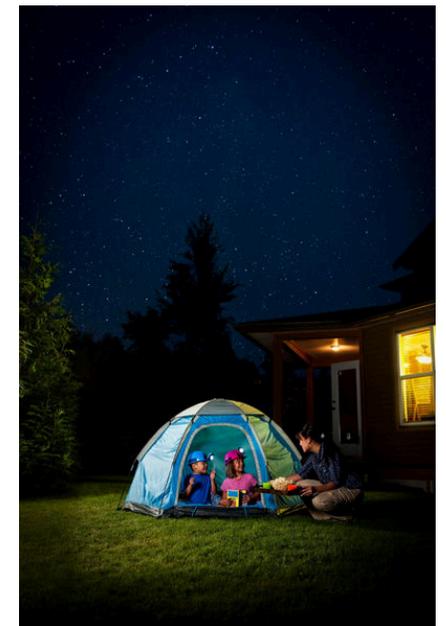
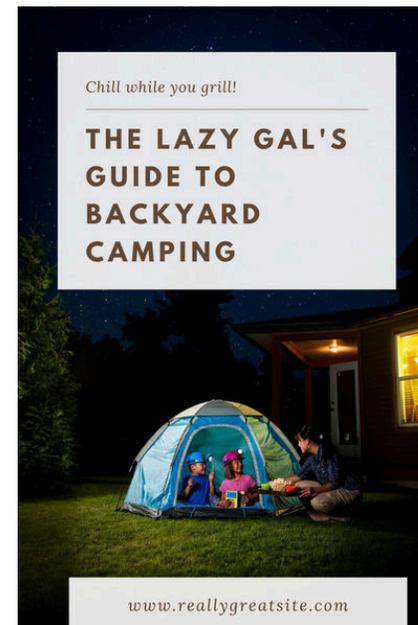
When you are creating pins to tell your audience more about what they will get when they click you will use phrasing like what you see to the right.



You see the pin on the left shows the bread & ingredients and tells the user what it is. The pin of the right leaves me to guess more about the image. The text also lends itself to the categorization of the pin in the algorithm with the keywords this pinner is targeting.

TEXT OR NO TEXT?

Creating Optimized Pins

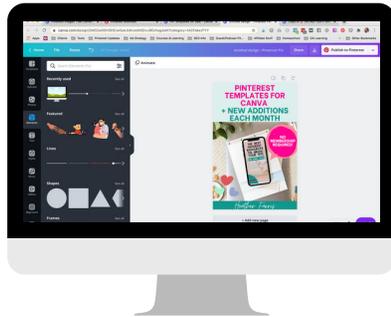


If I were looking for modern farmhouse decor I wouldn't immediately pair the image on the right with modern farmhouse.

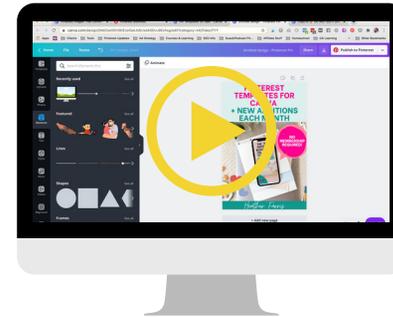
If I were looking for backyard camping tips I wouldn't know what I was getting with the pin on the right vs the left.

EXTRAS

Perfect Pin Blueprint Bonuses



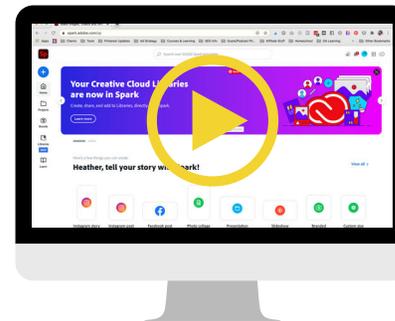
Need more understanding about what fresh pins are? I clear it all up for you in this video. Click the video to the left to watch.



Be sure to watch just how to create Pinterest Images using Canva inside your dashboard. Click to be taken there.



Your 5 sets of Pinterest Templates for Canva can be found in your dashboard. Click to be taken there.



Be sure to watch just how to create Pinterest Images using Adobe Spark inside your dashboard. Click to watch how.

SOURCES

1. Nielsen study commissioned by Pinterest, “Platform & Content Impact on Ad Effectiveness,” in-lab study with 832 people ages 18-54, May 2017
2. Oracle Data Cloud DLX ROI, “Pinterest Retail Audience Profile Report,” May 2017
3. Buffer Blog, “The Scientific Guide to Pinterest Marketing: How to Create Popular Images for More Pins and Better Conversion,” April 2014

