



PINTEREST MARKETING FOR
THE KID LIT CROWD

Crafting Pin Worthy Pins

[DOWNLOAD YOUR FREE PIN TEMPLATES HERE](#)

DEBBIEGONZALES.COM

WHY PINTEREST?

Pins are visual bookmarks that link all over the web. Because Pinterest is one of the **largest website traffic drivers in the world**, well-crafted and thoughtfully posted Pins are **80% more viral** and **3x more effective in raising visibility** for your projects than Twitter.

In short, Pinterest is **THE place to be to build a marketing platform!**

INCREASED LONG TERM VISIBILITY

Over time, consistently posting carefully crafted Pins **builds substantial awareness** for your work.

GAIN TRACTION WITH AUDIENCES

With effective planning of creative thematic campaigns, users gain traction by **driving traffic to their websites**.

EVERGREEN POSTS

Unlike Facebook and Instagram posts and Tweets, Pins are evergreen, meaning that they never go away. **Google loves Pinterest**.

BROAD REACH

The popularity of **Pinterest spans multiple generations**, in fact a huge majority of users and **teachers and librarians!** With strategic planning, Pins can be purposefully placed in front of one's intended audience.



PIN-CRAFTING BASICS

Crafting visually **appealing Pins are critical** for a successful Pinterest experience. Users are wise to establish a **consistent visual style** with their Pins which can be modified accordingly.

CREATE EYE-CATCHING IMAGES FOR YOUR PINS:

Use **high-quality, visual images**. Choose photos that are consistent with one's brand... **match colors and fonts from your website in your Pins!** Next thing you know... **brand consistency!**

Pins should be crafted using a **2:3 ratio** being either a **600 X 900 pixels** or **735 X 1102 pixel ratio**... lost? Look right!

Pins should be crafted using a color palette consisting of **2 or 3 main colors**.

Establish **consistency with font** use... remember in this situation more is not better. **No more than 2 fonts per Pin**. Use one decorative, one simple OR **utilize font weights**. Bold can be your friend!

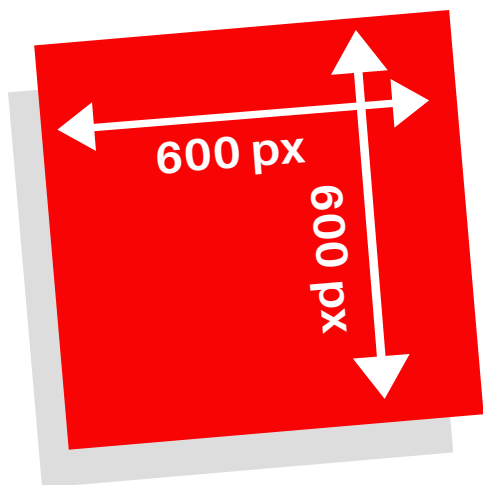
SPECIAL NOTE:

For Pin-crafting ease, use the **pre-made templates on Canva.com**. Canva-crafted pins should be **downloaded on your computer** and then **pinned on Pinterest** to assure that traffic is driven to **your website!**



BOARD COVER BASICS

MAKE YOUR PINTEREST ACCOUNT COHESIVE



Establish **visual consistency** between the colors you pull from your website and use on your Pins and Board Covers. remember these graphics are not meant to sell, but rather organize. The **only text** should be the name of the board, and possibly logo/web address.

Board Covers should be crafted using a **square ratio: 600 X 600 pixels.**



Board Covers should be clean and simple using a color palette consisting of **2 or 3 main colors.**

While Board Covers add personality & pizzazz to one's platform, they're not mandatory. Plenty of successful Pinterest marketers don't even use them!



Community

6 Pins



Food & Fun

13 Pins



For Librarians

11 Pins

PIN LIKE A PRO!

Follow the tips below and your pins will pop with professionalism. Always keep in mind that **75% of Pinterest usage occurs via mobile devices**. That being said, take care to create vibrant Pins that **express your brand's individuality, creativity, and resourcefulness**.

MAKE YOUR BRAND THE FOCAL POINT:

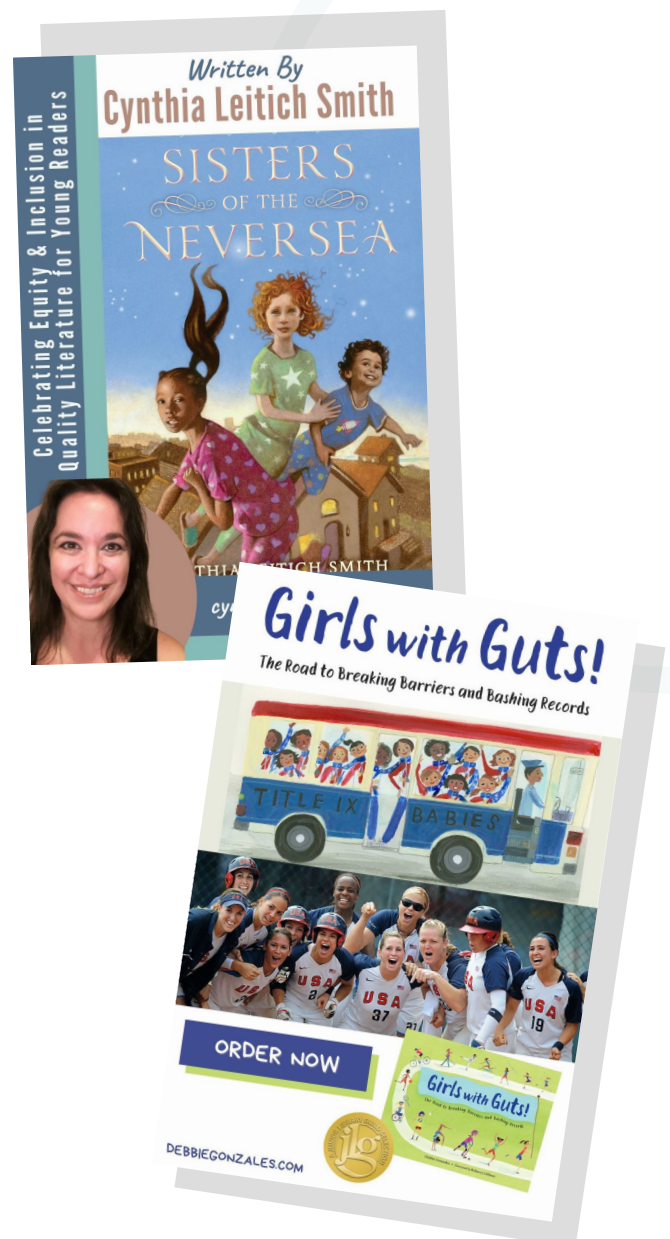
Make sure that the **covers** of your books are **front and center**.

While varying your Pin graphics, take care to **brand each and every pin** accordingly.

Communicate your message by **adding text to your Pins**, making certain that the text is legible on mobile phones.

Pique interest by adding context such as additional images and clarifying text to your Pins. This **helps users to understand your concept easily**.

Include your **logo and website on your Pins**. This way, when your great work goes viral, **your fans will know how to find you!**



TIPS ON TIMING

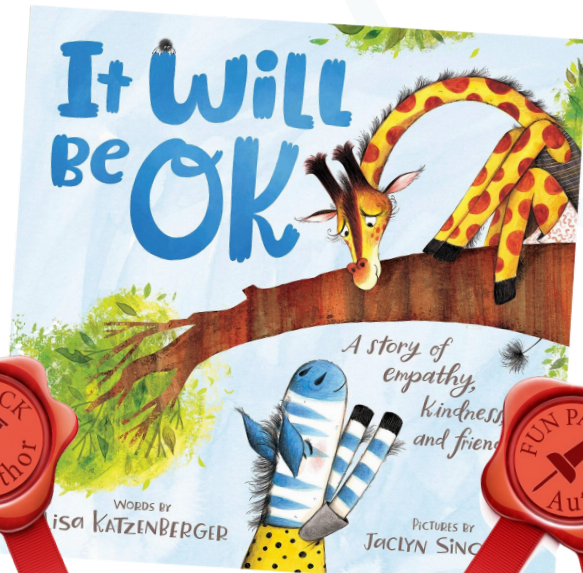
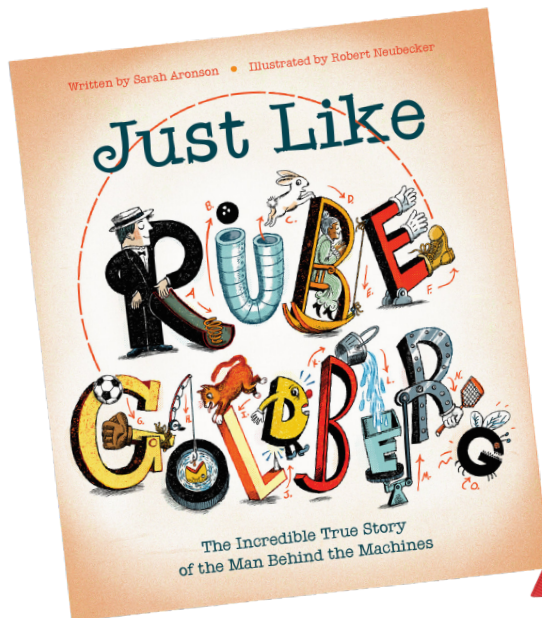
Consistency and established ongoing activity are the best ways to **build an engaged audience**.

Create and **post new pins linking to content** on your website **at least once a week**.

RELEVANT CONTENT IS KING!

If you do not have enough content to establish a viable, on-going Pinterest platform, **consider partnering with like-minded book creators**. Together, you can build awareness for your fabulous books and projects.

If **teaming up to leverage the power of Pinterest** sounds good to you, ask about our **FUN PACK** or **BOOK CLUB** packages!



Need support?

Contact Deb at debbadee5@gmail.com to set up a **FREE Discovery Consultation** to start your Pinterest journey!