Crafting *Pinterest* Worthy Pins

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WITH

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Girls with Guts!

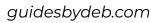## This packet consists of information regarding:

~ Reasons why Pinterest is the place for you
~ Pin-crafting basics
~ Adding bells and whistles
~ Pin-worthy analysis

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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!

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

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

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

~ 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.

Pick an eye-catching image for your Pins:

~ Use high-quality, visual images. Choose photos that are consistent with one's brand.

~ Pins should be crafted using a 2:3 ratio being either a 600 X 900 or 735 X 1102 pixel ratio.

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

~ Establish consistency with font use.

Special Note: For Pin-crafting ease, users can access pre-made templates via Canva.com. To assure that traffic is driven to one's website, Canva-crafted pins should be downloaded on one's computer and then pinned on Pinterest.

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 overlay 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 help 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!
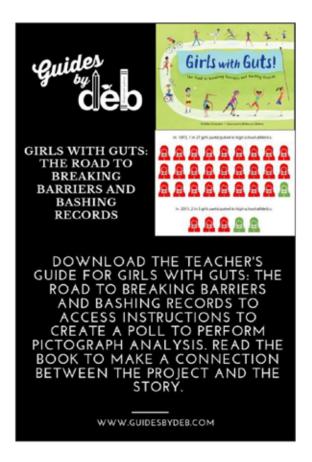
Tips On Timing

~ Consistency and established ongoing activity are the best ways to build an engaged audience.
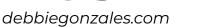
~ Create and post new pins linking to content on your website at least once a week.

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

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