



MOOD BOARDS VS. BUSINESS ACCOUNTS - WHAT'S THE DIFF & WHY SHOULD I CARE?

Debbie Gonzales

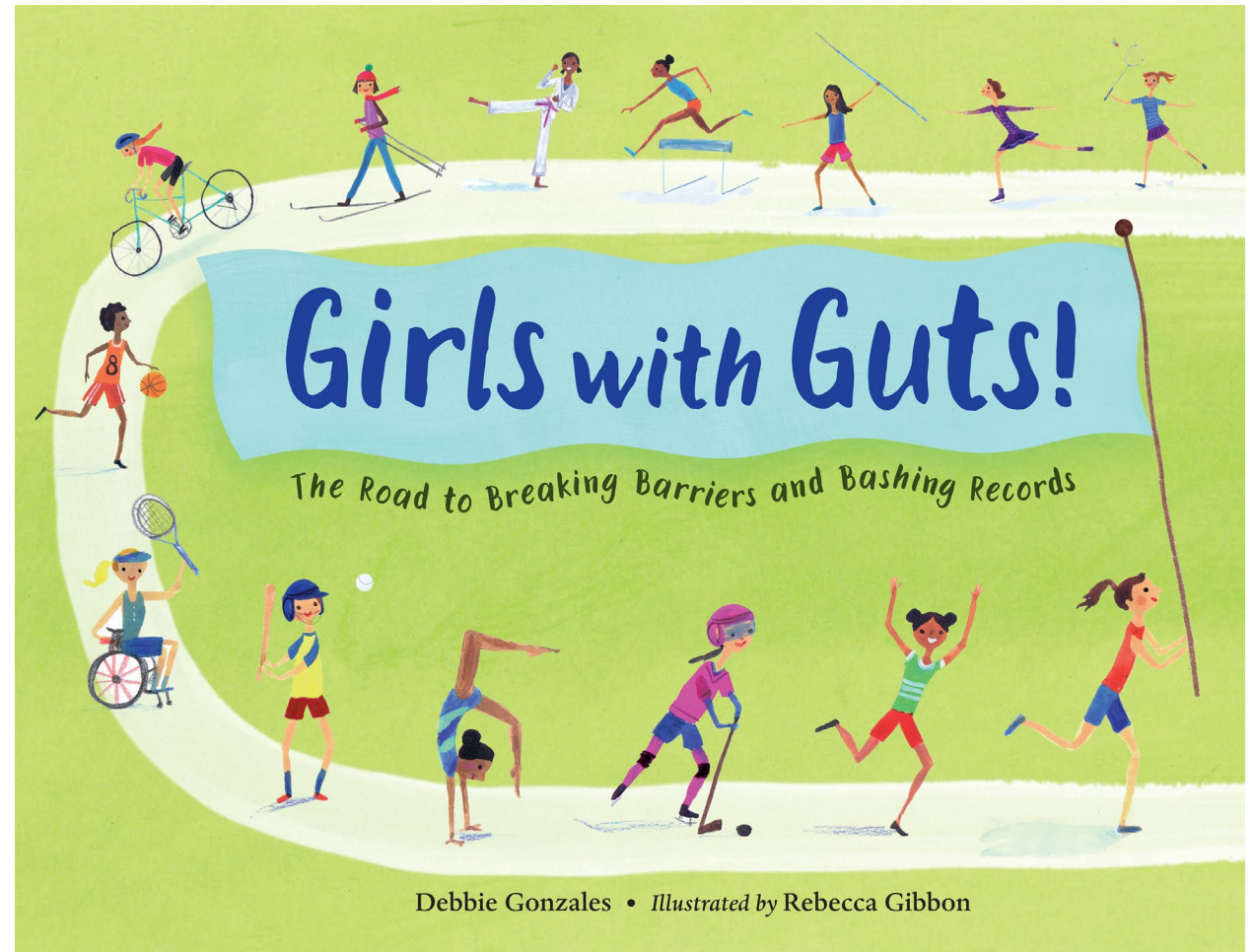
March 25, 2021

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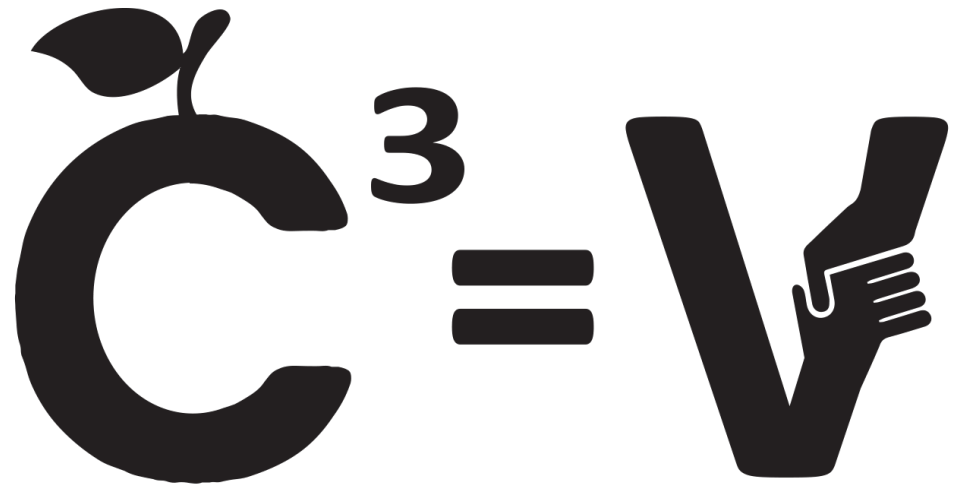
MY STORY



MY STORY



MY STORY



content. consistency. community
equals visibility

MY STORY

the
debcast



The logo for 'the debcast' is set against a black background with a white border. The word 'the' is in a white, lowercase, sans-serif font at the top left. Below it, 'debcast' is written in a larger, white, lowercase, sans-serif font. The 'd' is replaced by a white pencil icon. The 'e' is replaced by a white book spine icon with the text 'simple Saturdays' written vertically on it. The 'cast' part is replaced by a white Wi-Fi signal icon.

*books, buzz,
and girls with guts*

MY STORY

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MY STORY

Pinterest
by
de**o**
simple saturdaydays

FUN FACTS

- Pinterest is one of the largest website traffic drivers in the world.
- Pinterest is 80% more viral and 3x more effective at generating leads than Twitter.
- Sometimes it's good to think of Pinterest as a big, visual search engine.
- Pinterest drives traffic (and lots of it).
- Because every pin includes a link, it makes it easy to lead it back to the source of the image.
- Discover what your audience loves.

<https://strongcoffeemarketing.com/quick-tips/6-reasons-you-should-be-using-pinterest-for-business/>

CASE STUDY



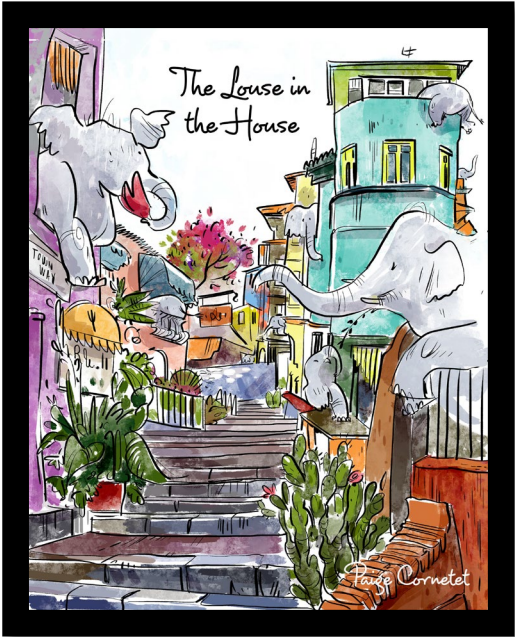
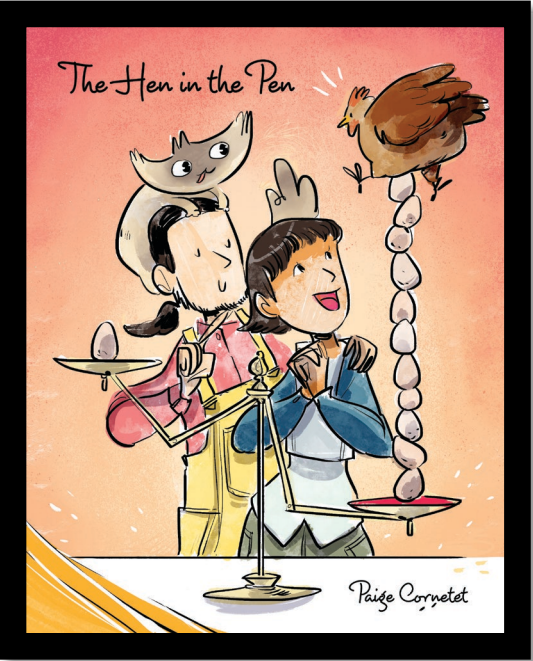
Paige Cornetet: Entrepreneur & Author of the Spend-Then Series

Edit profile

47k monthly viewers

Paige@spendthen.com
www.spendthen.com

Paige Cornetet is a fourth-generation business owner, speaker & author fired by a passion to help kids grasp critical, life-affirming financial concepts.



BASIC DEFINITIONS

What is a Pin?

Pins are graphics & ideas that people on Pinterest create, find, and save from around the web.

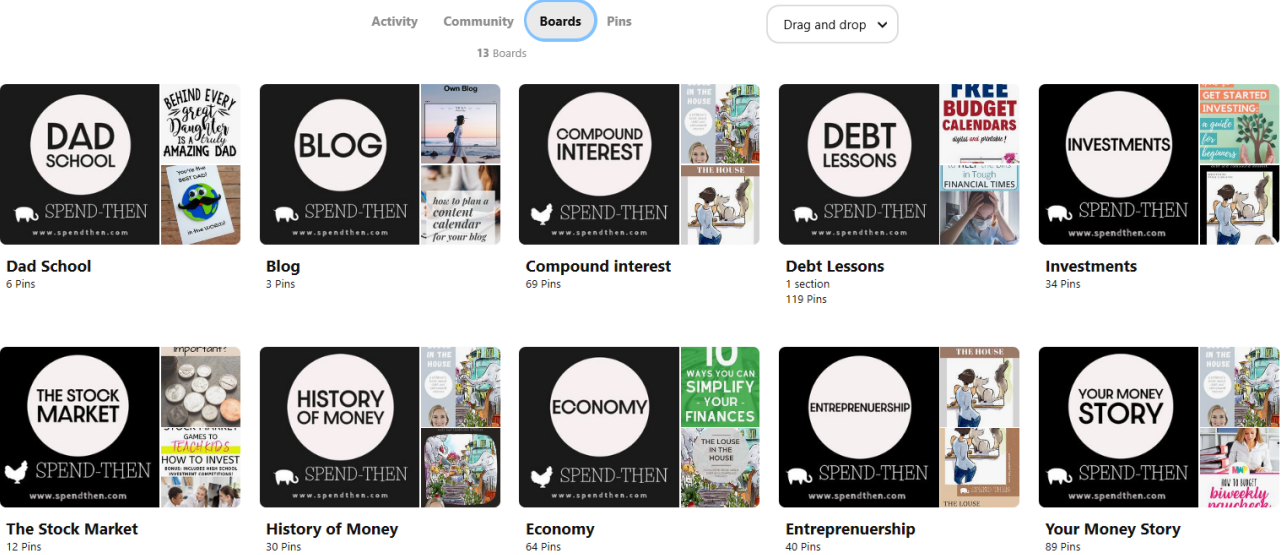


<https://help.pinterest.com/en/guide/all-about-pinterest>

BASIC DEFINITIONS

What is a Board?

The Pins you save live on your boards. Name your boards and arrange them on your profile however you want.

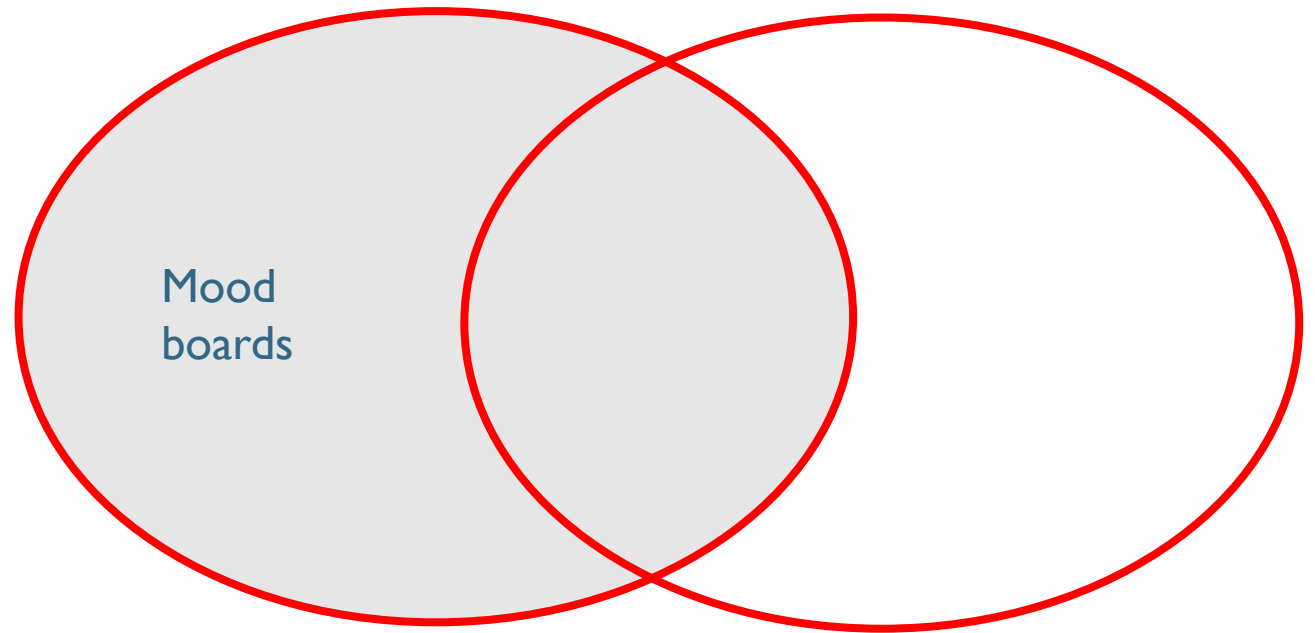


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BASIC DEFINITIONS

What is a Personal Account?

A personal account has no access to ads or analytics tools.

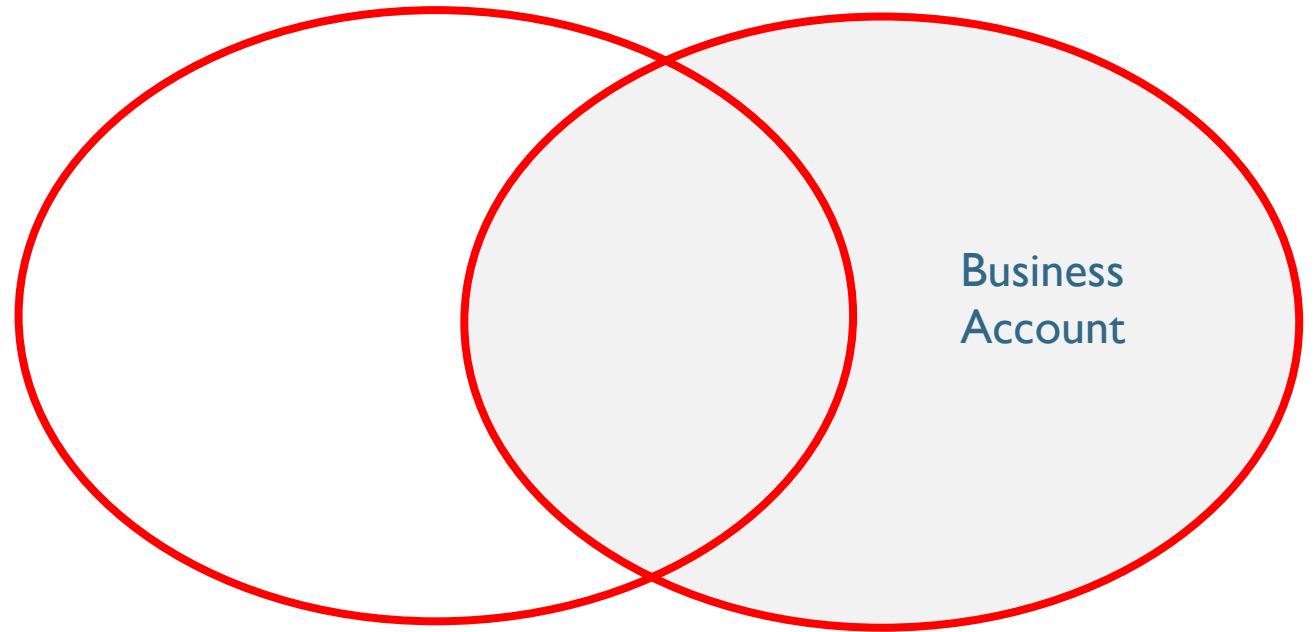


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BASIC DEFINITIONS

What is a Business Account?

A business profile has access Analytics and other tools that help grow your professional presence on Pinterest.



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BASIC DEFINITIONS

What is Tailwind?

An online
software add-on
designed to
enhance social
media reach



tailwind

BASIC DEFINITIONS

What are Trends?

Niche-specific, trends anticipate or predict content one's audience might prefer at any given time

At Home Activity Project

a collection of 50 free downloadable, inexpensive, standards-aligned projects and lessons for kids of all ages!

Games Math
Science Crafts
Writing Reading

Guides by deb www.guidesbydeb.com www.debbiegonsales.com

At Home Activity

Home is A Window

Author: Stephanie Ledyard
Illustrator: Chris Sasaki

This Geo-Shape Quilting activity is part of an educator guide created for HOME IS A window, a picture book about loss, love, and the similarities of old and places.

At Home Activity

The Inventor's Secret: What Thomas Edison Told Henry Ford

Author: Anne Bustard
Illustrator: Kurt Cyrus

BUDDY

This Shoebox Guitar activity is part of an educator guide created for BUDDY: THE STORY OF BUDDY HOLLY.

BASIC DEFINITIONS

What are Pinterest Analytics?

Pinterest Analytics helps you understand your overall presence on Pinterest. It shows you what content, both paid and organic, resonates most on Pinterest.

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What are Pinterest Analytics?

BASIC DEFINITIONS



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BASIC DEFINITIONS

What are Pinterest Analytics?

Audience Insights

Paige Cornetet: Entrepreneur & Author of the Spend-Then Series All Pinterest users Compare



Audience 1: Your total audience (22k people) Date range: Last 30 days

Export CSV Create campaign

Your total audience includes all users who have seen or engaged with any of your Pins in the last 30 days.

Categories and interests

The most popular categories and related interests for this audience

Category	Affinity ↓	% of audience
finance	3.79x	7.5%
health	1.99x	47.8%
quotes	1.77x	48.0%
food and drinks	1.42x	55.2%
education	1.34x	90.4%
entertainment	1.27x	96.0%
home decor	1.15x	76.6%

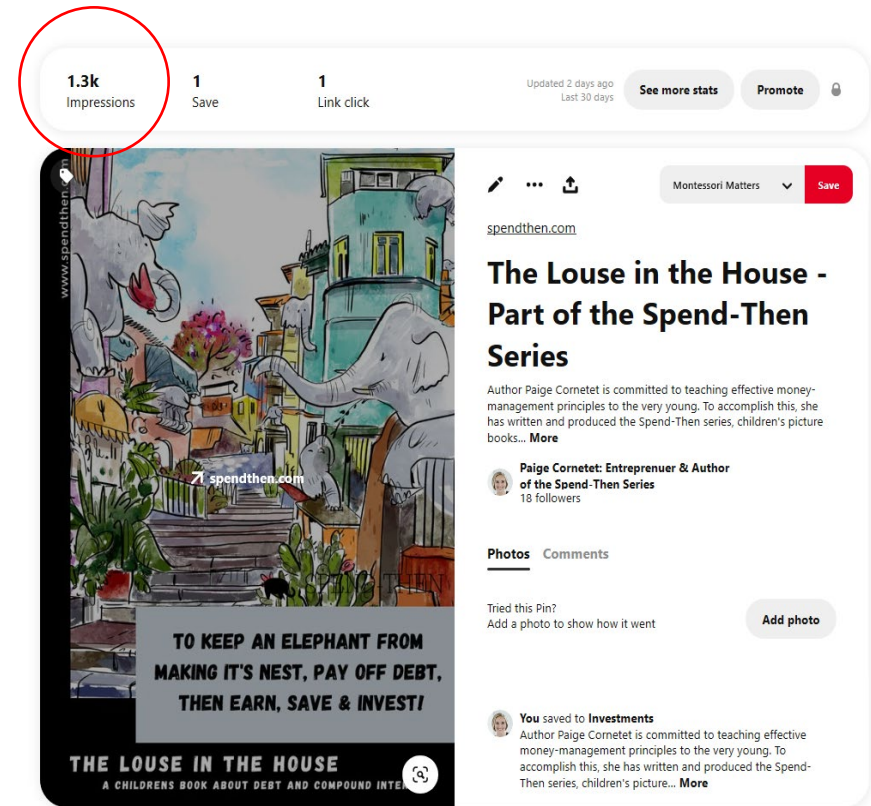
Interest	Affinity	% of category audience ↓
financial planning	1.67x	74.4%
banking	0.83x	41.4%
investment	1.79x	26.0%
budgeting	2.83x	15.0%
loans	2.15x	8.9%
real estate	0.62x	6.7%
credit cards	2.90x	6.7%
real estate buying	0.42x	3.1%
student loans	2.17x	2.8%
real estate selling	0.34x	2.5%
savings accounts	0.00x	1.5%

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BASIC DEFINITIONS

What is an Impression?

A metrics measurement, an impression measures the number of times a pin has been seen on Pinterest.

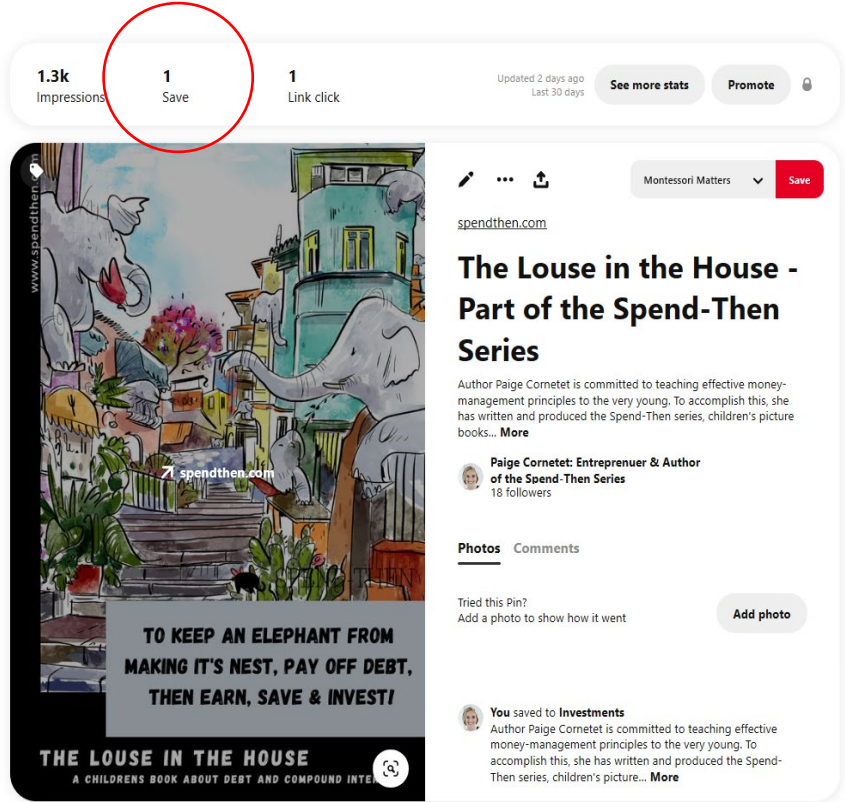


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BASIC
DEFINITIONS

What is a Save?

A metrics measurement, a save is the number of times people saved your Pin to a board

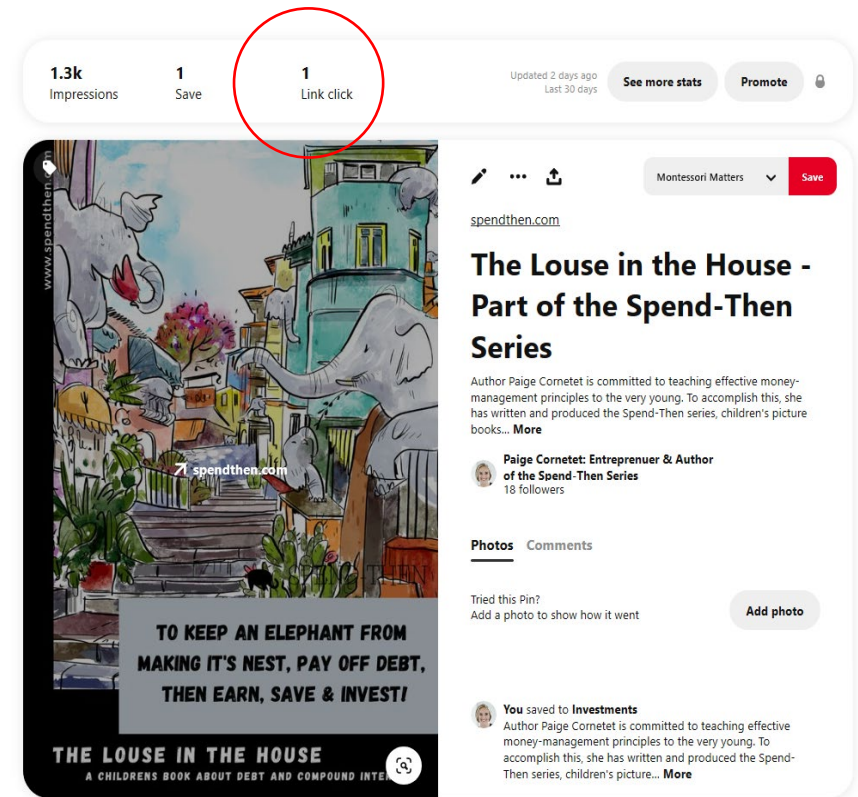


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BASIC DEFINITIONS

What is an Outbound Click?

A metrics measurement, an outbound click is the number of Pin clicks that drive to a destination, on or off Pinterest



WHAT'S THE DIFF?

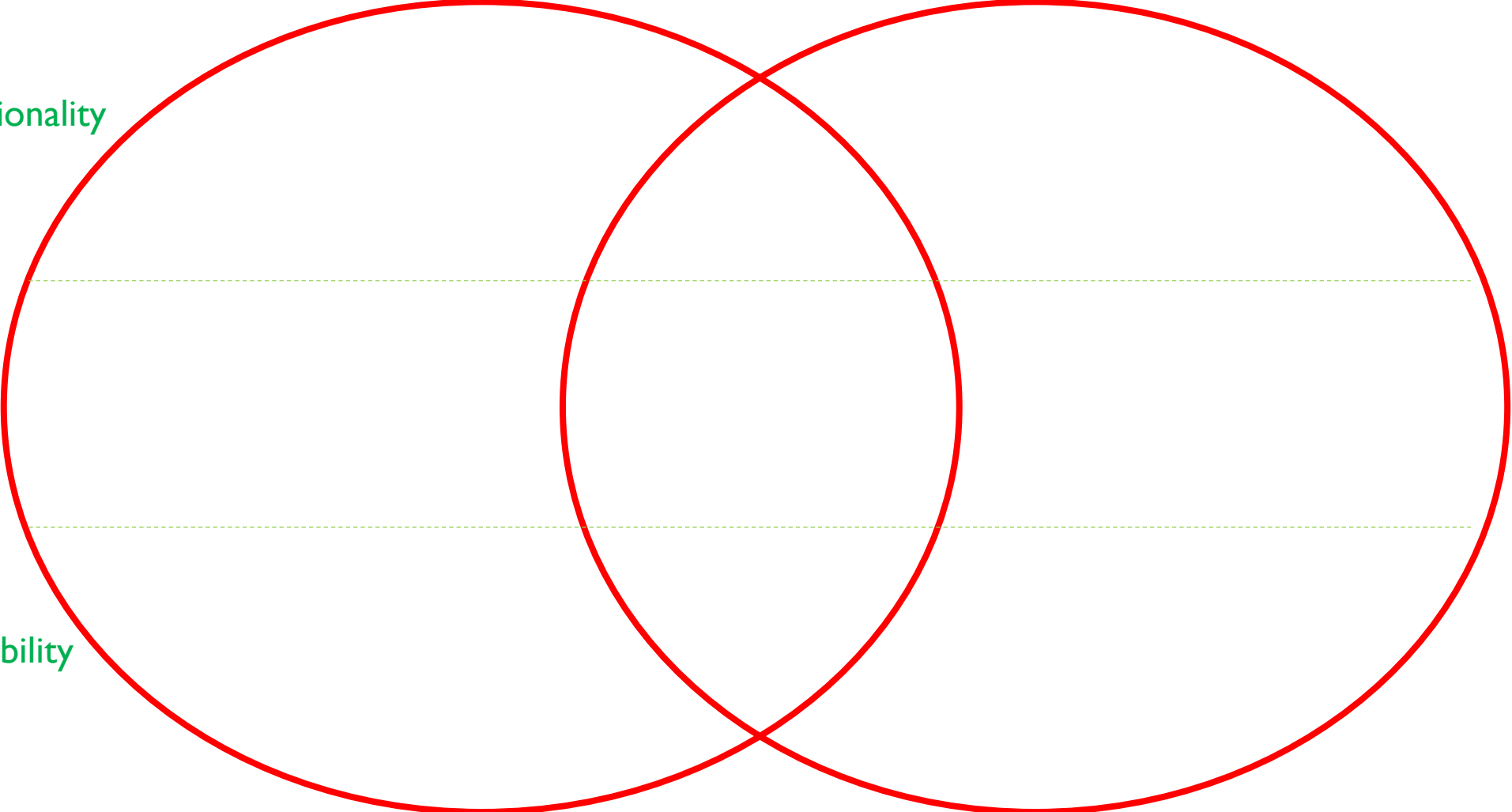
Mood Boards

Business Account

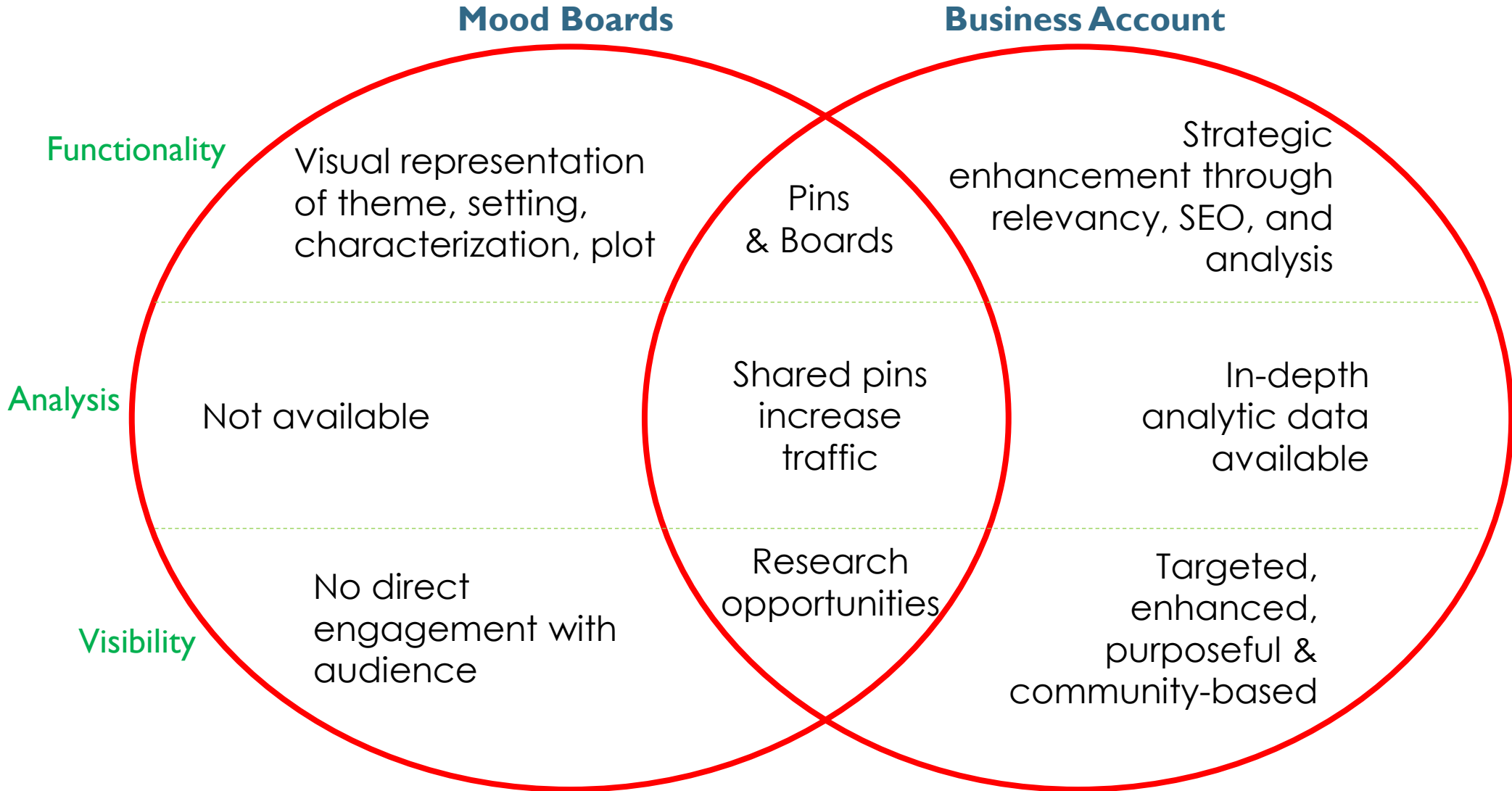
Functionality

Analysis

Visibility



WHAT'S THE DIFF?



NEED HELP?

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