

MY *Delightful* PINTEREST (SMART FEED + PROMOTED PINS)

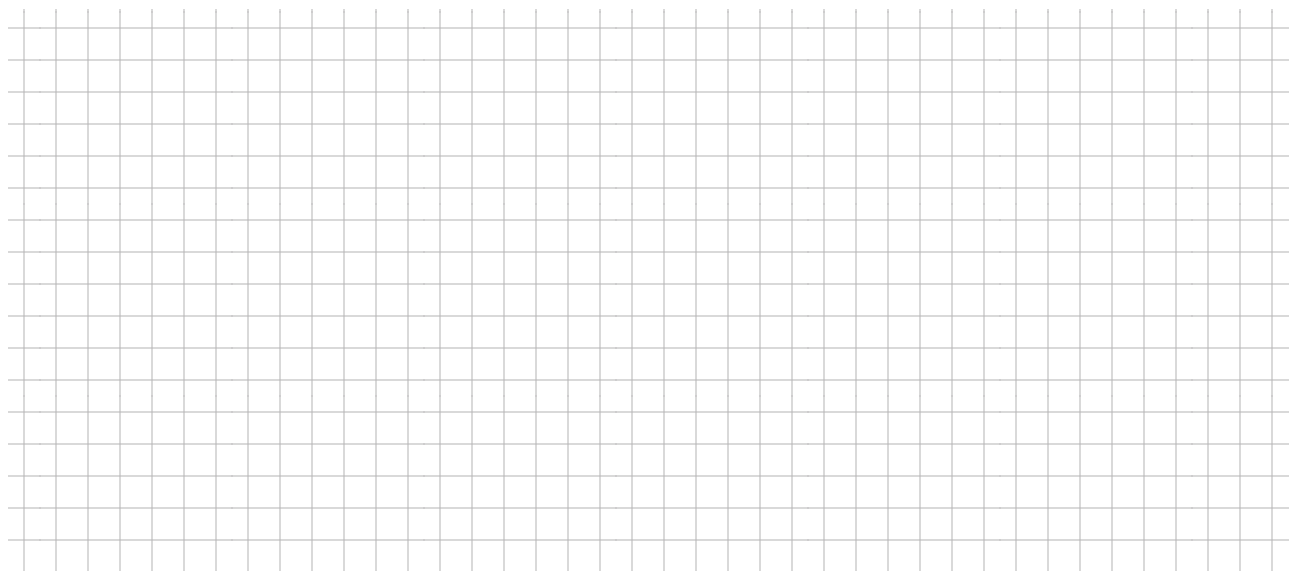
Chief Olyvia Tip: Pinterest is now less about the perfect time to Pin and more about the Perfect Pin. Don't do the Pin and dash!

Pin Descriptions

Time to flex those creative muscles! Write down **all of the descriptive words + phrases** that come to mind when you think of your brand/blog. Call on these words to include in your Pin descriptions so you're always reflecting your **irresistible, unique** brand personality.



Taking inspiration from the copy of some favorite popular Pinners, **rework a new Pin description for a past blog post on your website**. Step outside of your comfort zone! How can you make it **sparkle**? Remember: be detailed + give someone a reason to WANT to click. Also, a conversational tone nearly always trumps formality.

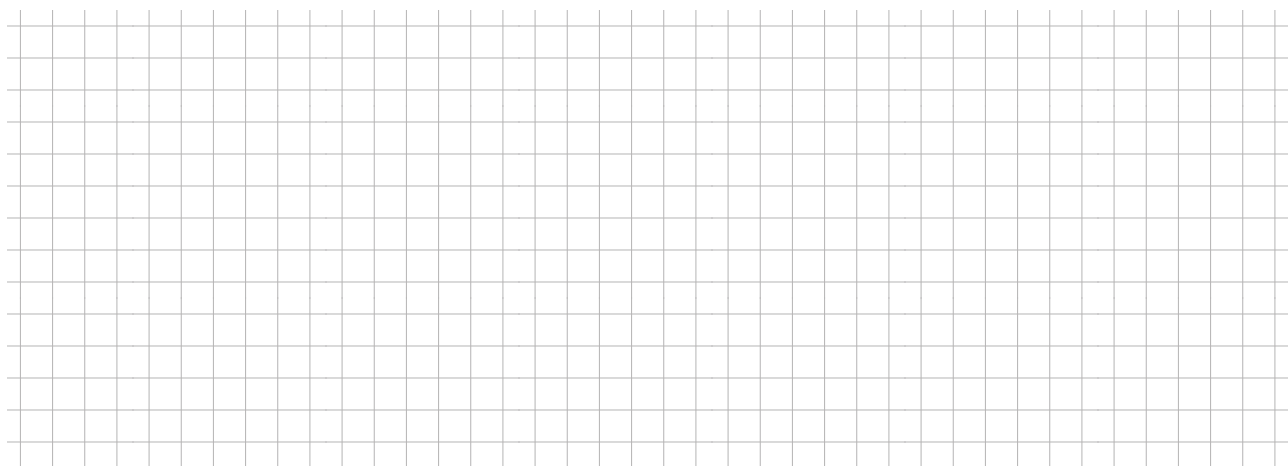


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Promoted Pins

You **have** applied for Promoted Pins, right? :) Whether you're approved now or not, let's get you prepared. Pick one of your more popular blog posts and **come up with a list of at least 15 keywords** that people would likely use to find that post on Pinterest. Now is also a good time to make sure there's a well-designed vertical image to go along with it!



Plan your Promoted Pins budget + strategy. How long will you run the Pin? What is the maximum you can pay for each day that it runs? What is the maximum cost-per-click that you're **willing** to pay? What is your end goal with promoting the Pin? (New subscribers, more blog engagement, sales of your products/programs...?) Can you measure your results?

