

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 10**, and today we're going to talk about another organic social media traffic strategy, but one that works totally different than the others we have covered so far and only works for **THIS** social media network.

What social media network?

PINTEREST!

I absolutely **LOVE** Pinterest. Both as a user and as someone who uses it to get traffic. This is some of the best converting traffic I have gotten from organic social media marketing and I'm excited to tell you about it. So, let's jump right in and learn how it works.

First off, while Pinterest is called a social media network, it's more like a search engine. People come to Pinterest and search for things they are interested in. Pinterest takes their searches and creates an interest based feed for them. Overtime as they keep returning to Pinterest the user is shown things that are related to things they have searched for in the past. They can still search, but they are shown their own personalized feed when they come to Pinterest. This is why the most important thing you need to keep in mind when using Pinterest for traffic is that you have to optimize your Pins so they are found when people search Pinterest.

Side Note: If you have never used Pinterest, make sure you sign up for an account and spend a week or two using it as a USER before trying to use it as a marketer. It will help you in your marketing and getting website traffic from Pinterest when you know how it works and use it like an end user would.

One thing I highly recommend you have before you start using Pinterest is a blog full of great content about your niche. Make sure that content drives traffic to something. Then you can create Pins for all of that content, Pin them to Pinterest,

and get the targeted traffic from Pinterest to your blog posts, and to whatever those blog posts are promoting. This is how Pinterest works in a nutshell.

Side Note: I have created a video of how Pinterest works to get you traffic. If you're still trying to wrap your head around this, then watch this video at <https://dfysocialmarketingcontent.com/blog/exactly-how-does-pinterest-work-to-get-traffic>

Of course, you don't have to have a blog. You can create pins that directly promote whatever you want. Plus, you can Pin things you want to promote over and over again. Yes, even using the same Pin image, but it's always better to use multiple Pin images if you're going to be Pinning the same things repeatedly.

So, how do you get started with Pinterest?

Here are the steps you need to take to get started. I highly recommend you research each step so you know exactly how to do it, but this will get you started in the right direction.

Step 1: Create A Business Account - Start by setting up a business account on Pinterest. This will give you access to valuable features like Pinterest Analytics, advertising options, and the ability to claim your website. *And yes, it's free to get a business account.*

Step 2: Do Your Research - As I said, Pinterest is more of a search engine than anything. You need to know how to optimize everything you do on Pinterest, so your Pins are actually found on Pinterest and people click on them, and come to what you're promoting. There are several tutorials online and a ton of courses that will teach you all about the Pinterest algorithm and how to optimize for Pinterest.

Side Note: I have an entire workshop on using Pinterest for getting traffic. It's called ***The Pinterest Traffic Takeover Workshop*** and you can get access to it at <https://learningim.com/pinterest-traffic-takeover>

Step 3: Optimize Your Profile - Once you're all signed up, make sure your profile is complete and optimized for search. Use a clear and recognizable profile picture, write a compelling bio with relevant keywords, and include a link to your website.

Step 4: Create Boards - Pinterest allows you to organize your Pins and Pins you Pin to "Boards" you create. Each Board you create should be for a keyword you're trying to get seen for on Pinterest. Make sure you do Pinterest specific keyword research before creating your Boards. To get started have at least 5-10 Boards for 5-10 of the keywords you want to be found on Pinterest for.

Step 5: Create Pins (A LOT OF THEM) - Decide what you want to promote on Pinterest and start creating Pins that grab people's attention, get them to click, and come to what you're promoting. As I said you can directly promote anything you want and/or you can promote posts on your blog that promote your stuff. There are many different strategies that you can learn for creating Pins that get seen and clicked on, so again you should research this topic so that you can create powerful Pins that actually get you traffic from Pinterest. If no one sees your Pin and clicks on it, you're never going to get any traffic. 😞

Side Note: I have created a post on my blog giving you 34 different ideas for Pins you can create for Pinterest. You can see that at <https://dfysocialmarketingcontent.com/blog/34-ideas-you-can-steal-to-create-pins-for-pinterest>

Step 6: Optimize Your Pin - When you're learning about Pinterest optimization, you're going to learn how to optimize each Pin you create too. This is vital to getting your Pin seen on Pinterest, so make sure you have a full plan and strategy for optimizing your Pins.

Step 7: Have Multiple Strategies - With Pinterest you'll have different strategies for the different actions you take. Your strategy for getting found on Pinterest (*optimization*), creating your actual Pins, getting your Pins repinned by others (*this brings you even more traffic than just traffic from you being found in searches*), viral Pins (*this is the BIG traffic*), etc. Make sure you research several different Pinterest strategies and see what works for you! Always have multiple strategies that you're using on Pinterest.

Step 8: Know What Does And Doesn't Work For YOU! – Just because someone says a certain strategy on Pinterest works, doesn't mean that it actually does, and doesn't mean it will actually work for YOU! Make sure that you are using *Pinterest Analytics* to gain insights into your audience's preferences, track the performance of your pins, and identify trends. Analyze your data to refine your strategy, create more of what works, and adjust your approach as needed. When you first get

started you will be going into this a little bit blind, but analytics will tell you what is and isn't working. People tend to skip this step, and you can waste a lot of time and miss out on a lot of traffic by NOT using *Pinterest Analytics*.

Step 9: Be Consistent - Regularly pin fresh Pins (*every day*) to your boards to keep your profile active and getting more and more eyeballs on your Pins and to maintain visibility. You can also use scheduling tools like Tailwind or Pinterest's own scheduler to automate your pinning but like with any automation you interacting on the site is still important and can be the reason you do or don't see success from your efforts.

Step 10: Keep Learning! – Pinterest is an ever changing website. The types of Pins you can create, the algorithm, best practices, etc. are always changing, so make sure you are constantly learning about using Pinterest to get the most traffic from your efforts!

Now, all of those steps are just the tip of the iceberg. As I said, you need to take each of them and research them. Take notes, and from those notes develop a plan and strategies to start getting all the traffic you can from Pinterest. You will be pleasantly surprised by the quality of traffic you'll get!

Okay, that's a wrap for Day 10! If this sounds like a strategy you would want to use (this is actually a strategy I not only see a lot of traffic from, but I actually have fun using) then take what you've learned here and start putting it to use.

Tomorrow we are going to be going over another organic social media tactic for a different social media site. And just like Pinterest it has it's own total strategy too, so make sure you take a look at that because it's another high quality traffic strategy!

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz