

The Pinterest Marketing Guide

A practical Pinterest marketing playbook: turn pins into a traffic engine with a clear content strategy, consistent fresh pins, and a simple measurement loop.

Build a content strategy

Pick 5–8 core topics your audience searches for, map each to a board, and plan pins that link to content which delivers on the promise. Marketing on Pinterest is matching intent to a helpful destination.

Create fresh pins consistently

- Publish 1–5 fresh pins per day to start
- Make 3–5 designs per link — each fresh image is a new chance to rank
- Schedule once and let pins drip at a natural pace

Measure and scale

Track impressions, saves, and outbound clicks monthly. Double down on winners, fix high-impression low-click pins, and cut what never moves.

Grow on Pinterest with PinBoostr

Keyword research, AI pin design, and official-API scheduling — the strategy in this resource, automated. [Start free at pinboostr.com →](https://pinboostr.com)