

PINTEREST TRENDS

Pinterest Marketing Plan



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Pinterest Trends

Pinterest Marketing Plan

Pinterest is a platform with high seasonal and trend-related fluctuations. Pinterest recommends saving seasonal and holiday-related pins about 4-6 weeks in advance to give the platform enough time to pick up data about your new pins and start ranking them for relevant keywords.

To succeed on Pinterest, you need a well-thought content plan.

You will lose at least 50% of the full potential traffic from Pinterest if you don't publish content in advance.

You can use Pinterest in different ways – for driving organic traffic and for getting paid clicks (if you have access to Pinterest's advertising).

While for organic traffic you need to publish pins 4-6 weeks in advance, you can start promoting your paid pins closer to the season or holiday because Pinterest will show your pins for the keywords you paid for even if the pins didn't start ranking for those keywords organically.

Pinterest Marketing

Tools and Resources

Tailwind

Get a Free month of [Tailwind here](#) – the officially authorized Pinterest scheduler.

Tailwind Video Course

If you feel lost when using Tailwind, [my step-by-step video course](#) will set you up in 1 hour for the most efficient ways of scheduling your pins in advance!

Pinterest SEO Guide

Don't understand what Pinterest SEO even means? This is my free [Pinterest SEO Guide](#) for you!

Pinterest Algorithm Updates

Can't keep up with all the changes that happen on Pinterest? Here is my regularly updated [Pinterest Algorithm Update Tracker](#).

Pinterest SEO Traffic Course

Want to move your Pinterest game to an advanced level? Enroll in my [Pinterest SEO Traffic Course](#) to be ahead of your competition and drive free traffic from Pinterest!

Canva

My favorite [free online tool](#) to create pins.

A Year in Overview

Content Plan by Holidays and Trends on Pinterest

January

New Year's Resolutions
Fitness / Weight Loss
Planning

February

Valentine's Day
Big Game
Winter Fashion

March

St. Patrick's Day
Spring Break
Spring Decoration

April

Easter
Gardening
Spring (all things!)

May

Mother's Day
Memorial Day
Graduation

June

Father's Day
Weddings
Vacations

July

4th of July
Summer (all things!)
Fitness

August

Travel
Organization
Meal Prepping

September

Back to School
Comfort Food
Labor Day

October

Halloween
Fall Décor
Fall Recipes

November

Black Friday
Cyber Monday
Thanksgiving

December

Christmas
New Year
Holiday Gifts

Pinterest Statistics Tracker

Followers

Track your followers number at the end of the month.

Monthly Viewers

Record your average monthly viewers from Analytics > People you reach > Select date range for the month.

Daily Saves (repins)

From Analytics > Website > Saves.
Note: Don't forget to change the date range to the month you're tracking

Monthly Pageviews

Check in your Google Analytics traffic coming from Pinterest (select dates for the month you record).

	Followers	Avg. Monthly Viewers	Avg. Daily Saves	Monthly Pageviews (GA)
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

January

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

New Year <ul style="list-style-type: none"><input type="radio"/> New Year Outfit Ideas<input type="radio"/> New Year's Resolution<input type="radio"/> New Year Party Ideas	Health / Fitness / Weight Loss <ul style="list-style-type: none"><input type="radio"/> Fitness Tips<input type="radio"/> Healthy Recipes<input type="radio"/> Vitamins and Supplements
Planning <ul style="list-style-type: none"><input type="radio"/> Financial Planning<input type="radio"/> Create a Detailed Budget<input type="radio"/> Business Planning<input type="radio"/> Budget Meal Planning	Home Organization <ul style="list-style-type: none"><input type="radio"/> How To Organize Your Space<input type="radio"/> How To Decorate a Space<input type="radio"/> Update the Look of a Home<input type="radio"/> Organization Tips
Travel <ul style="list-style-type: none"><input type="radio"/> How To Go on a Road Trip<input type="radio"/> Take More Weekend Getaways<input type="radio"/> Get Out and Go Hiking	Beauty <ul style="list-style-type: none"><input type="radio"/> Try New Makeup Ideas<input type="radio"/> Adopt a New Skincare Regiment<input type="radio"/> Try a New Hair Color

January

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

Healthy Recipes

Spring Cleaning Organization

Winter Fashion

Valentine's Day

Spring Break Gardening Ideas

Fitness Tips

Spring Travel Ideas

Additional Tips for Holiday Content

Popular Keywords for Valentine's Day

Valentine's Day Cards

Valentine's DIY

Valentine's Day Food

Valentine's Day Ideas for Kids

Gifts for Him

Valentines Crafts

Valentine's Day Decor

Work on New Content to Pin Next Month

St. Patrick's Day

Spring Decor

Easter

Spring Break

Spring Fashion

January

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[What Works in Pinterest Algorithm Right Now!](#)

February

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

Valentine's Day

- ☐ Decoration and Crafts
- ☐ Gift Ideas
- ☐ Date Ideas
- ☐ Valentine's Day Cards
- ☐ Valentine's Day Food

Winter Fashion

- ☐ Casual Winter Outfits
- ☐ Winter Fashion for Work
- ☐ Winter Outfits for Teen Girls

Big Game

- ☐ Super Bowl
- ☐ Gameday Food
- ☐ Football-Themed Decor
- ☐ Tailgate Food
- ☐ Party Food Ideas
- ☐ Cocktails
- ☐ Mocktails
- ☐ Party Desserts

Winter Decorations

- ☐ After Christmas
- ☐ DIY Winter Decorations
- ☐ Winter Décor Ideas for Home
- ☐ Rustic Winter Decorations

February

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

St. Patrick's Day

Spring Fashion

Comfort Food

Spring Cleaning

Spring Decor

Tax Help

Spring Break

Additional Tips for Holiday Content

Popular Keywords for St. Patrick's Day

St. Patrick's Day Nails

St. Patrick's Day Outfit

St. Patrick's Day Food

St. Patrick's Day Crafts

St. Patrick's Day Printables

St. Patrick's Day Desserts

St. Patrick's Day Party Ideas

Work on New Content to Pin Next Month

Easter

Gardening

Passover

Outdoor Activities

February

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[How to Design Pins that Go Viral and Bring Traffic](#)

March

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

St. Patrick's Day

- ☐ Nails
- ☐ Crafts
- ☐ Desserts
- ☐ Outfit
- ☐ Printables
- ☐ Party ideas
- ☐ Food

Spring Break

- ☐ Destinations
- ☐ Pictures
- ☐ Beach
- ☐ Outfits
- ☐ Packing List

College Basketball

- ☐ March Madness
- ☐ Bulletin Board
- ☐ Party
- ☐ Food

Spring Decoration

- ☐ DIY
- ☐ For Porch
- ☐ Fireplace
- ☐ Dollar Store

March

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

Easter

Outdoor Activities

Mother's Day

Passover

Travel

Gardening

Budgeting

Additional Tips for Holiday Content

Popular Keywords for Easter

Easter Egg Decorating

Easter Dessert

Easter Crafts

Easter Basket Ideas for Boys

Easter Egg Hunt

Easter decorations

Easter Dinner Ideas

Easter Ideas

Work on New Content to Pin Next Month

Graduation

Travel

Cinco de Maio

Weddings

Father's Day

March

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[How To Create Pins for Pinterest in Canva: a FREE Pinterest Pin Maker Tutorial](#)

April

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

Easter

- ☐ Egg Decorating
- ☐ Basket Ideas for Boys
- ☐ Dinner Ideas
- ☐ Dessert
- ☐ Egg Hunt
- ☐ Crafts

Gardening

- ☐ Gardening for Beginners
- ☐ Gardening Ideas
- ☐ Backyard Gardening
- ☐ Garden Shed

Earth Day

- ☐ Activities
- ☐ Crafts for Kids
- ☐ Quotes
- ☐ Preschool

Spring

- ☐ Outfits (or Fashion)
- ☐ Decorations
- ☐ Cleaning
- ☐ Flowers

April

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

Mother's Day

Healthy Foods

Weddings

Cinco de Maio

Graduation

Travel

Fitness

Summer Fashion

Additional Tips for Holiday Content

Popular Keywords for Mother's Day

Mother's Day Crafts for Kids

Mother's Day Grandma

Mother's Day Decoration

Mother's Day Cards

Mother's Day Brunch (or Lunch)

Mother's Day DIY Gifts

Mother's Day Food

Work on New Content to Pin Next Month

Camping Destinations

Weddings

Fourth of July

Summer

Memorial Day

Graduation Party

April

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[\\$250/Day Affiliate Marketing on Pinterest](#)

May

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

Mother's Day

- ☐ Crafts for Kids
- ☐ Cards
- ☐ DIY Gifts
- ☐ Grandma
- ☐ Brunch (or Lunch)
- ☐ Food
- ☐ Decorations

Memorial Day

- ☐ Quotes
- ☐ Food
- ☐ Thank You
- ☐ Desserts
- ☐ Decorations
- ☐ Tribute
- ☐ Wreaths

Cinco de Mayo

- ☐ Decorations
- ☐ Outfit
- ☐ Party Ideas
- ☐ Printables
- ☐ Drinks

Graduation

- ☐ Party Ideas
- ☐ Outfit
- ☐ Dress
- ☐ Cap Decoration

May

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

Summer Recipes

Outdoors (or Camping)

Summer Outfits

Graduation

Father's Day

Healthy Foods

Weddings

Swimsuits

Festivals

Additional Tips for Holiday Content

Popular Keywords for Father's Day

Father's Day Gifts from Kids

Father's Day Crafts

1st Father's Day

Father's Day Food Ideas

Father's Day Cake

Father's Day DIY

Work on New Content to Pin Next Month

4-th of July

Halloween

Gardening

Back-to-school

Thanksgiving

Picnics

Summer bucket list

Baby Showers

Summer Fashion

Vacation

May

Micro-trends of quarantine life.

Pinterest Trends in Health, Wellness, and Self Care Searches

Stress Relief - up 3x

Self Care at Home - up 4.3x

Exercise Routine at Home - up 2.9x

Stress Quotes - up 3x

Home Bodyweight Exercises - up 3x

Pinterest Trends in Parenting & Home Schooling Searches

Work From Home With Kids - up 17.5x

Easy Lunch Ideas For Kids - up 128x

Home Games For Kids - up 4.3x

Science Experiments With Kids - up 4x

Indoor Activities With Kids - up 14x

Pinterest Trends in Food Searches

Yeastless Bread Recipes - up 45x

Freezer Meals - up 2.5x

Bread in Crockpot - up 42x

Sweet Amish Bread - up 15x

How to Make Tortillas - up 4x

May

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[How to Grow Your Following on Pinterest](#)

June

Trending Ideas

Graduation

- ☐ Graduation Cap Decoration
- ☐ Graduation Pictures
- ☐ Graduation Party Ideas
- ☐ Graduation Gifts
- ☐ Graduation High School
- ☐ Graduation Outfit

Father's Day

- ☐ Gifts from Kids
- ☐ 1st Father's Day
- ☐ Cake
- ☐ Crafts
- ☐ Food Ideas
- ☐ DIY

Vacation

- ☐ Ideas
- ☐ Packing
- ☐ Dream
- ☐ Outfit
- ☐ Places
- ☐ Tips

Travel

- ☐ Tips
- ☐ Destinations
- ☐ Bucket list
- ☐ Packing
- ☐ Hacks
- ☐ Journal

Summer

- ☐ Recipes (or Food)
- ☐ Weddings
- ☐ Bucket List
- ☐ Swimsuits
- ☐ Outfits (or Dresses)
- ☐ Vibes

Weddings

- ☐ Wedding Beauty
- ☐ Wedding Theme
- ☐ Wedding Decor
- ☐ Wedding Outfit
- ☐ Wedding Event
- ☐ Bridal Outfit
- ☐ Wedding Cake
- ☐ Wedding Stationery
- ☐ Wedding Flowers

June

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

4th of July

Gardening

Travel

Summer weddings

Camping

Vacations

Christmas in July

Grilling

Additional Tips for Holiday Content

Popular Keywords for 4th of July

Father's Day Gifts from Kids

Father's Day Crafts

1st Father's Day

Father's Day Food Ideas

Father's Day Cake

Father's Day DIY

Work on New Content to Pin Next Month

4th of July

Halloween

Gardening

Back-to-school

Thanksgiving

Picnics

Summer bucket list

Baby Showers

Summer Fashion

Vacation

June

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[Pinterest Advertising Tutorial – How to Get Pinterest Traffic from \\$0.1 a Click!](#)

July

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

July 4th

- ☐ Makeup
- ☐ Outfits
- ☐ Party Ideas
- ☐ Desserts
- ☐ Food
- ☐ Nails
- ☐ Crafts

Vacation

- ☐ Ideas
- ☐ Packing
- ☐ Dream
- ☐ Outfit
- ☐ Places
- ☐ Tips

Summer

- ☐ Recipes (or Food)
- ☐ Weddings
- ☐ Bucket List
- ☐ Swimsuits
- ☐ Outfits (or Dresses)
- ☐ Vibes

Fitness

- ☐ Workouts
- ☐ Inspiration
- ☐ Motivation
- ☐ For Beginners
- ☐ Goals
- ☐ Tips

July

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

Summer Recipes

Outside Activities

Back to School

Summer Cocktails

End of Summer Travel

Dorm Room Decor

Vacation & Travel

Camping

Additional Tips for Holiday Content

Popular Keywords for Summer (no specific holiday in August)

Summer Hair Color

Summer Dinner Recipes

Summer Bucket List

BBQ Party Recipes

Casual Summer Outfit

Work on New Content to Pin Next Month

Back to School

Pumpkin (Recipes, DIY)

Back to College

Outside Activities

Fall Fashion

Holiday DIY Projects

Vacation

Gardening

Picnics

Summer Fashion

July

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[7.5 Pinterest SEO Hacks: How to Rank #1](#)

August

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

Travel

- ☐ Tips
- ☐ Destinations
- ☐ Bucket List
- ☐ Packing
- ☐ Hacks
- ☐ Journal

Meal prepping

- ☐ Meal Prep for the Week
- ☐ Healthy Meal Prep
- ☐ Meal Prep on a Budget
- ☐ Meal Prep for Beginners
- ☐ Meal Prep Clean Eating
- ☐ Meal Prep for Weightloss

Organization

- ☐ Ideas for the Home
- ☐ Life Organization
- ☐ Bill Organization
- ☐ Office Organization
- ☐ Back to School Organization
- ☐ Hacks
- ☐ Printables

August

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

Back To School

Organization Ideas

Fashion Week

Back To College

Time Management Tips

Labor Day

Meal Preps

Halloween

Additional Tips for Holiday Content

Popular Keywords for Fashion Week

Fashion Week Street Style

New York Fashion Week

Fashion Week Paris

Fashion Week Bridal

Work on New Content to Pin Next Month

Fall (Activities, Parties, Decoration, Fashion)

Comfort Foods

Halloween

Diy Projects

Thanksgiving

Vacation

Gardening

Picnics

Summer Fashion

August

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[Tailwind Pinterest Scheduler – The Ultimate Strategy That Drives Me 300,000/mo pageviews](#)

September

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

Back to School <ul style="list-style-type: none"><input type="radio"/> School Lunch Ideas<input type="radio"/> School Supplies<input type="radio"/> Back To School Outfits<input type="radio"/> Back To School Organization<input type="radio"/> Back To School Hair Styles	Back To College <ul style="list-style-type: none"><input type="radio"/> College Dorm Room Ideas<input type="radio"/> College Halloween Costumes<input type="radio"/> College Packing List<input type="radio"/> College Apartment<input type="radio"/> College Outfits<input type="radio"/> College Organization Tips
Comfort Food <ul style="list-style-type: none"><input type="radio"/> Recipes<input type="radio"/> Dinners<input type="radio"/> Casserole<input type="radio"/> Crockpot	Halloween <ul style="list-style-type: none"><input type="radio"/> Halloween Decorations<input type="radio"/> Couples Halloween Costumes<input type="radio"/> Last-Minute Halloween Costumes<input type="radio"/> Group Halloween Costumes
Fall <ul style="list-style-type: none"><input type="radio"/> Decoration (Or Décor Ideas)<input type="radio"/> Outfits (Or Fashion)<input type="radio"/> Recipes (Or Food)	Preserving <ul style="list-style-type: none"><input type="radio"/> Canning Recipes<input type="radio"/> Canning Vegetables<input type="radio"/> Food Preservation And Storage

September

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

Halloween

Holiday Budgeting

Comfort food

Thanksgiving

Food preservation

Additional Tips for Holiday Content

Popular Keywords for Halloween

Halloween decorations

Halloween party / food ideas

Last-minute Halloween costumes

Halloween makeup

Group Halloween costumes

Halloween decorations

Work on New Content to Pin Next Month

Thanksgiving

Christmas

September

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[How to Grow on Pinterest from SCRATCH \(I get 10 MILLION Views!\)](#)

October

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

Fall

- ☐ Decoration (or décor ideas)
- ☐ Outfits (or Fashion)
- ☐ Recipes (or Food)
- ☐ Activities
- ☐ Crafts (or DIY)

Halloween

- ☐ Halloween Decorations
- ☐ Couples Halloween Costumes
- ☐ Last-Minute Halloween Costumes
- ☐ Group Halloween Costumes

October

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

Thanksgiving

Winter Fashion

Cyber Monday

Christmas

Travel Tips

Comfort Food

Black Friday

Additional Tips for Holiday Content

Popular Keywords for Thanksgiving

Mashed Potatoes

Thanksgiving Appetizers

Thanksgiving Crafts

Friendsgiving

Thanksgiving Recipes

Thanksgiving Desserts

Turkey Recipes

Thanksgiving Decorations

Work on New Content to Pin Next Month

Christmas

Holiday Gift Guides

New Year's Eve

Winter Outfits

Holiday Recipes

Indoor Plants

Vacation

October

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[How to Create Video Pins & Get TRAFFIC with Pinterest Video Pins](#)

November

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

Thanksgiving

- ☐ Mashed Potatoes
- ☐ Friendsgiving
- ☐ Turkey Recipes
- ☐ Thanksgiving Appetizers
- ☐ Thanksgiving Recipes
- ☐ Thanksgiving Decorations
- ☐ Thanksgiving Crafts
- ☐ Thanksgiving Desserts

Black Friday

- ☐ Black Friday Memes
- ☐ Black Friday Sale
- ☐ Black Friday Deals
- ☐ Black Friday Tips
- ☐ Cyber Monday
- ☐ Cyber Monday Emails
- ☐ Cyber Monday Deals
- ☐ Cyber Monday Sale

November

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

Christmas (Everything: Decoration, Food, Crafts)

Gift Guides

Winter Fashion

Dinner Parties

Travel Tips

Party Planning

Additional Tips for Holiday Content

Popular Keywords for Christmas

Christmas Decorations

Christmas Crafts

Christmas Recipes

Christmas Desserts

Elf On The Shelf Ideas

Christmas Gift Ideas

Work on New Content to Pin Next Month

Weight Loss Tips

Fitness

Healthy Eating

Budget Tips

November

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[How to Create Viral Idea Pins on Pinterest \(Tutorial\)](#)

December

Trending Ideas

Trending content is good to promote with ads or actively promote in your boards.

Christmas

- ☐ Christmas
- ☐ Christmas Decorations
- ☐ Elf On The Shelf Ideas
- ☐ Christmas Crafts
- ☐ Christmas Desserts

Winter

- ☐ Winter Outfits (Or Fashion)
- ☐ Winter Wedding
- ☐ Winter Decorations
- ☐ Winter Activities

New Year's Eve (Holiday Party Time)

- ☐ Appetizers For Party
- ☐ New Year's Resolutions
- ☐ New Year's Food
- ☐ New Year's Outfit

Holiday Gift Guides

- ☐ Christmas Gift Ideas
- ☐ Gifts For Friends
- ☐ Gift Ideas For Coworkers
- ☐ Gift Ideas For Kids

December

Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning

Winter Fashion

New Year's Resolutions

Winter Décor

Holiday Outfits

Winter Weddings

Additional Tips for Holiday Content

Popular Keywords for New Year

New Year's Eve Outfit Ideas

New Year's Resolutions

New Year's Nails

New Year's Quotes

Work on New Content to Pin Next Month

Weight Loss Tips

Budget Tips

St. Patrick's Day

Healthy Eating

Valentine's Day

Spring Cleaning

Fitness

Super Bowl

Gardening Ideas
summer Fashion

December

Notes

Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

[How to Get More Clicks on Pinterest – The Worst Pin Mistakes That Kill Your Traffic](#)