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 **<u>Tailwind here</u>** – the officially authorized Pinterest scheduler.

Tailwind Video Course

If you feel lost when using Tailwind, **my stepby-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				

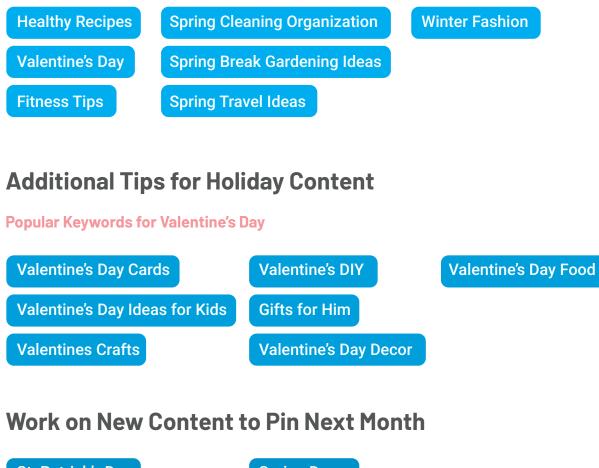


New Year	Health / Fitness / Weight Loss
 New Year Outfit Ideas New Year's Resolution New Year Party Ideas 	 Fitness Tips Healthy Recipes Vitamins and Supplements
Planning	Home Organization
 Financial Planning Create a Detailed Budget Business Planning Budget Meal Planning 	 How To Organize Your Space How To Decorate a Space Update the Look of a Home Organization Tips
 Travel How To Go on a Road Trip Take More Weekend Getaways Get Out and Go Hiking 	 Beauty Try New Makeup Ideas Adopt a New Skincare Regiment Try a New Hair Color



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

Start Pinning









Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

What Works in Pinterest Algorithm Right Now!



Valentine's Day	Winter Fashion
 Decoration and Crafts Gift Ideas Date Ideas 	 Casual Winter Outfits Winter Fashion for Work Winter Outfits for Teen Girls
 Valentine's Day Cards Valentine's Day Food 	
Big Game	Winter Decorations
○ Super Bowl	O After Christmas
🔿 Gameday Food	O DIY Winter Decorations
○ Football-Themed Decor	O Winter Décor Ideas for Home
○ Tallgate Food	 Rustic Winter Decorations
○ Party Food Ideas	
○ Cocktails	
O Mocktails	

February

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

Start Pinning



Additional Tips for Holiday Content

Popular Keywords for St. Patrick's Day



Work on New Content to Pin Next Month







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



St. Patrick's Day	Spring Break
 Nails Crafts Desserts Outfit Printables Party ideas Food 	 Destinations Pictures Beach Outfits Packing List
College Basketball	Spring Decoration
 March Madness Bulletin Board Party Food 	 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



Additional Tips for Holiday Content

Popular Keywords for Easter



Work on New Content to Pin Next Month





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



Easter	Gardening
 Egg Decorating Basket Ideas for Boys Dinner Ideas Dessert Egg Hunt Crafts 	 Gardening for Beginners Gardening Ideas Backyard Gardening Garden Shed
Earth Day	Spring
 Activities Crafts for Kids Quotes Preschool 	 Outfits (or Fashion) Decorations Cleaning Flowers



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Start Pinning Mother's Day **Healthy Foods** Weddings Cinco de Maio Graduation Travel **Summer Fashion Fitness 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 Brunch (or Lunch) Mother's Day Cards Mother's Day DIY Gifts Mother's Day Food Work on New Content to Pin Next Month Camping Destinations Weddings Fourth of July





Notes or Keywords for Trending Content

Notes or Keywords for What You Start Pinning

Monthly Pinterest Tips

\$250/Day Affiliate Marketing on Pinterest



Mother's Day	Memorial Day	
○ Crafts for Kids	○ Quotes	
○ Cards	○ Food	
○ DIY Gifts	O Thank You	
○ Grandma	○ Desserts	
○ Brunch (or Lunch)	 Decorations 	
○ Food	○ Tribute	
○ Decorations	○ Wreaths	
Cinco de Mayo	Graduation	
O Decorations	 Party Ideas 	
○ Outfit	Outfit	
○ Party Ideas	○ Dress	
○ Printables	Cap Decoration	



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Start Pinning



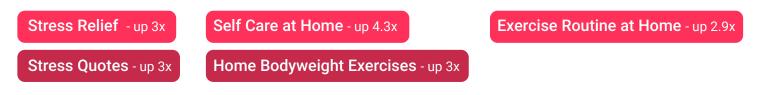


Vacation



Micro-trends of quarantine life.

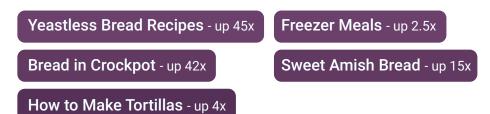
Pinterest Trends in Health, Wellness, and Self Care Searches



Pinterest Trends in Parenting & Home Schooling Searches



Pinterest Trends in Food Searches





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	Father's Day
O Graduation Cap Decoration	○ Gifts from Kids
○ Graduation Pictures	1st Father's Day
O Graduation Party Ideas	○ Cake
O Graduation Gifts	○ Crafts
O Graduation High School	Food Ideas
 Graduation Outfit 	O DIY
Vacation	Travel
O Ideas	○ Tips
O Packing	 Destinations
O Dream	○ Bucket list
Outfit	O Packing
○ Places	O Hacks
○ Tips	○ Journal
Summer	Weddings
O Recipes (or Food)	Wedding Beauty
○ Weddings	O Wedding Theme
O Bucket List	O Wedding Decor
 Swimsuits Outfite (or Dreases) 	Wedding Outfit
 Outfits (or Dresses) Vibes 	 Wedding Event Bridal Outfit
	 Wedding Cake
	O Wedding Stationery
	 Wedding Flowers

June

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

Start Pinning



Additional Tips for Holiday Content

Popular Keywords for 4th of July



Work on New Content to Pin Next Month



Vacation



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 4th	Vacation
 Makeup Outfits Party Ideas Desserts Food Nails 	 Ideas Packing Dream Outfit Places Tips
 Crafts Summer 	Fitness
 Recipes (or Food) Weddings Bucket List Swimsuits Outfits (or Dresses) Vibes 	 Workouts Inspiration Motivation For Beginners Goals Tips



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

Start Pinning



Additional Tips for Holiday Content

Popular Keywords for Summer (no specific holiday in August)



Work on New Content to Pin Next Month





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



Travel	Meal prepping
 Tips Destinations Bucket List Packing Hacks Journal 	 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	
 Life Organization Bill Organization Office Organization Back to School Organization 	
HacksPrintables	



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

Start Pinning



Additional Tips for Holiday Content

Popular Keywords for Fashion Week



Work on New Content to Pin Next Month





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

Back To College
College Dorm Room Ideas
College Halloween Costumes
College Packing List
College Apartment
O College Outfits
 College Organization Tips
Halloween
O Halloween Decorations
O Couples Halloween Costumes
O Last-Minute Halloween Costumes
O Group Halloween Costumes
Preserving
Capping Pagings
 Canning Recipes Canning Vegetables
 Canning vegetables Food Preservation And Storage

September

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



Additional Tips for Holiday Content



Work on New Content to Pin Next Month



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

Fall	Halloween
O Decoration (or décor ideas)	O Halloween Decorations
Outfits (or Fashion)	Couples Halloween Costumes
○ Recipes (or Food)	O Last-Minute Halloween Costumes
○ Activities	○ Group Halloween Costumes
○ Crafts (or DIY)	

October

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

Start Pinning



Additional Tips for Holiday Content

Popular Keywords for Thanksgiving



Work on New Content to Pin Next Month



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

Thanksgiving	Black Friday
O Mashed Potatoes	O Black Friday Memes
○ Friendsgiving	 Black Friday Sale
○ Turkey Recipes	 Black Friday Deals
 Thanksgiving Appetizers 	 Black Friday Tips
○ Thanksgiving Recipes	O Cyber Monday
O Thanksgiving Decorations	O Cyber Monday Emails
○ Thanksgiving Crafts	O Cyber Monday Deals
 Thanksgiving Desserts 	 Cyber Monday Sale

November

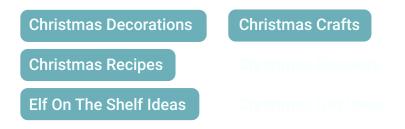
Typically, for organic reach, you need to start posting trending content 4-6 weeks in advance.

Start Pinning



Additional Tips for Holiday Content

Popular Keywords for Christmas



Work on New Content to Pin Next Month



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

Christmas	Winter
 Christmas Christmas Decorations Elf On The Shelf Ideas Christmas Crafts 	 Winter Outfits (Or Fashion) Winter Wedding Winter Decorations Winter Activities
 Christmas Desserts New Year's Eve (Holiday Party Time) 	 Holiday Gift Guides Christmas Gift Ideas
 Appetizers For Party 	 Gifts For Friends Gift Ideas For Coworkers

December

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

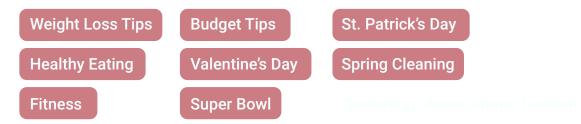


Additional Tips for Holiday Content

Popular Keywords for New Year



Work on New Content to Pin Next Month



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