



# HOW I GAINED 1,000 PINTEREST FOLLOWERS IN 30 DAYS *(10 months in a row)*

# How I Gained 1,000 Pinterest Followers In 30 Days



## INTRO

I'm so excited to share this eBook with you! I am a Social Media Strategist for women entrepreneurs, girl bosses, online hustlers, bloggers, creatives - whatever tickles your fancy. :) In this e-book, I'm sharing a few ways that you can get your own party started on Pinterest, so that your content is shared more often and so that you see the kind of growth that I am.

Kudos to you first of all of for realizing that Pinterest is a phenomenal tool for growing your biz! This e-book will teach you easy to implement Pinterest must-haves that will have the followers rolling in and ultimately subscribing to your blog, resulting in an increase of sales. Win/Win right?

Please read each page of this eBook carefully and thoughtfully - it's all in the small details ladies. Before we get started, follow me on Pinterest and take a look at how I have my profile set up: <https://www.pinterest.com/amyhowardsocial/>

Let's get this Pinterest Party started shall we?!

# How I Gained 1,000 Pinterest Followers In 30 Days

## 1. Convert your Personal Account to a Biz Account

In order to enjoy all of the amazing perks of Pinterest, you must convert your personal Pinterest account to a business account. Yes, always convert accounts - I would not recommend starting a complete new profile because that would be like throwing away followers. Just convert - it is super easy and takes less than 1 minute. Go here > <https://business.pinterest.com/en>

## 2. Verify your Website

By confirming that you own your website, your profile not only looks complete but you are set up to use Pinterest Analytics. These analytics will give you amazing info that are vital to Pinterest success. By verifying your website, you are also eligible to apply for rich pins. Go here > <https://help.pinterest.com/en/articles/confirm-your-website>

## 3. Apply for Rich Pins

Rich Pins are fancier, high-quality Pinterest pins that display your website name and favicon underneath the pin. The look is much cleaner and makes the pin look more “legit.” This process takes less than 5 minutes to do. Go here > <http://amyhowardsocial.com/how-to-easily-set-up-rich-pins-on-pinterest/>

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## 4. Complete your Pinterest BIO

Unless you are Kate Spade, please upload a photo of your beautiful face as your profile picture. You will appear much more relatable this way.

Add SEO friendly keywords to your Pinterest Business name. For example, on my Pinterest account, my name is displayed as “Amy Howard Social : Social Media Tips, Blogging, Business, Social Media Party for the Girl Boss” Now, when people search for social media tips, blogging, business, social media party - my account will pop up, holla!! This is HUGE y’all. If you take away anything from these tips, please take this away. Remember that Pinterest is a “search engine” so optimizing your account for SEO will benefit you SO much.

Include a short and sweet tagline in your bio; tell people quickly what you do and intrigue them to click over to your site by adding a call-to-action to the end of your bio. (see mine for an example > <http://www.pinterest.com/amyhowardsocial>)

Obviously, include your site link - location (put the state and country) - link to your Twitter account. I don't recommend linking your Facebook account because as of now, it only links to personal Facebook pages.

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## 5. Create your Brand Boards

The first boards that you should have are your brand boards - the boards that house your blog posts, products, etc. This will immediately show your audience who you are and what your biz is all about. Your brand is your baby and we all love to show off our babies don't we? :)

## 6. Create your Concentration Boards

Concentration boards are boards that will further explain who you are in your business, what someone can expect to see from your blog, what you will be pinning about the most. These boards are the first impression of your Pinterest account – hence, the most important – besides your brand boards.

## 7. Create your Personal Boards

Place your personal boards in alphabetical order! Now when I say personal boards, I still mean personal boards that your target market want to see. Remember, we are pinning for our audience – not for ourselves! For my personal boards, I focused on other subjects that my readers would be pinning about. I chose to go with topics on children, beauty, DIY, holidays, interior design, marriage, my style, patterns, recipes, southern women, travel... etc. I get repins from all of these boards – could you imagine if I only pinned about business? Talk about zero fun! Spice it up a little and develop relevant, personal boards that your target market are interested in and have a Pinterest Party with them!

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## 8. Join Group Boards

Ahh, group boards. Pinterest group boards are the holy grail of Pinterest. When you pin your pins to a group board, you are essentially collaborating with like pinners. The pinners in the group or the pinners that follow the Pinterest group board will more than likely repin your items because they are your target audience. This will drive more traffic to your website and you will also gain more followers. Ta da!! Only join group boards that are relevant to your niche. To find awesome group boards go here > [PinGroupie.com](http://PinGroupie.com) You can join my Pinterest group board Social Media Party here > <https://www.pinterest.com/amyhowardsocial/social-media-party/>

## 9. Have Cohesive Board Covers

Your boards need to display a cohesive appearance that matches your brand. For example, having one board with a pastel cover, another with neon colors, and a different one with a black cover would look, you guessed it, confusing. Create an on brand Pinterest account appearance. Your audience will thank you. To view my Pinterest board covers go here > <http://www.pinterest.com/amyhowardsocial>

## 10. Pin Strategically for your Target Audience

Once you commit to operating your Pinterest account as a business account you have accepted the fact that you no longer pin for yourself...you only pin images that your target market will appreciate and want to repin. This is the same scenario with your blog posts...you know what your readers react to best.

By using your Pinterest analytics you will be able to see exactly what your audience likes and dislikes; so let's give the people what they want and pin what they like! Relax, this doesn't sound as complicated as it seems...more than likely your tribe is going to like what you like. So just be yourself, pay attention to what you pin, and think to yourself – Will someone repin this?? If the answer is yes, pin that bad boy!

## 11. Focus on SEO

Did you realize that Pinterest is known as the new Google search engine? TAKE ADVANTAGE OF THIS AND FOCUS ON SEO! It is extremely important to make sure that your blog post is SEO ready. As far as your blog posts go, insert in the ALT TEXT area on your media image exactly what you wish your Pinterest image description would be.



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For example – 5 ways to more repins on pinterest – this is a decent seo description. To add some pizzazz to this description I did this – 5 Ways to More Repins – Want more repins on Pinterest? Follow these 5 quick tips and watch the repins start flowing in! – This description will now show up automatically when a fellow pinner pins your image. Seriously, read up on SEO...it is vital for serious Pinterest success.

## 12. Make Sure your Imagery is on Point

Vertical, clear, well-styled, with call-to-action text, and colorful content get more repins on Pinterest than horizontal, dim and dark photos. Text on photos give a pinner reason to click on the photo and ultimately repin it. I prefer sized images at 600 x 1000. Insert this image in your blog post, I always insert mine at the end and put a gentle reminder for the reader to pin the image. Need assistance in the stock imagery department? Take a look at the AMAZING stock image library at Haute Chocolate! I dedicated an entire post on her images – see it here >>

<http://amyhowardsocial.com/the-holy-grail-of-feminine-stock-images/>



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## 13. Make your Blog Posts are Pinterest Friendly

Are your blog posts Pinterest friendly? Meaning, is it easy for your reader to share your post and do you remind them to? Be sure to make pinning from your site as easy as possible for your readers. Insert a Pinterest friendly image, with proper SEO into your blog post and at the end of your blog post remind them to pin it!

Adding the 'pin it' button to your site is also a necessity and a gentle reminder for one to pin your amazing content!

## 14. Utilize Pinterest Analytics

Pinterest Analytics are jam packed with juicy information that will no doubt help you gain Pinterest success. You can view info from your website, info on your audience, + oh so much more. Please pay attention to it and acknowledge the Pinterest facts - they don't lie y'all!

## 15. Be Active on Pinterest Every Single Day

The secret to growing your Pinterest following is being active every single day. I recommend pinning at least 50 pins per day with 10% of that being your own content. I know that these numbers seem overwhelming, but I have a secret weapon that will pin for you while you sleep. BoardBooster - my favorite Pinterest scheduler that I highly recommend. Refer to this blog post to learn all of the amazing benefits of BoardBooster > <http://amyhowardsocial.com/how-to-gain-pinterest-followers/> Sign up for your BoardBooster account here > <https://BoardBooster.com/invite/HC9PQ>

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Toss the Confetti, You have Completed this ebook!

I sincerely hope that you have enjoyed this eBook and have gained loads of knowledge from it. I hope that you are now running over to Pinterest now to implement my tried and true tips - you will be so glad that you did!

Join my Social Media Party Pinterest group board here >  
<https://www.pinterest.com/amyhowardsocial/social-media-party/>

Shout out to me on Instagram and let me know how much you enjoyed this eBook >  
<http://www.instagram.com/amyhowardsocial>

Share this eBook with your biz besties on Facebook >  
<http://www.facebook.com/amyhowardsocial>

Tweet it up y'all > <http://www.twitter.com/amyhowardsocial>

**Now go get yourself 1k + new Pinterest followers...**

xO,  
Amy

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