



PINTEREST MARKETING PLAN WORKSHEET

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INTRODUCTION. What do they say? *Failing to plan is planning to fail.* This worksheet helps you begin to brainstorm a step-by-step Pinterest marketing plan

PINTEREST ACCOUNT CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your Pinterest account. What is the concept behind your account, and why will people want to follow, interact with, and even repin your pins and boards?

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on Pinterest? Indicate if so, and explain what are they “doing” on Pinterest -

Type 1: _____
Type 2: _____
Type 3: _____

Yes, our customers are on Pinterest. No, they are not.

PINTEREST MARKETING VALUE. Summarize the marketing value, if any, you see in Pinterest for your company:

We see marketing value in Pinterest: a lot some neutral not much

The primary value(s) from Pinterest to our company are:

- Finding new customers
- Being discovered via Pinterest search
- Social sharing, customers will likely repin our pins
- Viral marketing
- Customer Continuum, nurturing customer evangelists
- Trust indicators: we need to be on Pinterest to look substantial
- Collaboration: customers can be encouraged to collaborate with us on projects, and/or follow boards as a collaboration on ideas.

PINTEREST INTERACTIVITY. Why will potential customers “follow” your Pinterest Account? Why will they “follow” your boards? Get excited by your pins? What will they “get” out of it? And for individual pins, why will they like, comment, and even share your videos?

They will follow our account because: _____

They will follow / interact with our boards because _____

PINTEREST RESPONSIBILITY. Who will be responsible for Pinterest marketing at your company?

- Pinterest set up issues: _____
 - Text issues / content: _____
 - Graphical / photo issues _____

Pinterest image discovery / production issues: _____

We plan to create our own content (images / pinnable items) for Pinterest:
 _____ times per day / week / month

PINTEREST PROMOTION. What mechanisms will promote our Pinterest videos?

Search / SEO use of Pinterest. People will search for our pins / boards, and the following keyword queries are relevant: _____

Share / viral use of Pinterest. People will repin our pins, and the following emotions are relevant (e.g., humor, shocking, sentimental, outrage, support of a cause, etc.):

Pin / board concepts: _____

External promotion (e.g., advertising, Facebook, Twitter, website, email):

OTHER THOUGHTS AND IDEAS ABOUT PINTEREST. Having researched a) whether your potential customers are on Pinterest, and b) what competitors are doing on Pinterest (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, “big picture” ideas do you have about Pinterest?

We see potential in Pinterest for our business marketing plans because:

After we’ve set up our account and begun to upload pins to our boards, we believe we can do the following types of pins / boards and they will help us grow our Pinterest community because:

We will measure our success on Pinterest by the following metrics: