

INTRODUCTION. Before you plunge into setting up your Pinterest Account and pinning your products as if there is no tomorrow, it's worth researching Pinterest to find out what potential customers are doing on Pinterest as well as identify companies to reverse engineer.

PINTEREST SET UP (PERSONAL AND/OR BUSINESS ACCOUNT). You and your team will need at least a personal account on Pinterest. Next, you'll need to identify potential companies that are either similar to your own (competitors) and/or major brands that you respect that seem to be doing a good job of Pinterest marketing. (Use Pinterest search or Google *site:pinterest.com {your keywords}* to identify potential companies on Pinterest.)

- ☐ Personal Pinterest profile set up for: _____
- ☐ Pinterest company account set up for: _____

List existing **competitors** and identify their Pinterest channels by URL:

Competitor: _____ Followers: ____ Pinterest URL: _____

Competitor: _____ Followers: ____ Pinterest URL: _____

Competitor: _____ Followers: ____ Pinterest URL: _____

Brands you like that seem to "get" Pinterest:

Company: _____ Followers: ____ Pinterest URL: _____

Company: _____ Followers: ____ Pinterest URL: _____

Company: _____ Followers: ____ Pinterest URL: _____

Boards. Use **keyword searches** to identify interesting boards to follow as well:

Keywords: _____

Interesting Board URL: _____

of Account: _____

Interesting Board URL: _____
of Account: _____

Interesting Board URL: _____
of Account: _____

INVENTORY: ACCOUNT / BOARD SET UP. Take the accounts and boards you identified above, and begin to inventory what you like / dislike / need to create for your own account and your own boards.

Likes / dislikes about their Profile Pictures:

Likes / dislikes about their descriptions about their account and/or boards:

Likes / dislikes about their “board set up”:

INVENTORY: BOARD / PINNING STRATEGY. Next, analyze the accounts and boards as to what they are pinning and why. Are people interacting with their pins? Are their boards collaborative, or under the control of just the account? What is their apparent pin posting rhythm, or percent that are fun vs. percent that are self-promotional?

Likes / dislikes about particular boards:

Examples of boards that got a lot of interactivity (likes / comments / repins). Why?

Examples of boards / pins that are “buy my stuff” or heavily self-promotional. Do you think that they are effective?

INVENTORY: CUSTOMER INTERACTION. As you review competitors and other companies on Pinterest, do your customers seem to be on Pinterest? If so, what are they doing? What sorts of strategies do you see in use that are keeping them engaged? List relevant accounts and/or boards that are using one or all of the promotional strategies available via Pinterest:

☐ Boards with heavy customer interaction (why?):

☐ Pins (Pin types) with heavy customer interaction (why?):

☐ What types of marketing strategies seem to be relevant and in use on Pinterest?
