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The Biggest Myths About Pinterest Debunked



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LinkedIn Pulse: A Comprehensive Blogging Platform - Laura...



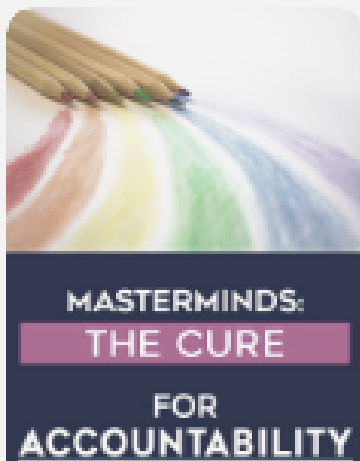
7 0 20

Social Media Marketing Archives - Laura Rike



8 1

How to Write Posts That Will Be Forwarded and Shared...



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Masterminds for Accountability



Unlock the Power of Pinterest in 6 easy steps!

Bring The Traffic To YOU!



WELCOME!

Pinterest is one of the most effective tools in driving traffic to your site and introducing your brand to new influencers and consumers. If you are not getting these results from Pinterest, perhaps you need to do some fine-tuning in how you use the platform.

I have heard so many stories of people like YOU in the same race that I was, hitting a wall and feeling stuck. Not able to highlight your awesomeness to gain visibility, leads and sales so that you can be found first and help the people who need your magic the most!

As a rockstar marketing strategist, I provide simple, sustainable systems and support for busy entrepreneurs ready to rock it online - without tantrums over tech and trading sleep for success so that you can gain back more time in your day while flooding your bank account with moola!

Use these Pinterest tips to tweak your strategy so you can start see some growth in your business using attraction marketing.

LAURARIKE.COM



GOALS & PURPOSE:



What's your the end game or purpose of your Pinterest strategy?

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What's your the goal of your Pinterest strategy?

(EXAMPLE: GROW MY EMAIL LIST WITH PEOPLE SEARCHING FOR MY TOPICS.)

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What's your the goal of your Pinterest strategy?

(EXAMPLE: GROW MY VISIBILITY AND MONETIZE THE PLATFORM.)

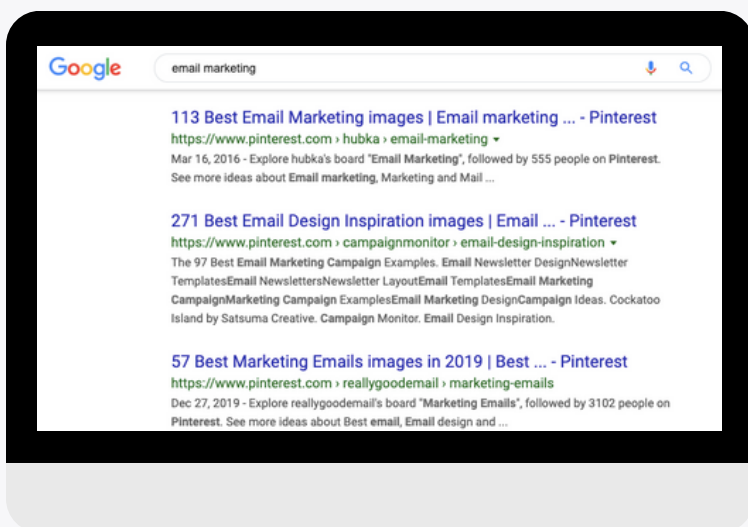
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1

Treat Pinterest As A Search Engine

Pinterest has a huge amount of domain authority on Google. No this does not mean if you pin the same link to your board multiple times you will increase your search ranking BUT if you optimize you board description AND pin interesting content which others find helpful or interesting, it'll naturally get repinned a lot and consequently increase traffic. With increased traffic, you'll automatically land a higher page rank on Google.

For example, if you search for “Email Marketing”, you will most likely get boards & pins based on those keywords on the first page of Google. SO, you want to make sure that your board description is filled out entirely with not only a conversational tone explaining what the board is about but also keywords that match the niche of the board too.



NOTE

Need help making sure you are using the right keywords? CLICK HERE for a free overview loom training.

2

Use Keywords To Your Advantage

I mentioned keywords above so let's take a second to go over specifically what I mean by that.

The keywords that you want to be found for should be present in your board titles and descriptions. This is how your audience, old and new, will find you. Make sure you spend some time with this and do it right. You do NOT want to 'cheat' the system by adding multiple niches and terms to 'cast a wide net' so to speak. You want to be specific and strategic with keywords.

For example since I offer specific services to Pinterest, I want to specifically target people interested in Pinterest management. I find the best keywords by going into the top search bar of the Pinterest platform and start typing in what I think would be a good term/phrase to use, and then Pinterest shows me their suggestions based on my search!

How cool is that!

There's so much to think about and there is a lot that seems up in the air. The good news is, you can be found first! [CLICK HERE to learn more about keywords & ABC search!](#)

Q pinterest tips

pinterest tips

pinterest tips for business

pinterest tips for bloggers

pinterest tips and tricks

pinterest tips for beginners

IDEAS & INSPRIATION

- Pinterest Trends Tool: trends.pinterest.com
- Pinterest Predicts: business.pinterest.com/pinterest-predicts
- Ubersuggest: app.neilpatel.com/en/ubersuggest/keyword_ideas

KEEP TRACK OF YOUR IDEAS AND FINDINGS HERE:

- Title Ideas: sumo.com/stories/headline-formulas
- Unique Title Ides: fatjoe.com/blog-title-generator/
- Description ideas: jarvis.ai

KEEP TRACK OF YOUR IDEAS AND FINDINGS HERE:

3

KEYWORD TARGETING

LIST OUT TARGETED KEYWORDS BELOW

Conduct a search (like we talked about with #2) specifically targeting the real people you listed and their real problems that you can help them resolve.

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WHAT ARE A FEW MAIN KEYWORDS TO TARGET YOUR AUDIENCE THAT KEEP SHOWING UP IN YOUR SEARCH?

4

CONTENT SOURCING

Where can you find content to share? There are so many places you already have loads of content posted that you can share on Pinterest for wider visibility. For example: Instagram, LinkedIn, Blog & more! List them below:

LOCATION 1:

LOCATION 2:

LOCATION 3:

LOCATION 4:

5

VIDEO CONTENT

DO YOU HAVE VIDEO CONTENT YOU CAN REPURPOSE?

Video Pins are a great format for sparking a new idea from how to make a recipe or how to style an item of clothing in multiple ways, to showing a compilation of clips of a top travel destination. Pinner love to see video tutorials – searches for ‘inspirational videos’ have risen 31% since last year.



Video Pins shine through for educational content, like tutorials, how-to's, and recipes. The added value makes it more likely that a user will save it to one of their boards – a positive indicator to the Pinterest algorithm that will boost your Pin in future search results.

Here is a walkthrough I recorded of the things to make sure you do and don't do when uploading a video pin to Pinterest. [CLICK HERE!](#)

You can also use Video Pins to drive viewers elsewhere, such as your YouTube channel, website, or product pages. Once a viewer has engaged with your video content, they're far more likely to click through the Pin's link – which can be great for cross-promotion and sales.



Pinterest is THE BEST way to get... connected with people before your competition, establish yourself as an industry leader in your niche, and save oodles of time in your day while still reaching the masses so that you can sky rocket your leads and sales! - Laura

06

Consistency Is Key

Successful brands on Pinterest pin up to 20 to 30 pins a day.

WRONG!

You don't have to pin a certain amount per day - you just have to be consistent. So if you don't have a blog, or maybe you don't have a ton of content... NO PROBLEM! Start small with 1 pin a day and build from there as you generate more content that converts.

Look into the list of [approved schedulers here](#) so that you can also save time by scheduling out a week or two in advance. You MUST use one of their approved vendors though or you run the risk of getting your account shut down entirely.

Here is a walkthrough I recorded of how to schedule pins on Pinterest without a scheduler. [CLICK HERE!](#)

Now that you have done your assessment of content you have to pin, pick the amount per day that works for you and start pinning! <3

CONGRATS, YOU'VE DONE IT!

You have completed three major steps to move you forward and jumpstart your client attraction machine on Pinterest!

BUT NOW...

WHAT'S NEXT?

The astounding amount of people who use Pinterest is only one of the best parts about it. Not only that but **the number of entrepreneurs using it is dismal, meaning it is an open untapped resource just waiting for you to rock it!**

Most companies and marketers are focused on Facebook because that's where they see the big numbers. But remember, it isn't just about big numbers, it's about attracting quality leads with meaningful content. Not only can you do that on Pinterest, but you can do so in an environment with **very little competition.**

Let's set up a **strategy for you** in the Pintastic Rockstars that will help you breakthrough into an untapped potential in your business, elevate your traffic and most importantly generate more sales! **This strategy will be easy to maintain and stay consistent, while raking in the leads and sales you strive for!**

[JOIN PINTASTIC ROCKSTARS](#)



Wayne Moran recommends Laura Rike.

5 hrs ·

ok, I am not done with this program yet but already my Pinterest traffic has exploded 300%, Pinterest is the #1 referral source to my website and od social sources, it is 61% of that.

these are crazy great results already, now I need to get busy and finish the class! go go go



Geriann Hanley Wiesbrook recommends Laura Rike. ...

18 hrs ·

It's a simple thing:

If you want to learn about Pinterest, there's just one person you need.

Laura's skill set, energy and engaging style makes her an easy choice for you or your team to ramp up your Pinterest game.

Heidi Dankers

I highly recommend working with Laura. She is very informative and responds quickly to answer any of my questions. I love how thorough all her videos are as well! I took the Pinterest Marketing course to increase traffic to my Etsy site and have been able to clean up my Pinterest, get a consistent flow of followers which leads to more views and sales. Thank you, Laura!!