

# WOULD YOU LIKE TO KNOW WHAT TO PIN ON PINTEREST EACH MONTH?

SHARE ● CARE ● INSPIRE Entrepreneurs | Innovators | Bloggers

## Welcome to [**Blog & Inspire Facebook Group**](https://www.facebook.com/groups/blogandinspire/)

## We hope that this will be useful and of value to you.

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# Personal Notes

# Personal Notes

# How to use this Pinterest Planner

## **Welcome to our Pinterest planner!**

We want to help you be successful on Pinterest, what to Pin, what to promote, and what upcoming events and ideas you should be thinking about creating content for.

1. Download the Planner and store on your computer in a secure spot for future use.
2. You can use this year after year, as the information will remain relevant.
3. Feel free to print additional pages of any section you may need some additional pages.
4. Print this and have it ringbind or place in a binder as this will last you all year long.

# BLOG DETAILS

Brand Name

Tagline

Website URL

Website Email

Website Login

Website Username

Website Password

Resources: Here you will find tons of useful resources, courses, books etc. you may wish to check out and use as I only promote those I love and use.

**Resources:**[**Resources Page on Blog**](https://esmesalon.com/resources-courses/)

**Connect with us on:**

* [Facebook Group: Blog & Inspire](https://www.facebook.com/groups/blogandinspire/)
* [Facebook Page](https://www.facebook.com/BloggersShareCareInspire/)
* [Pinterest](https://www.pinterest.ca/EsmeSalon/)
* [Instagram](https://www.instagram.com/_esmesalon/)
* [Twitter](https://twitter.com/EsmeSalon)

# WEBSITE HOST

Website Host

Username

Email

Passphrase

Password

Contact Person
problem solving \_\_\_\_\_

Webhost
Contact Telephone #

**Resources:**

* [CloudWays](https://www.cloudways.com/en/?id=813932)
Do you need help with Webhosting and give you time and freedom to focus on your business and avoid all the web hosting hassles?
	+ I moved over to them, and it’s the best decision I made, and you pay only for the resources you use in retro. You choose the plan you need, and they will even migrate your site for **free** from your previous host. Should you need more info, just let me know. I am here for you.

# STYLE - PINTEREST

**Fonts Style and Size**

1. Heading
2. Subheading
3. Body
4. Hyperlinks

**Brand Hex Color Codes**

1. Main # Code
2. Secondary # Code
3. Subsequent # Code
4. Final # Code

**Stock Image Sites**

1.
2.
3.

**Resources:**

* [IvoryMix](https://ivorymix.com/product-category/memberships/?wpam_id=1237)
* [Simplifying DIY](https://esthriveaffs--simplifyingdiydesign.thrivecart.com/simplifying-diy-design-shop/)
* [MockupShots](https://www.mockupshots.com/special-deal/?orid=521579&opid=39)
* [Canva](https://esmesalon.com/wp-admin/partner.canva.com/a1OrKZ)
	+ I have a special offer for you, should you be interested. I have some room open in my “Canva School”. For more information, just DM or email me to chat and I can help you with this.

# JANUARY

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| 📌 What to Pin           These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month:​ * St. Patrick’s Day
* Spring Break
* Spring Travel Ideas
* Spring Cleaning
* Organization
* Gardening ideas​

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any pins in these categories: * Fitness Reboot
* Football Party Food
* Football Party Outfits
* Homegating/Tailgating Ideas
* Snow Day Fun
* Business Planning
* Habit Building
* Resolutions
* Valentine’s Day Crafts for Kids
* Valentine’s Day
* Vegan Recipes (for Veganuary)

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * St. Patrick’s Day Food
* St. Patrick’s Day Party Ideas
* Fashion Week
* Spring Fashions
* Spring Break Bucket List
* Spring Cleaning
* Tax Help
* Summer Break

💥 Monthly Action ItemCheck that your Boards are still effective and make sense for your business. Are there new trends or types of content you share that could use Boards of their own? Go to [Board Insights](https://www.tailwindapp.com/dashboard/boards/?__s=xxxxxxx) in Tailwind to determine which ones are still working for you.                 🔧 Pin Tune UpIs your **branding on every Pin?** Add your logo or URL to every Pin, either in the middle of the top or bottom of the image. It can be subtle but will help with brand recognition and start to build awareness. |

# FEBRUARY

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| 📌 What to Pin           These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month:​ * St. Patrick’s Day
* Spring Fashions
* Spring Cleaning
* Tax Help
* Summer
* Green Living

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any pins in these categories: * Valentine’s Day Crafts for Kids
* Galentine’s Day
* Valentine's Day
* Valentine’s Dessert Ideas
* Awards Season Party Ideas
* Date Ideas
* Gift Ideas
* Weekend Getaways
* Fashion Week
* Easter

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * Easter Basket Ideas
* Easter Decorating Ideas
* Mardi Gras
* Vacation Outfits
* Outdoor Adventures
* 4th of July Outfits
* 4th of July Decorations
* Budgeting & Financial Goals
* Backyard Refresh
* Floral Patterns
* Prom Dresses

💥 Monthly Action ItemCheck out our [Pinterest Pin Design 101 guide](https://www.tailwindapp.com/blog/pinterest-design-tips?__s=xxxxxxx) to find what works (and get some inspiration!). Then take 30 minutes and make new images for your pages that are converting visitors to signups and sales.                  🔧 Pin Tune UpMake your Pins stand out! Share something from an unexpected angle. Take product shots from every possible angle and see what catches your eye. Or crop and rotate stock images for a fresh look.Or give [Tailwind Create a try](https://www.tailwindapp.com/create?__s=xxxxxxx) and generate dozens of design options with just a few simple clicks. |

# MARCH

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| 📌 What to Pin           These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month:​ * Easter Basket Ideas
* Easter Decorating Ideas
* Travel
* 4th of July
* Budgeting & Financial Goals
* Gardening
* Floral Patterns
* Prom Dresses
* Prom Proposal Ideas

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any Pins in these categories: * Spring Cleaning
* St. Patrick’s Day Crafts (for kids)
* Spring Break Destinations
* Beach Outfits
* Mother’s Day Gifts
* Mother’s Day Brunch
* Graduation Party Ideas
* Graduation Gift Ideas
* Summer Style
* Summer
* Green Living

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * Graduation Party Ideas
* Graduation Gift Ideas
* Vegetable Gardening
* 4th of July Decorations
* 4th of July Outfits
* Memorial Day Food & Drinks
* Fitness
* Summer Fashion
* Healthy Foods
* Father’s Day Gifts
* Road Trip Tips

💥 Monthly Action ItemRevisit your Board titles and descriptions. Do they include the keywords that are relevant to the Pins you are sharing now? Pinterest looks for consistent signals across your Profile, Boards, and Pins.                 🔧 Pin Tune UpCompelling Pin titles can increase engagement and traffic to your site. Use the first 30 characters of the 100-character title as a headline for your Pin. Don’t repeat your description, rather, ADD to the context. Not only will Pinterest use those to help distribute your content (use keywords), but Pinners use them to decide if they want to save or click. Don’t keyword stuff or use click bait (in fact, don’t use the word “click”), but DO make your Pin irresistible to the right audience. [Learn more.](https://blog.tailwindapp.com/pinterest-seo-quick-tip-how-to-write-pin-titles/?__s=xxxxxxx) |

# APRIL

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| 📌 What to Pin           These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month:​ * Graduation Party Ideas
* Graduation Gift Ideas
* Vegetable Gardening
* 4th of July Party Ideas
* Memorial Day
* Fitness
* Summer Fashion
* Healthy Foods
* Father’s Day
* Road Trip Tips

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any Pins in these categories: * Memorial Day Food & Drinks
* Mother’s Day Gift Ideas
* Mother’s Day Brunch
* Father’s Day Gifts
* Graduation Party Ideas
* Graduation Gift Ideas
* 4th of July Food
* 4thof July Outfits
* Summer Travel

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * Swimsuits
* Summer Salads
* Summer Weddings
* Summer Activities for Kids
* Outdoors/Camping
* Healthy Foods
* Father’s Day Grilling Ideas
* Father’s Day Activities
* Graduation Party Ideas
* Festivals
* Landscaping

💥 Monthly Action ItemLook at the Top Pins on your account this month in your [Tailwind Insights](https://www.tailwindapp.com/dashboard/domain/insight/most-pins?__s=xxxxxxx). If any of them are NOT your content, could you create a similar (but better) piece of content to take advantage of its success? 🔧 Pin Tune UpMaking product images? Using multiple images and/or a variety of products in a Pin often leads to higher engagement. Not selling products. Use the same approach for your blog content images! |

# MAY

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| 📌 What to Pin           These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month: * Swimsuits
* Summer Salads
* Summer Weddings
* Summer Activities for Kids
* Outdoors/Camping
* Healthy Foods
* Father’s Day Activities
* Father’s Day Grilling Ideas
* Graduation Party Ideas
* Festivals
* Landscaping

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any Pins in these categories: * Graduation Party Ideas
* Graduation Gift Ideas
* Travel Hacks and Tips
* Mother’s Day Crafts
* Mother’s Day Brunch
* Weddings
* Memorial Day Party Ideas
* Memorial Day Food Ideas​

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * Weekend Getaways
* Vacation Destinations
* Road Tripping
* Baby Shower Decorating Ideas
* Baby Shower Activities
* Summer Fashion
* Vegetable Gardening
* Thanksgiving (yes, already!)
* Grilling Recipes
* Picnics
* Back to School

💥 Monthly Action ItemTime for another Pin refresh! Look at the posts and pages that brought in the most traffic and sales for you last year. Make new Pins for them using [Tailwind Create](https://www.tailwindapp.com/create?utm_source=drip&utm_medium=email&utm_campaign=pinterest-planner-2021&__s=xxxxxxx).                  🔧 Pin Tune UpKeep the text on your Pin image short. If you are used to using your entire blog title, try to distill the message down to 2-3 compelling words, prioritizing keywords |

# JUNE

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| 📌 What to Pin           These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month: * Weekend Getaways
* Vacation Destinations
* Baby Showers
* Summer Fashion
* Gardening
* Thanksgiving (yes, already!)
* Grilling Recipes
* Picnics
* Back to School

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any Pins in these categories: * Graduation Party Ideas
* Summer Hairstyles
* Summer Outfits
* Pool Time
* Ice Cream Recipes
* Graduation Gifts
* Father’s Day
* Weddings
* Outdoor Movie Nights
* 4th of July Party Ideas

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * Summer BBQ Recipes
* Summer Drinks
* Vacation & Travel
* Gardening
* Christmas in July
* Back to School
* School Organization
* Labor Day Weekend
* Halloween Costumes (for families, couples or kids!)
* Thanksgiving Sides
* Boredom Busters
* Holiday Season

💥 Monthly Action ItemSpend a little more time in your Tailwind Insights this month. What content of yours is getting the most impressions, saves, and clicks? Can you tweak and [make new images](https://www.tailwindapp.com/create?utm_source=drip&utm_medium=email%20&utm_campaign=pinterest-planner-2021&__s=xxxxxxx) for some of your high-impression content to encourage more saves and clicks?                 🔧 Pin Tune UpForget typical “rules” of typography. Try all capitals, all lowercase, vertical text - make it fresh. Think of your Pin as a simplified magazine cover. |

# JULY

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| 📌 What to Pin           These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month: * Summer BBQ Recipes
* Summer Cocktails
* Summer Eats
* Outdoor Movie Nights
* Vacation & Travel
* Gardening
* Christmas in July
* Back to School
* Dorm Room Ideas
* School Organization
* Boredom Busters
* Halloween
* Thanksgiving
* Holiday Season

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any Pins in these categories: * Summer BBQ Ideas
* Summer Outfits
* Summer Drinks
* College Dorm Ideas
* School Organization
* Easy Hairstyles

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * Labor Day Party Ideas
* Fall Outfit Ideas
* Camping
* Tailgating/Homegating
* Football Party Ideas
* Football Food
* College Spirit
* Home Organization
* Morning Routine Tips
* Fall Weddings
* Halloween
* Thanksgiving
* Holiday Season
* New Years Eve

💥 Monthly Action Item**Rich Pins** can increase engagement on your Pins and grow your traffic and sales! [Learn more and set yours up now.](https://help.pinterest.com/en/business/article/rich-pins?__s=xxxxxxx)                 🔧 Pin Tune UpThink mobile! With 91% of Pinterest activity taking place on mobile, make sure the text on your image is legible, even on the smallest mobile devices. Try saving your Pins to a secret Board and check it out on your phone before saving to a public Board. |

# AUGUST

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| 📌 What to Pin this Month          These are the holidays, themes, and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month: * Grilling Recipes
* Labor Day Party Ideas
* Fall Fashion
* Camping
* Tailgating/Homegating
* Football Party Ideas
* Home Organization
* Morning Routine Tips
* Fall Weddings
* Halloween
* Thanksgiving

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any Pins in these categories: * Summer BBQ Ideas
* Summer Outfits
* Summer Drinks
* Lunch Ideas
* College Dorm Ideas
* School Organization
* Easy Hairstyles
* Back to School Outfits

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * Comfort Food
* Football Food Ideas
* Preserving
* Fall Weddings
* Halloween Decorations
* Halloween Costumes
* Thanksgiving Side Recipes
* Thanksgiving Decorating Ideas
* Thanksgiving Crafts
* Holiday Budgeting
* Family Photo Inspiration

💥 Monthly Action ItemIdentify what is being pinned from your site by going to (pinterest.com/source/(your website URL)). What can you learn from what your readers are Pinning? Can you create more content like that for more shares?                 🔧 Pin Tune UpHave you tried video on Pinterest? They really stand out in the feed! Make one 15-30 second video for Pinterest this month and see how it works for you. Remember to let your visuals tell the story and add subtitles for any narration - people rarely turn the sound on on Pinterest videos. [Learn more about creating compelling video pins](https://help.pinterest.com/en/business/article/video-pins?__s=xxxxxxx).  |

# SEPTEMBER

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| 📌 What to Pin this Month          These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month: * Comfort Food
* Football Food
* Preserving
* Fall Weddings
* Holiday Budgeting
* Thanksgiving Recipes
* Family Photo Inspiration
* Engagement Photos
* Engagement Ideas

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any pins in these categories: * Street Style
* Halloween Decorations
* Halloween Costumes
* Holiday Budgeting
* Thanksgiving

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * Fall Foods
* Instant Pot Recipes
* Crocktober
* Thanksgiving Side Recipes
* Thanksgiving Decorating Ideas
* Thanksgiving Crafts
* New Years Eve
* Travel Tips
* Family Photo Inspiration
* Christmas Cookies
* Christmas Decorating
* Christmas Gift Guides
* Winter Fashion

💥 Monthly Action ItemRevise and update your existing holiday content. Find three holiday posts from the previous year that performed well, and update links, images, and content as needed. Not making content for holidays. No problem - you can still [take advantage of seasonal content](https://www.tailwindapp.com/blog/are-you-making-the-most-of-the-biggest-seasons-on-pinterest?utm_source=drip&utm_medium=email&utm_campaign=pinterest-planner-2021&__s=xxxxxxx) by changing images and text, and putting a time-sensitive spin on your Pins.                 🔧 Pin Tune UpUp your CTA game! Including a strong, clear call to action on your Pin image AND in your [description](https://www.tailwindapp.com/blog/how-to-write-the-best-pinterest-descriptions?utm_source=drip&utm_medium=email&utm_campaign=pinterest-planner-2021&__s=xxxxxxx) can increase your online sales by 6% - and can have an impact on engagement. Try something subtle, like “Discover your best...” or “Shop now” and test against more direct CTAs like, “buy now” or “sign up.” |

# OCTOBER

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| 📌 What to Pin this Month          These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month: * Fall Foods
* Crocktober
* Thanksgiving
* New Years Eve
* Holiday Travel Tips
* Family Photo Inspiration
* Holiday Card Ideas
* Christmas Decorating Ideas
* Winter Fashion
* Indoor Plants

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any pins in these categories: * Comfort Food
* Halloween Costume Ideas
* Pumpkin Carving Ideas
* Halloween Crafts
* Fall Outfit Ideas
* Thanksgiving Recipes
* Thanksgiving Decorating Ideas
* Thanksgiving Activities
* Black Friday Shopping
* Black Friday Tips
* Cyber Monday Tips
* Holidays

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * Thanksgiving Decorating Ideas
* Thanksgiving Recipes
* Thanksgiving Activities
* Christmas Decorations
* Elf on the Shelf Ideas
* Christmas Cookie Ideas
* Holiday Recipes
* Winter Outfits
* Hanukkah Decorations
* Hanukkah Food
* Black Friday
* Cyber Monday
* Gift Guides
* New Years Eve
* Indoor Kid’s Activities

💥 Monthly Action Item91% of activity on Pinterest is from people on mobile! Is your site optimized for a mobile experience? [Do a quick check here](https://t.dripemail2.com/c/eyJhbGciOiJIUzI1NiJ9.eyJhdWQiOiJkZXRvdXIiLCJpc3MiOiJtb25vbGl0aCIsInN1YiI6ImRldG91cl9saW5rIiwiaWF0IjoxNjMzNDY3Mzk2LCJuYmYiOjE2MzM0NjczOTYsImFjY291bnRfaWQiOiI1NTczNzQzIiwiZGVsaXZlcnlfaWQiOiIydG14NXJnNmh5NzNwb2xxaHZpeSIsInVybCI6Imh0dHBzOi8vc2VhcmNoLmdvb2dsZS5jb20vdGVzdC9tb2JpbGUtZnJpZW5kbHk_X19zPW9kNmY1bDU0M2MwaTA1NHMwYzcyIn0.zXl-c73vzLHPYeq3x4sEe5Xtere4DtTcqvxm1xuX95w). Don’t like the results? Speak to your website developer or enlist some help today!                  🔧 Pin Tune UpWhile many Pins use a standard 2:3 ratio, you can try going a bit taller - up to 1:2.1. What does that mean!?!? Try an image size of 1000 x 1500px or 1000 x 2100px. Don’t have photos to fit that layout? Try stacking images to make a vertical Pin. |

# NOVEMBER

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| 📌 What to Pin this Month          These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month: * Thanksgiving
* Christmas
* Hanukkah
* Dinner Parties
* Travel
* Black Friday
* Cyber Monday
* Gift Guides
* New Years Eve
* Indoor Kid’s Activities
* Vegan Recipes (for Veganuary)

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any pins in these categories: * Holiday Recipes
* Friendsgiving
* Thanksgiving Decorating Ideas
* Thanksgiving Recipes
* Thanksgiving Crafts and Activities
* Thanksgiving Leftover Ideas
* Black Friday Deals & Tips
* Cyber Monday Deals & Tips

🤔 What to Plan for Upcoming Content Let look ahead. Here are some things you’ll want to start creating content for, so you are ready when Pinners start planning for these moments. * Thanksgiving Leftover Ideas
* Christmas Decor Ideas
* Christmas Cookie Exchange
* Hanukkah Decorations
* Hanukkah Recipes
* Holiday Traditions
* Holiday Outfit Ideas
* New Years Eve
* Organization
* Fitness - home workouts
* Travel
* Valentine’s Day

💥 Monthly Action Item[Pin descriptions](https://t.dripemail2.com/c/eyJhbGciOiJIUzI1NiJ9.eyJhdWQiOiJkZXRvdXIiLCJpc3MiOiJtb25vbGl0aCIsInN1YiI6ImRldG91cl9saW5rIiwiaWF0IjoxNjM2NDAyMjk0LCJuYmYiOjE2MzY0MDIyOTQsImFjY291bnRfaWQiOiI1NTczNzQzIiwiZGVsaXZlcnlfaWQiOiJyM2RuNXNlcnRzNXl2eXluems4bCIsInVybCI6Imh0dHBzOi8vd3d3LnRhaWx3aW5kYXBwLmNvbS9ibG9nL2hvdy10by13cml0ZS10aGUtYmVzdC1waW50ZXJlc3QtZGVzY3JpcHRpb25zP3V0bV9zb3VyY2U9ZHJpcCZ1dG1fbWVkaXVtPWVtYWlsJnV0bV9jYW1wYWlnbj1waW50ZXJlc3QtcGxhbm5lci0yMDIxJl9fcz1vZDZmNWw1NDNjMGkwNTRzMGM3MiJ9.86XsRG5ER4JmURjGUxedx8CWetPVyVsAJhW5axZ54Lk) - they’re sometimes little more than an afterthought, right? Even if they aren’t visible in your feed or on closeup, Pinterest uses them to determine how to display your content in search. And if they ARE visible, they can lead to more traffic, leads, and sales! Include your keywords in the Pin description, and make sure they match up with the keywords used in the page you’re linking to and with the Board title and description where the Pin is saved. [Learn all about Pinterest SEO here](https://t.dripemail2.com/c/eyJhbGciOiJIUzI1NiJ9.eyJhdWQiOiJkZXRvdXIiLCJpc3MiOiJtb25vbGl0aCIsInN1YiI6ImRldG91cl9saW5rIiwiaWF0IjoxNjM2NDAyMjk0LCJuYmYiOjE2MzY0MDIyOTQsImFjY291bnRfaWQiOiI1NTczNzQzIiwiZGVsaXZlcnlfaWQiOiJyM2RuNXNlcnRzNXl2eXluems4bCIsInVybCI6Imh0dHBzOi8vd3d3LnRhaWx3aW5kYXBwLmNvbS9ibG9nL3BpbnRlcmVzdC1zZW8tc2ltcGxpZmllZD91dG1fc291cmNlPWRyaXAmdXRtX21lZGl1bT1lbWFpbCZ1dG1fY2FtcGFpZ249cGludGVyZXN0LXBsYW5uZXItMjAyMSZfX3M9b2Q2ZjVsNTQzYzBpMDU0czBjNzIifQ.ohBGgMvRNz4jWlUgZMteXLV8y3706SZ04Xu5ZNyE8XQ).                 🔧 Pin Tune UpConventional wisdom says that faces don’t do well on Pinterest, but they might for you! Show someone using your product or service. Pinterest found that doing so [increased offline sales up to 67%](https://t.dripemail2.com/c/eyJhbGciOiJIUzI1NiJ9.eyJhdWQiOiJkZXRvdXIiLCJpc3MiOiJtb25vbGl0aCIsInN1YiI6ImRldG91cl9saW5rIiwiaWF0IjoxNjM2NDAyMjk0LCJuYmYiOjE2MzY0MDIyOTQsImFjY291bnRfaWQiOiI1NTczNzQzIiwiZGVsaXZlcnlfaWQiOiJyM2RuNXNlcnRzNXl2eXluems4bCIsInVybCI6Imh0dHBzOi8vd3d3LnlvdXR1YmUuY29tL3dhdGNoP3Y9VUhiWDRBUHFOaVkmX19zPW9kNmY1bDU0M2MwaTA1NHMwYzcyIn0.-PghTtifDEyPEUPWI0_kDCHJ_L3AlYpseqdca3pzDfs)! You can also show a person without showing their face.  |

# DECEMBER

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| 📌 What to Pin this Month          These are the holidays, themes and life events that people are searching for right now on Pinterest. Ride the surge of attention by Pinning these topics this month: * Christmas Decorating Ideas
* Christmas Gift Ideas
* Christmas Dinner Recipes
* Holiday Outfit Ideas
* Self Care
* New Years Eve
* Home Organization
* Fitness
* Travel
* Valentine’s Day

📣 What to Promote           These are some of the most top-of-mind topics this month, and it may benefit you to promote any pins in these categories: * Holiday Gift Guides
* Holiday Decorations
* Holiday Desserts
* Holiday Crafts
* Holiday Outfit Ideas
* Snow Day Fun
* Post-Holiday Cleanse
* 2022 Life Vision

🤔 What to Plan for Upcoming Content Looking ahead now, here are some things you’ll want to start creating content for so you are ready when Pinners start planning for these moments. * Football Party Food
* Valentine’s Day Gifts
* St. Patrick’s Day Crafts
* St. Patrick’s Day Food
* St. Patrick’s Day Party Ideas
* Spring Break Bucket List
* Spring Travel Ideas
* Spring Cleaning
* Home Organization
* Gardening Ideas
* Landscaping

💥 Monthly Action ItemLook at the Interests of your engaged audience on Pinterest in Analytics > Audience Insights. Is the #1 interest of your engaged audience “design” and the second one “animals”? Try saving relevant quote images with cute animals on the background image to increase engagement. Or include a pet in your next product lifestyle shot or blog photo.                 🔧 Pin Tune UpCall out unique product features in your text on image and in your title and Pin descriptions. Doing so can have a [10X lift in your brand awareness](https://t.dripemail2.com/c/eyJhbGciOiJIUzI1NiJ9.eyJhdWQiOiJkZXRvdXIiLCJpc3MiOiJtb25vbGl0aCIsInN1YiI6ImRldG91cl9saW5rIiwiaWF0IjoxNjM4ODE4NzQ3LCJuYmYiOjE2Mzg4MTg3NDcsImFjY291bnRfaWQiOiI1NTczNzQzIiwiZGVsaXZlcnlfaWQiOiJjcXF4ZHh6aXBwN2Vrc2NzMmJ6dSIsInVybCI6Imh0dHBzOi8vd3d3LnlvdXR1YmUuY29tL3dhdGNoP3Y9VUhiWDRBUHFOaVkmZmVhdHVyZT15b3V0dS5iZSZfX3M9b2Q2ZjVsNTQzYzBpMDU0czBjNzIifQ.JsFpI7ejO3iJyaYfzpnKvtH3CpWm0J92FR9CEr7ozeo) on Pinterest! |



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