



WHY YOU NEED TO GET SERIOUS ABOUT YOUR PINTEREST STRATEGY?

Pinterest is a free platform that drives millions of highly-targeted visits to blogs and websites every day. **KAYLCHIP.COM** garners over 1.5 million monthly viewers on Pinterest, making it the number one source of traffic to the site. These visitors quickly turn into loyal followers, subscribers and customers.

DEMOGRAPHIC STATS ON PINTEREST

- There are over 335 million monthly active users on Pinterest.
- 1 out of every 2 millennials use Pinterest every single month.
- 71% of Pinterest users are female. Pinterest reaches 83% of women ages 25-54, the same group said to influence 70-80% of consumer spending.
- The majority of Pinterest users earn more than \$75,000USD a year.

ARE PINTEREST USERS READY TO SHOP?

- 83% of weekly Pinnerers have made a purchase based on content they saw from brands on Pinterest.
- Three out of every five millennials use Pinterest to discover new products.
- 64% of Pinterest users described the platform as a place to find ideas, products or services they can trust.
- 47% of Social media users saw Pinterest as the platform for discovering and shopping for products, well above Instagram and Facebook.
- 84% of Pinnerers use Pinterest to decide what to buy.



READY TO GET SERIOUS ABOUT YOUR PINTEREST STRATEGY?

While Pinterest is widely considered a social media platform, it is actually built as a search engine. This means it can provide the same power as Google, with highly targeted ready to purchase visitors.

Chances are you are here because you are new to Pinterest, or you have neglected the platform. You might be like so many other entrepreneurs and business owners that have created a Pinterest account, only to leave the profile stagnant or populated with off-brand content.

It's time to optimize and develop a game changing strategy.

OUR PACKAGES

That is where we come in.

If you are new to Pinterest, or your profile needs some serious TLC, we recommend starting with our Pinterest Overhaul package.

This leads to a curated and cohesive account optimized to reach and monetize your target audience.

Once the account is optimized, you can continue a Pinterest strategy on your own, or we offer mentorship for ongoing Pin support to grow your reach and bring in organic traffic to your website.



P I N T E R E S T O V E R H A U L

Curate and Optimize

This one-time service includes auditing your entire Pinterest profile, optimizing current boards, removing and renaming boards, and adding research-based industry keywords and hashtags to increase reach. We will also get you started with scheduling one month's worth of content on our preferred Pinterest scheduler.

The Package Includes:

- Industry research to determine most-searched keywords, topics and trends in your particular field to attract a large, targeted audience
- Narrow down these selected keywords to develop searchable board titles and descriptions
- Update and/or create up to 10 boards and populate with at least 10 pins* to get you started
- Provide a pin description strategy recommendation
- Include researched hashtags for specific industry in the board descriptions
- Audit of current statistics to identify top-performing pins
- Create a detailed and tailored Pinterest content strategy for you to implement going forward
- Set-up of a free trial with our preferred Pinterest scheduler and 30 days of scheduled pins*
- Enable Rich Pins to pin directly from your site
- *photos and pin graphics must be provided by client



P I N T E R E S T M E N T O R S H I P

2 months of Pinterest Scheduling

We will schedule your pins for you for 2 months using optimal keyword and title descriptions. We will utilize the optimal ratio preferred by Pinterest to post a healthy mix of your own original content while re-pinning other on-brand pins.

The Package Includes:

- Get you started by setting up a monthly pinning schedule with pins and keywords for first 2 months (3 months if you purchase the Pinterest Overhaul)
- Detailed walkthrough on how to use the scheduling platform
- Develop a strategy on how many pins to schedule per day, optimal times and how to loop pins and find like-minded accounts for re-pinning purposes
- Show you how to read analytics including profile performance, board insights, top pins, and referral traffic

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A D D - O N S E R V I C E S

- Create 5 pin graphics in Canva using your brand colors and fonts
- Setup event tracking pixels for Pinterest retargeting and conversions for those looking to implement paid ad campaigns

LET'S CREATE SOMETHING
AMAZING TOGETHER



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