

Pinterest Marketing Planner

Use this handy calendar/checklist as a guide to creating your two-week Pinterest marketing campaign and initial plan. (Use the right-hand, blank columns to record additional actions, specific details such as the resource you signed up with, or simply jot down ideas.)

Week 1: Planning, Researching and Assembling	
Monday	
<ul style="list-style-type: none">• Identify audience and decide if Pinterest is a good fit• Review other Pinterest material• Make a preliminary, rough plan• Decide how much time you want to spend on Pinterest-related activities daily, once set up is complete	
Tuesday	
<ul style="list-style-type: none">• Spend time on your Facebook Page and/or feed, determining:<ul style="list-style-type: none">○ What people share (media type)○ What emotions they most strongly respond to in Pins• Identify Pinterest-active social network friend and follow them	
Wednesday	
<ul style="list-style-type: none">• Sign up for Pinterest using:<ul style="list-style-type: none">○ Facebook ____○ Twitter _____○ Email _____• Spend time exploring Boards, Pins and Infographics, using search terms on Pinterest (e.g. "infographics")• Install "Pin" bookmarklet on browser bar• Create code for "Pin it" buttons (for your website) and save• Create code for "Follow me on Pinterest" share buttons and save	

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Thursday	
<ul style="list-style-type: none">• Assemble your photographs (minimum 15-20)• Create well-optimized and searchable Titles for your boards• Decide which photo in each board you will feature most prominently, in the top section• Create minimum of 3 boards• OPTIONAL: Create one Secret Board. (You can delete it if you “mess it up”)	
Friday	
<ul style="list-style-type: none">• Access your blog dashboard or website• Install new graphics, if needed• Remove copyrighted graphics. Adjust HTML “ALT” tags if needed• Install “Pin it” icons in place of your choice• Install “Follow me on Pinterest” share buttons in place of your choice• Tweak blog or website to make sure your Pinterest icons are prominent but natural	
Saturday	
<ul style="list-style-type: none">• From within Pinterest, select four pins you really like – and that you think your audience will really like. Select them from:<ul style="list-style-type: none">○ Your boards○ Other people’s pins or boards• Share them via Facebook or Twitter• “Like” or comment on at least 6-12 of your friends’ pins	

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Sunday	
DAY OFF WITH FAMILY	DAY OFF WITH FAMILY

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Week 2: Getting Into the Swing of Being “Pinteresting”

Monday

- Sign up for Woobox and install button on Facebook Page
- Post pins as your Facebook Page
- Make new Pinboard, targeted strictly towards your Facebook Page followers
- Share pins
- Search Pinterest (or their Facebook feeds) to see if your most active visitors are on Pinterest
- Share and/or Repin their pins to:
 - Your Facebook Page
 - Your Pinboards

Tuesday

- Assemble more photographs (at least 3)
- Sign up for Pinstamatic
- “Play” on Pinstamatic, getting familiar with what it allows you to do
- Jot down Pin/Pinboard ideas, stirred by Pinstamatic’s capabilities and your niche’s sharing preferences
- Create at least one Pin that has been altered or prepared by Pinstamatic
 - Add to (or create) Pinboard
 - Share on Social network(s)

Wednesday

- Find and join more Pinboards
- Share at least 3 pins from others
- Share at least 1 pin that is your own original pin
- Research other resources. Sign up for either (a) at least one a day or (b) all the ones you want to join
- Become familiar using them

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Thursday	
<ul style="list-style-type: none"> • Create an infographic • Post to your Pinboard • Share across all networks and resources 	
Friday	
<ul style="list-style-type: none"> • Create a YouTube video or movie with Camtasia, SnagIt or whatever other movie/screen capture software you have • Edit and upload it to YouTube • Add to or create Pinterest board for it • Share across relevant network 	
Saturday	
<ul style="list-style-type: none"> • Create at least one other media type of Pin, install on Pinterest and share • Sign up for resource that allows you to track <hr/> <ul style="list-style-type: none"> • Get familiar with your Pinterest stats • Make a plan to include Pinterest in: <ul style="list-style-type: none"> ○ Your daily life ○ Your business overall plan 	
Sunday	
DAY OFF WITH FAMILY	DAY OFF WITH FAMILY

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Week 3: Create Your Own!

Monday

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Tuesday

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Wednesday

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Thursday

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Friday

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Saturday

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Sunday

DAY OFF WITH FAMILY	DAY OFF WITH FAMILY
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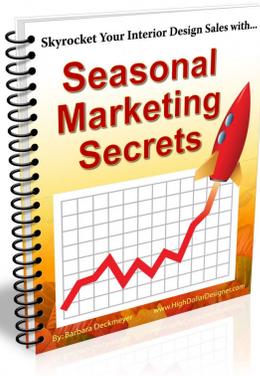
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Additional Resources

If you would like more information or assistance with your marketing, please call Barbara at 949-342-4564 or by email at Barbara@HighDollarDesigner.com.

If you've enjoyed this report, below are a few of the products and programs you may also be interested in as well. Take a closer look –

Discover the Proven “Seasonal Marketing” Methods Big Businesses Use to Attract Customers, Increase Sales, and Improve Profit Margins



When it comes to retail sales, **the holy grail of profits and income is the holiday shopping season.** You've probably attended some of the high-profile sales, been attracted to the glitzy commercials, and been swept away by the emotions and sentimentality of the season. The result of which is a parting of your money from your wallet.

Wouldn't it be nice if **you could use those same strategies in your interior design business?** Imagine eager clients crowding around, calling you and wanting your time and expertise, just like on “Cyber Monday.” What would that do to your bottom line? What if you

could easily encourage visitors to spend more through strategic seasonal tactics just like the big retailers have done for years?

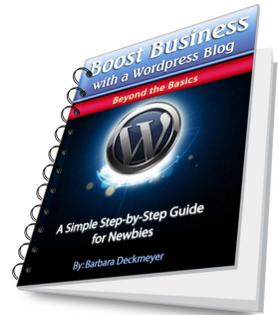
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“Boost Business with a WordPress Blog” eBook

A WordPress Interior Design Blog is a fabulous, hard-working sales tool for your business. Use it to generate new leads, showcase your work, land big-budget clients, show off your expertise and much more! Get easy, step-by-step instructions on how to set up your own interior design blog.

Although WordPress is very easy to navigate and use, there are many things you could do to mess things up or make your interior design blog ineffective. A lousy blog is worse than having no blog. Be sure to avoid those pitfalls and get this illustrated e-book today!



[Read More](#)

High-Quality Interior Design Articles

Getting new, big budget clients in the door can be as easy as typing a few words and clicking send. When you use our specially designed email newsletter articles, your clients hear from you in one of the most effective ways available today. Email newsletters! And yet, who has the time, the energy or the desire to sit down and write blog posts 3 times a week, plus write informative and entertaining articles for your ezine newsletter every other week?!



What does it actually COST YOU in time, energy and sales to sit down and try to write your own articles? Take a look at our article packages and order today!!

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Postcard Marketing Design



Easy Postcard Marketing for Interior Designers

Get Clients FAST with Postcard Marketing! In this day and age, you can't just sit back and wait for clients to call or come in anymore. Use multiple avenues to get in front of potential clients.

So much advertising has gone online, which is good. However, it's important to repeat your online marketing message through a variety of avenues and stay in front of your clients. Postcard Marketing uses direct mail to get your client's attention. Stand out

from the fray, be unique. Send beautiful 4-color postcards in the mail. **Bump up your marketing and boost your bottom line with Postcard Marketing!**

[Read More](#)

About the Author



Having been a successful Interior Designer herself for over 23 years, Barbara Deckmeyer works with Interior Designers, manufacturers and industry partners who are ready to up level their business and take on more clients. Or they are ready for more big-budget clients.

Her clients come from many different industries from landscape architects, mortgage brokers, dentists, churches, interior designers and so many more. The work she does helps her clients generate hundreds of thousands of

dollars of revenue for their businesses.

Known for her creative and passionate approach to marketing, Barbara combines both technology based online marketing (the wave of the future for business), with tried and true offline techniques. Her client's businesses generate more leads and more money as a result. The strategies Barbara recommends and uses herself provide proven, verifiable and easily trackable results.

If you are struggling to generate proven, consistent profits with your marketing, Barbara can help. **Email Barbara@HighDollarDesigner.com or call 949.342.4564 to schedule a complimentary "Online Marketing Strategy Session" today!**

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