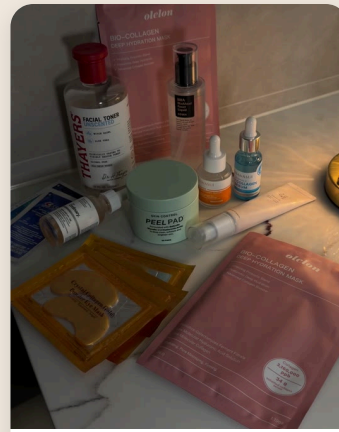




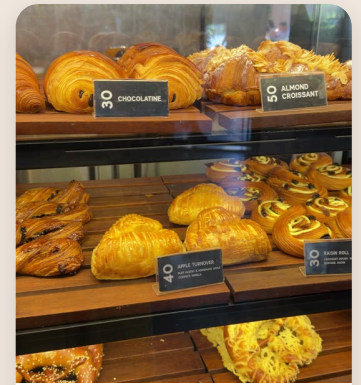
Easy Brunch Ideas



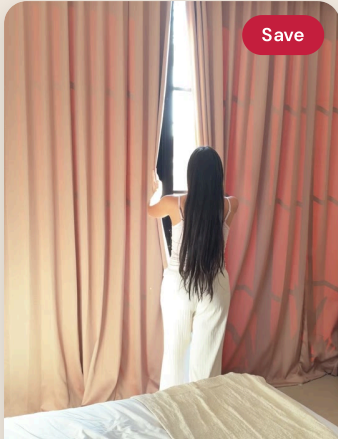
Coffee Aesthetic



Evening Skincare Steps



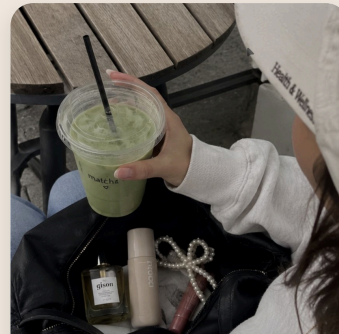
Bakery Window Ideas



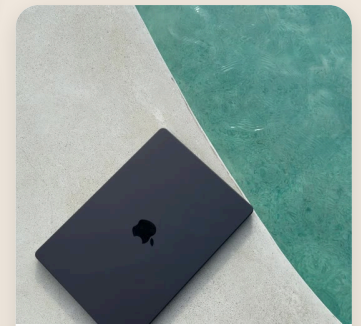
Slow Morning Routine



Villa Bedroom Styling



Matcha Café Outfits



Poolside Work Days

THE INSEASON PINTEREST PLAYBOOK

The Pinterest Playbook

Turn Pinterest into a steady source of visitors, customers and sign-ups

Inside this book

Why Pinterest works differently from Instagram, how to set up your account and boards, how to find the words people search, how to design pins that get saved and clicked, how to plan for the seasons, playbooks for seven kinds of business (cafés, studios, salons, wellness, coaches, product brands and stays), and a 30-day plan to get your first pins working for you.

01 Why Pinterest

It's a search engine, not a social feed · Who Pinterest is great for · What to expect

02 Set up properly

Switch to a business account · Your profile · Claim your website · If you sell products

03 Find the words people search

Why keywords come first · How to find your keywords · Where keywords go

04 Boards that work

Your starter boards · Board tips

05 Pins that get saved and clicked

The shape and size · What makes a good pin · Pin layouts that work · Fresh pins · Titles and descriptions · Where your pins should link

06 Plan for the seasons

Pinterest users plan early · A simple seasonal calendar · Evergreen versus seasonal

07 Playbooks by niche

How to use this chapter · Cafés, bakeries and food · Pilates, yoga and fitness studios · Beauty, skin, nails and salons · Wellness, nutrition and health coaches · Coaches, creators and service businesses · Product brands and makers · Travel, stays and hospitality

08 The 30-day plan

How the plan works · Week 1: Set up and research · Week 2: Your first pins · Week 3: Keep the rhythm · Week 4: Learn and set your routine

09 Keep it going

A routine you can keep · The numbers that matter · Common mistakes · Using INSEASON content on Pinterest · Pin planning worksheet · Keyword list

Why Pinterest

It's a search engine, not a social feed

On Instagram, people scroll to see what friends and favourite accounts are up to. On Pinterest, people arrive looking for something: dinner ideas, a bathroom makeover, what to wear to a wedding, how to plan a launch. They type a search, scroll through pictures, save what they like and click through to learn more.

On Instagram people scroll. On Pinterest they search, save and click.

That changes everything about how you use it:

- **Your pins are answers.** You win by being the most useful, most beautiful result for the things your customers search.
- **Words matter as much as pictures.** Pinterest reads your titles, descriptions, board names and the text on your images to decide what your pin is about.
- **Followers matter less.** Most of your views come from search and recommendations, not from people who follow you. A brand-new account can get found.
- **Pins last.** An Instagram post is mostly seen in its first day or two. A good pin can keep being found for months, sometimes years, because people keep searching for the same things.
- **People click away.** Pinterest is happy to send people to your website, shop or booking page. For a small business, that makes it one of the best free sources of visitors.

Who Pinterest is great for

Pinterest works best for anything people plan, collect ideas for or buy:

- **Food and cafés:** recipes, brunch ideas, menus, coffee aesthetics.
- **Beauty and wellness:** routines, looks, skin tips, Pilates and yoga.

- **Home and lifestyle:** décor, organising, slow living, gifts.
- **Weddings and events:** themes, flowers, tablescape, invitations.
- **Fashion:** outfits, capsule wardrobes, seasonal looks.
- **Small business and creators:** content ideas, branding, templates, planning.
- **Travel:** destinations, packing lists, itineraries.

If your customers plan before they buy, they're probably on Pinterest.

What to expect

Pinterest is slower to start than Instagram and steadier once it works. In the first weeks you're mostly teaching Pinterest what your account is about. Pins often take a while to find their audience. The reward is that, once pins start ranking, they keep bringing visitors without you posting every day.



FOOD AND CAFÉS



BEAUTY AND WELLNESS



HOME AND LIFESTYLE



TRAVEL

THINK IN MONTHS, NOT DAYS

Judge your Pinterest results over three months. The work you do in month one often pays off in months two and three.

Set up properly

Switch to a business account

A Pinterest business account is free. It gives you analytics, the ability to claim your website and access to tools like scheduling and ads (you don't need ads to do well). You can switch an existing personal account to a business account in your settings, or start a new one.

Your profile

- **Display name:** your business name plus what you do, the way people would search it. "Slow Mornings Café | Brunch & Coffee Ideas" or "Mia Lane | Pilates at Home".
- **Username:** short and matching your other accounts if you can.
- **Profile photo:** your logo or a clear brand photo.
- **About:** one or two sentences, written with the words your customers search. "Easy brunch recipes, cosy café aesthetics and slow weekend ideas from our little café in Brisbane."

Claim your website

Claiming your website tells Pinterest you own it. It adds your profile picture to pins from your site and gives you analytics for them. Pinterest gives you a few ways to do it (a small code snippet, a file to upload, or a DNS record), and most website platforms, such as Shopify, Squarespace and Wix, have a simple setting where you paste the code. Look for "Claim website" in your Pinterest settings.

While you're there, check your website has clear page titles and descriptions. Pinterest can use them to show extra details on pins from your site (these are called rich pins).

If you sell products

If you have an online shop, you can connect your product catalogue so your products appear as shoppable pins with prices. Shopify and several other platforms have a Pinterest app that does this for you.

Find the words people search

Why keywords come first

Everything on Pinterest is found through search and recommendations based on topics. If your pin doesn't use the words people search, it can be beautiful and still not get seen. So before you design anything, build a keyword list.

How to find your keywords

You don't need paid tools. Pinterest shows you what people search:

- 1 **The search bar.** Type a word related to your business, like "brunch". Pinterest suggests popular searches as you type: "brunch ideas", "brunch recipes", "brunch party ideas". These are real searches.
- 2 **The guided search tiles.** After you search, Pinterest shows coloured tiles with related words under the search bar. Each one is another keyword.
- 3 **Pins that already rank.** Look at the titles and descriptions of the top pins for your search. Notice which words they repeat.
- 4 **Pinterest Trends.** Pinterest's free Trends tool (trends.pinterest.com) shows how interest in a search rises and falls over the year in many countries. It's the best way to know when to post seasonal pins.

Aim for a list of 20 to 30 keyword phrases. Group them by topic. Mix broad phrases ("brunch ideas") with specific ones ("easy brunch ideas for a crowd"). Specific phrases have less competition and the people searching them know exactly what they want.

Where keywords go

Use your keywords naturally, the way a person would write, in these places:

PLACE	HOW TO USE IT
Board names	Name boards exactly like a search: "Easy Brunch Ideas", not "Yum!"
Board descriptions	One or two sentences using two or three related keywords

PLACE	HOW TO USE IT
Pin titles	Lead with the main keyword. You have up to 100 characters
Pin descriptions	Two or three natural sentences with related keywords. You have up to 500 characters
Text on the image	Large, short headline using the main keyword
Alt text	A plain description of what's in the image
Your website page	The page the pin links to should be about the same thing

Don't stuff in keywords or hashtags. Write for a person first. Pinterest is very good at understanding natural language.

04

Boards that work

Your starter boards

Start with eight to twelve boards, each focused on one topic your customers search. Every board should be something you could fill with at least 20 good pins over time.

Examples by business

A café: Easy Brunch Ideas · Coffee Aesthetic · Café Interior Inspiration · Cosy Autumn Recipes · Breakfast Table Styling · Weekend Baking · Coffee Recipes at Home · Brunch Party Ideas

A Pilates studio: Pilates for Beginners · Pilates at Home · Core Workouts for Women · Stretching Routines · Pilates Outfits · Healthy Snack Ideas · Wellness Routine Ideas · Reformer Pilates Tips

A beauty therapist: Skincare Routine Ideas · Natural Makeup Looks · Glowing Skin Tips · Lash Extension Styles · Brow Shapes · Bridal Makeup Ideas · Beauty Room Décor · Skincare for Beginners

A content creator or coach: Instagram Content Ideas · Aesthetic Instagram Feed · Content Planning Tips · Small Business Branding · Canva Template Ideas · Instagram Captions · Personal Brand Photoshoot Ideas · Social Media Tips

Board tips

- **Write a board description** for every board, using two or three keywords.
- **Use board sections** to organise a big board: "Brunch Ideas" could have sections for "Sweet", "Savoury" and "For a Crowd".
- **Choose clean board covers** in your brand style, so your profile looks put together.
- **Mix your pins with others'**. It's fine, and helpful, to save other people's high-quality pins to your boards, especially early on. It shows Pinterest what each board is about. Over time, aim for mostly your own content.
- **Put your most important boards first** on your profile.

05

Pins that get saved and clicked

The shape and size

2:3 the pin shape that fills the feed	1000×1500 pixels, a safe size to design at	100 characters for a pin title	500 characters for a description
---	--	--	--

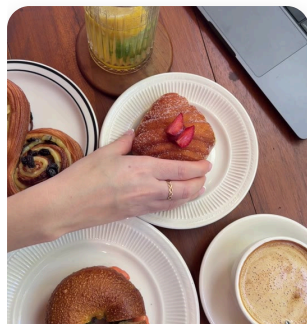
Pinterest is a vertical feed. The standard pin shape is **2:3**, for example **1000 × 1500 pixels**. Very long pins can get cut off in the feed, so stick to 2:3 for most pins. Video pins can be vertical too.

What makes a good pin

- **One clear idea.** A pin is an answer to one search.
- **A strong image.** Bright, sharp, well lit. Close-ups and styled scenes do well. Faceless photos and B-roll stills are perfect here.
- **A text overlay.** A short headline in large type: "Easy Brunch Ideas for a Crowd". Most people browse on their phones, so make sure it's readable at a small size.
- **Your brand, quietly.** A small logo or your website at the bottom. Consistent fonts and colours help people recognise your pins.

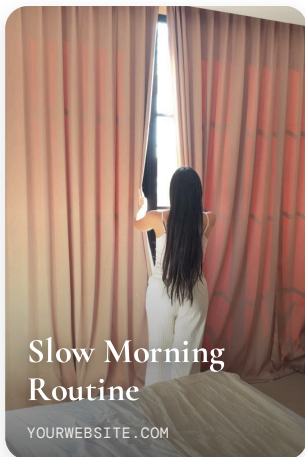
- **A reason to click.** Promise more than the pin shows: "10 recipes", "the full checklist", "free printable", "see the full routine".

Pin layouts that work



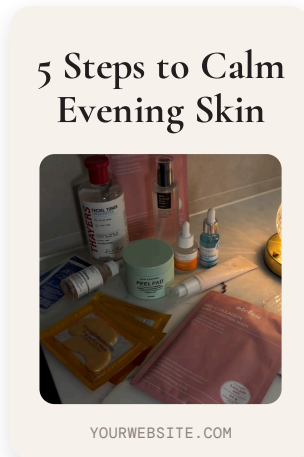
Easy Brunch Ideas
for a Crowd

YOURWEBSITE.COM



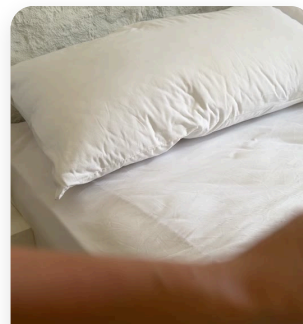
Slow Morning
Routine

YOURWEBSITE.COM



5 Steps to Calm
Evening Skin

YOURWEBSITE.COM



Villa Bedroom
Styling

YOURWEBSITE.COM

- **Photo with a headline band.** A beautiful photo with a solid colour strip holding the title.
- **Text-led pin.** A large headline on a plain or textured background, with a small image. Great for tips and checklists.
- **Collage pin.** Two to four images with a title, ideal for roundups ("12 Autumn Café Aesthetics").
- **Step-by-step pin.** Numbered steps in one tall graphic, for tutorials and routines.
- **Video pin.** A short vertical clip with a text overlay in the first seconds. Calm, satisfying B-roll works well: a pour, a recipe coming together, a room being styled.

Fresh pins

Pinterest favours new pins, meaning new images, over the same image saved again and again. The good news is a new design of the same idea counts. For every page or product you want to promote, make three to five different pins over time: different photos, different headlines, different layouts, all linking to the same page.

Titles and descriptions

Title formula: [Main keyword] + [the promise or detail]

- "Easy Brunch Ideas for a Crowd: 10 Make-Ahead Recipes"
- "Pilates at Home for Beginners: A 15-Minute Routine"
- "Aesthetic Instagram Feed Ideas: How to Make Yours Cohesive"

Description formula: What it is + who it's for + what they'll find + a nudge to click.

"Make-ahead brunch recipes that feed a crowd without the stress. Perfect for birthdays, baby showers and slow weekend gatherings. Includes sweet and savoury ideas, a shopping list and timing tips. Get all 10 recipes on the blog."

Where your pins should link

Every pin should link to a specific page, not just your homepage:

- A blog post that answers the pin's promise
- A product page
- A booking page for a specific service
- A free resource or guide in exchange for an email (great for building a list)

Every pin is a promise. The page it links to has to keep it.

Make sure the page delivers what the pin promised. If someone clicks "10 brunch recipes" and lands on your homepage, they leave, and Pinterest notices.

06

Plan for the seasons

Pinterest users plan early

People use Pinterest to plan ahead, so searches for seasonal topics start rising well before the day itself. Someone planning a Christmas table, an Easter brunch or a summer holiday is often saving ideas weeks or months in advance.

By the week of the holiday, most people have finished planning it.

That means your seasonal pins should go up early. A good rule of thumb is to publish seasonal pins **one to three months before the moment**, and check Pinterest Trends for your specific topics to see when interest starts to climb.

A simple seasonal calendar

Plan your pins in four seasons, adjusting for your hemisphere:

WHEN THE SEASON STARTS	PUBLISH PINS ABOUT IT FROM	IDEAS
Spring	Late winter	Spring refresh, Easter, Mother's Day, spring outfits, garden parties
Summer	Late spring	Summer recipes, holidays, travel, outdoor entertaining, beach looks
Autumn	Late summer	Cosy recipes, back to school, Halloween, autumn décor
Winter	Late autumn	Christmas, gift guides, New Year planning, winter comfort

Remember that the world doesn't share one season. If your customers are worldwide, you can publish spring and autumn content at the same time, aimed at each hemisphere.

Evergreen versus seasonal

Mix both. **Evergreen pins** (how-tos, basics, routines) keep working all year. **Seasonal pins** get big spikes at the right time each year. A healthy account has mostly evergreen pins with a seasonal layer on top.

07

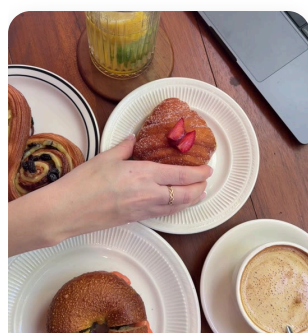
Playbooks by niche

How to use this chapter

Find your business below. Each playbook gives you the searches worth owning (start broad, then get specific), the first pins to make, where those pins should send people and the moments in the year to plan for. Treat the keywords as a starting point: check each one in the Pinterest search bar and keep the ones that show suggestions.

Own one small corner of search completely before you try to own a big one.

Cafés, bakeries and food



Easy Brunch Ideas for a Crowd

YOURWEBSITE.COM



Coffee Shop Aesthetic

YOURWEBSITE.COM

Bakery Window Inspiration



YOURWEBSITE.COM

- **Searches to own:** brunch ideas → easy brunch ideas for a crowd → [your city] brunch spots; coffee aesthetic → iced latte recipe at home; café interior → small café interior ideas.
- **Pins to make first:** a recipe or "how we make it" pin for your signature drink or dish, a "where to brunch in [suburb]" pin, and a styled interior pin that shows the feeling of being there.
- **Link them to:** your menu page, a recipe on your blog or your booking page. A pin titled "Our Matcha Latte Recipe" should land on that recipe, not your homepage.
- **Plan for:** Mother's Day brunch, Easter baking, cosy autumn drinks, Christmas gifting and hampers, summer iced drinks. Publish one to three months ahead.

Pilates, yoga and fitness studios



Pilates for Beginners at Home

YOURWEBSITE.COM



What to Wear to Reformer

YOURWEBSITE.COM

15-Minute Morning Stretch



YOURWEBSITE.COM

- **Searches to own:** Pilates for beginners → reformer Pilates for beginners → what to expect at your first reformer class; Pilates outfits → Pilates socks; morning stretch routine.
- **Pins to make first:** a "your first class: what to expect" pin, a short at-home routine pin (step-by-step layout) and an outfit or "what to bring" pin.
- **Link them to:** an intro offer or first-class page, a blog post with the full routine, or your timetable.

- **Plan for:** New Year resets, autumn back-to-routine, summer "short on time" routines and bridal fitness. Fitness searches often lift at the start of a new season, so have pins live before then.

Beauty, skin, nails and salons



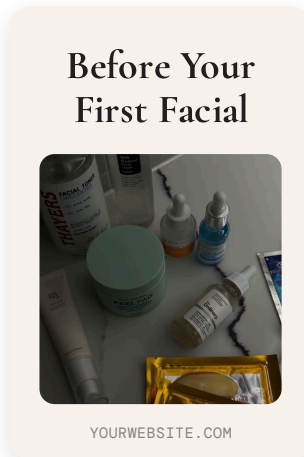
Evening Skincare Routine Steps

YOURWEBSITE.COM



Soft Glam Vanity Ideas

YOURWEBSITE.COM

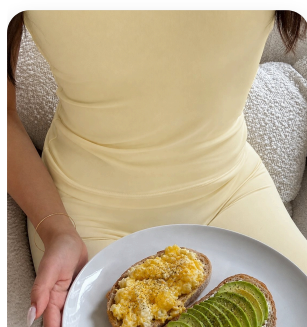


Before Your First Facial

YOURWEBSITE.COM

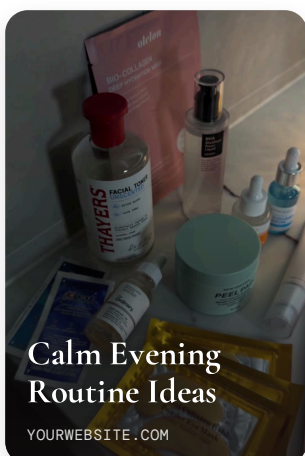
- **Searches to own:** skincare routine → evening skincare routine steps → skincare routine for dry skin; nail ideas → [season] nail ideas; bridal makeup → natural bridal makeup.
- **Pins to make first:** a step-by-step routine pin, a "what to know before your first [treatment]" pin, and a seasonal looks roundup (nails, brows or makeup) using your own work.
- **Link them to:** a treatment page with prices and a booking button, or a blog post that answers the pin's question.
- **Plan for:** wedding season, holiday party looks, summer skin and Valentine's. Brides plan months out, so bridal pins work best published well ahead.

Wellness, nutrition and health coaches



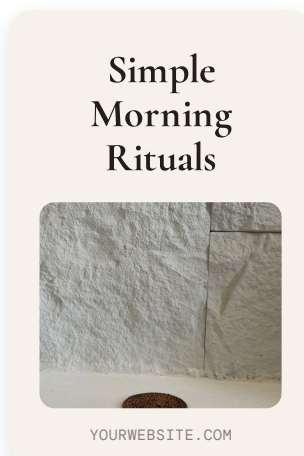
Healthy Grocery List for Beginners

YOURWEBSITE.COM



Calm Evening Routine Ideas

YOURWEBSITE.COM



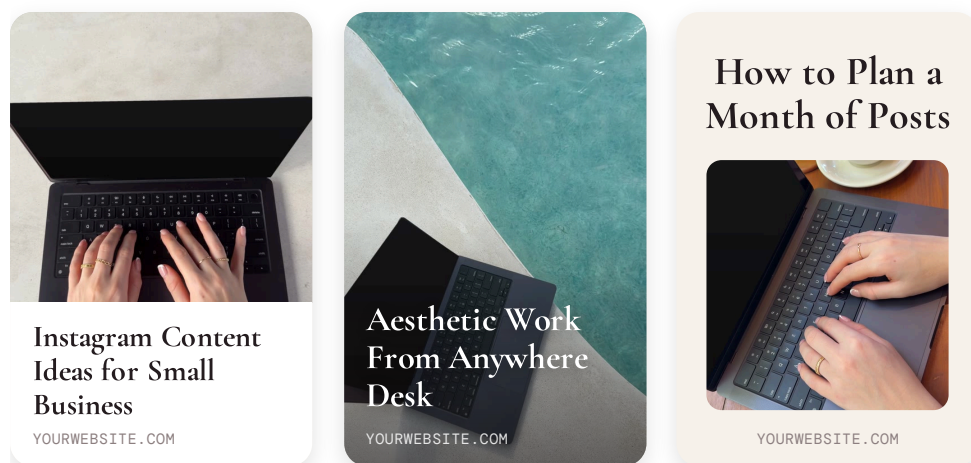
Simple Morning Rituals

YOURWEBSITE.COM

- **Searches to own:** healthy breakfast ideas → high-protein breakfast ideas; morning routine → slow morning routine; self-care ideas → self-care Sunday ideas.

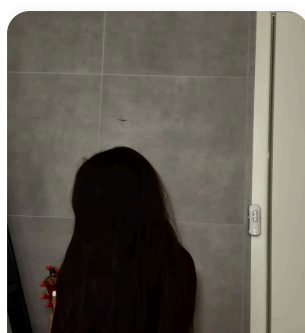
- **Pins to make first:** a printable or checklist pin (grocery list, habit tracker, routine), a "what I eat in a day" style pin, and a calm routine pin.
- **Link them to:** a free download in exchange for an email. Wellness searchers love a printable, and it's how a pin becomes a client.
- **Plan for:** New Year, spring reset, summer energy and the run-up to the end of the year. Keep health claims general and true; Pinterest and your readers both reward helpful over dramatic.

Coaches, creators and service businesses



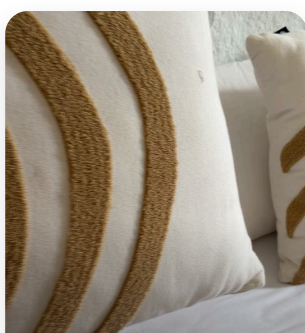
- **Searches to own:** Instagram content ideas → Instagram content ideas for [your niche]; personal branding → personal brand photoshoot ideas; content calendar → content calendar template.
- **Pins to make first:** an "ideas list" pin for your audience's niche, a template or framework pin and a "how I do it" process pin.
- **Link them to:** a lead magnet (guide, template or mini course), then your services page from inside that email sequence.
- **Plan for:** January planning, end-of-financial-year, back-to-business in late summer and Q4 launches.

Product brands and makers



Gift Ideas for Her Under \$50

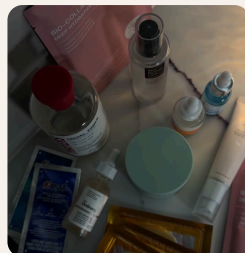
YOURWEBSITE.COM



Cosy Bedroom Styling

YOURWEBSITE.COM

Candle Corner Ideas



YOURWEBSITE.COM

- **Searches to own:** gift ideas for her → gift ideas for her under \$50 → [occasion] gift ideas; [product] aesthetic; [room] decor ideas.
- **Pins to make first:** a gift guide pin that includes your product among a few others, a "how to style it" pin showing your product in a real space and a close-up texture or detail pin.
- **Link them to:** the product page or a gift-guide collection. Connect your catalogue if you can, so products show prices.
- **Plan for:** Mother's Day, Valentine's, end-of-year gifting (start early, gift searches climb weeks before), and your own launches.

Travel, stays and hospitality



Villa Holiday Inspiration

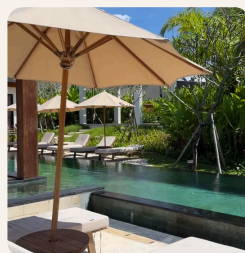
YOURWEBSITE.COM



Slow Travel Packing List

YOURWEBSITE.COM

Where to Stay in [Destination]



YOURWEBSITE.COM

- **Searches to own:** [destination] travel → things to do in [destination] → where to stay in [destination]; villa holiday; honeymoon ideas; packing list for [trip type].
- **Pins to make first:** a "where to stay" pin for your area, a packing list or itinerary pin and a room or view pin that sells the feeling.

- **Link them to:** a room or package page, or a local guide on your website that ends with a booking button.
- **Plan for:** school holidays, honeymoon and wedding season, and the long gap between dreaming and booking. Travel planning starts early, so keep evergreen destination pins live all year.

08

The 30-day plan

How the plan works

Each week has a focus and a few tasks. The aim by the end of the month: a set-up account, a keyword list, eight to twelve boards and around 20 to 30 fresh pins linking to your website, plus a simple routine to keep going.

Week 1: Set up and research

DAY 1



Switch to (or create) a business account. Update your display name, username, photo and about section with keywords.

DAY 2



Claim your website. If you sell products, look at connecting your catalogue.

DAY 3



Build your keyword list (20 to 30 phrases) using the search bar, guided search tiles and Pinterest Trends. Group them by topic.

DAY 4



Create eight to twelve boards named after your main keywords. Write a description for each.

DAY 5



Save 5 to 10 high-quality pins from other people to each new board, so Pinterest understands what each board is about.

DAY 6



List the pages on your website you want to send people to: blog posts, products, services, free resources. Each one will get its own set of pins.

DAY 7



Set up two or three pin templates in your brand style: a photo with a headline, a text-led pin and a collage. Use 1000 × 1500 pixels.

Week 2: Your first pins

DAY 8



Make five pins for your most important page, each with a different image or headline.

DAY 9



Write titles and descriptions for all five using your keyword list. Publish one, and schedule the rest across the week.

DAY 10



Make five pins for your second most important page.

DAY 11



Turn a few of your Instagram carousels or Reels into pins. A carousel can become a step-by-step pin, and a Reel can become a video pin with a text overlay.

DAY 12



Make one seasonal pin for the season coming up in the next one to three months.

DAY 13



Save a few more pins from others to your boards, and tidy up your board covers.

DAY 14



Check your analytics for the first time. Don't worry if numbers are small: note which pins are getting impressions at all.

Week 3: Keep the rhythm

DAY 15



Batch ten fresh pins for different pages, mixing layouts.

DAY 16



Schedule them across the next two weeks, so you're posting regularly without being on Pinterest every day.

DAY 17



Write or update one blog post or page that answers a popular search from your keyword list, then make three pins for it.

DAY 18



Make two video pins from your B-roll with short text overlays.

DAY 19



Add board sections to your two biggest boards.

DAY 20



Make two more seasonal pins.

DAY 21



Review: which pins have the most impressions and saves? Note the topics and layouts.

Week 4: Learn and set your routine

DAY 22



Make three new pins for your best-performing topic, each with a fresh image.

DAY 23



Look at your top pins' outbound clicks. Is the page they link to delivering what the pin promised? Improve it if not.

DAY 24



Create a free resource to link pins to (a checklist, guide or printable) and set up a simple email sign-up for it. Pinterest is one of the best ways to grow an email list.

DAY 25



Make five pins for your free resource.

DAY 26



Plan next month's seasonal pins using Pinterest Trends.

DAY 27



Batch next week's pins.

DAY 28



Update your keyword list with any new searches you've spotted.

DAY 29



Final review of the month: impressions, saves, outbound clicks and top pins.

DAY 30



Set your routine for the next three months (see below) and block the time in your calendar.

Keep it going

A routine you can keep

YOUR TURN

Which three pages on your website should Pinterest send people to first?

Consistency matters more than volume on Pinterest. A realistic routine for a small business:

- **Once a week (about an hour):** make and schedule 5 to 10 fresh pins.
- **Once a month:** check analytics, make new versions of your best pins, and plan the seasonal pins for one to three months ahead.
- **Every few months:** refresh your keyword list and board descriptions.

You can schedule pins directly in Pinterest, or use an approved scheduling tool if you'd like to plan further ahead.

The numbers that matter

NUMBER	WHAT IT TELLS YOU
Impressions	How often your pins are shown. Early on, this tells you Pinterest understands your topics
Saves	How useful or inspiring people find your pins. Saves help pins keep spreading
Pin clicks	How many people tapped to see a pin up close
Outbound clicks	How many people went to your website. For most businesses, this is the number that matters most

Find your top ten pins each month and ask: what topic, image and headline do they share? Make more of that.

Common mistakes

- **Pinning only to your homepage.** Link every pin to the specific page it promises.
- **Vague board names.** "My Faves" helps no one. Name boards like searches.
- **Tiny text on pins.** If you can't read it on your phone, nobody else can either.
- **Posting seasonal content too late.** By the week of the holiday, people have usually finished planning.
- **Giving up too soon.** Pins can take weeks to find their audience. Judge results over months.
- **Square or landscape images.** They take up less space in the feed. Use 2:3.

Using INSEASON content on Pinterest

If you're an INSEASON member, your library is ready-made pin material:

- **Stock photos** make clean backgrounds for headline pins.
- **B-roll clips** become calm, scroll-stopping video pins. Add a text overlay in the first seconds.
- **Canva templates** can be resized to 1000 × 1500 in Canva, then edited with your headline.
- **Stickers** add a little personality to text-led pins.

Everything in the library comes with a commercial licence, so you can use it on your own pins and for clients' accounts.

Pin planning worksheet

PAGE OR PRODUCT	MAIN KEYWORD	PIN 1	PIN 2	PIN 3	SEASONAL?

Keyword list

TOPIC	BROAD KEYWORDS	SPECIFIC KEYWORDS

INSEASON STUDIO

Want the templates, B-roll and stickers to go with this?

INSEASON Studio is a content library for creators and small businesses: editable Canva templates, faceless B-roll, stock photos and sticker packs, all in one cohesive look, with a fresh drop every month. Everything comes with a commercial licence, so you can use it for your own brand and your clients.

Take a look at inseason.studio

This guide is free to keep and share. If someone sent it to you, welcome. © INSEASON Studio.
Please don't sell it or pass it off as your own.