

THE ULTIMATE Pinterest Planner

PIN | PROMOTE | PLAN



Welcome!

A Pinterest account can be a great asset to any business, but learning how to manage it correctly is key. The Ultimate Pinterest Planner is a helpful year-long tool to help keep your business moving forward and your Pinterest marketing fresh. Here's what to expect and how to get the most out of your planner.

Each Month Will Include

What to Pin

What to Pin right now based on trends we've seen and search data from Pinterest. While trends come and go, the one constant on Pinterest is that people plan ahead. STAY ahead when you follow these suggestions.

What to Promote

What to Promote right now based on what people are acting on now. While there is some overlap with What to Pin, this section will give you ideas on what might be worth spending money on to get into the feed now. [Get A-Z help on promoting Pins here.](#)

Content Planning Ideas

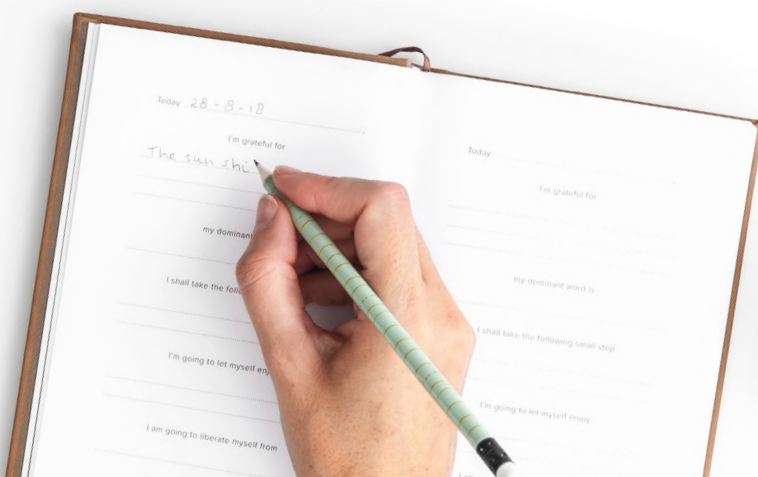
You'll want to Pin content on these topics next month, so start creating content now.

Action Items

Each month lists suggested action items aimed at empowering you to build your business with Pinterest throughout the year without feeling overwhelmed. These action items help us get in the habit of thinking strategically for Pinterest.

Pin Tune Up

Make your Pins stand out in the feed with tips to improve click-throughs and engagement.



Before You Start

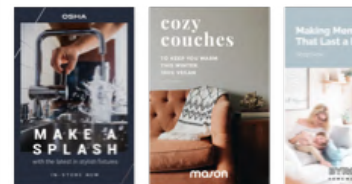
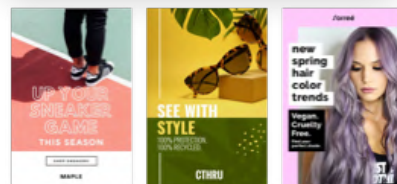
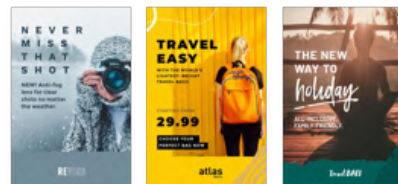
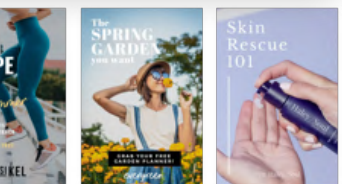
Grab the [Pinterest toolkit](#) with 16 optimized templates, a checklist to the perfect Pin, and a can't-miss guide to writing great Pin descriptions. Print out the next page of this calendar and jot down your starting Pinterest statistics.

Start your free trial of Tailwind for Pinterest - you'll need it for many of the tips and action items!



Sign Up with Pinterest

Get started Free. No credit card required.



Pinterest Statistics

Page Views

Track Pinterest page views in Google Analytics (past 30 days).

Followers

Record your total follower count.

Average Daily Views

Record average daily save (repins) from Analytics > Profile > Saves. Be sure to change the date range to the month you're tracking.

PAGE VIEWS	FOLLOWERS	SAVE RATES
Jan		
Feb		
Mar		
Apr		
May		
Jun		
Jul		
Aug		
Sept		
Oct		
Nov		
Dec		

January

What to Pin

Spring Cleaning

Organization

Spring Break

Gardening Ideas

Spring Travel Ideas

Content Planning Ideas

St. Patrick's Day

Summer

Spring Fashions

Tax Help

Spring Cleaning

What to Promote

Fitness Tips

Football Party Ideas & Recipes

Business Planning

Outfit Ideas

Valentine's Day

Habit Building

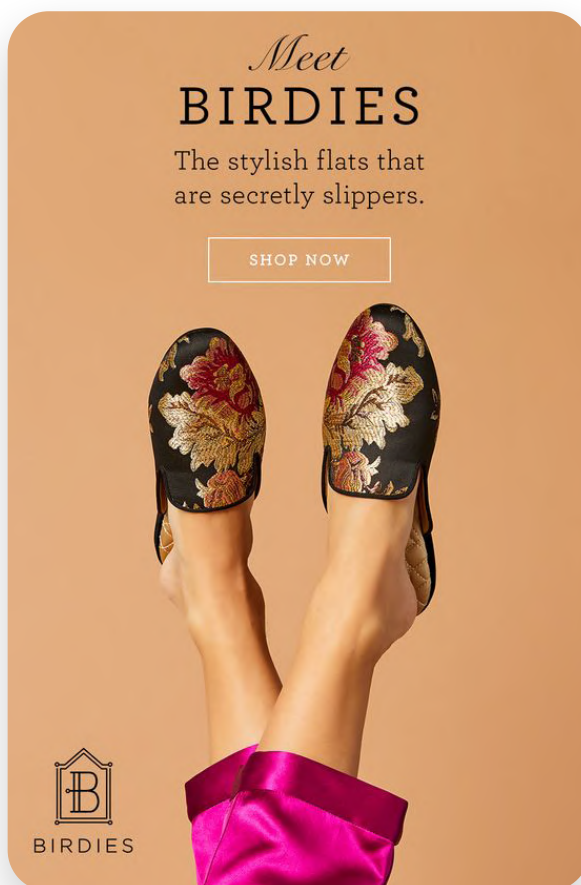
Resolutions

Monthly Action Item

Check that your Group Boards are still effective. Leave spammy or inactive boards and find new ones to join. Go to [Board Insights in Tailwind](#) to determine which ones are still working for you.

Pin Tune Up

Is 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

What to Pin

[St. Patrick's Day](#)[Summer](#)[Spring Fashions](#)[Tax Help](#)[Spring Cleaning](#)

Content Planning Ideas

[Easter](#)[Travel](#)[Budgeting](#)[4th of July](#)[Gardening](#)[Prom](#)[Floral Patterns](#)

What to Promote

[Valentine's Day](#)[Weekend Getaways](#)[Date Ideas](#)[Gift Ideas](#)[Party Food](#)[Winter Fashion](#)[Easter](#)

Monthly Action Item

Check out [Pinterest Academy's](#) 'Creative Strategy' Class. In four minutes, you'll see what works (and get some inspiration!). Then take 30 minutes and make new images for your pages which are converting to signups and sales.

Pin Tune Up

Make 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.



Valentine's Day
LIP BALM GIFT
A TRIED&TRUE PROJECT

[Jan](#)[Feb](#)[Mar](#)[Apr](#)[May](#)[Jun](#)[Jul](#)[Aug](#)[Sept](#)[Oct](#)[Nov](#)[Dec](#)

March

What to Pin

[Budgeting](#)[Travel](#)[Gardening](#)[Easter](#)[Floral Patterns](#)[Prom](#)

What to Promote

[Cleaning Tips](#)[Beach Outfits](#)[Summer](#)[St. Patrick's Day Crafts \(Kids\)](#)[Mother's Day](#)[Spring Break Destinations](#)[Graduation](#)

Content Planning Ideas

[4th of July](#)[Summer Fashion](#)[Graduation](#)[Gardening](#)[Travel Tips](#)[Memorial Day](#)[Healthy Foods](#)[Fitness](#)[Father's Day](#)

Monthly Action Item

Revisit 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 Pins.

Pin Tune Up

Compelling 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.](#)

[Jan](#)[Feb](#)[Mar](#)[Apr](#)[May](#)[Jun](#)[Jul](#)[Aug](#)[Sept](#)[Oct](#)[Nov](#)[Dec](#)

April

What to Pin

4th of July

Travel Tips

Healthy Foods

Fitness

Father's Day

Memorial Day

Gardening

Summer Fashion

Content Planning Ideas

Swimsuits

Graduation

Healthy Foods

Father's Day

Summer Recipes

Festivals

Landscaping

Outdoors/Camping

What to Promote

Memorial Day

Mother's Day

Summer

Father's Day

4th of July

Graduation

Monthly Action Item

Look at the most popular Pins on your account this month in your Tailwind Pin inspector. 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 Up

Making 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

What to Pin

Swimsuits

Graduation

Father's Day

Summer Recipes

Landscaping

Outdoors/Camping

Festivals

Healthy Foods

Content Planning Ideas

Weekend Getaways

Vacation

Baby Showers

Summer Fashion

Gardening

Picnics

Back to School

Thanksgiving (yes, already!)

Grilling

What to Promote

Travel

Mother's Day Brunch

Mother's Day Crafts

Weddings

Graduation

Memorial Day

Monthly Action Item

Time for another Pin refresh! Look at the posts and pages that brought in traffic and sales for you last year. Make new Pins for them [using our free templates](#).

Pin Tune Up

Keep the text on your image short. If you're used to using your entire blog title, try to distil the message down to 2-3 words if possible. Give keywords your priority.



Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

June

What to Pin

Weekend Getaways

Vacation

Baby Showers

Summer Fashion

Gardening

Picnics

Back to School

Thanksgiving (yes, already!)

Grilling

Content Planning Ideas

Summer BBQ Recipes

Gardening

Vacation & Travel

Back to School

Boredom Busters

Thanksgiving

Halloween

Christmas in July

Summer Cocktails

Holiday Season

What to Promote

4th of July

Graduation Gifts

Graduation Party Ideas

Weddings

Summer Trends

Father's Day

Monthly Action Item

Focus a little more on descriptions this month. Make them short and sweet, but keyword rich, [include hashtags](#), and [a strong Pin title](#), and make them completely irresistible!

Pin Tune Up

Forget typical "rules" of typography. Try all capitals, all lowercase, vertical text - make it fresh. Think of your Pin as a simplified magazine cover.



Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

TRY TAILWIND FREE

Powerful Pinterest Scheduling You'll Love

Automatically Pin at the best times for more engagement, reach, and website traffic with one tool.



Sign Up with Pinterest

Get started Free. No credit card required.



July

What to Pin

Summer BBQ Recipes

Gardening

Vacation & Travel

Back to School

Boredom Busters

Thanksgiving

Halloween

Christmas in July

Summer Cocktails

Holiday Season

Content Planning Ideas

Labor Day

Fall Fashion

Tailgating/Football

Camping

Grilling Recipes

Fall Weddings

Organization & Routine Tips

Halloween

New Year

What to Promote

Everything Summer!

4th of July Party Ideas

Back to School & College

4th of July Food

4th of July Makeup Ideas

Monthly Action Item

Rich Pins can increase engagement on your Pins and grow your traffic and sales! Set yours up now.

Pin Tune Up

Think mobile! With 91% of activity happening on Pinterest taking place on mobile, make sure your text on image is legible on even the smaller mobile devices. Try saving your Pins to a secret Board and check it out on your phone before saving to a public Board.



Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

August

What to Pin

Labor Day

Fall Fashion

Camping

Tailgating/Football

Grilling Recipes

Fall Weddings

Halloween

New Year

Organization & Routine Tips

Content Planning Ideas

Comfort Food

Football Food

Preserving

Fall Weddings

Family Photos

Thanksgiving

Holiday Budgeting

What to Promote

Back to School (outfits, hair styles, organization, lunch ideas)

Back to College (dorm decor, tips organization, outfits)

Summer

Monthly Action Item

Identify 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 Up

Have 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.



Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

September

What to Pin

[Comfort Food](#)[Football Food](#)[Preserving](#)[Fall Weddings](#)[Holiday Budgeting](#)[Thanksgiving](#)[Family Photos](#)[Engagement Photos](#)

Content Planning Ideas

[Travel Tips](#)[Crocktober](#)[Christmas](#)[Fall Foods](#)[Thanksgiving](#)[New Year](#)[Family Photos](#)[Winter Fashion](#)

What to Promote

[Street Style](#)[Halloween](#)[Thanksgiving](#)

Monthly Action Item

Revise 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](#) by changing images and text, and putting a time-sensitive spin on your Pins.

Pin Tune Up

Up your CTA game! Including a strong, clear call to action on your Pin image AND in your [description](#) 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."

 ROTHY'S

Lean into loafers.

[SHOP ROTHY'S](#)[Jan](#)[Feb](#)[Mar](#)[Apr](#)[May](#)[Jun](#)[Jul](#)[Aug](#)[Sept](#)[Oct](#)[Nov](#)[Dec](#)

October

What to Pin

Travel Tips

Crocktober

Fall Foods

Christmas

New Year

Family Photos

Winter Fashion

Indoor Plants

Thanksgiving

Content Planning Ideas

Hanukkah

Thanksgiving

Travel

Dinner Parties

Winter Outfits

Christmas (decorations, elf on the shelf)

Gift Guides

New Year

Black Friday

Indoor Kids' Activities

Cyber Monday

What to Promote

Halloween (food, costumes, makeup, decorations)

Fall Related Content (fashion, travel, recipes)

Black Friday

Thanksgiving

Comfort Food

Holidays

Monthly Action Item

91% of activity on Pinterest is from people on mobile! Is your site optimized for a mobile experience? [Do a quick check here](#). Don't like the results? Speak to your website developer or enlist some help today!

Pin Tune Up

While 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.



Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sept

Oct

Nov

Dec

November

What to Pin

[Hanukkah](#)[Thanksgiving](#)[Travel](#)[New Year](#)[Christmas](#)[Indoor Kids' Activities](#)[Gift Guides](#)[Dinner Parties](#)[Cyber Monday](#)[Black Friday](#)

What to Promote

[Thanksgiving \(recipes, desserts, crafts, decorations\)](#)[Holiday Gift Guides Black Friday \(deals, tips, and shopping\)](#)[Holiday Recipes](#)

Content Planning Ideas

[Fitness \(home workouts\)](#)[Holidays](#)[Valentine's Day](#)[Travel](#)[Holiday Fashion](#)[Organization](#)[New Year](#)

Monthly Action Item

Pin descriptions - 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.](#)

Pin Tune Up

Conventional 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%](#)! You can also show a person without showing their face.

[Jan](#)[Feb](#)[Mar](#)[Apr](#)[May](#)[Jun](#)[Jul](#)[Aug](#)[Sept](#)[Oct](#)[Nov](#)[Dec](#)

December

What to Pin

[Fitness](#)[Travel](#)[Organization](#)[Holidays](#)[Valentine's Day](#)[New Year](#)

What to Promote

[Holiday Gift Ideas](#)[Holiday Desserts](#)[Holiday Decorations](#)[Holiday Crafts](#)

Monthly Action Item

Look 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 Up

Call 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** on Pinterest!

Content Planning Ideas

[St. Patrick's Day](#)[Spring Cleaning](#)[Spring Break](#)[Gardening Ideas](#)[Spring Travel Ideas](#)[Organization](#)

MORE THAN JUST A GUMMY!

APPLE CIDER VINEGAR

IMPROVES COMPLEXION

HELPS REDUCE WEIGHT

STRENGTHENS THE HEART

HELPS WITH DIGESTION

DETOXIFIES THE BODY

ENHANCES ENERGY

goli
NUTRITION

WORLD'S FIRST
APPLE CIDER VINEGAR
GUMMIES

SUGGESTED USE:
Take 1-2 gummies per day. 2 gummies equal
the amount of Apple Cider Vinegar.

TRY NOW >

goli
NUTRITION

World's First Apple Cider Vinegar Gummy!

goli Promoted by
Goli Nutrition

You Made It!

We hope that following the suggestions in our calendar helped your blog and business grow over the past year.

There will always be ups and downs in your traffic and other results, but as you progress, your highs will be higher and your lows not as low.

Why not look back to the “Pinterest Statistics” page of this planner. Can you spot the trends in your account? Were they the same last year? Did implementing any of the tips or action items here generate a spike? What’s worth doing more of next year?

If you love Pinterest but need more time in your day, try Tailwind! As an official Pinterest partner, we’re always working to make our scheduling and analytic tools work for you. Check out our blog and [get a free trial plus a free month when you upgrade!](#)

