

FREE 2021 GUIDE



2021 PINTEREST GUIDE

LET'S BEGIN

www.karmenrozsa.com

A branch with several dried, brown leaves is positioned diagonally across the upper left portion of the image. A circular stamp, composed of the word "NEW" repeated ten times in a circular arrangement, is located in the upper right quadrant. The background is a light-colored, textured surface.

NEW · NEW · NEW · NEW · NEW · NEW · NEW · NEW · NEW · NEW

A green, textured notebook is placed in the lower right area, with a gold-colored pen resting on its surface. The main title is overlaid on the bottom half of the image.

WHAT HAS CHANGED IN 2020

CORE CHANGES



PINTEREST'S NEW FAVOURITE
CHILD

FRESH PINS

WHAT IS A FRESH PIN?

A NEW IMAGE WHICH
CONTAINS

- NEW TEXT OVERLAY
 - NEW TITLE
- NEW DESCRIPTION

CORE CHANGES



MAJOR NEWS REPINS TO THE MINIMUM

WHY?

AS PINTEREST PREFERS
FRESH CONTENT ABOVE ALL,
REPINS ARE LESS
PREFERRED.

CORE CHANGES



CAN WE STILL REPIN?

YES!

HOW?

WITH MODERATION. UP TO 10
BOARDS MAXIMUM, WITH A 7
DAYS INTERVAL.

CORE CHANGES



CAN I USE SMARTLOOP?

YES!

HOW?

FOR SEASONAL CONTENT. IF
YOU HAVE I.E GREAT EASTER
PINS, YOU CAN LOOP THEM
FOR THE UPCOMING SEASON.

CORE CHANGES



#

WHERE DID THEY GO?

TURNS OUT, NOWHERE. USE
3-6 LOOK FOR HIGH SEARCH
VOLUME KEYWORDS (5M+)

BUT!

YOU CAN GET INCREDIBLE
RESULTS TOO, IF YOU ARE
IMPLEMENTING THEM IN
YOUR DESCRIPTION NOT AS

#S.

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COOL NEW FEATURES



WHAT ARE THEY?

- VIDEO PINS
- STORY PINS

MORE INFO PLEASE

PINTEREST'S NEW BABIES,
ESPECIALLY STORY PINS.
MORE INFO ON THE NEXT
SLIDES!

COOL NEW FEATURES



VIDEO PINS

AN MP4 OR A GIF WITH THE
MAXIMUM LENGTH OF 60
SECONDS.

BY USING THEM, YOU CAN
ADD UP TO 10 EXTRA TAGS TO
YOUR POST.

NOTE: IN TAILWIND YOU
CANNOT ADD THESE EXTRA
TAGS.

COOL NEW FEATURES



STORY PINS

DO YOU KNOW WHAT IG
STORIES ARE? COOL.

NOW MEET THEIR
SMARTER SISTER.

IT CAN BE AN IMAGE OR A
VIDEO AND YOU CAN ADD UP
TO 20 SLIDES, WHICH WILL
STAY ON YOUR
FEED...FOREVER.

COOL NEW FEATURES



STORY PINS

BENEFITS:

IT WILL GIVE YOU THE MOST
IN-HOUSE ENGAGEMENT! TOP
OF THE ALGORITHM PEOPLE.

DOWNSIDE:

YOU CANNOT CLICK OUT OF
IT. BUT YOU CAN STILL
NAVIGATE YOUR AUDIENCE
TO CLICK.



SO WHAT

NEW • NEW • NEW

BLOGGER



DO:

- SEO OPTIMISED FRESH PINS
(2-3/DAY)
- REPINS IN MODERATION
- ADD 1-2 VIDEO PINS OR
STORY PINS EVERY OTHER
DAY

DON'T:

- TOO MANY REPINS
- WORRY ABOUT PINNING
FRESH 15-25 TIMES

BRAND



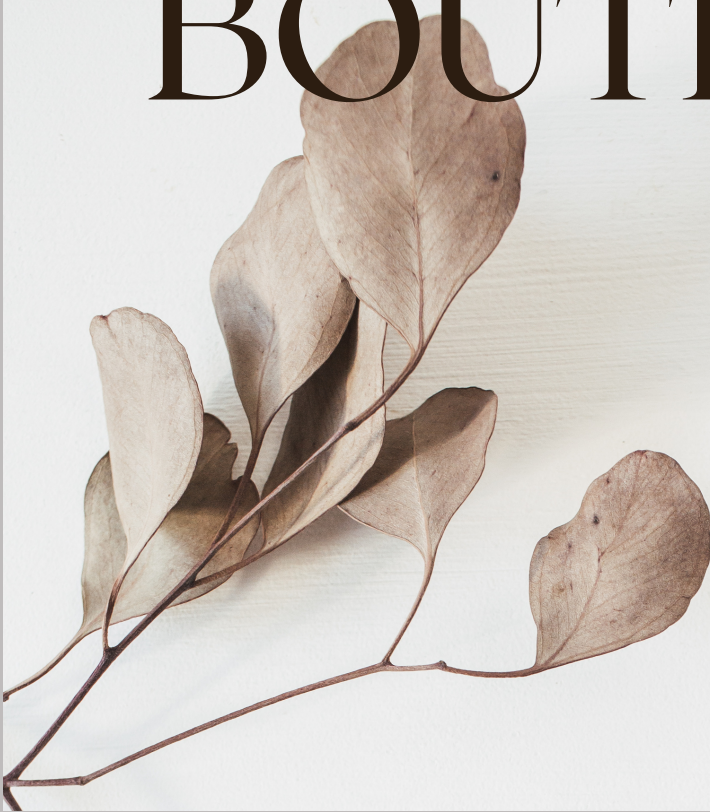
DO:

- SEO OPTIMISED FRESH PINS
(1-2/DAY)
- VIDEO PINS & OR STORY
PINS (1/DAY)
- REPINS IN MODERATION

DON'T:

- TOO MANY REPINS
- WORRY ABOUT PINNING
FRESH 15-25 TIMES

BOUTIQUE



DO:

- SEO OPTIMISED FRESH PINS
(1-2/DAY)
 - VIDEO PINS (1/DAY)
 - STORY PINS (1/DAY)
- REPINS IN MODERATION
 - SET UP CATALOGUE

DON'T:

- TOO MANY REPINS
- WORRY ABOUT PINNING
FRESH 15-25 TIMES

GENERAL RULES



DO:

- ANALYSE YOUR AUDIENCE
 - ANALYSE COMPETITORS
 - OPTIMISE YOUR BOARDS
 - OPTIMISE YOUR TITLE
 - OPTIMISE YOUR DESCRIPTION
- ANALYSE PINTEREST/TW/GA IN COMPARISON

DON'T:

- EXPECT RESULTS OVERNIGHT

FINAL THOUGHTS



PINTEREST IS A
MARATHON, NOT
A SPRINT.

YOU NEED TO WORK ON
YOUR STRATEGY
CONSTANTLY, IN ORDER TO
ACHIEVE THE BEST RESULTS,
AND YOU WILL HAVE TO
PIVOT FROM TIME TO TIME.
DON'T SETTLE, BECAUSE ONE
THING WORKS. ANALYSE AND
LEARN NEW WAYS. YOU WILL
BE SURPRISED HOW MUCH
BETTER YOU WILL DO!

A branch with several dried, brown leaves is positioned diagonally across the left side of the image. The leaves are a warm, earthy brown color and have a slightly textured appearance. The branch itself is thin and dark brown.

BEFORE I
SAY
GOODBYE

THANK YOU FOR
READING
THROUGH!

I HOPE YOU HAVE FOUND
THIS LIST HELPFUL!

IF YOU FEEL LIKE YOU HAVE
QUESTIONS OR WANT A
PERSONAL STRATEGY, YOU
CAN REACH OUT TO ME HERE:

KARMENROZSA@GMAIL.COM



HAVE A BEAUTIFUL DAY!