

The **ULTIMATE** Pinterest *Sales funnel* Guide

Hey there, pinner!

I'm so excited that you're ready to get started using Pinterest sales funnels effectively for your business. You're ready to wake up with people already on your blog and website, downloading your freebies, scrolling through your offers and looking to see if you've got that secure checkout button on your site **without you** having chase down leads, feel like you're constantly behind or wake up thinking you have no idea what to share but you know you need to "market" your business today.

Here's how we make that reality possible:

1. We create EPIC content that your audience wants and is actively searching for
2. Put that epic content on PINTEREST and get traffic to it daily for YEARS to come
3. Simplify your marketing message

This ultimate Pinterest Sales Funnel Guide is going to help you look at your current customer journey and see if there is something missing that would improve your conversions. If you don't have a sales funnel yet, use one of the examples here to get your first one set up.

If we haven't met "virtually that is", I'm Kathryn Moorhouse, I teach content creators and Pinterest managers how to simplify their marketing strategies, use Pinterest effectively for their business and create a profitable business that gives them the TIME freedom they've been searching for. I love helping business owners grow their businesses beyond what they could have imagined.

I'm all about simplicity, efficiency and creating a business you're excited about. Whether it's your weekly workflow, Pinterest marketing tasks, Tailwind scheduling or pin design that we're working on, I'm all about keeping it simple, profitable and strategic.

Do you have any questions about the Sales Funnel Guide?

[Join my Facebook Group](#) and post your question so I can get it answered!

to simplifying your business for greater success,

Kathryn.



6 THINGS YOU NEED To Know About Pinterest

Before you get started setting up Pinterest sales funnels for your business there are a few things you need to know about Pinterest.

1. Pinterest is a Visual Search Engine

Pinterest is a search engine.

Most of the time Pinterest gets put into the Social Media category but when you understand how it works, you'll want to reclassify it as a search engine like Google or YouTube.

When a Pinterest user types something into the Pinterest search bar (like you would in Google), Pinterest will analyze all the content on Pinterest to find out which content fits with that search query and then serves up those pins in the search results.

The reason we call Pinterest a visual search engine is because instead of giving you text based results (like Google does) you're getting beautiful images in the search results.

When you're looking for vegan dinner recipes Google will give you text based results from websites across the internet. When you search for vegan dinner recipes on Pinterest, you'll get image-based results from content that is on Pinterest.

As a business owner it's your job to treat Pinterest like a search engine and not a social media channel. Pinterest users aren't looking to have a conversation with you, they're looking to be inspired by content and find information that they're searching for. Treat Pinterest like a search engine by focusing on Search Engine Optimization.

You need to make it easy for Pinterest to rank your content in the search results on Pinterest so that you show up in front of your ideal audience.

2. Consistency is Key

Consistency on Pinterest is key to your long-term success on the platform. Pinterest suggests you share no less than 5 pins per day. This could include your content and other pinners' content.

When you're consistent on Pinterest, your profile will be categorized as "high quality" and relevant to your audience. If you're pinning inconsistently, you'll begin to look like a spammer on Pinterest and that is not what we want.

I've found through countless client accounts and my student's accounts that 10-25 pins per day is the sweet spot for most accounts.

This includes YOUR pins from your website as well as saving pins from other people on Pinterest.

3. Long Term Strategies Win

Pinterest is the perfect platform to include in your marketing strategy for long term traffic generation. Pinterest thrives on evergreen content (content that stays up on your website forever.). As a search engine your content can show up in the search results YEARS after you first added it to Pinterest.

Pinterest isn't a platform that should be something you rush in one day. It shouldn't be a place where you whip up a pin quickly because you need to get "something" on there.

With Pinterest, you want to focus on sharing quality content that has longevity and that you'd like to receive traffic to for YEARS to come.

When you share content that has a clearly thought out customer journey (sales funnel) you'll know exactly what a pinner should do next and the pinner can clearly see what their next step is. Pinterest will reward you with greater visibility on the search engine when your content is relevant to your ideal client, it sends a pinner to a good website, encourages engagement like saves or clicks and is search engine optimized.

4. Why Your Website Matters

When Pinterest is deciding what content (pins) they'll showcase in a Pinterest user's search results and home feed, they look for quality content that is the MOST RELEVANT to the search query or the Pinterest user's interests.

Pinterest wants to give the user the best click-through experience and that means ensuring the content linked to the pin is good quality.

How do they know if the content the pinner will land on is actually quality content?

Pinterest will analyze the pin AND the landing page linked to the pin. They can see what is on your website landing page and match that to your pin. What they're looking for is cohesion between your pin and the content on the website page you're sending people to.

Here are two things they look for to see if your website landing page matches your pin design.

1. Text cohesion

Pinterest will compare the keywords they pick up from the pin to the content on the landing page and see if they match or are related. Pinterest will look at the landing page's page title, description and main body text to identify the "text relatedness" because that is where they find the most reliable information.

If they can see that the keywords from your pin description, pin title and the text on the image matches (or is related to) the body text of the landing page (content in your blog post for example), the page title (blog post title) and the page description then they have confidence in it being great quality content for that search query.

2. Image cohesion

Pinterest will compare the images on the landing page with the pin image to identify any similarities between them. They look at the images on the landing page to find similarities in style.

For example, a product image on the landing page is similar to the pin when the pin is a lifestyle picture of that product. They also look for text ON website images to match the cohesion between the pin and the landing page's image.

The content and design of your website matters when it comes to Pinterest search engine ranking. They want to deliver the BEST pins to Pinterest users which means they need to know that your website is going to be the BEST option for a user's search query.

Extra things Pinterest doesn't like:

- Redirecting URLs
- Pop-ups too early or many pop ups
- Lots of ads on the page
- Content that isn't related to the pin
- No cohesion between the content and the pin

5. Your Audience Matters

Pinterest places emphasis on engagement with your content. In conjunction with keyword targeting and ranking, Pinterest will look at the engagement your pin has and if it has high engagement it'll be showcased in more areas across Pinterest (even if it's an older pin).

If you create content that your audience WANTS from you and is SEARCHING for, they will engage with it and Pinterest will reward you for that engagement.

They can see that your audience loves what you're sharing and will therefore, present it more often to your ideal audience.

It is your job to create content that your audience wants and is searching for. The best way to know what your audience loves and wants is to do keyword research for topics that relate to your business and look at your Pinterest analytics.

Analyzing which pins have the highest clicks and saves (whether it's your content or other people's content) will help you figure out exactly what your ideal client wants from you. The more you can create content that they're telling you they want (based on their clicks) the more traffic you'll receive.



GETTING STARTED with Pinterest Funnels

1. Choose your end goal for the sales funnel

Before you can create a sales funnel, analyze your current sales funnels or begin improving your conversions from Pinterest you need to identify your main end goal for your sales funnel from Pinterest.

If you don't know your end goal, you can't create your sales funnel. My suggestion is to always start with ONE END GOAL on Pinterest. This will help create clarity around what content to put on Pinterest, what edits you need to make on your website and what funnel you'll be sending them through.

You can always add more end goals down the road but starting out, it's important to focus on ONE goal for the next 12 months. Once that goal is being achieved consistently, then move onto the second goal.

If you've chosen email sign ups as your end goal for pinners, it already becomes clear that your sales funnel needs to include an email sign up form and perhaps a freebie/ content upgrade to get users onto your email list.

If you're thinking that choosing ONE goal is limiting your potential, then I'm happy to tell you that your one end goal can have multiple sales funnels leading to the same outcome. For example, to get email sign ups you could take a pinner directly to a freebie or they could go to a free piece of content first or they could go to a product that has an email sign up form pop up. All these options are available to you for this one end goal.

2. Identify the route to sales

When we develop Pinterest sales funnels our end goal may not be a purchase (email sign ups, read your blog or download your podcast episodes) however there needs to be a clear route to making sales. It is called a SALES funnel for a reason.

I know when we say end goal, one thinks it "ends there" but it doesn't. Your audience is on a consistent journey from your pin to your content to your products to more content to more products for years to come.

If your audience is being directed to a "free" goal, you need to identify the rest of the journey to the paid portion. This doesn't mean it'll happen right away, but it is important to know how you will make sales from that sales funnel.

If you're looking for email sign ups, you may end up selling to your email list during launch time. If you're looking for podcast downloads it may be that your potential sponsors want to see high download numbers to sponsor you (pay you). Either way, it's important to identify this route to sales in the beginning.

3. Test your pin design

Pinterest is a visual search engine. That means your pin images play an important role in growing your website traffic from Pinterest. If you want Pinterest users to go on a journey with you through your sales funnel, you need to make sure they'll actually click on the pin image and take the first step. If they don't take that first step the rest of your funnel will just sit there waiting for people to walk through it.

Every single ideal client/ audience on Pinterest engages with pins differently. You need to test your pin image designs to make sure it is what YOUR audience wants. If they engage with a certain type of pin image more than any other, that is the design you want to focus on in future. The only way to identify what your audience wants, is to test.

Create 5 different pin templates to start with and make sure they are very different from one another. Your image choice, layout, sizing, colour choice and positioning or text should be different in each pin template. There should be cohesion in your brand style though. That means make sure the colours you use are your brand colours. Make sure your logo or website address is visible. Make sure the style matches your website design style, so they know it is YOUR pin image.

Then test, test, test.

Look at your analytics to identify which pin templates received the most link clicks and saves over the past month. Those are the designs you move forward with. Then you begin your test again by adding in 2 new templates and testing those. Keep going through this testing process until you find 5 templates that always get engagement from your audience.

4. Ensure your content is Keyword optimized

The biggest factor that will affect traffic to your website from Pinterest, is the Pinterest search engine.

When a Pinterest user types a keyword into the Pinterest search bar, Pinterest will analyze all the pins on Pinterest to find out which pins to serve up in those search results.

They use KEYWORDS to match pins across Pinterest with your ideal client's search query.

If our ideal client uses the keywords “cranberry sauce recipe” in the search bar we want to make sure Pinterest knows and can see that our Cranberry sauce recipe pin is PERFECT for that search result.

We can do that by making sure we put that key phrase in ALL the places Pinterest analyzes to figure out what a pin is about.

Here’s a few of the places you should add that keyword to:

- Pin Title
- Pin Description
- Board Name (for the first board you’ll save it to)
- Board Description (for the first board you’ll save it to)
- Website URL for that piece of content
- Website Page Title (blog post title or page title)
- Text on the pin image
- Website Page Description (you can edit this in your website’s page SEO section)
- Objects in the image (if you have an image in the background does it have any object in it that would be identified as one of your keywords – this is optional)

If you want to learn more about Pinterest Keyword Optimization, I’ve created a training just for you – [Simplifying Pinterest Keywords!](#)

The PINTEREST *Sales funnel* Examples

Pinterest is a powerful traffic generator.

When used correctly it often becomes a businesses #1 traffic source each month. But what happens when you successfully start getting consistent traffic to your site or you start seeing your traffic grow over time?

You want to convert those visitors into subscribers or buyers. One of the best things you can do as a content creator is identify what your end goal with Pinterest is.

Do you want pinners to subscribe to your email list?

Do you want pinners to buy a product or service?

Do you want pinners to buy your affiliate product?

These questions will help you identify your main goal on Pinterest. If you want pinners to join your email list because that is where you make money down the line, then you need an email sales funnel setup. The same is true for product purchases and affiliate marketing sales.

I've added 4 sales funnel examples to this resource to help you make sure your customer journey is set up to convert pinners into customers.



EMAIL MARKETING sales funnel

Main Goal: email subscriber from Pinterest

1. Pin

- Pinners find your pin through their search results, follower feeds, interest feeds, picked for you content, group boards, Tailwind Tribes and personalized emails from Pinterest
- To gain email subscribers you should send them to content that answers their question or gives them the ideas they're were searching for

2. Free Content

- Your free content (blog post, video, podcast etc.) must be exactly what the pin described
- It should use the same keywords the pinner typed into the Pinterest search bar, if possible
- Your free content needs to keep them hooked, answer their question and give them the value they were looking for

3. Content Upgrade

- A content upgrade is a freebie that is placed in at least 3 areas within the blog post
- This freebie helps them dive deeper on the topic and they'll give you their email in exchange for the freebie
- Make it easy to get the freebie throughout the piece of content and make it STAND OUT so they can see it.

4. Thank You Page Bundle

- Once they sign up you have the option to wow them on this page and make a sale with a Thank You Bundle of products or a way for them to dive deeper on your site
- Some sales are made through Pinterest using this Thank You page bundle option the other way is by selling your products in email down the road once they get to know you

5. Email List Nurture

- Once they're on your email list you've achieved your goal!!! **CELEBRATE**
- You don't need complex sequences if you're new to email marketing. Keeping it simple is often the best way to convert your email subscribers into customers.
- Nurture your audience in email and remember you're talking to humans. Give them things that will help them in their situation and don't be afraid to offer your paid solutions to their problems.

This email funnel helps you get email subscribers.

Once they're on your list you can sell:

- **affiliate products**
- **physical products**
- **services**
- **digital products**
- **and more...**

this is the most versatile funnel. It seems simple when you look at it but if you choose this funnel approach make sure you've paid attention to each element. If your content upgrade is not visible and easily skimmed over then it could reduce your email sign up rate.

The same is true when you send them emails. If you never provide an offer, they never have an opportunity to buy.

AFFILIATE MARKETING sales funnel

Main Goal: affiliate sale from Pinterest

1. Pin

- Pinners find your pin through their search results, follower feeds, interest feeds, picked for you content, group boards, Tailwind Tribes and personalized emails from Pinterest
- To gain affiliate sales you should send them to content that answers their question or gives them the ideas they're were searching for that relates to your affiliate product

2. Free Content

- Your free content (blog post, video, podcast etc.) must be exactly what the pin described
- It should use the same keywords the pinner typed into the Pinterest search bar, if possible
- Your free content needs to keep them hooked, answer their question and give them the value they were looking for
- Your free content should have one core focus. The affiliate product or a topic around that affiliate product. **This is they key.**

3. Affiliate Marketing Link

- The main call to action throughout the free content will be to purchase the affiliate product.
- Share your story related to the affiliate product and pinners will be more inclined to consider buying it.
- You want to give the pinner insight into why this product is perfect to solve their unique problem or fit into their unique lifestyle.
- Make sure that in at least one place in your piece of content you make it clear and visible that they can get access to the product there.

Affiliate marketing sales funnel 2: using the email sales funnel to sell your affiliate products.

Affiliate marketing sales funnel 3: send pinners directly to the affiliate product from Pinterest.



PRODUCT sales funnel

Main Goal: product sale from Pinterest

1. Pin

- Pinner find your pin through their search results, follower feeds, interest feeds, picked for you content, group boards, Tailwind Tribes and personalized emails from Pinterest
- Create multiple pin image variations that showcase your product in different ways (lifestyle shots, close ups, context shots etc.)
- Use different copy on each pin to speak to different reasons your customer would want the product (focusing on the transformation they receive from it or the outcome they want)
- Enable Rich Pins on Pinterest to showcase the product price
- Set up Shoppable pins to make it easy for pinner to buy from your pin
- Setup a product catalog with Pinterest so pinner can shop your entire catalog

2. Product Sales Page

- Your product sales page should remove all obstacles from purchasing for them. It should address all their questions through text, images or video.
- Showcase the product or digital product in action so they can see how it could work in their situation.
- Make your copy so focused and niched for your customer that they KNOW it's perfect for them.

3. Easy Checkout

- The abandon cart issue is real when you have a complicated checkout process.
- Keep it simple and make payment safer in the eyes of new customers.
- Provide upsells on the checkout page to give them more of what they want.

Product sales funnel 2: using the email sales funnel to sell your products.



CLIENT LEAD sales funnel

Main Goal: client leads in your inbox

1. Pin

- Pinner find your pin through their search results, follower feeds, interest feeds, picked for you content, group boards, Tailwind Tribes and personalized emails from Pinterest
- Create multiple pin image variations that showcase your service in different ways (pull on different pain points that your sales page addresses)
- Use different copy on each pin to speak to different reasons your customer would want the service (focusing on the transformation they receive from it or the outcome they want)

2. Service Sales Page

- Your service sales page should remove all obstacles from investing in your service for them. It should address all their questions through text, images or video.
- Showcase the transformation they'll receive in an easy to follow way and let them know who this service IS and ISN'T for. Make your copy so focused and niched for your customer that they KNOW it's perfect for them.
- Your sales page should help answer a few questions that they may have so you can create pins around those questions.

3. Inbox Button

- You need to make it extremely easy for them to reach out to you. Have multiple buttons on the page inviting them into your inbox to ask questions.
- If you have a form for them to fill out, keep it short and link to it multiple times.
- If you want them to book a discovery call with you, make sure there is an alternative option like emailing you in case they don't like phone calls.

Client Lead sales funnel 2: using the email sales funnel to get client leads

Client Lead sales funnel 3: sending the pinner to a blog post addressing pain points related to your service, offering your service within the blog post and linking to the service sales page.



PLUG THE LEAKS checklist

Once a pinner leaves Pinterest by clicking on your pin, you want to make sure they stay on your website and engage with your content or buy your products. That means plugging any leaks in your funnel that would make them “bounce” and leave your funnel.

1. Website

- Improve your website load speed.
- Send your customer to the correct URLs.
- Fix any 404 error pages (page not found errors).
- Your website is optimized for Mobile, laptop and desktop view.
- The free content they land on is what you described in your pin image.
- You have email sign-up forms and content upgrades throughout your free content.
- You've minimized any distractions on your landing page or product page.
- All your website buttons and links are working properly.

2. Pinterest

- Enabled Rich Pins.
- Setup a Search Engine Optimized Pinterest profile
- Your pin images are captivating with a long vertical orientation and have all the elements of a viral pin
- Each of your pins leads to only ONE CLEAR CALL TO ACTION

3. Sales

- You've updated your “out of stock product page” to invite them to browse other items instead of deleting that product page. You can create a set template for out of stock items
- Your purchase checkout is quick and easy to use.