

The Hows of Pinterest Marketing — With Tammie Jones

This workbook is about understanding and optimally utilizing Pinterest as a powerful digital marketing platform, based on industry expert Tammie's insights. It is important because it takes away the common misconception about follower counts and impressions as parameters of success on

Pinterest and offers a practical approach to leverage the platform. The benefit of doing this workbook's exercises is to develop an effective

Pinterest strategy for any industry that drives real, meaningful engagement.

Quote to remember from the Interview

"The Pinterest algorithm rewards those who aptly understand the pulse of the platform and remain consistent."

What You'll Learn From the Activity

Through these activities, you will be able to discern the practical strategies to succeed on Pinterest irrespective of your industry. They'll help you apply Tammie's insights on maintaining consistency, understanding Pinterest's algorithm, and setting realistic time frames for success analysis.

Activity

What were your initial thoughts on determining success on Pinterest before reading this article?

Briefly discuss how your perspective about Pinterest as a marketing tool has changed, if at all.

If you notice that your pins' size is negatively affecting their performance, what steps will you take?

In a situation where your follower count and impressions are high, but conversions are low, how would you interpret this situation?

Based on the article's insights, list down five crucial parameters of Pinterest success.

Enumerate three benefits of maintaining consistency on Pinterest.

According to the article, LinkedIn and Pinterest are:

- a) Highly similar platforms
- b) Suited for the same industries
- c) Not suited for the same industries

_____ and _____ are not the only markers of 'doing well' on Pinterest.

True or False:

Pinterest is only for specific industries.

Sentence Completion:

The ideal time frame to gauge Pinterest success is _____.

Multiple Response:

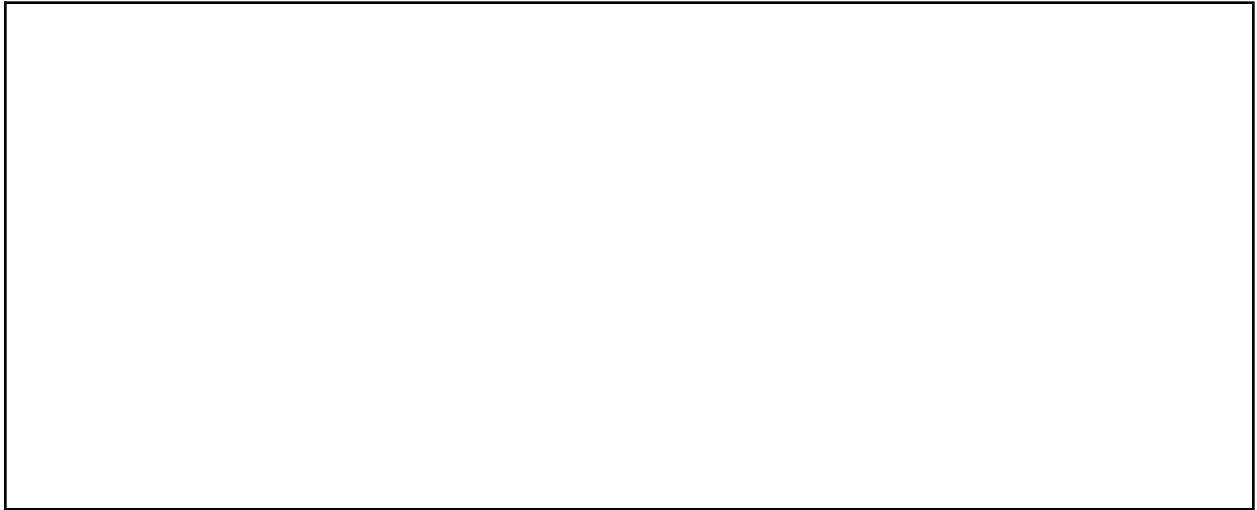
The Pinterest algorithm rewards users who:

- a) Pin inconsistently
- b) Aptly understand the platform's pulse
- c) Have the highest number of followers
- d) Remain consistent

Cloze Test Activities:

The _____ on Pinterest goes beyond just impressively high numbers of and _____.

Repeat the exercise questions 3-12 in alternative wordings to form the complete 20-30 question activity if needed.

A large empty rectangular box with a black border, intended for writing the alternative wordings for the cloze test questions.