



Pinterest Power Up:

Want more brand awareness, increased website traffic, and greater engagement? Pinterest drives more sales than any other social platform, with over 2 million daily users pinning products every day. Currently, the average order value of a sale coming from Pinterest is \$50 US - more than Facebook, Twitter, or Instagram. And that's not all - [93% of Pinterest users use Pinterest to plan their future purchases](#). People are doing more online shopping than ever before, and Pinterest is a huge part of that. Crafters in particular do a lot of research on materials, supplies, and patterns online before making a purchase; this means that now more than ever, your business needs to be Pinterest-savvy.

Our goal is to increase Pinterest referrals to your website by 20% within the first 6 months.

Client Requirements:

- This package is currently only available for clients based in the United States, Canada, and the United Kingdom.
- There is a minimum time commitment of 6 months in order to see clear, measureable growth.
- Access (or permission to set up) Google Analytics and a Business Pinterest account (if not already established) in order to provide measurable reporting.

What's Included:

First Month (Set-Up Month):

- Setting KPI (Key Performance Indicators) and establishing benchmarks.
- Pinterest Profile optimization.
- Board Organization: Eliminating boards that don't fit with brand, adding and filling relevant boards.
- Pinterest SEO optimization for pins that link back to their site.
- Creation of vertical, eye catching pinterest graphics to put into the existing posts you are looking to promote.
- Setting up [Boardbooster](#) to do pin looping and get better content pinned every day through scheduling.

Ongoing Months:

- Regular creation of vertical Pinterest graphics for all new blog posts, can also be shared in newsletters and Facebook.
- Monthly Pinterest ads.
- Weekly Pinning content from site and other social media channels with relevant search keywords.
- Finding and sharing relevant content.
- Increasing attractiveness and relevance of Pinterest Boards, adding more as needed.
- Weekly use of Boardbooster to plan pin looping and get better content pinned every day through scheduling.

Conversion analytics and additional tracking can be setup to monitor sales, either by our team or your own website team. https://help.pinterest.com/sites/help/files/pinteresttaginstructions_2.pdf

Fees:

- Stitchcraft Fees: \$2300 (\$800 billed first month; \$300 billed monthly for remaining 5 months)
- Boardbooster: \$5 per month
- Pinterest Ads: \$75- \$100 per month, can be more at customer's request