



30-DAY PINTEREST CHALLENGE

FOR BEGINNERS

CHECKLIST

Complete one task per day and check it off as you go. Stay consistent, and by the end of the 30 days, you will be well on your way to creating an established Pinterest account. Enjoy!

WEEK 1: SETTING UP YOUR PINTEREST ACCOUNT

- ☐ Set up a Pinterest Business Account
- ☐ Claim your website & enable Rich Pins
- ☐ Identify 5-10 Pinterest keywords
- ☐ Create & optimize your first 5 Boards
- ☐ Follow 10-20 accounts in your niche
- ☐ Design 3-5 branded Pinterest templates
- ☐ Batch create 5-10 fresh Pins

WEEK 3: DRIVING TRAFFIC AND ENGAGEMENT

- ☐ Create an Idea Pin
- ☐ Research trending topics in your niche
- ☐ Optimize your Boards & descriptions
- ☐ Schedule Pins for the next 7 days
- ☐ Repurpose a YouTube video or blog post
- ☐ Engage with other Pinners
- ☐ Track your analytics again

WEEK 2: CREATING AND PINNING CONTENT

- ☐ Pin your first 10 Pins
- ☐ Write SEO-friendly pin descriptions
- ☐ Research & join 3-5 group Boards
- ☐ Create 5 more fresh Pins
- ☐ Repurpose an Instagram or blog post into a Pin
- ☐ Track your analytics for the first time
- ☐ Adjust & improve your strategy

WEEK 4: ADJUSTING YOUR STRATEGY

- ☐ Join 1-2 Tailwind Communities
- ☐ Create a seasonal Pin
- ☐ Try a different Pin style
- ☐ Review your best-performing Pins
- ☐ Create a Pinterest content calendar for next month
- ☐ Update older Pins with new designs
- ☐ Schedule your Pins in bulk