Affiliate Pinterest Training with Mike Shew

What is Your Biggest Problem?

One very typical mistake many beginners make is a lack of focus. We see that successful online entrepreneurs have raving fans on Instagram, a huge following on their Facebook page or group, YouTube, or maybe even Twitter, etc.

But what a beginner doesn't realize is that to get to that point, the successful guy or girl didn't work on all these social media platforms at once. I can guarantee you that every successful online business you know was primarily successful on ONE platform and only when this one platform started paying their bills, did they invest time in expanding to other platforms over time.

If you try to target multiple goals at once, you will miss them all.

As a newbie in the online biz, you must focus on ONE thing at a time.

For example: If you choose Pinterest as your first and main platform, you can get a lot more traffic even as a beginner.

You don't need to wait months or years to establish your account. You can get lots of traffic even when your following is below 500.

Fact: Pinterest is a combination of a search engine and a social network.

T**reat Pinterest as a search engine.** If you want to drive traffic consistently, your strategy should be based on Pinterest search engine optimization.

If you have a website, a blog, or just an idea for a business, then the social media site Pinterest is a *surprisingly* good way to make money with affiliate marketing – for FREE!

But just how does Pinterest affiliate marketing work? Can it support a full-fledged online business on its own, or do you need a website too? And which niches work best with Pinterest?

How Does Pinterest Work?

Right off the bat, one of the coolest features of Pinterest is the fact that it's a search engine/social media hybrid, with an emphasis on images and social bookmarking.

Basically, you create a "board" – think a digital bulletin board – and post "pins" that can be discovered organically by others in your network on Pinterest. However, if you include the right keywords in them, your pins can *also* appear in the search results when users do a search in the platform's search bar and generate engagement that way.

Search bar on Pinterest

It's true that Facebook, Twitter, Instagram, and other social networks feature hashtags as searchable keywords, the search is a much bigger part of the Pinterest experience (and it's generally less competitive than those bigger platforms).

So, why does Pinterest's SEO search function matter?

But what if you could build a backlog of quality posts that generated more and more organic traffic *long-term*, just like a blog or YouTube channel can?

With Pinterest, optimized pins can continue to receive engagement after a *year*, compared to a typical post lifespan of 48 hours on Instagram, 6 hours on Facebook, and 15 minutes on Twitter.

Sound interesting? I'll show you how to make Pinterest work for you in 5 simple steps!

Step 1: Set Up Your Pinterest Profile

To make money with affiliate marketing on Pinterest, your first step is to set up a Pinterest account.

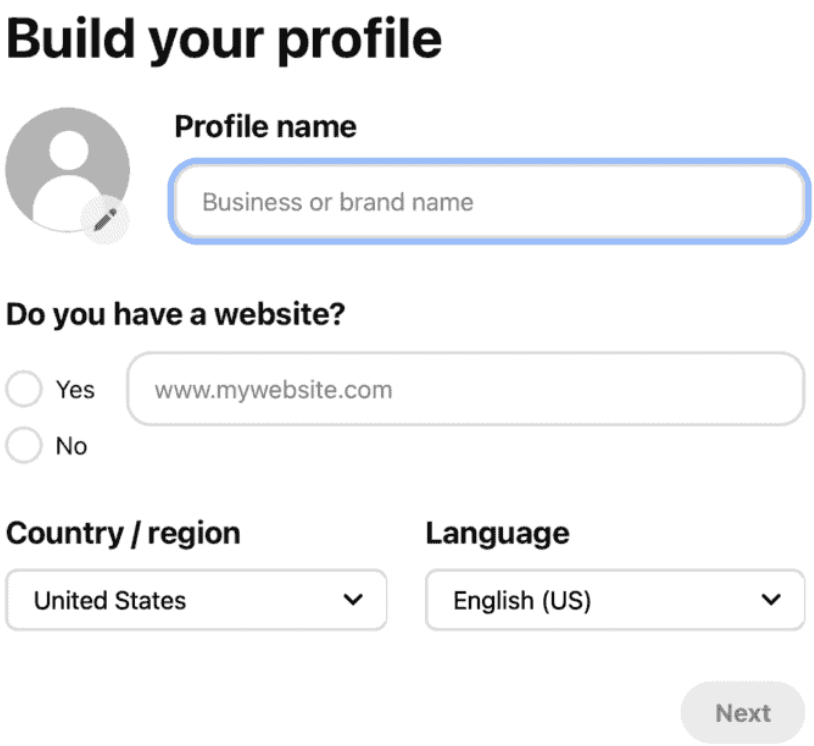
If you want to use Pinterest for commercial purposes, you must create a business account and agree to our Business Terms of Service.

Beyond legal compliance, though, the business account gives you a few other key benefits:

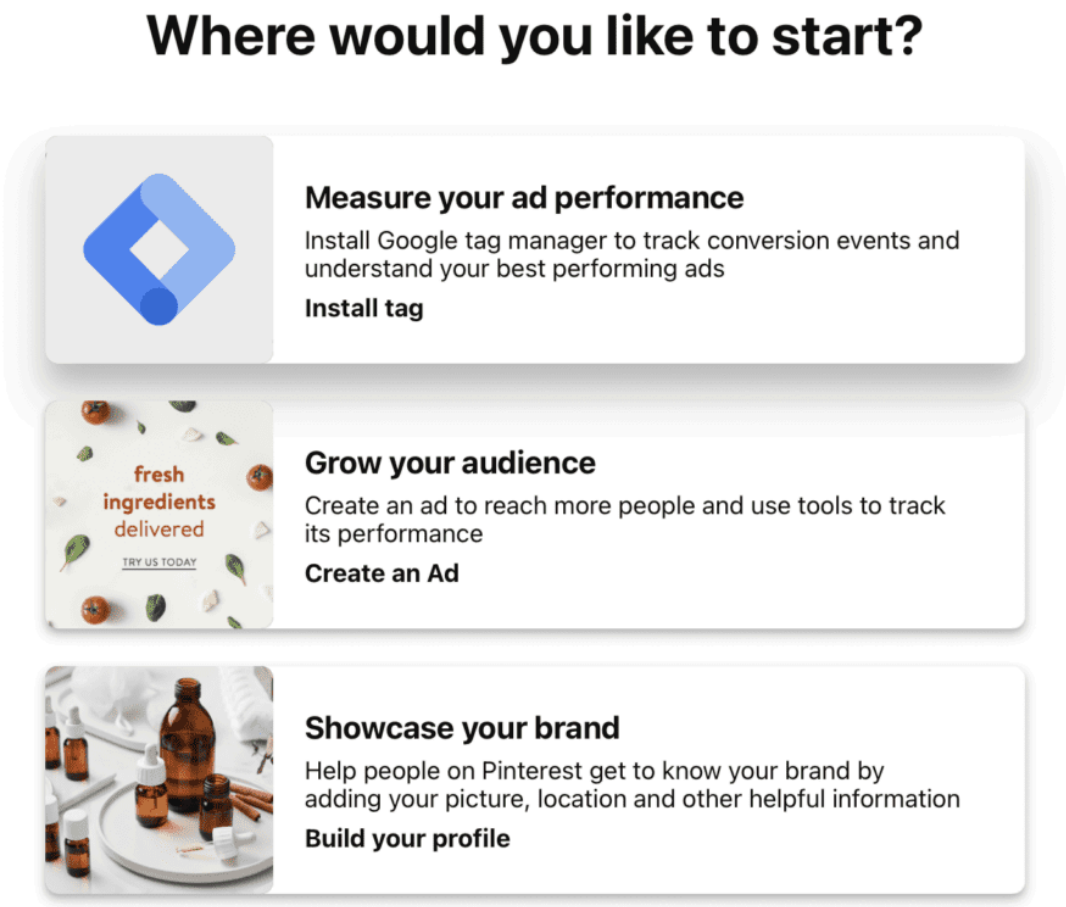
- Account analytics and audience insights
- Special Pin formats, including Rich Pins
- The opportunity to advertise on Pinterest's paid platform.

Technically, your account and your pins will look the same with either a personal or business account. But since you're going to be making money with Pinterest, the business account is recommended.

The good news is, that setting up a Pinterest business account is easy enough – if you have a Google email address, you can just use that to sign up. You can also convert an *existing* personal Pinterest account to a business account.



Once you've signed up, Pinterest will ask you to build your profile, so fill in those details and answer their questions on what type of business you are in over the next few screens.



Creating a Business Account on Pinterest

Lastly, Pinterest prompts you to pick your primary focus: measuring your ad performance, creating an ad, or showcasing your brand.

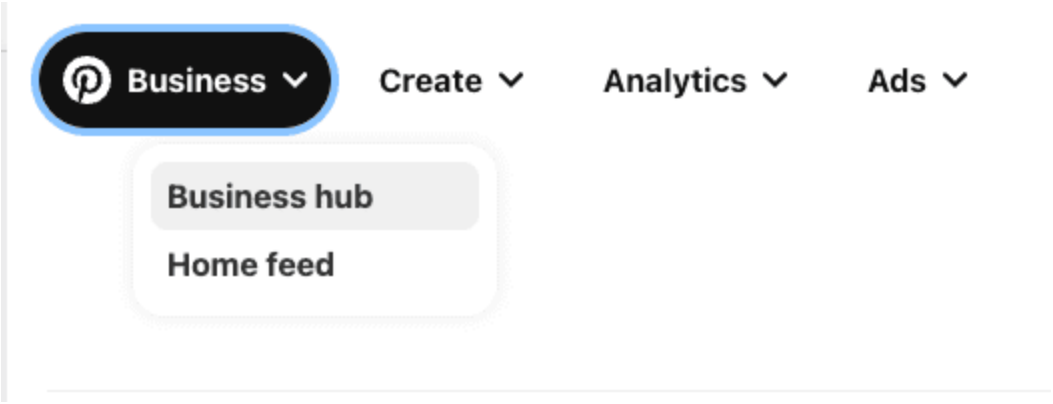
I would start with the third option, which brings you to an account settings page where you can finish your profile. Fill that out, upload your branded images and logo, and you're ready to start using your Pinterest business account to generate organic traffic!

Step 2: Get Familiar with Your Pinterest Account

Once you've created your account, the best way to get to know Pinterest is to create some pins!

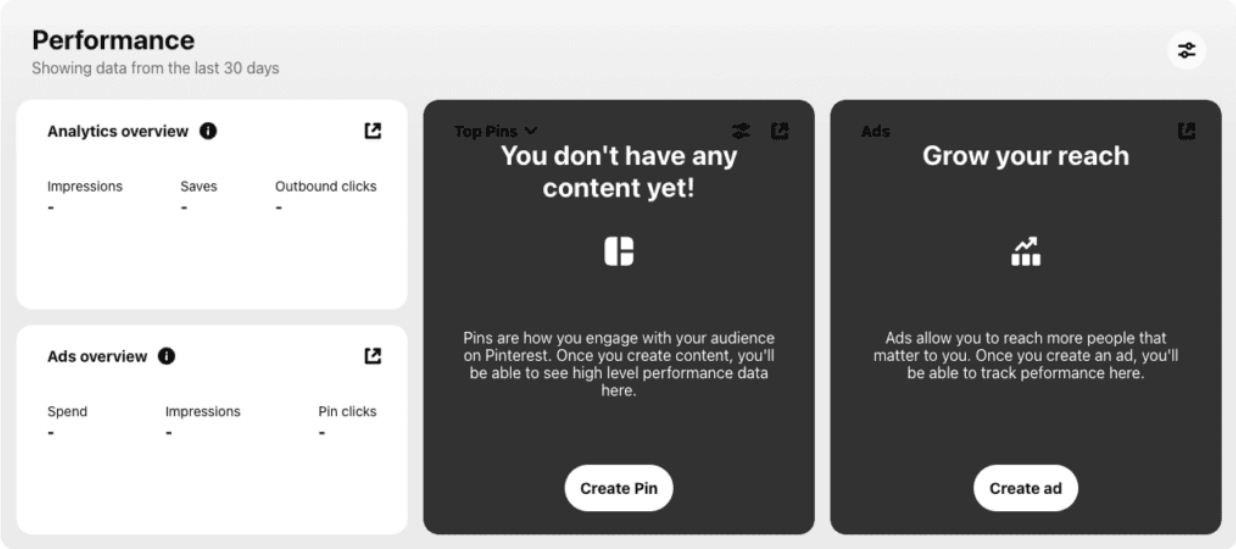
But first, a quick tour…

Each Pinterest business account has the usual "Home Feed" that a personal account would, but it also has something called a "Business Hub" that houses all of the analytics data you'll want to check on regularly.



The main area you'll want to pay attention to on the Business Hub page is **Performance**, which is broken out into analytics for organic content and an ads overview for your paid ads (see below).

At first, these sections will be blank, but once you start creating content, you can quickly see how all of it is performing here.



Of course, you can find *even more* details by going to the **Analytics** tab in the navigation menu. This breaks down your metrics by impressions, engagements, pin clicks, outbound clicks, saves, and a lot more!

As a business account, you also get access to a few additional pin types that we'll cover shortly.

But for now, take a few moments to get familiar with the interface. Then, we can start creating content!

Step 3: Create a Pin

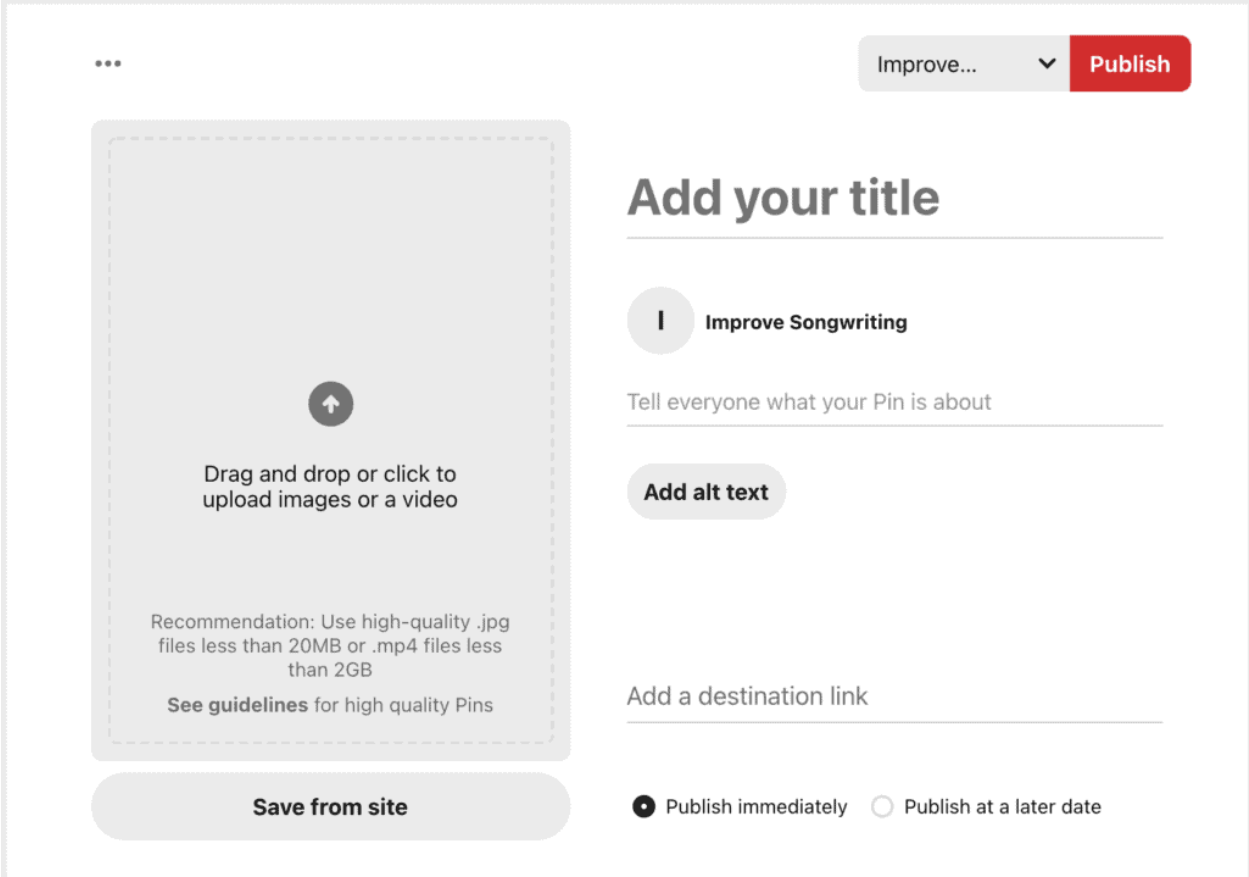
A Pinterest pin is a short piece of content that's discoverable in Pinterest search and visible to your profile's following in their feeds. A pin is usually image-based (though video is an option as well), and it's designed to drive traffic to a blog post, landing page, product sales page, or even a YouTube video.

That dovetails nicely with affiliate marketing. Every pin you post can point to a strategic destination of your choice – the only question is, *where* should you drive traffic?

Well, it all starts with understanding your selling small business owners' online courses for their employees professional development and the behavior of your potential business owner customers.

Now, let's talk about creating a pin. You can easily find this option in the main navigation menu under **Create > Create Pin**.

The pin creation screen will look like this:



Pinterest pin creator

The main components of your pin are an image or video, a title, a description, alt text, and a destination link.

If you're like me and you're not exactly a graphic design whiz, Canva is a fantastic way to create decent images for Pinterest. However, I do create my own images.

All you have to do is sign into Canva and find the Pinterest pin template. It comes equipped with the optimal dimensions for Pinterest pins: 1000 x 1500px.

Business Create Analytics Ads

3 Impressions | 0 Saves | 0 Outbound clicks | Real-time estimates Last 24 hours | See more stats | Promote

employees Save

dynamicleadershiptraining.info

Dynamic Leadership Training Course

What do you think?

Business Create Analytics Ads

6 Impressions | 0 Saves | 0 Outbound clicks | Real-time estimates Last 30 days | See more stats | Promote

employees Save

effectiveemployeetrainingcomplian...

4-1 Human Resource Employee Training

1 Comment

Business Create Analytics Ads

3 Impressions 0 Saves 0 Outbound clicks Real-time estimates Last 24 hours See more stats Promote

employees Save

rootcauseanalysistoolstemplatesan...

ROOT CAUSE ANALYSIS (RCA) EIGHT TOOLS WITH EXAMPLES AND TEMPLATES

What do you think?

Add a comment

Business Create Analytics Ads

3 Impressions 0 Saves 0 Outbound clicks Real-time estimates Last 24 hours See more stats Promote

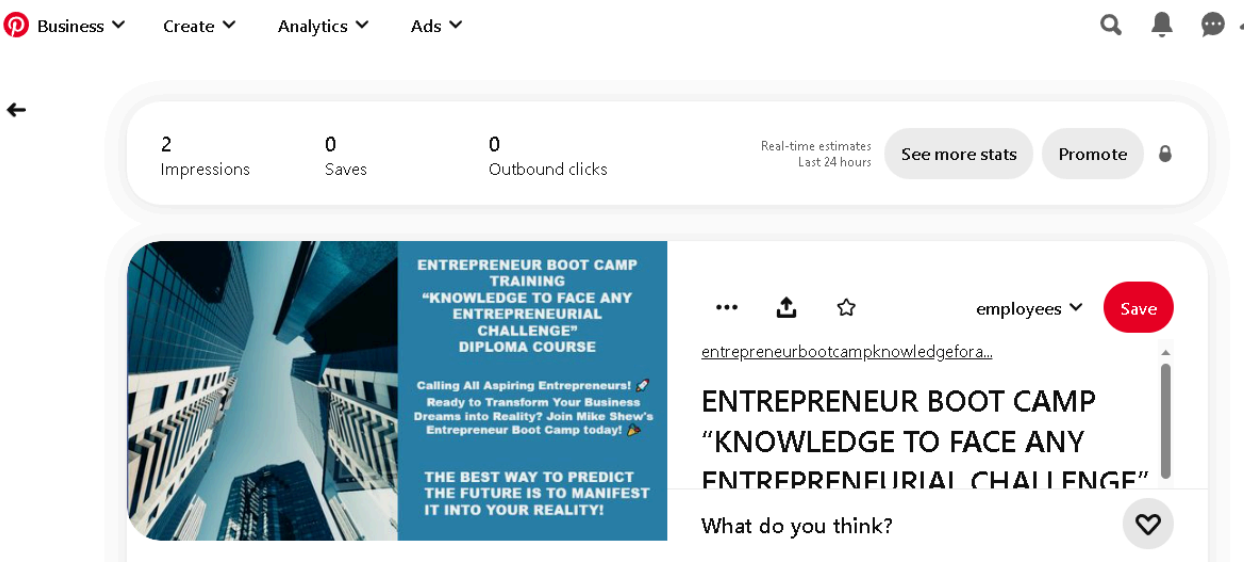
employees Save

thetheoryofconstraintswithusingte...

THEORY OF CONSTRAINTS APPLYING "TEN" LEAN TOOLS

What do you think?

Add a comment



You get the idea from my examples. I have another way to do this, let's chat. Much quicker.

https://tinyurl.com/app and https://pinterestvideo.com/ for your reference.

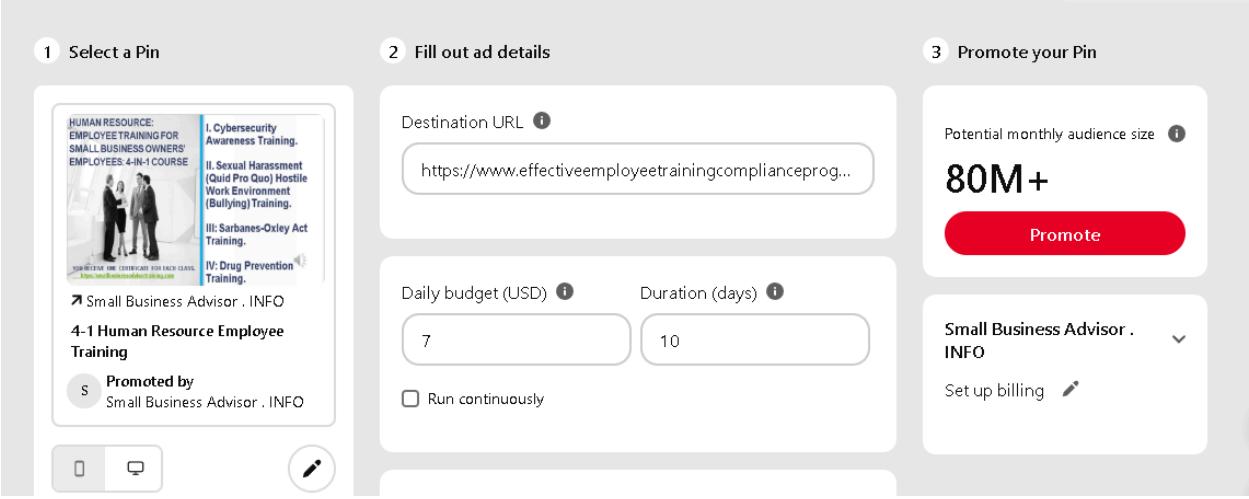
Pinterest pin template in Canva

You have all our banner images on the affiliate websites. You can enlarge these images to the Pinterest size required.

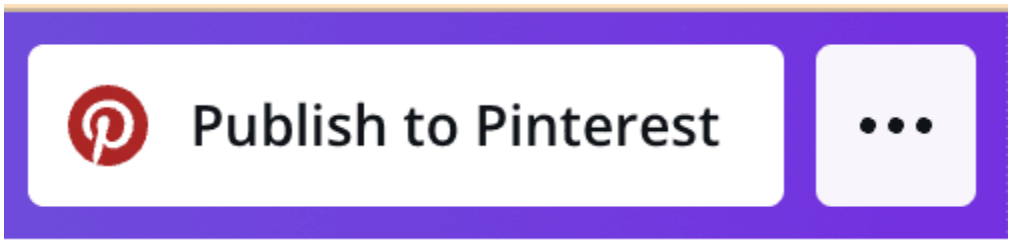
You can also either start with an existing template and customize it for your business or create a blank Pinterest pin that you can build from scratch. What's working for other successful affiliate marketing folks on Pinterest?

For this example, I just created a blank Pinterest pin and grabbed a featured image from a blog post on my affiliate blog. After adding a few rectangle graphics, changing them to my brand color, and including a heading, my pin graphic was done. It took maybe 5 minutes!

Note: 80M potential buyers with this Pinterest created and ready to promote.



Here's how I created and published my pin.



To make sure you can see how it works inside Pinterest directly, let's publish our first pin there.

It's a pretty simple process of uploading your image and filling in the rest of the fields with relevant copy. Here's what mine looked like:

Finished Pinterest Pin for Online Courses.

A few final tips when you create your pins:

A. Always include alt text.

Alt text is just a short description of the image. If you've built an affiliate website, you should be familiar with the use of alt text in images. On Pinterest, alt text is a great spot to optimize for relevant keywords that some pinners forget about.

Google Images will pull from Pinterest too, which is another reason why alt text is so important – it can expand your pin's visibility beyond Pinterest.

B. Add Relevant Hashtags

Next, it's usually worth it to add at least a few relevant hashtags in the description for your pins. This has been a big debate for Pinterest users, with the platform going back and forth on hashtags as an effective tool (since a lot of users search with regular SEO-type keywords like they would in Google).

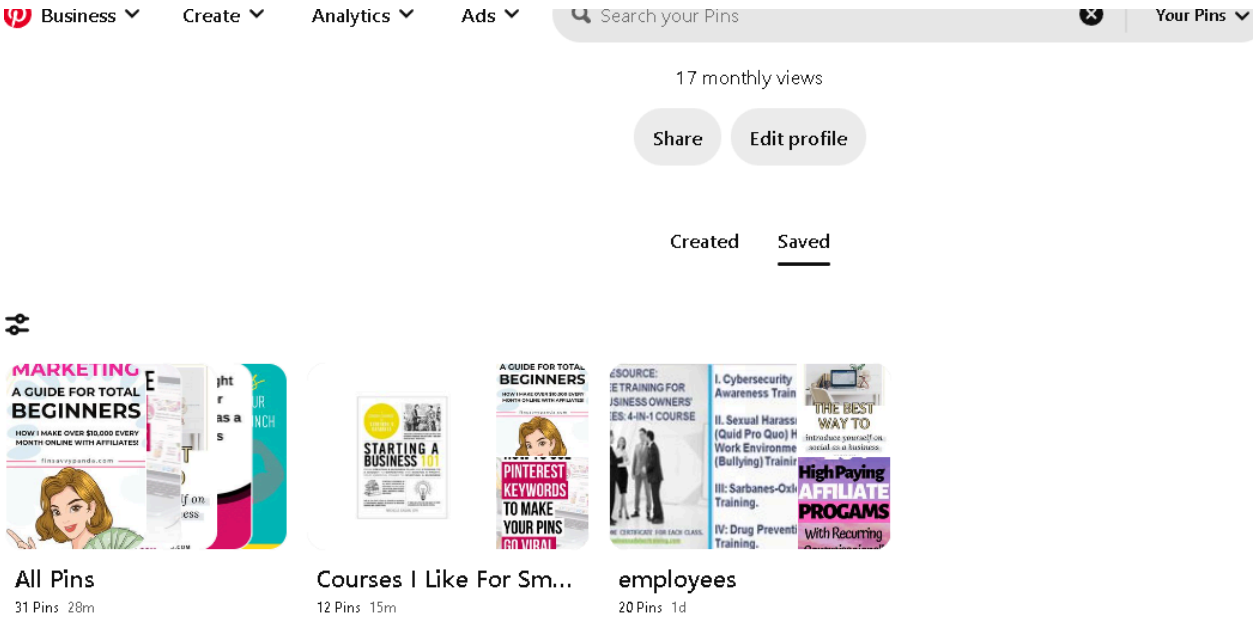
Currently, it's recommended that you add hashtags – but while you can include up to 20 total, the ideal number of hashtags is probably in the 2-8 range. These should include one branded hashtag that can

help people quickly find all of your pins, plus a few hashtags based on the subject matter or niche of your individual pins. I would put your hashtags at the END of the description.

C. Create a Board

If you don't have one yet, don't forget to create a relevant board for your new pins. This will make it easier to group your pins by category to attract followers. Pro tip, you create a board from your profile page, you will see a plus sign to do this.

My boards:



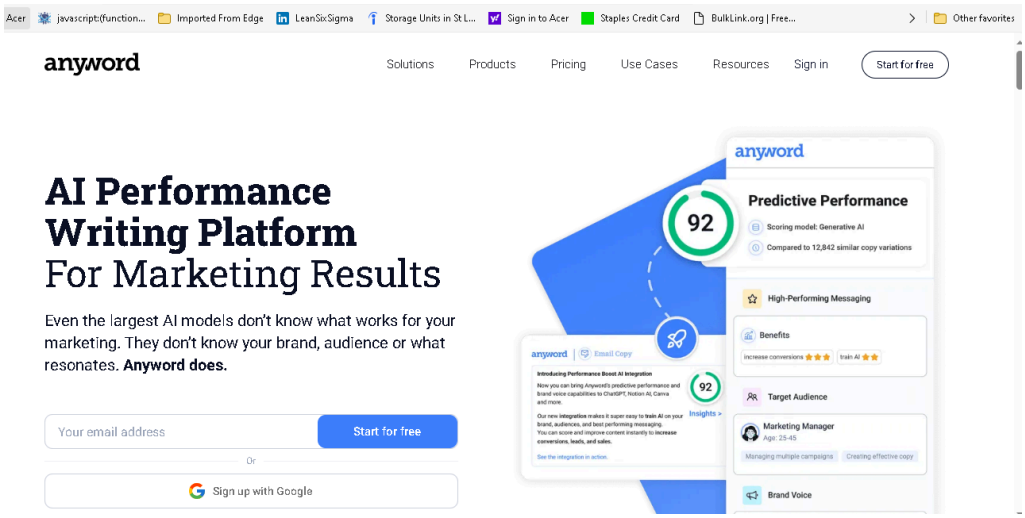
Fun fact: According to one statistic, [the average number of Pinterest boards] for top pinners is 56. It's almost like a mini-account for each subtopic in your niche (or for each audience you want to target).

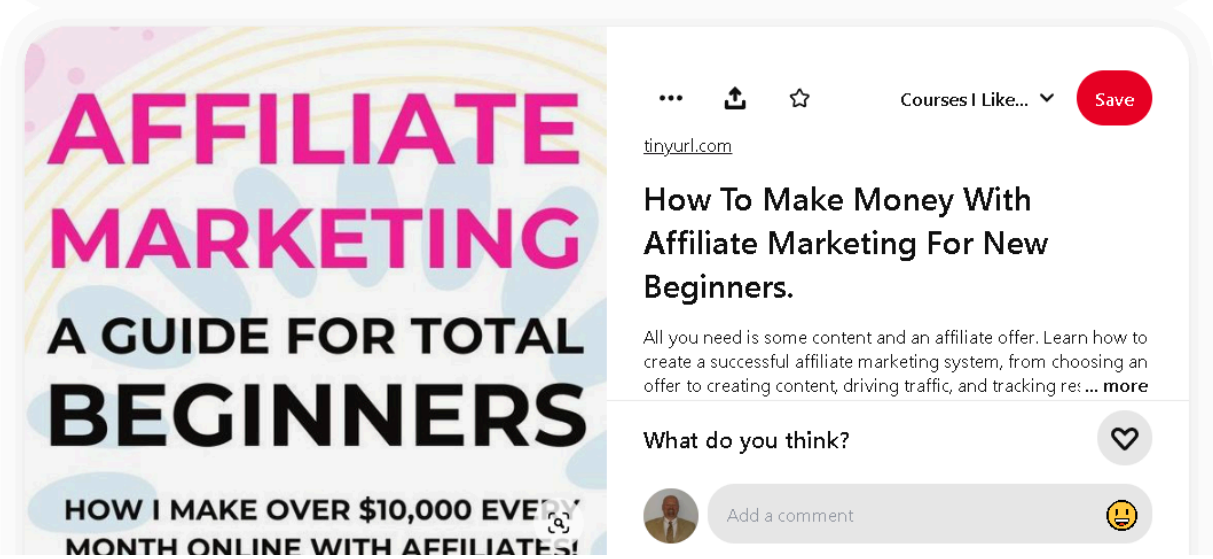
D. Add a Destination Link or your affiliate link.

Last but not least, you'll want to include a destination link in your pin.

It *is* possible to put an affiliate link there, as affiliate links ARE allowed on Pinterest.

Another option is to expand your sales funnel and route traffic through an affiliate bridge page https://smallbusinessadvisortraining.info/ that will warm up potential buyers first (and capture some email addresses as well). What you decide is up to you! See below my Pinterest business page; that smallbusinessadvisortraining.info link is my bridge page. You will create a FREE affiliate bridge in anywod.com.



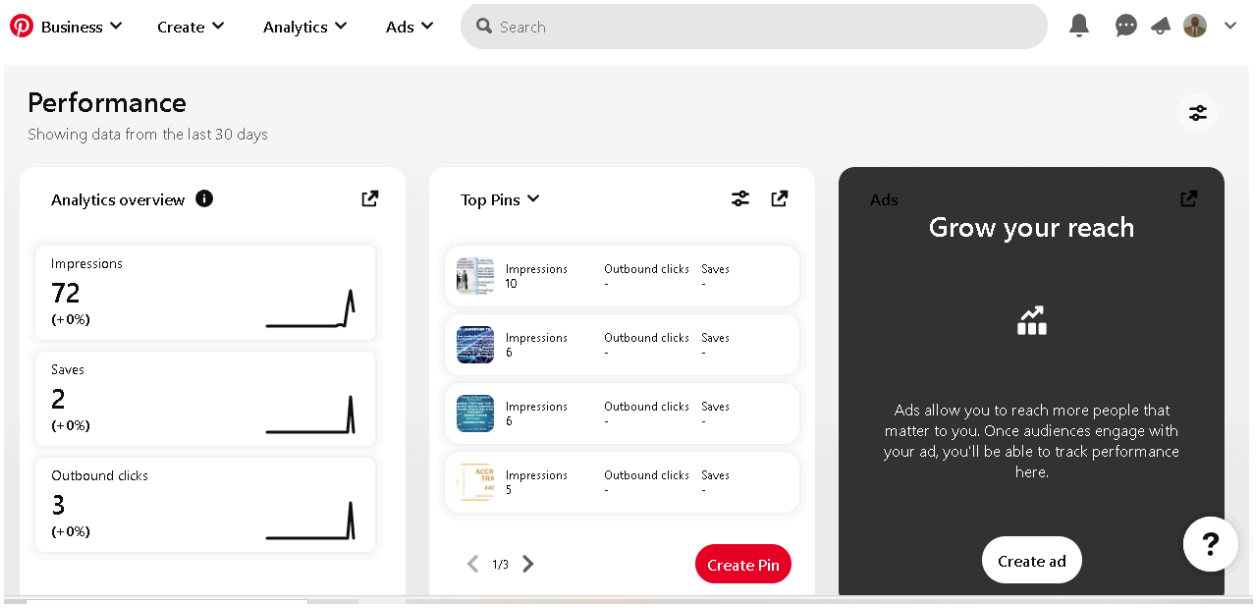


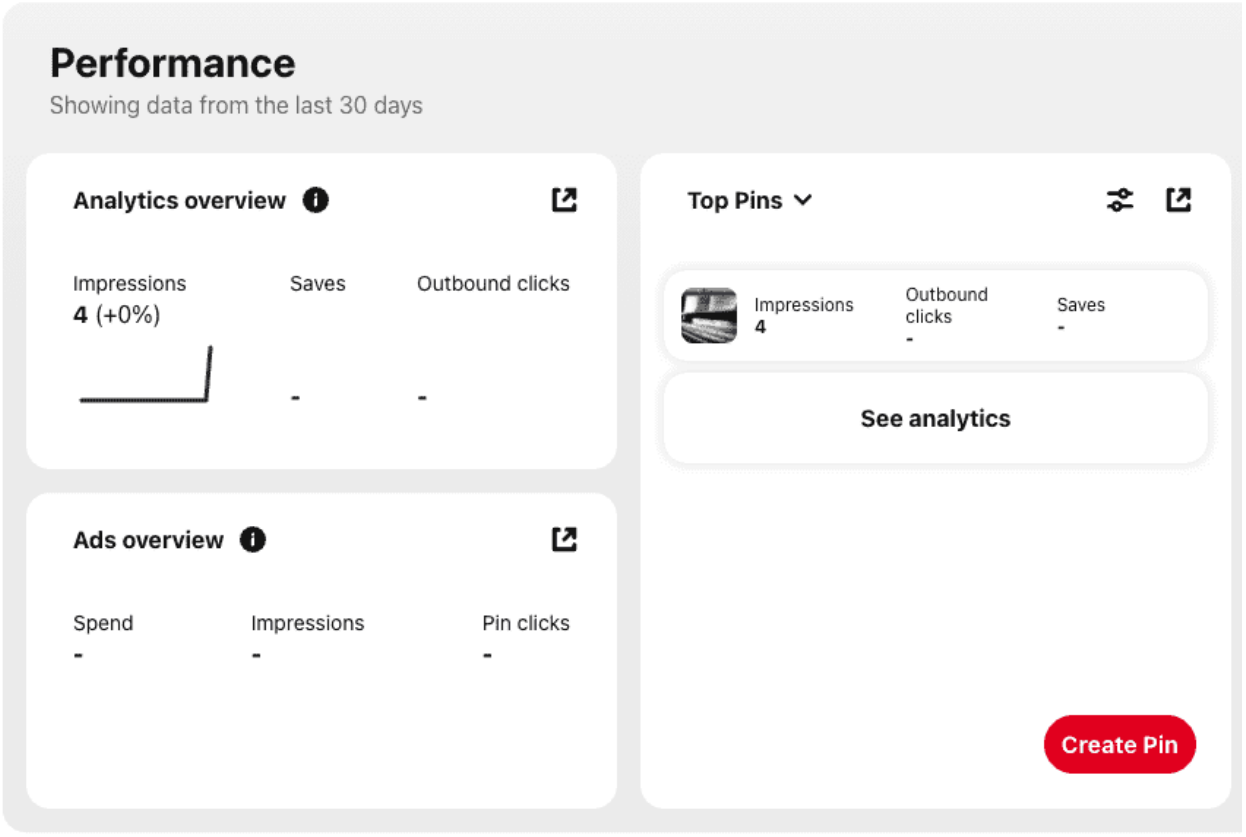
Step 5: Grow Your Reach

By now, you have your Pinterest business account, you've created a pin, boards, and you've hit publish.

Amazing! You're well on your way to getting a nice flow of free traffic to your blog, YouTube channel, or affiliate offer page.

In the case of our example pin, I've *already* gotten a handful of impressions in just the last day, as you can see on the Performance tab in my business hub.





Pinterest performance analytics in Business Hub

… So, now what? This why you pick one or two social media platforms to work at a time.

Well, for one thing, you should KEEP publishing new pins! Just *one* pin isn't enough to get traction.

Many marketers aim to hit a cadence of at least **10 pins per day** – which I know sounds like a lot, but this total can include repins from other pinners that you curate in your board. Pinning and repinning every day is a good way to keep your board fresh and active so that your followers have a reason to come back often.

But just publishing and repinning isn't enough. You should also browse Pinterest regularly and *follow* people who are in a similar niche as yours. When you follow them, they'll often take a look at your board and see that you have something they're interested in too. As you follow others, you can expect maybe 20-30% will follow you back, which is a handy way to grow your Pinterest presence organically.

Similarly, search for boards related to what you offer. Remember, not only can people find your board or pins in search, but your followers will also be notified when you post new pins – so it gets easier to find success on Pinterest over time as your follower count increases.

The primary goal of your pins is to get an outbound click to your destination link – but some good intermediate marketing goals include saves, pin clicks, repins, and followers. All of these indicate engagement, which will lead to a greater reach and better potential success for your future pins.

Ultimately, building your Pinterest influence isn't something that happens overnight. You have to keep going and make it a priority to see the full benefits of this social platform – but for many affiliates, it's absolutely worth it!

Step 6: Promote Your Best Pins (optional)

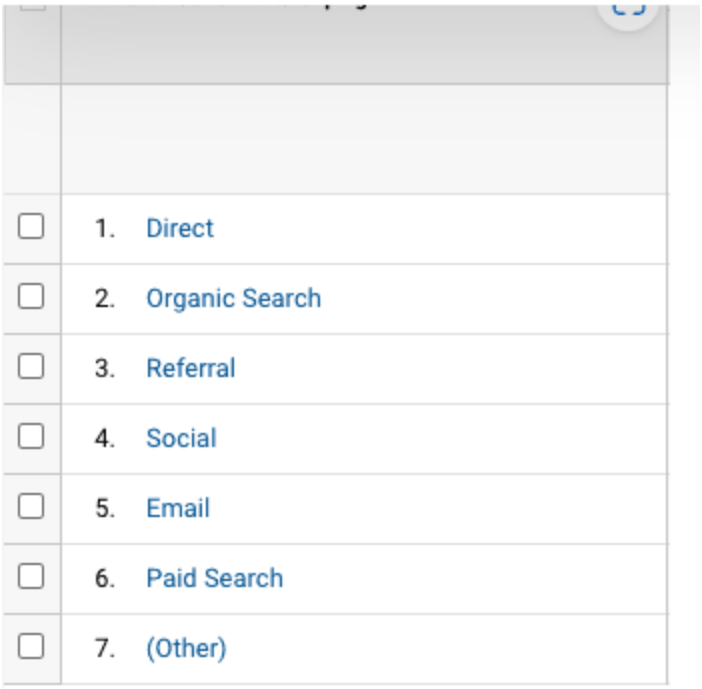
Oh, look, it's an optional *bonus* step!

Many affiliates start out with the intention of keeping their marketing costs low and focusing on free traffic sources. Being able to go into business without spending a lot is one of the biggest benefits of affiliate marketing.

How to Get Free Traffic for Affiliate Marketing (The 3 Best Ways!)

The 6 Types of Traffic Online

There are several categories of traffic identified in Google Analytics. Whether you intend to have your own website or not, it's helpful to understand these different traffic channels, so you can decide which ones to focus your efforts on!



As you can see in this Google Analytics screenshot, there are 6 primary traffic channels:

- **Direct traffic.** Traffic from bookmarks or your URL typed in the browser.
- **Organic search traffic.** Traffic from unpaid search engine results (primarily Google).
- **Referral traffic.** Traffic coming from links on other websites.
- **Social traffic.** Traffic coming from links on social media (both free and paid).
- **Email traffic.** Traffic coming from links in emails.
- **Paid traffic.** Traffic coming from paid search ads.

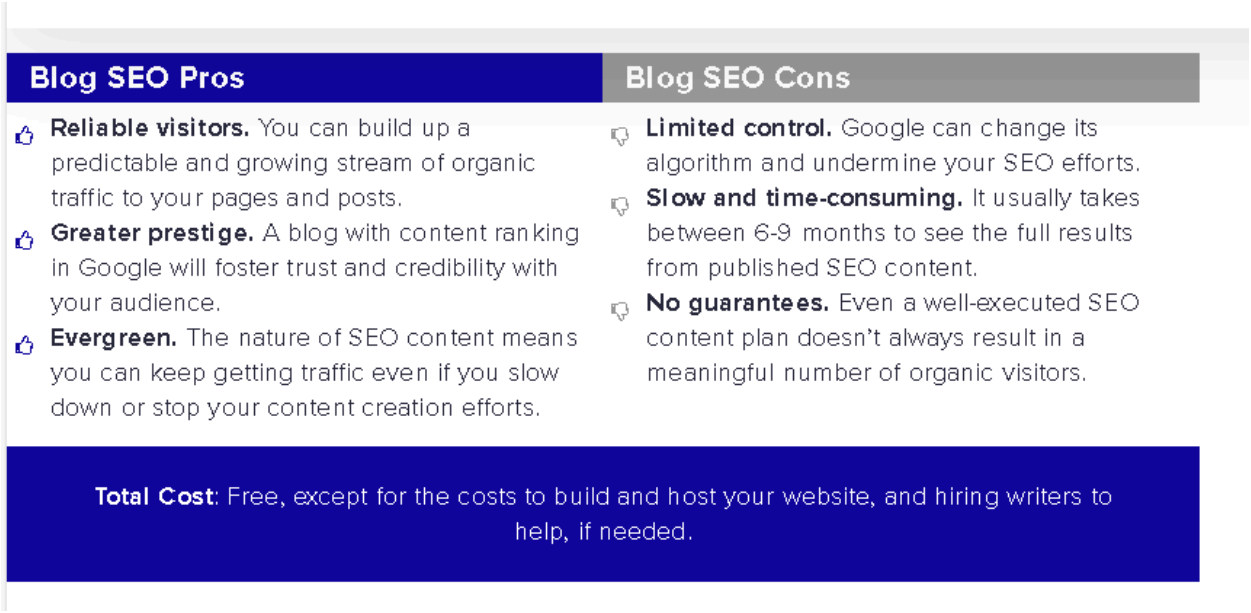
Now, virtually all of these channels *can* be free except for paid traffic (for obvious reasons), but in practice, you may still choose to pay in order to fully leverage the power of these channels.

While there are several possible sources of free traffic, we want to keep it simple. Here are the 3 best ways to gain free traffic:

1. **Blog SEO**
2. **Social media**
3. **Email marketing**

Top Tactics:

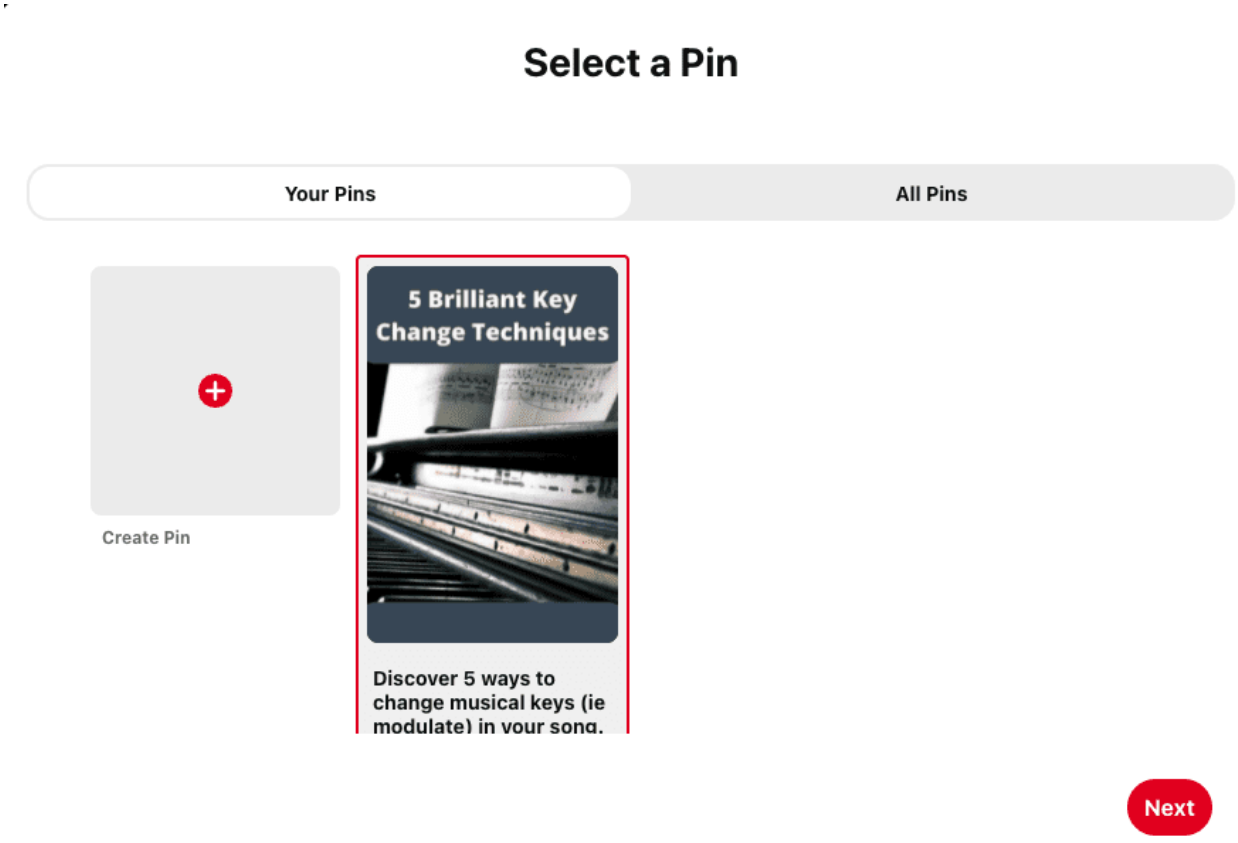
- **Creating new SEO content**: Write and publish new content optimized around keywords you're targeting. More is always better, as long as you can keep up content quality.
- **Conducting outreach or link building campaigns**: Another free SEO tactic is sending out emails seeking other sites that will link to your overall site or your specific content.
- **Updating old SEO content or internal linking**: Another excellent free opportunity to grow your site is simply improving what you've already published. I use tools like Frase, Page Optimizer Pro, and Surfer SEO to help suggest on-page optimizations. You can also add more internal links to help direct the flow of link equity to your most important pages.



If you *do* have a paid marketing budget, you can get even more mileage out of your best pins with some targeted ad spend. It's a more advanced strategy, but it can pay HUGE dividends!

Here's how it works:

From the Business hub or on an individual pin, click the **Promote** or **Create ad** button to get started.

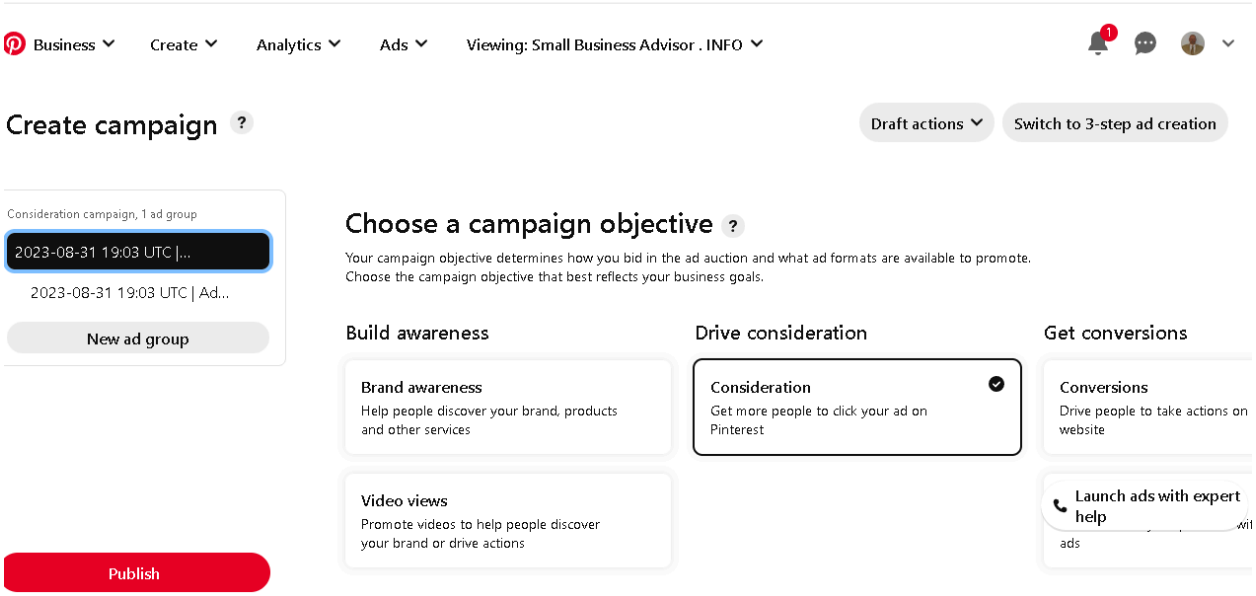


Select A Pin For Pinterest Ad

Choose a pin you want to promote. I've only created one so far, which keeps this choice simple. Hit "next" to move to the next step.

You'll want to make sure you have the right destination link for the pin (typically an article or product page). Then, you'll either let Pinterest handle targeting to find the best audience for your ad, or you can do it yourself.

Lastly, you'll fill out your daily budget in USD, which is set to $3 per day by default. After you set the budget, this tells you what your potential monthly audience size will be.

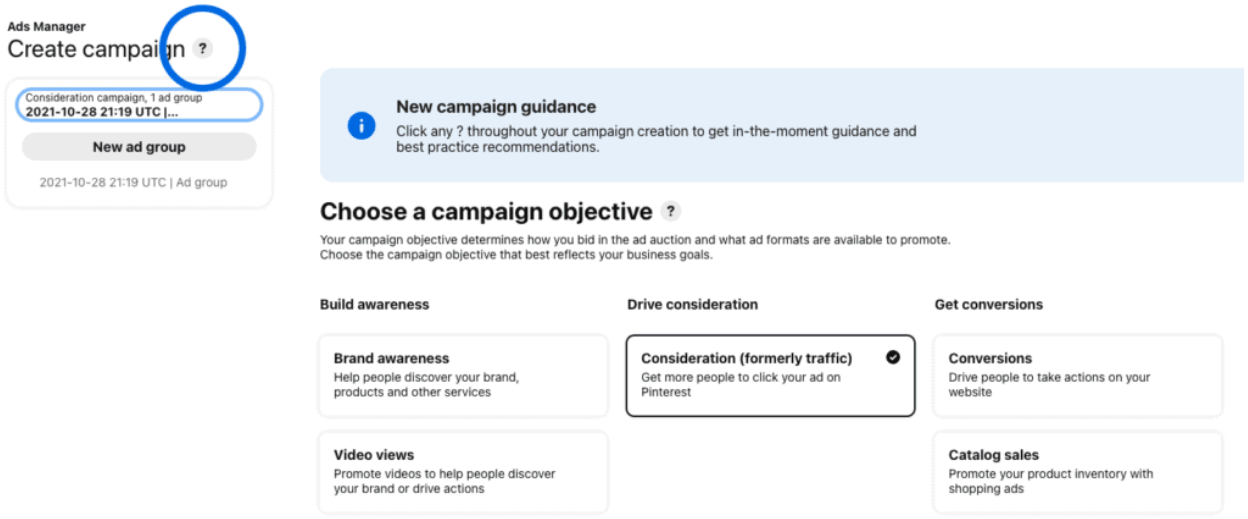


Quick ad creation screen in Pinterest Ads

This is found in the “quick ad creation” process. It allows you to start promoting a pin in less than a minute, honestly. If you’re coming from a more complex platform like Facebook, this is refreshingly easy to do.

If you want more control over the way your ads run, you’ll want to click the “Switch to campaign creation” option.

From here, you can choose a campaign objective, create ad groups, specify when your ads should run, and more. It’s still a lot more straightforward than Facebook advertising, honestly, but it does give you some more choices about how to run your Pinterest ads.



Like with any paid advertising platform, you control your own approach. I recommend that you create different campaigns based around specific keywords or themes, with unique creative for each pin, and divide your placements between mobile and desktop with separate budgets for each.

Overall, the goal with Pinterest ads is to leverage your most successful pins. If you can get a pin go "viral" organically, it makes a lot of sense to generate even MORE saves, followers, and outbound clicks by getting it in front of more pinners.

Example: How to Promote Systeme.io Products on Pinterest

Now that you know the 5 (6?) steps to success on Pinterest, it's important to understand how all of this works in the context of an affiliate campaign.

Throughout this post, I used my own affiliate blog as an example you could follow. The pin I created from scratch was linked to a blog post called Your Site ‹ Management Trainer: Small Business Advisor Blog — WordPress.com."

So, how does this relate to affiliate marketing? Well, I've been able to monetize traffic to my online courses website with a relevant systeme.io affiliate offer called https://www.effectiveemployeetrainingcomplianceprogram.com/668dda5f . When I get a visitor to my blog post reading about how to get professional training, I can softly sell them on a training course that will expand their knowledge of knowledge and improve their careers.

Improve Your Affiliate Offer CTA

Of course, an SEO blog is just ONE way to promote my Systeme.io products via Pinterest. Some people will find more success routing Pinterest users to their YouTube channel, Instagram profile, or just straight to the affiliate offer promoted.

There are all kinds of marketing tactics and techniques to generate traffic. I just wanted to share a concrete example of how Pinterest can be used in your own affiliate marketing path.

It all starts with the right products. If you're still trying to figure out which CSysteme.io products to promote on Pinterest, check out our top Systeme.io products https://systeme.io/marketplace/vendor/2098319/show blog post – it's updated regularly with the latest products (and niches) that are performing well on the Systeme.io marketplace!

Pinterest Affiliate Marketing Frequently Asked Questions

How do beginners make money on Pinterest?

For most beginners, affiliate marketing is an ideal way to start making money on Pinterest. You don't need to create your own product – you just need to create attractive images or videos that entice Pinterest users to engage with your content.

For established brands, it's possible to sell directly on Pinterest via the Shop by uploading your product catalog into product pins. But if you're still new to your chosen niche, it helps to start by promoting other products to help you learn what audiences respond to.

Can I add affiliate links on Pinterest?

Yes, Pinterest allows you to add affiliate links as your destination link. The question is, *should* you?

It depends on your approach as a Pinterest affiliate, but more and more, the web is moving toward a relationship-based affiliate model rather than a transactional one. In other words, you may find it better long-term to bring users from Pinterest to your website so they can get to know your brand – the potential lifetime value of each customer is a LOT higher when they follow you and stay in your orbit.

Can I make money on Pinterest without a website?

Yes! It's possible to directly drive traffic from Pinterest to a sales page through your Systeme.io affiliate link and generate affiliate commissions.

Alternatively, you could use Pinterest to drive users to a one-off squeeze page with an opt-in to build up an email list and put affiliate offers in front of them – or point them to a YouTube channel where you include affiliate links or sponsors. The optimal marketing solution just depends on your niche and the buyer's journey for your target audience.

Can you use Systeme.io on Pinterest as an affiliate?

Absolutely! Systeme.io permits you to post your Systeme.io affiliate links directly on Pinterest. However, it's important to check out the requirements of any seller you want to work with to make sure you're staying within their guidelines.

Is Tailwind good for Pinterest?

You may or may not be familiar with the scheduling **Tailwind** for Pinterest. Like Buffer or Hootsuite, Tailwind allows you to schedule your pins ahead of time, which can be a huge boon to your efficiency as a Pinterest affiliate.

However, Tailwind is specifically designed for the visual social networks Pinterest and Instagram, and it comes with a tool to help create better posts.

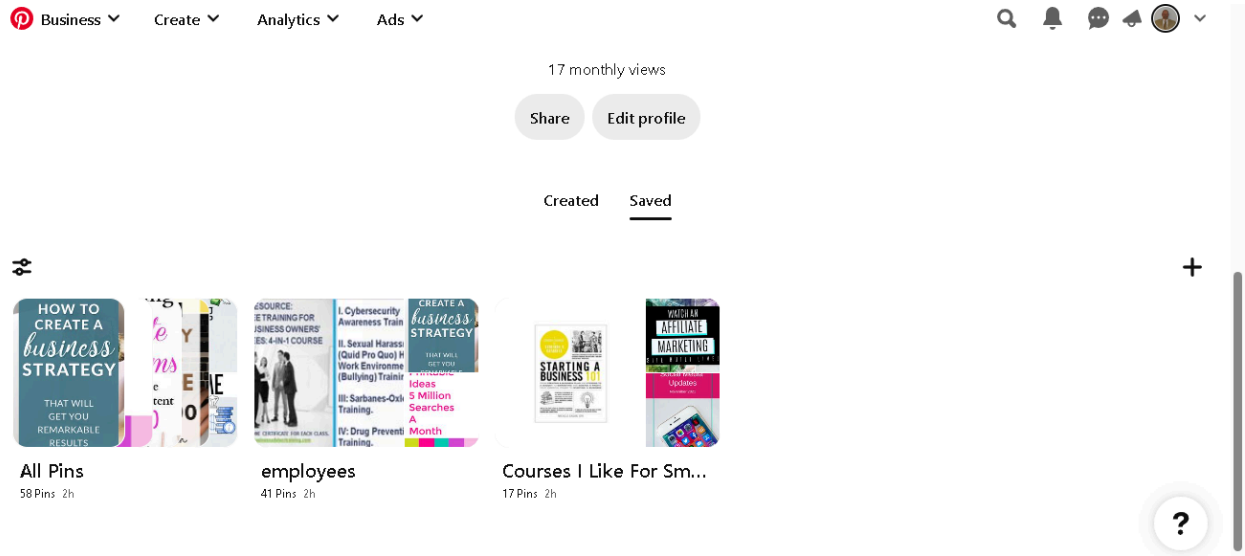
Even more than that, Tailwind includes an invaluable feature called "Tailwind communities." This is basically a group of creators in each niche that can share ideas, build relationships, and work together to grow each other's reach on Pinterest.

Tailwind is a solid tool, and you can use it for free. The cheapest paid plan is just $9.99/mo when paid annually.

Do I need to create a board on Pinterest?

You should. Pinterest boards are a helpful tool to further optimize your content to get you found and followed on Pinterest.

Remember to add keyword-rich titles to name your boards. For example, for a board about courses, you might be tempted to call it something creative like "school" – it's better to call it something that people are actually searching for, like "Premium Online Courses."



Premium Online Courses

Pinterest Board Example

(Yes, there are actual Pinterest boards dedicated to premium online courses!)

Oh, and make sure to write out a full description of your board. You don't want to waste any opportunity to optimize your Pinterest presence for a greater marketing reach and increased visibility in search.

How do I do affiliate disclosures on Pinterest?

Assuming you *aren't* linking directly to an offer with your Systeme.io affiliate link, you probably won't need an affiliate disclosure in your Pinterest pin descriptions.

However, you WILL want to have a disclosure on your destination page if it contains any affiliate links. Read more on affiliate link disclosure here. https://mikeshewblogworld.wordpress.com/

Pinterest Affiliate Wrap-up

Taking it all together, Pinterest is a fantastic way for affiliates to generate some free organic traffic to a blog, sales page, or other valuable destination online.

There are many more marketing techniques and tactics you can use to level up your affiliate marketing game, but it's nice to have a few tried-and-true opportunities that don't require a genius-level marketing IQ to utilize!

Don't forget to monetize Pinterest; you'll want to look into affiliate marketing on Systeme.io. Systeme.io is a platform that empowers affiliates to grow, scale, and reach customers like never before. Sign up for a free account right here! https://systeme.io/marketplace/vendor/2098319/show

Curious about traffic sources besides Pinterest? If you want further affiliate marketing resources from Systeme.io, I recommend checking out these guides:

Here are some ways to find keywords for Pinterest12345:

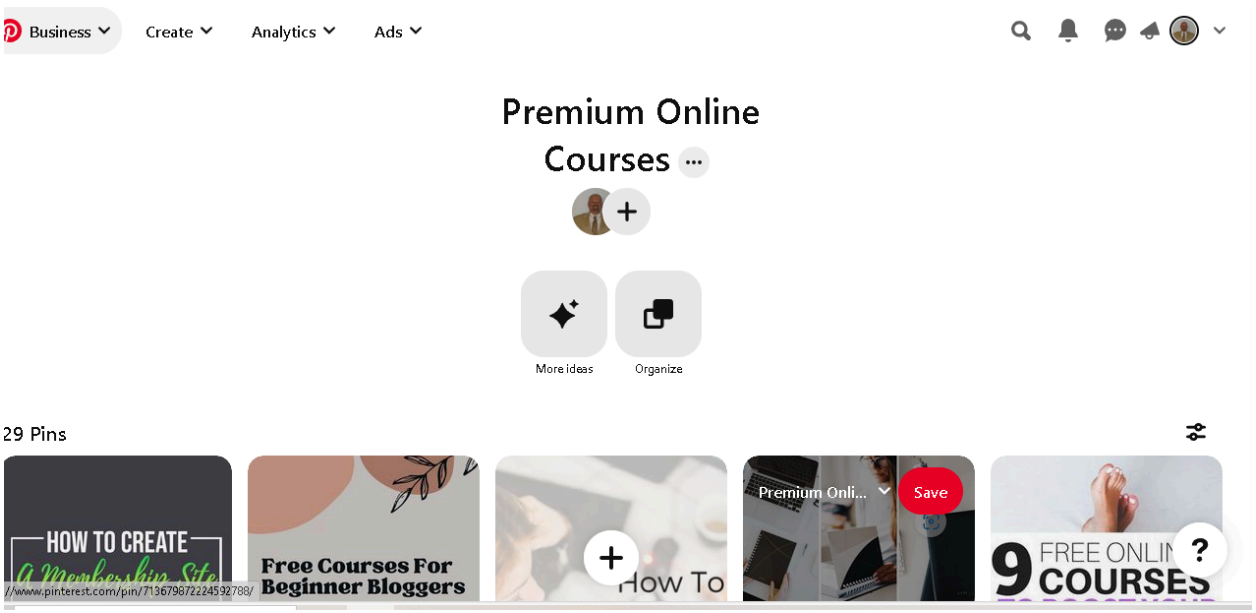
Use the Pinterest search bar to find the most popular search terms.

Use the Pinterest search bar specifically for video pins.

Use the Pinterest keyword tool.

Use the Pinterest trends tool.

Use the Pinterest Ads keyword research tool.



Get to creating 10 pins a day, and a board to build your free organic traffic.

_____-