

Pinterest Trends Report: What you need to know

Are you taking advantage of Pinterest Trends in your marketing and sales strategy? If not, you're missing out on a simple and free tool that will help you plan to boost sales. Pinterest Trends will show you what is trending, what's likely to trend soon, and what is trending with your niche market.

Check out Pinterest Trends for inspiration on how you can position your products to increase your ROI for marketing campaigns. People use Pinterest to get visual inspiration – often for their next purchase – how search words trend can be an excellent guide for small businesses to plan out their product launches and marketing campaigns. Any seller can start using it right now and see how items and themes have trended throughout the year. You can see how different aesthetics, styles and even patterns are faring with different age and gender demographics. Do a little research on PT and ideas for your shop and your business will start bubbling up.

The Down-Low on Pinterest Trends

The PT tool is available to anyone with a Pinterest account to freely use. Simply go to trends.pinterest.com and you will see a historic view of the past year of the top search terms in the site. You can narrow down information by region, demographic, keywords, interests, and time period. There is also the option to view trends by type – top monthly trends, top yearly trends, growing trends, and seasonal trends.

The whole system is very user-friendly. For example, if you are interested in researching jewelry trends, you simply type in “jewelry” as a key word filter. Then, you will be shown the most searched jewelry related key words in your region. You can sort the results based on the search volume or how much the number of searches has changed in the past week, month or year.

Keywords	Search volume	Weekly change	Monthly change	Yearly change
 jewelry		-5%	1%	1%
 beaded jewelry		-2%	20%	50%
 jewelry organizer		-8%	-20%	-20%
 silver jewelry		-7%	2%	60%
 beautiful jewelry		-10%	80%	200%
 gold jewelry		-10%	-10%	3%
 teeth jewelry		2%	5%	500%
 seed bead jewelry		-1%	100%	100%
 jewelry aesthetic		-20%	-10%	20%
 wire jewelry		-10%	-10%	30%
 permanent jewelry		5%	40%	2,500%

Based on these results above, you can see huge yearly increases in search words like “permanent jewelry” or “teeth jewelry”. Another interesting change is silver jewelry seems to be trending more than gold jewelry. If you want to see more about a specific key word, you can select it and will be show a line graph charting its popularity and well as which age and gender demographics it is popular with. Let’s look at the trend details for gold jewelry.

Interest over time

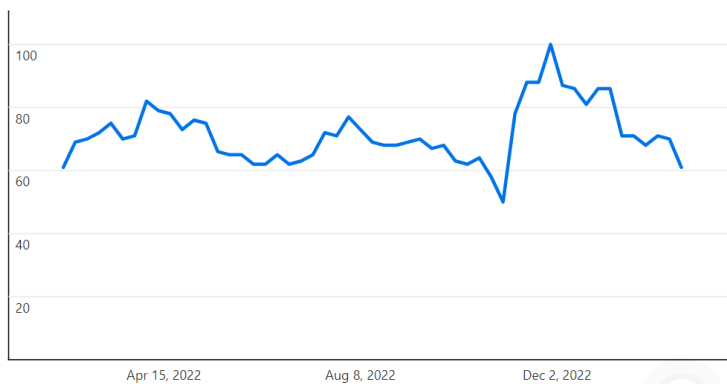
How often people are searching for a keyword compared to all keyword searches that week, indexed from 0 to 100

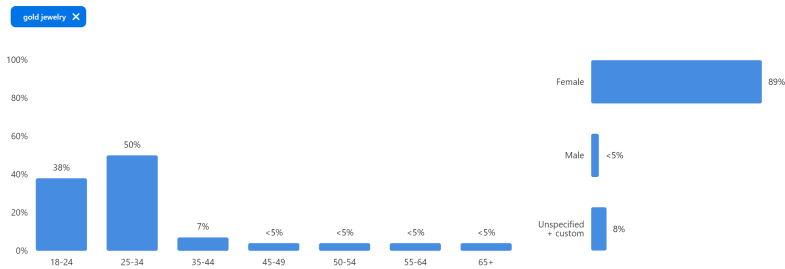
Date range

Past 1 year

End date

02/14/2023





You can take this information and compare it to how other items are trending to help you plan out what products you want to highlight and what key words you should be using to appeal to your unique market.

Why should you be paying attention to what is trending on Pinterest? First of all, Pinterest is Etsy's top referring social media channel. This means that there is a significant overlap of pinners and handmade product customers. Pinterest **is a cornucopia of resources** for small businesses that is often overlooked. Since it's used as alternative search engine, the key words tracked through Pinterest Trends collects a lot of data from Pinners. Pinners, which includes 1 in 5 women in the U.S, **spend twice as much a month** as non-users. In fact, **83% of weekly pinners** have spent money based on content they saw from brands on Pinterest. In other words, Pinners are key shoppers and Pinterest is a great place to see what shoppers are searching for inspiration for.

So how do you go about applying the trend report data to scale your business?

- 1. Focus on the right products:** You can see what items you have that will sell well based on the data and make sure they are highlighted on your site and in your advertising.
- 2. Focus on the right keywords:** Leverage trending key words to boost your SEO. You can make sure that all products that are applicable be described using popular key words to boost discoverability.
- 3. Get the timing right:** You can search for when people start searching for seasonal items, like sandals, to plan when to launch or advertise seasonal items optimally.
- 4. Track trends to plan farther out:** Over time, you can get a sense of what is trending for your market in the longer term and plan out advertising and production farther out. **Pinterest Predicts**, a yearly trend forecast that has proven to be 80% accurate, is a great tool to use in tandem with

Pinterest Trend Report is a feature that needs zero investment from you yet has the potential to support your business's sales through relevant and detailed data. You can use it to take actions today that could help your business, like adjusting key words and product descriptions or what items to feature on your homepage. With a deeper look at the data, it could help you plan more effective sales and marketing strategies throughout the year.

More than keywords and SEO optimization, having a data-backed understanding of what is trending in your market can spark ideas and creative solutions for your business. Discover for yourself what inspiration you're your business you can get from delving into the data.