



This active schedule covers the course and an overview of when sections will be delivered.

Note: Scheduled times could be subject to change pending circumstances however you will be notified when videos are available (via email so please check spam folders). Once the schedule has ran it's duration the videos will be available to purchase as a bulk course.

Section 01: Pinformative Group & Introduction

01.a - Introduction - Authors & The Pinformative Group

01.b - Live Case Study - Why We Choose Pinterest For Our Brands & Our Current Stats

Section 02: Getting Started & Setting Up Your Account

02.a - What Is Pinterest & Why Is It Currently The Best Platform To Market On?

02.b - What Opportunities Does Pinterest Offer Over Other Social Media Platforms?

02.c - Setting Up Your Pinterest Account To Gain Traffic & Claiming Your Website On The Pinterest Hub

02.d - Understand How To Scale Quickly On Pinterest & A Breakdown Of How The Search Algorithm Works.

02.e - Claim Your ETSY Store - It's That Simple

02.f - 10 Steps To Claim Your Shopify Store

02.g - How Can You Connect Amazon Business Through Pinterest?

Section 03: Terminology Explained

03.a - Pinformative's Pinterest Terminology Index (Downloadable PDF Within Video).

1 Hour Live Webinar With Matt Parker:

Ways To Restore A Deactivated Account & Spam Filters Explained. **Questions Taken Live On Topic**

Section 04: The Anatomy of Pins and Boards

04.a - What Are Pins? Pin Types & How To Create Them

04.b - The Perfect Pin Descriptions Explained

04.c - Pinterest Video Pins -The Game Changer

04.d - What Are Boards & How Do You Create Them?

04.e - Winning Steps For Board Optimization

04.f - The Power Of Rich Pins & Various Types

Section 05: Pinformative For Ecom Marketplaces

05.a - Use Pinterest To Boost Your KDP Sales

05.b - Leveraging Pinterest To Sell Merch By Amazon Products

05.c - Pinterest Marketing For One Off Ebay Items

05.d - Using Pinterest to Drive More Traffic To Your Blog Post

05.e - Pinterest Marketing For ETSY

Section 06: Keyword Research Simplified

06.a - Pinterest Search Bar & The Pinterest Ad Creator

06.b - Utilising Pinterest Trends

06.c - The Google Keyword Planner

06.d - Optimising Keywords On Pinterest

Section 07: Using CANVA To Create Eye-catching Pins

07.a - Effortlessly Create A Pin That Goes Viral

07.b - Proven Steps By Marie O'Shea To Obtain More Clicks For Your Pins

07.c - Best Tool For Unlimited Pins

Section 08: Tailwind & how to save time by scheduling your pins

08.a - Tailwind Overview - The Tool To Make Your Scheduling Easier

08.b - Tailwind Overview - The Complete Guide

08.c - How To Create UNLIMITED Pins At Ease

Section 09: Pinterest SEO - Key Factors To Rank

09.a - How Pinterest SEO Works & Prepare Your Website For SEO

09.b - Start From The Beginning & Targeting Position No.1

09.c - 10 Tips For Maximum Traffic Gain Results

09.d - Long-Tail SEO Strategy: How To Target High-Intent Keywords

09.e - Repinning - Why It Really Matters & How To Increase Your Followers

09.f - Preparing Powerful Titles & Descriptions

Section 10: Pinterest Advertising - The Basics

10.a - Pinterest Advertising & The Important Of The "Pinterest Tag"

10.b - Keyword Match Types & Advertising Terminology

10.c - How Does Pinterest Advertising work?

10.d - Pinterest Conversion Campaigns Explained

10.e - Using Different Types Of Pinterest Ads

**AUG
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END**

1 Hour Live Webinar with Matt Parker - Advanced Techniques & The "A2 principle" Social Videos Through Pinterest Utilization Questions Will Be Taken On Topic.