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How To Create  
10 Unique  
Pinterest Pins  
For One Post

*Nila*

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# How To Create 10 Unique Pins

## INTRODUCTION

In the ever-evolving world of social media marketing, Pinterest stands out as a powerful platform for driving traffic to your website or blog. One of the most effective strategies for maximizing your reach on Pinterest is creating multiple pin designs for a single piece of content. This approach not only boosts your visibility but also significantly increases your chances of engagement.

### Why Multiple Pins Matter

- **Increased Visibility:** By creating multiple pins for one post, you're giving your content more opportunities to be seen. Each pin acts as a separate entry point to your content, potentially appearing in different search results and feeds.
- **Diverse Appeal:** Different designs can attract different audiences. What catches one user's eye might not work for another. By diversifying your pin designs, you cast a wider net.
- **A/B Testing Opportunity:** Creating multiple pins allows you to test which designs, headlines, and styles perform best with your audience. This insight can inform your future Pinterest strategy.
- **Extended Lifespan of Content:** Fresh pins for existing content can breathe new life into older posts, keeping them relevant and discoverable long after their initial publication.
- **Algorithmic Advantage:** Pinterest's algorithm favors accounts that consistently create new pins. By designing multiple pins for each post, you're signaling to Pinterest that you're an active, engaging content creator.

# How To Create 10 Unique Pins

## INTRODUCTION

In this comprehensive guide, we'll walk you through the process of creating 10 unique and eye-catching Pinterest pins for a single post.

You'll learn:

- Diverse design techniques to make each pin stand out
- Strategies for effective pinning and board selection
- The key elements of a perfect pin
- Bonus templates and tools to streamline your Pinterest marketing

By the end of this guide, you'll have the knowledge and resources to transform one piece of content into a powerful Pinterest campaign, driving more traffic and engagement to your site.

Let's dive in and explore the world of creative Pinterest pin design!

# How To Create 10 Unique Pins

## THE 10 GRAPHIC DESIGNS

Creating diverse and engaging pins is key to capturing attention on Pinterest. Here are 10 unique design approaches you can use for a single post:

### Graphic 1: Clean Text on a Solid Color Background

- Simplicity is key with this design. Choose a bold, solid color that aligns with your brand or the topic of your post.
- Use clear, easy-to-read fonts in a contrasting color.
- Focus on a short, punchy headline that communicates the core value of your post.
- Example: A bright yellow background with black text stating "5 Foolproof Ways to Boost Your Productivity"

### Graphic 2: Post Title with a Lifestyle Image

- Select a high-quality lifestyle image that relates to your content's theme.
- Overlay your post title on the image, ensuring it's readable.
- Use a semi-transparent overlay if needed to make text stand out.
- Example: An image of a person working at a tidy desk with the title "Create Your Perfect Home Office Setup"

### Graphic 3: Bold Typography with an Abstract Background

- Create an eye-catching design using bold, creative typography.
- Pair it with an abstract or patterned background that complements your text.



# How To Create 10 Unique Pins

## THE 10 GRAPHIC DESIGNS

- Keep the color scheme cohesive and aligned with your brand.
- Example: Large, stylized text saying "Master Social Media Marketing" on a background of interconnected geometric shapes

### **Graphic 4: Post Title Overlaid on a Themed Stock Image**

- Choose a stock image that directly relates to your post's content.
- Ensure the image is high-quality and visually appealing.
- Overlay your title text, using contrast or a semi-transparent box to ensure readability.
- Example: An image of fresh ingredients with the text "10 Quick and Healthy Dinner Recipes"

### **Graphic 5: Text Overlay with a Soft Gradient Background**

- Create a modern look with a soft gradient background.
- Choose colors that evoke the mood of your content.
- Use clean, sans-serif fonts for a contemporary feel.
- Example: A blue to purple gradient with white text: "The Ultimate Guide to Meditation"

### **Graphic 6: Highlight a Key Benefit with Icons**

- Focus on one main benefit or feature from your post.
- Use a relevant icon or small graphic to illustrate this benefit.
- Keep the design clean and straightforward.
- Example: A piggy bank icon with the text "Save \$500 a Month with These Tips"

# How To Create 10 Unique Pins

## THE 10 GRAPHIC DESIGNS

### **Graphic 7: Post Title with a Hand-Drawn Illustration**

- Incorporate custom illustrations or doodles for a personal touch.
- This can be especially effective for creative or DIY-focused content.
- Ensure your illustrations are clear and relate directly to your post topic.
- Example: A hand-drawn plant with the title "Beginner's Guide to Indoor Gardening"

### **Graphic 8: Use a Contrasting Color Scheme with Large Fonts**

- Choose two contrasting colors that pop when viewed together.
- Use large, bold fonts to make your message unmissable.
- Keep the text concise for maximum impact.
- Example: Bright pink background with large white text: "5 Mistakes to Avoid in Your Fitness Journey"

### **Graphic 9: Pull Out a Statistic or Fact from Your Content**

- Highlight an interesting statistic or fact from your post.
- Use numbers or percentages to grab attention.
- Keep the design simple to let the statistic shine.
- Example: "73% of professionals feel more productive when working remotely" with a simple graph icon

# How To Create 10 Unique Pins

## THE 10 GRAPHIC DESIGNS

### **Graphic 10: Summarize the Post with a Simple Visual Hierarchy**

- Create a visual summary of your post's main points.
- Use different text sizes to guide the reader's eye.
- Incorporate small icons or bullet points for structure.
- Example: "How to Start a Blog" as the main title, followed by smaller text listing key steps: "Choose a niche", "Set up hosting", "Design your site", etc.

Remember, each of these designs should be created in a vertical format optimal for Pinterest, typically with a 2:3 aspect ratio (e.g., 1000 x 1500 pixels).

By creating these 10 diverse pin designs, you're giving your content the best chance to resonate with a wide range of Pinterest users and increase your overall engagement.



# How To Create 10 Unique Pins

## PINNING STRATEGY

Creating great pins is only half the battle. To maximize your Pinterest success, you need a solid strategy for pinning and organizing your content. Here are key elements to consider:

### Board Selection

Proper board selection is crucial for maximizing your pins' exposure and relevance:

- **Create Specific Boards:** Organize your content into specific, niche boards rather than broad, general ones. This helps Pinterest's algorithm understand your content better and show it to the right audience.
- **Use Relevant Board Names:** Choose clear, descriptive names for your boards that align with your content and incorporate relevant keywords.
- **Pin to Multiple Boards:** Don't limit a pin to just one board. Pin it to all relevant boards, but space out these pins over time to avoid appearing spammy.
- **Consider Creating a Board for Your Blog:** Having a dedicated board for your blog posts can help followers easily find all your content in one place.
- **Utilize Group Boards:** Join and pin to relevant group boards to expand your reach beyond your immediate followers.

# How To Create 10 Unique Pins

## PINNING STRATEGY

### Keyword Integration

Optimizing your pins and boards with the right keywords is essential for discoverability:

- **Research Pinterest Keywords:** Use Pinterest's search suggestion feature to find popular keywords related to your content.
- **Optimize Board Descriptions:** Include relevant keywords in your board descriptions to help Pinterest understand what type of content is on each board.
- **Use Keywords in Pin Titles and Descriptions:** Incorporate your researched keywords naturally into your pin titles and descriptions.
- **Add Alt Text:** When uploading pins, include descriptive alt text with relevant keywords to improve accessibility and SEO.
- **Hashtag Strategy:** Use a mix of broad and niche hashtags in your pin descriptions. While not as crucial as on other platforms, hashtags can still aid discoverability on Pinterest.

### Pinning Frequency and Timing

Consistency is key on Pinterest:

- **Pin Regularly:** Aim to pin consistently, whether it's daily or several times a week. Consistent activity signals to Pinterest that you're an active user.
- **Space Out Your Pins:** Instead of pinning all 10 variations of your post at once, spread them out over days or weeks to maintain a steady stream of content.



# How To Create 10 Unique Pins

## PINNING STRATEGY

- Use a Scheduling Tool: Consider using Pinterest-approved scheduling tools to plan and automate your pinning, ensuring consistent activity even when you're busy.
- Analyze Peak Times: Use Pinterest Analytics to understand when your audience is most active and plan your pinning schedule accordingly.

### Engage with the Community

Remember that Pinterest is a social platform:

- Follow Relevant Users and Boards: This can help you stay on top of trends in your niche and potentially get your content in front of more people.
- Repin Others' Content: Don't just pin your own content. Sharing others' pins can help you build relationships and increase your visibility.
- Respond to Comments: If users comment on your pins, engage with them to build community and encourage further interaction.

By implementing these strategies, you'll not only increase the visibility of your individual pins but also strengthen your overall presence on Pinterest, driving more traffic to your website and building a engaged following.

# How To Create 10 Unique Pins

## DESIGN OF A PERFECT PIN

Creating pins that stand out and drive engagement requires attention to several key elements. Here's a breakdown of what makes a perfect pin:

### **Strategic Design:**

- Use tools like Canva, Adobe Spark, or PicMonkey to create professional-looking pins.
- Maintain a consistent style that aligns with your brand identity.
- Choose colors that complement each other and catch the eye.
- Experiment with different layouts to find what works best for your content.

### **Readable Text:**

- Ensure your text is large enough to be easily read, especially on mobile devices.
- Use fonts that are clear and easy to read. Avoid overly decorative fonts that might be difficult to decipher.
- Maintain good contrast between your text and background for better readability.
- Limit the amount of text on your pin to avoid overcrowding.

### **Vertical Layout:**

- Use a vertical format, as it performs better on Pinterest's layout.
- The ideal aspect ratio is 2:3 (width:height), with a recommended size of 1000 x 1500 pixels.
- Vertical pins take up more space in the feed, increasing visibility and engagement.



# How To Create 10 Unique Pins

## DESIGN OF A PERFECT PIN

### **Consistent Imagery:**

- Use high-quality images that are crisp and clear.
- Ensure your imagery aligns with your brand's aesthetic and the content of your post.
- If using stock photos, choose ones that look authentic and not overly staged.
- Consider using your own photos or custom graphics for a unique touch.

### **Optimized for Rich Pins:**

- Enable rich pins for your website to automatically pull additional information into your pins.
- Rich pins provide extra context, making your pins more informative and clickable.
- They come in four types: article, product, recipe, and app pins.

### **Keyword-Rich Captions:**

- Write descriptive captions that include relevant keywords.
- Front-load important information and keywords in your descriptions.
- Include a clear call-to-action (CTA) in your caption.
- Use natural language that flows well and engages the reader.

### **Clear Call to Action:**

- Include a strong, clear call-to-action on your pin.
- Use action words like "Download," "Learn," "Discover," or "Shop."

# How To Create 10 Unique Pins

## DESIGN OF A PERFECT PIN

- Make it obvious what users will get when they click through to your site.
- Consider including your CTA both in the pin image and in the description.

### **Branding Elements:**

- Include your logo or website name on the pin for brand recognition.
- Use consistent colors, fonts, and design elements across all your pins.
- Position your branding subtly – it should be visible but not dominate the pin.

### **Seasonality and Trends:**

- Create pins that align with current seasons or trending topics when relevant.
- Plan ahead for major holidays or events in your niche.
- Use Pinterest Trends to identify popular topics and incorporate them into your pin designs.



# How To Create 10 Unique Pins

## DESIGN OF A PERFECT PIN

### Value Proposition:

- Clearly communicate the value or benefit of your content in the pin.
- Answer the question "What's in it for the viewer?" through your design and text.
- Use numbers or lists (e.g., "5 Tips for...") to quantify the value you're offering.

Remember, the perfect pin is one that not only looks great but also effectively communicates the value of your content and entices users to click through to your site. Regularly analyze your pin performance and be willing to adjust your approach based on what resonates best with your audience.

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# DCP Pinterest Playbook

## ADDITIONAL RESOURCES

Attract Your Audience with 30 Stunning Pinterest Pins  
Take your Pinterest game to the next level with my Minimalist  
30 in 30 Pinterest Pin Templates, designed for bloggers,  
content creators, and social media managers.

### Ideal Pin Design



## DCP Pinterest Playbook

This detailed playbook provides a step-by-step process to optimize your Pinterest profile, create stunning pins, and leverage Pinterest to boost your brand. Perfect for bloggers, content creators, and social media managers.

Get It [Here](#)

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