



## Pinterest Market Research Checklist

- ▶ **Know who your target audience.** Think about what they like, what they don't like, their goals and aspirations, what makes them happy, what causes them frustration, etc. and any demographics that are relevant to your niche.
- ▶ **Brainstorm 20+ topics related to your niche that serve your ideal reader.** These should be topics that you can find ideas for on Pinterest. Make any existing unrelated boards into Secret Boards.

	BOARD CREATED		BOARD CREATED
1.	<input type="checkbox"/>	13.	<input type="checkbox"/>
2.	<input type="checkbox"/>	14.	<input type="checkbox"/>
3.	<input type="checkbox"/>	15.	<input type="checkbox"/>
4.	<input type="checkbox"/>	16.	<input type="checkbox"/>
5.	<input type="checkbox"/>	17.	<input type="checkbox"/>
6.	<input type="checkbox"/>	18.	<input type="checkbox"/>
7.	<input type="checkbox"/>	19.	<input type="checkbox"/>
8.	<input type="checkbox"/>	20.	<input type="checkbox"/>
9.	<input type="checkbox"/>	21.	<input type="checkbox"/>
10.	<input type="checkbox"/>	22.	<input type="checkbox"/>
11.	<input type="checkbox"/>	23.	<input type="checkbox"/>
12.	<input type="checkbox"/>	24.	<input type="checkbox"/>

- ▶ **Next, create a Board for each Topic listed above.** Check off each topic in its check box as you create the board. Remember to use keywords from the Pinterest Guided Search Tool to optimize your board descriptions and create approximately 5 boards/day to mimic typical user habits.
- ▶ **Choose your next step (or a combination of steps):**
  1. Sit back, relax, and wait for Pinterest to show you what your ideal reader loves
  2. Add more content to your boards (add content equally to all boards)
  3. Add more boards to your account if you think of more related topics
- ▶ **Check in on your account activity.** Monitor which boards are getting repinned from and examine the pins that are getting saves and clicks. Use this data to help you make decisions for your blog or business.