



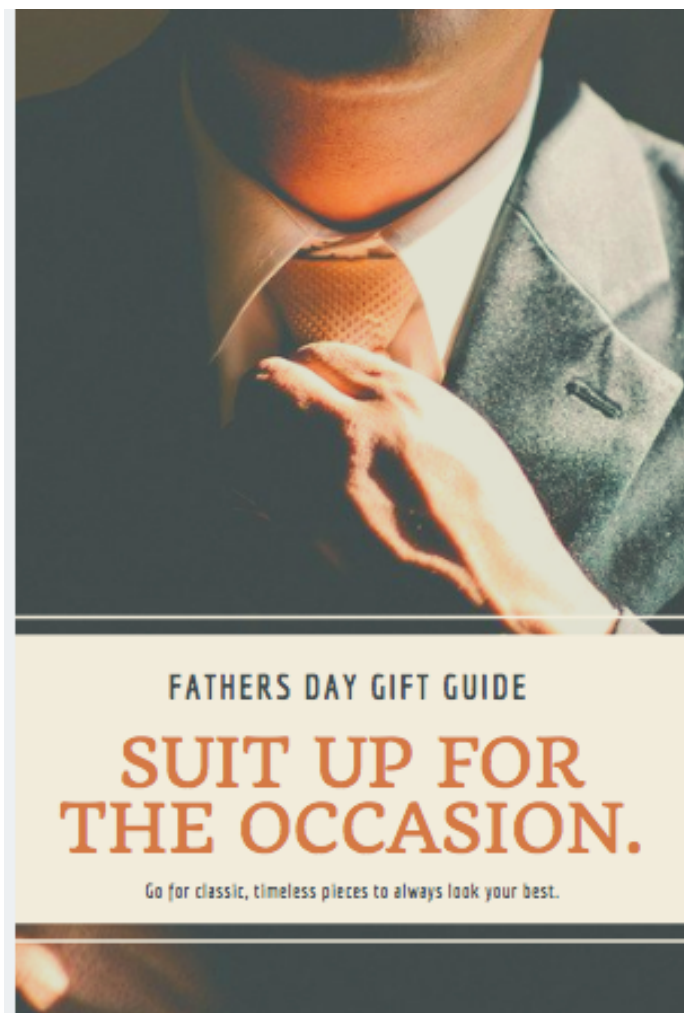
*How to Leverage
 Pinterest to
Grow Your Email
List*



1

What is Your Lead Hook?

What is the "thing" that will grab your customers attention and draw them in for more details? Solve a problem or fill an unmet need. ex. Gift Guide

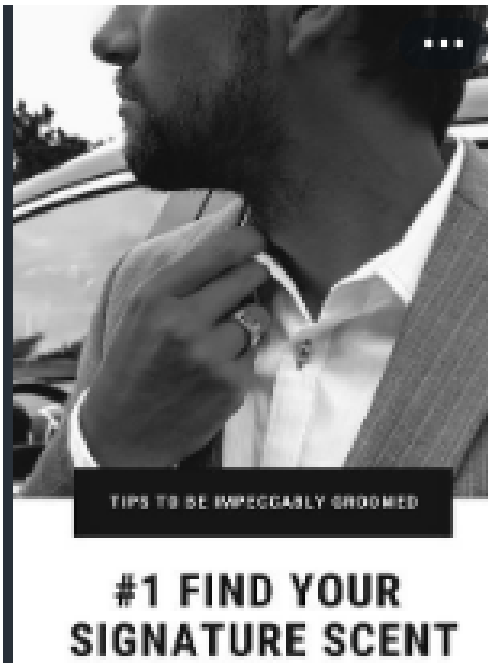


2

The Script

Choose one Hook idea and build out the story. It's important to know who your ideal customer is and what will compel them.

Gift Guide Ideas



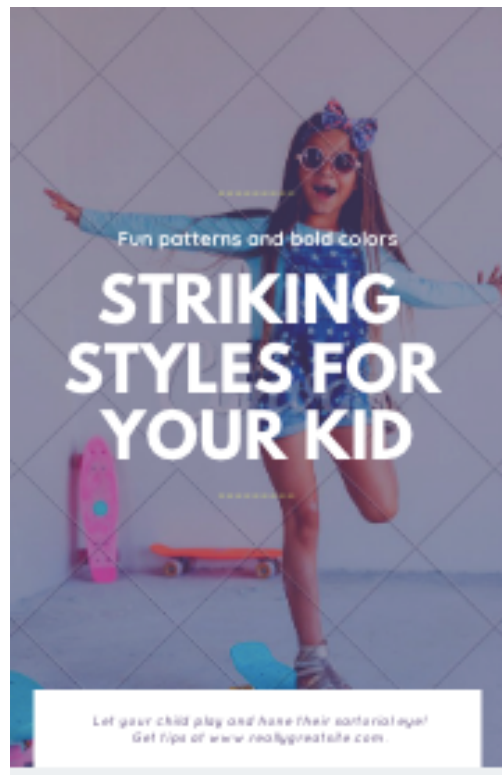
Gift Guide Ideas by Price



3

Pin to Win

Design Pins with eye catching visuals and use concise copy. We use Canva as a tool but there are many others.



4

Bring them Home

What are the calls to action (test a few)?
Where do you want them to land on your site to capture info?



Topic

CTA and URL

Text
Overlay

Logo

5

Collect Emails and Nurture with Introductory Offer

Remarket digitally on Facebook or Instagram
*and don't over promote with email.
Bring them along using a tested lead nurture program.*

