

# Pinterest Monetization Checklist & Content Calendar

## Pinterest Monetization Checklist

### Setup & Optimize Your Account

- ☐ Convert to a Pinterest Business Account
- ☐ Upload a professional profile picture or brand logo
- ☐ Write a keyword-rich bio
- ☐ Add your website and claim it
- ☐ Enable Rich Pins (for blog or product info)

### Choose Your Monetization Method(s)

- ☐ Affiliate Marketing
- ☐ Selling Your Own Products or Services
- ☐ Driving Traffic to a Blog
- ☐ Pinterest Management Services
- ☐ Selling Pinterest Templates

### Create Your First Monetized Pins

- ☐ Use vertical format (1000x1500px)
- ☐ Add clear text overlay (what's the pin about?)
- ☐ Include your URL or logo
- ☐ Write a keyword-rich description
- ☐ Add 3-5 relevant hashtags
- ☐ Include affiliate disclosure if needed (#affiliate)

### Track & Improve

- ☐ Connect to Pinterest Analytics
- ☐ Check top performing pins and boards weekly
- ☐ Update or repin underperforming pins
- ☐ Use UTM tracking for affiliate/blog links (via Google Analytics)

# Pinterest Monetization Checklist & Content Calendar

## Pinterest Weekly Content Calendar

### Simple Pinterest Content Calendar

Day	Pin Type	Goal	Link Destination
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Monday	Affiliate Product Pin	Earn commission	Direct affiliate link
Tuesday	Blog Post Pin	Drive traffic to blog	Blog article URL
Wednesday	Product or Service Promo	Sales conversion	Sales or booking page
Thursday	Educational/Value Pin	Build trust, repins	Blog post or lead magnet
Friday	Inspirational or Quote Pin	Increase engagement	Optional (branding only)
Saturday	Pin Template Promotion	Sell digital product	Etsy/Gumroad/shop link
Sunday	Group Board Contribution	Grow audience reach	Pin to relevant group board