

Pinterest Visual Content Strategy Document

Retail Brand: [Your Brand Name]

Date: [Insert Date]

Objectives

- Increase brand awareness among Pinterest users.
- Drive referral traffic to the online retail store.
- Grow Pinterest follower base by 30% in 6 months.
- Convert visual inspiration into purchase intent and action.

Target Audience

- Demographics: Women, Ages 18-45, Urban/Suburban
- Interests: Home decor, fashion, DIY, sustainable living, shopping deals
- Pin Behaviors: Saves, click-throughs, idea pins engagement

Content Pillars & Themes

- Product Highlights: Best-sellers, new arrivals, product features
- Seasonal Campaigns: Holiday collections, back-to-school, summer essentials
- How-to Guides: Styling, mix & match, DIY projects, shopping tips
- Behind the Scenes: Brand story, staff picks, sustainability efforts
- User Generated Content: Customer photos, reviews, community boards

Visual Style Guidelines

- Aspect Ratios: 2:3 for static Pins, 9:16 for Idea Pins/Videos
- Photography: Simple, clean backgrounds, focus on product, ample whitespace
- Typography: Minimal type, easy-to-read, bold for headlines/subtle for details
- Brand Elements: Consistent logo placement, use of branded elements as overlays
- Color Palette: Align with brand colors, avoid excessive contrast/busy patterns

Content Calendar Overview

Week	Theme	Content Type	Notes
1	New Arrivals	Product Pins, Carousel Pins	Highlight key features
2	How-To Guides	Idea Pins, Video Pins	Step-by-step styling tips
3	Customer Stories	User Generated Pins	Feature top reviews/photos

KPIs & Measurement

- Monthly Pin Impressions & Engagement Rate
- Click-Throughs to eCommerce Site
- Follower Growth Rate
- Conversion Rate from Pinterest Traffic

Approval & Next Steps

- Review and finalize visual assets
- Set up content scheduling and reporting dashboard
- Define roles for content creation and management
- Begin implementation on [Start Date]