

### 100 - Essentials

00 - Overview	2:22
01 - Introduction	3:07
04 - Profile Overview	2:32
02 - What Is A Pinterest Board?	2:47
04 - What Is A Pin?	5:46
08 - Search and Browse	4:46
07 - Sharing and Interacting with Pinterest Content	4:38
06 - A Pinterest Home Feed	1:20
05 - Overview of Pinterest Settings	1:26

Total Topics = 9

Total Time = 28:44

10 QUESTION QUIZ

### 200 - Strategy

13 - Why Businesses Use Pinterest	8:43
11 - Pinterest Business Account Features	1:58
09 - Pinterest Boards in Detail	3:30
38 - Introduction to Pinterest Ads	2:52
33 - Introduction to Pinterest Analytics	1:36
17 - Pinterest Case Study: The Home Depot	5:04
15 - Pinterest Case Study: Philadelphia Cream Cheese	3:49
14 - Pinterest Case Study: GE	4:06
16 - Pinterest Case Study: Boot Camp Digital	3:56

Total Topics = 9

Total Time = 35:34

10 QUESTION QUIZ

### 300 - Management

12 - Setting Up A Business Pinterest Account	1:42
18 - Creating And Optimizing Your Pinterest Account	2:17
20 - Optimizing Your Pinterest Profile	4:44
22 - Pinterest name vs. UserName	2:54
21 - Optimizing Pinterest Boards	7:14
27 - What Content to Pin on Pinterest	2:07
28 - Pinterest Pinning Frequency	9:19
00 - Scheduling Pins	3:26
29 - Maximize Your Pinterest Content Strategy	4:01
23 - Optimize Your Website to Drive More Traffic to Pinterest	13:56
24 - Driving People to Pin Your Website Content with Social Integration	2:52
26 - How to Grow Your Pinterest Followers	10:21
25 - Pinterest Case Study: Spark People	6:37

Total Topics = 13

Total Time = 1:11:30

10 QUESTION QUIZ

### 400 - Mastery

40 - Pinterest Advertising Campaign Goals	1:57
39 - Pinterest Advertising Overview	2:00
41 - Creating and Running Pinterest Ads	11:29
34 - Pinterest Analytics Overview	6:32
35 - Pinterest Profile Analytics	9:18
36 - Pinterest "People You Reach" Analytics	3:46
37 - Pinterest Website Analytics	6:46
31 - Buyable Pins	2:20
30 - Using Rich Pins	4:08
19 - Using Pinterest As A Research Tool	10:15
10 - Finding Pins From A Website	1:48

Total Topics = 11

Total Time = 1:00:19

10 QUESTION QUIZ

### BONUS! Pinterest Marketing Tool Reviews

Match Your Business Needs to the Right Software with **G2Crowd**  
 Creating Beautiful Images with **Canva**  
 Creating Infographics with **Piktochart**  
 Creating Images with **Adobe Spark**  
 Focus Your Keyword Research with **Answer The Public**  
 Get Headline Inspiration (Maybe?) with **Linkbait Generator**  
**Portent** Content Idea Generator  
 Understand Trending Content with **BuzzSumo**  
 Add Custom Social Media Feeds to Your Website with **curator.io**  
 Landscape by **SproutSocial**

#### Resources:

Pinterest Quick Start Guide  
 Pinterest Checklist  
 Pinterest Tips & Tricks  
 Social Media Priorities Quick-Start Guide

**Course Total Topics = 42**  
**Course Total Time = 3:16:07**