

SWINK SOCIAL CO

# Pinterest Management Services

*for Interior Designers*



[www.swinksocialco.com](http://www.swinksocialco.com)



# Hello there!

Hey there! I'm Leslie Swink, founder of Swink Social Co. - a social media agency for interior designers. We believe great design deserves to be seen, and Pinterest is one of the most powerful (yet overlooked) ways to make that happen.

Unlike Instagram, Pinterest is a visual search engine. Your content doesn't disappear; it keeps working behind the scenes, driving website traffic, growing your audience, and connecting you with the clients who are already looking for what you do.

We handle the strategy, the pin design, and the scheduling, so you can focus on creating beautiful spaces, while your content continues to show up in all the right places.

Let's put Pinterest to work for your business.

*Leslie*

Founder, Swink Social Co.

# Why Interior Designers Need Pinterest

Pinterest isn't just a mood board. It's a visual search engine. That means your content doesn't disappear in 24 hours—it keeps working for you.

- Pins live for months (or even years)
- Users are actively planning and purchasing
- Pinterest drives more long-term traffic than Instagram
- Ideal for portfolio content, blogs, and lead magnets



# What You Get Each Month

- A fully custom Pinterest strategy
- Keyword research and SEO optimization
- Beautiful, branded pin designs
- Weekly pin scheduling
- Account and board optimization
- Monthly performance reporting
- Quarterly strategy calls



*“Content is king, but distribution is queen and she wears the pants.” ~ Jonathan Perelman, BuzzFeed.*

# Our Process

01

## BOOK A DISCOVERY CALL

We chat to make sure we're a great fit.

02

## ONBOARDING

You fill out a simple form to tell us about your brand.

03

## MONTH ONE: STRATEGY & SETUP

- We create your custom strategy
- Optimize your Pinterest account
- Research keywords
- Create or refresh boards
- Design pin templates
- Review everything on a kickoff call

04

## MONTH TWO: EXECUTION BEGINS

We schedule pins and start implementing

05

## MONTHLY REPORTS

Delivered straight to your inbox

06

## QUARTERLY STRATEGY CALLS

to check in, refine, and grow





# Pinterest Set Up

**For the DIY designer who needs a strategy, not another task.**

You want to manage your own Pinterest but don't have time to figure out the setup, strategy, or SEO. This one-time service gives you a fully optimized, strategy-ready account you can confidently manage on your own.

**LET'S WORK TOGETHER**

## WHAT YOU'LL GET:

- ✓ Pinterest account setup or optimization
- ✓ Keyword research + SEO-rich board creation
- ✓ Custom, on-brand pin templates
- ✓ A unique Pinterest strategy tailored to your business goals
- ✓ 1:1 client call to review strategy and visuals

## ONE-TIME INVESTMENT

**\$899**

# Full Service Pinterest Management



## Our signature done-for-you service.

Perfect for the designer who wants Pinterest working in the background—without lifting a finger. We take care of everything from strategy to scheduling, so your content keeps driving traffic month after month.

### YOUR INVESTMENT

**\$899/MONTH**

**LET'S WORK TOGETHER**

### WHAT YOU'LL GET:

- ✓ Discovery call + onboarding
- ✓ Custom Pinterest strategy
- ✓ SEO board optimization and ongoing maintenance
- ✓ Weekly branded pin creation + scheduling
- ✓ Monthly performance reports
- ✓ Quarterly strategy calls



# The Ultimate Pinterest Management

**For designers ready to go all in.**

This is our most comprehensive service, custom-tailored to your business goals. It includes everything in Full Service plus strategic add-ons like lead magnet development or monthly blog writing to supercharge your Pinterest content.

## WHAT YOU'LL GET:

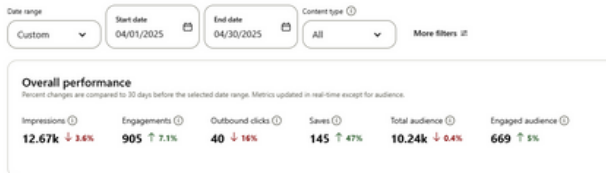
- ✓ Everything in Full Service
- ✓ Custom add-ons:
  - Lead magnet development
  - Monthly blog writing (client is responsible for publishing)
- ✓ Flexible proposal tailored to your content needs and marketing goals

**LET'S WORK TOGETHER**

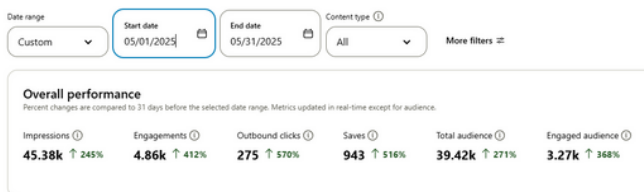
# Results You Can Expect

- Increased website traffic from ideal clients
- Elevated brand visibility and searchability
- Strategic use of your existing content (no more content going to waste!)
- Less stress around showing up consistently on social

## Where we started...



## After one month...



### Disclaimer:

These results reflect one client's experience after just one month of Pinterest management. While it's exciting to see growth happen quickly, this is not typical. Pinterest is a long-term marketing strategy, and most interior designers begin to see consistent traffic and engagement within 3-6 months of optimized, strategic pinning. Results will vary depending on factors like your existing content, blog consistency, and website setup.

# FAQ's

## **Do I need a blog to see results on Pinterest?**

Not at all. We can use your portfolio, website, or Instagram content to build an effective strategy.

## **How long does it take to see results?**

You'll typically start seeing traffic and engagement growth within 60–90 days, with pins continuing to perform long after they're posted.

## **Will I need to be involved each month?**

Just a little. We handle the work—aside from quick monthly check-ins and quarterly strategy calls.

## **Can I use the pins you create on Instagram?**

Yes! We design pins that can be repurposed across platforms with minimal tweaks.

## **I don't know where to start. Which service is right for me?**

Start with Pinterest Set Up if you want to DIY, or go Full Service if you're ready to hand it off. Ultimate is for designers who want a custom, all-in plan.



# Let's Get Started!

You don't need to keep wondering how to make Pinterest work for your business —we've already built the roadmap. Whether you're ready to hand it off completely or just need a solid strategy to run with, we're here to make sure your content gets the attention it deserves.

Ready to turn your pins into clients?

[\*\*SCHEDULE A CALL\*\*](#)