

Pinterest guide for partners

How to use Pinterest to bring free readers to your trading content for months after you post. Account setup, keyword research, pin design and where to send the click.

Pinterest is a search engine for pictures. People type what they want to know and click the picture that answers it. Those pictures are called pins, and a good pin can keep bringing you visitors for a year after you post it. You do not need to be on camera, and the account, the scheduler and the design tool are all free. That makes Pinterest a good fit for a partner who would rather write and design than film.

This guide takes you from creating a business account to your first month of pins. It covers how to find the phrases people actually search for, how to name your boards, how to design a pin that is readable in a feed, how to turn one article into six pins, and why every pin should point at content rather than at a signup page.

What you will learn

- How to set up a free Pinterest business account in about fifteen minutes
- How to write a profile name and bio that people can find in search
- How to build eight boards named after words people really type
- How to find eight real search phrases using the Pinterest search bar
- How to design a 1000 x 1500 pixel pin, with real pins from the trading niche
- How to turn one article into six different pins
- Where to send every click, and why education comes first for this audience

What is Pinterest affiliate marketing?

Pinterest affiliate marketing means making pins that answer questions beginners search for, sending the people who click them to your own articles or guides, and sharing your PrimeXBT link only once they have read something useful.

Pinterest is a search engine that shows pictures. People arrive with a question, look at the results, save the ones they like, and come back later to click. A pin works more like a web page than like a social post. Pinterest lists it in search results, and it can keep answering the same question for months.

On most social apps a post is seen for about two days and then buried, so you have to post again to get more views. A good pin is still being found long after you have forgotten about it.

For a partner, Pinterest brings people to your content, and your content earns their trust. Send pins to an article or a guide first. A pin straight to a registration page only makes sense for an audience that already trades, and that is not who is on Pinterest.

Why Pinterest works for partners

- **The audience is big and it plans.** Pinterest has more than 570 million monthly active users, and they arrive to plan and save ideas, not to scroll past them.
- **The work adds up.** A pin you make in month one still brings clicks in month nine, while your weekly workload stays the same.
- **You do not need to be on camera.** Writing and one picture design are enough.
- **It is free.** The account, the scheduler and the analytics cost nothing, and the free version of Canva is enough to design every pin.
- **People save pins.** Every save shows your pin to more people, so useful pins spread without paid ads.
- **People tell you what they want.** They type it into the search bar, and you make that.

One thing to know before you start. The first six weeks usually feel like nothing is happening. Pinterest needs time to list your pins in search, and there are no early views to keep you going. Most partners who quit do so before week 6, which is usually just before the traffic starts. Results vary.

Why Pinterest starts slowly and keeps working longer

Most social platforms need constant new posts to keep your traffic level. Pinterest works differently: you build a set of pins once, and they keep working for a long time.

	Social feed platform	Pinterest
Life of one post	About 48 hours	Months to years
How posts get shown	By how recent the post is and how fast people react	By search relevance and saves
Traffic when you stop posting	Falls to near zero within days	Continues from pins already in search
First results appear	Days	Weeks 6 to 12
Effort needed to grow	Rises as the audience grows	Stays roughly the same

Two things follow from this.

Judge Pinterest on a quarter, not a week. Checking analytics after five days will tell you the channel is dead. It is not dead. Pinterest is still adding your pins to its search results.

Make more pins than feels sensible. Each pin is a separate entry in Pinterest search, so a large number of well-made pins beats one perfect design.

What the Pinterest finance audience wants

This is the most important section in the guide. Read it twice.

The finance audience on Pinterest is not made up of traders. It is mostly people interested in budgeting, saving, side income, "make money online" and general personal finance. They arrive in a planning mindset, saving ideas to act on later.

So the angle that works is **beginner and curious about money, not technical**. Spread comparisons and advanced risk models get almost no attention here. Content that explains what trading is, how markets work, what beginners get wrong and how to think about risk gets saved, and saves are what push a pin into more feeds.

Two rules follow, and neither is optional.

Rule	Why	What it looks like in practice
The destination must be education	Sending a curious beginner straight to a registration page converts terribly, well under 1% in practice	The pin points at an article, a guide or a checklist
The language must be plain	Titles must match how a beginner types, not how a trader talks	"How to read a currency chart", not "EUR/USD 4H structure break"

Build for the beginner reader and Pinterest works. Try to make it a channel for experienced traders and it will not, however good your designs are.

How to set up your Pinterest business account, step by step

Do this properly once, in about fifteen minutes. You will rarely need to touch most of it again.

Step 1. Create a business account, or convert the personal account you already have. Both are free, and a business account unlocks the analytics you will need in a few weeks.

Step 2. Go to Settings, then Claimed accounts, and claim your website. This links every pin from your domain to your account and gives you separate numbers for your site.

Step 3. Rewrite your display name. It is a searchable field, so do not waste it on "Sara J". Use "Sara J | Trading and Investing for Beginners".

Step 4. Write the bio around terms people actually type. Something close to: "Beginner trading and crypto explained simply. Free guides on charts, risk and getting started. Trading involves risk and most retail traders lose money."

Step 5. Add the disclosure line: "I partner with the platform I use." Put it in the bio and on any pin that leads toward a partner link.

Step 6. Upload a clean profile image, either a simple logo or a plain headshot. It is shown very small, so fine detail disappears.

Step 7. Turn on Pinterest's built-in scheduler. It is free, and you do not need a paid tool.

How to build your eight boards

Boards are how Pinterest works out what your account is about, so name them the way people search rather than the way you would file them. A board called "My thoughts on markets" tells Pinterest nothing.

Start with eight boards and stop there. Forty half-empty boards are worse than eight full ones.

Board name	Why this name	What goes on it
Trading for Beginners	The most searched entry term in the niche	Explainers, first steps, what trading is
Crypto for Beginners	Crypto searches are separate from forex searches	Wallets, exchanges, crypto basics
How to Read Charts	Catches "how to" question searches	Candles, trends, support and resistance
Trading Risk Management	Fewer searches, but very interested savers	Position size, stops, the 1% rule
Make Money Online Ideas	A related audience with a high save rate	Side income framing, honest time costs
Personal Finance Tips	Brings in a wider audience	Budgeting, saving, money habits
Trading Mistakes to Avoid	Mistake-based titles get saved a lot	Beginner errors, myths corrected
Trading Terms Explained	Catches searches for definitions	Glossary pins, one term per pin

Write two or three sentences of description for each board, using the board name plus a couple of related phrases. Pinterest reads these descriptions.

How to find Pinterest keywords in five minutes

Your phrases come from Pinterest itself, for free. You do not need a paid keyword tool for this.

Step 1. Type a starting term into the Pinterest search bar. Try "trading".

Step 2. Read the autocomplete list. That is a ranked list of real searches people type.

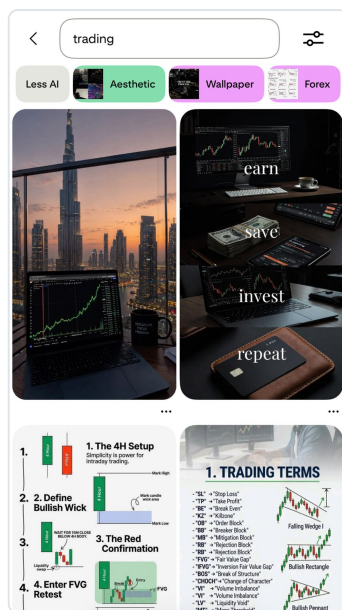
Step 3. Run the search and look at the coloured tiles above the results. Each tile is a common variation of what you typed.

Step 4. Click one tile and read the next set of tiles. This gives you the more specific searches underneath.

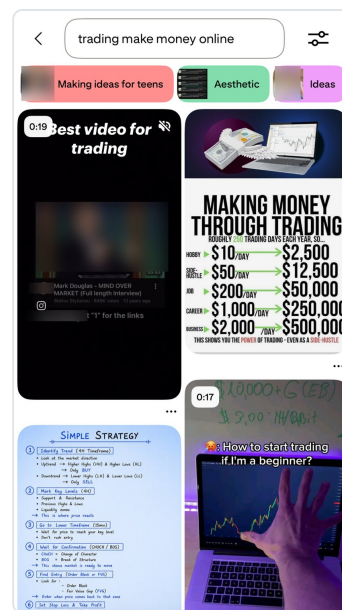
Step 5. Extend the starting term. Type "trading for" and let the autocomplete finish it.

Step 6. Write down five to eight phrases exactly as Pinterest spells them.

Three minutes of this usually gives you phrases like: trading for beginners, trading chart patterns, day trading tips for beginners, trading psychology, and how to start trading with little money.



Search "trading". The tiles under the bar (Aesthetic, Wallpaper, Forex) are what people add to that word. The feed: a desk with a skyline, a four word mood pin, a setup walkthrough, a glossary of trading terms.



Search "trading make money online". A video pin, a hand drawn strategy sheet, a beginner question, and one pin promising dollars per day. The first three are what you make. The fourth is what gets accounts restricted, however many saves it has.

Use those exact phrases in four places: board names, pin titles, the first sentence of your pin descriptions, and the headings of the article you are pointing at. That repetition is not keyword stuffing. It is how you tell a search engine what you are about.

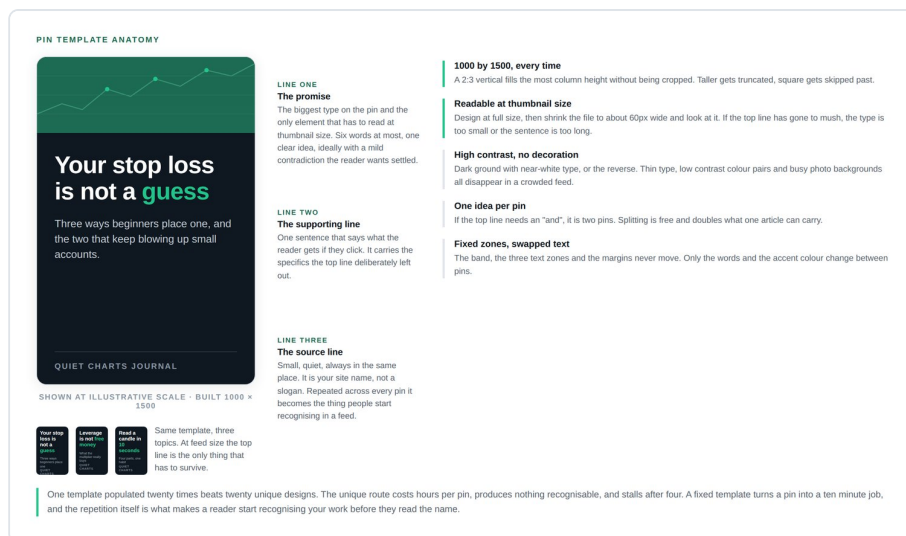
How to design a pin that works

Pins are vertical. The correct size is **1000 x 1500 pixels, a 2:3 ratio**. Wider pins get cropped and taller pins get cut off, so use this size every time.

Use Canva. The free version is more than enough. Build one 1000 x 1500 template, then duplicate it twenty times and change only the text and the photo. A consistent look is a strength, not laziness, because people start recognising your pins before they read them.

Three lines of text do the work.

Position	Size	Job	Example
Top	Largest	The hook or benefit, four to six words	5 Trading Mistakes Beginners Make
Middle	Medium	The qualifier or promise	explained in plain English
Bottom	Small	Your brand or site name	yoursite.com



Four rules matter more than anything about style.

1. **Shrink the design to twenty percent and look at it.** That is roughly how big it appears in a feed. If the top line is not readable at that size, the pin has failed, however good it looks at full size.
2. **Use high contrast only.** Dark text on a light background, or light text on a dark overlay. Never put text directly on a busy photo.
3. **One idea per pin.** If you need two sentences to explain it, make two pins.
4. **Leave about ten percent margin on all sides.** Crowded pins look like noise.

Real pins that work in the trading niche

Ten minutes in Pinterest search for "trading for beginners" shows what the feed rewards. Everything below is from real accounts, names and links blurred. Notice what is not there: no faces selling, no cash, no "I made X". Pinterest users save things they want to come back to, so the pins that win are the ones that look like a page from a textbook.

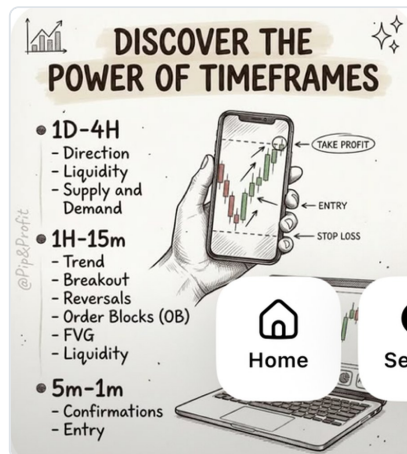


The search feed. Cheat sheets, a road map, a chart with notes, candle patterns. Every pin is something you would save to study later.

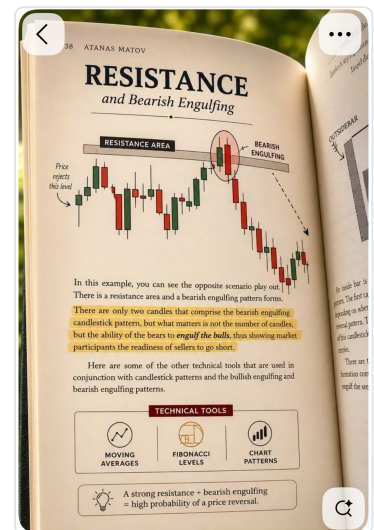
The four types that get saved



The road map. One pin that organises six months of learning. Dense, colour coded, and it gets saved because nobody can read it in one go.



The cheat sheet. Hand drawn look, one topic, three groups of bullet points. Made in Canva in 20 minutes.



The textbook page. A photo of an open book with one pattern explained and a highlighted sentence. It looks like knowledge, so it gets saved and shared.



The infographic. One indicator, what it is, how it works, two setups, best timeframes, pro tips. The creator's handle is printed on the pin itself, which is the right place for it.

Video pins work too

Short, no talking needed: a chart playing with the trade marked, or a desk shot with one line of text. The text is the hook, the video is the atmosphere.



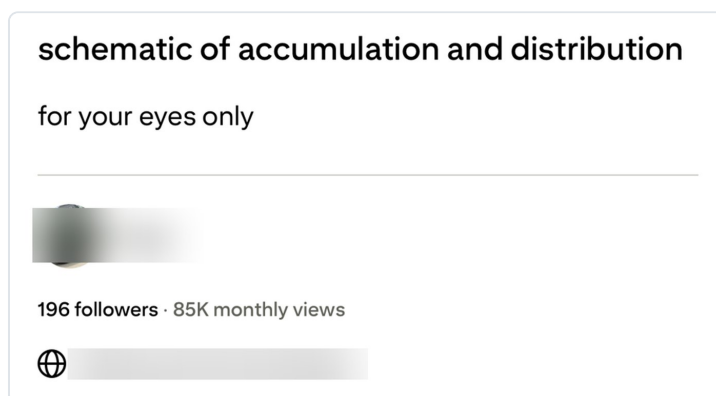
A 16 second chart replay with the trade marked. No face, no voice. The platform's own screen recording, posted as a video pin.



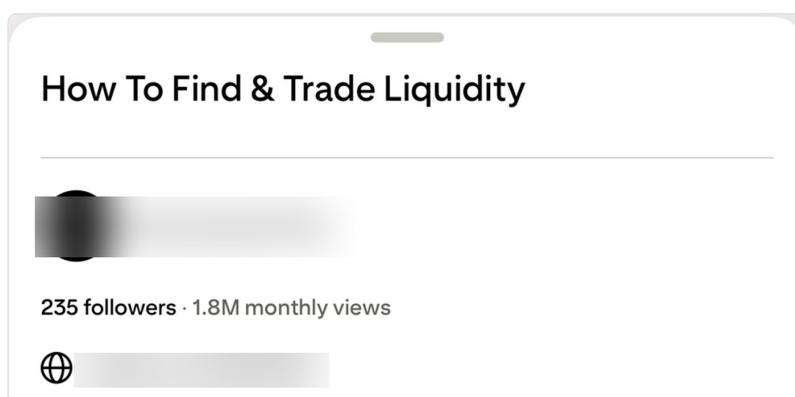
A 10 second desk shot with one word and six arrows. A mood pin that gets saved to "trading" boards by people who have not started yet.

Where the clicks go

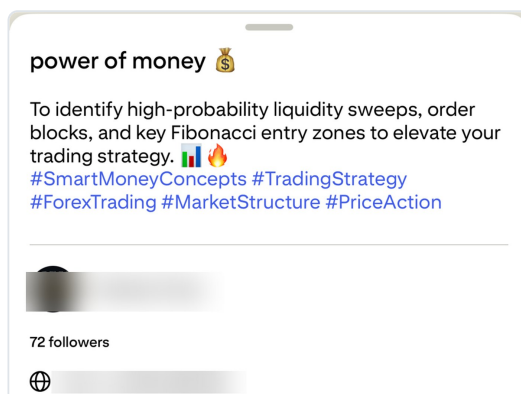
Tap any pin and the account's link sits right under it. Three examples of where trading pinners send people:



Straight to a partner registration page. Allowed if disclosed, but a cold click converts badly and it is the first thing moderation looks at.



A link page with the real destinations behind it. One account, 235 followers, 1.8 million monthly views: Pinterest reach does not depend on followers.



A Telegram channel, with a description that says what you learn and five hashtags. The pin description is the part most partners leave empty; this one is doing the work.

What to copy: the textbook look, one topic per pin, your handle on the pin, a description that says what the reader will learn, and a link page or article behind the click. What to add that none of them have: the honest line about being a partner and the risk line, in the description.

How to turn one article into six pins

This is what makes Pinterest worth the effort.

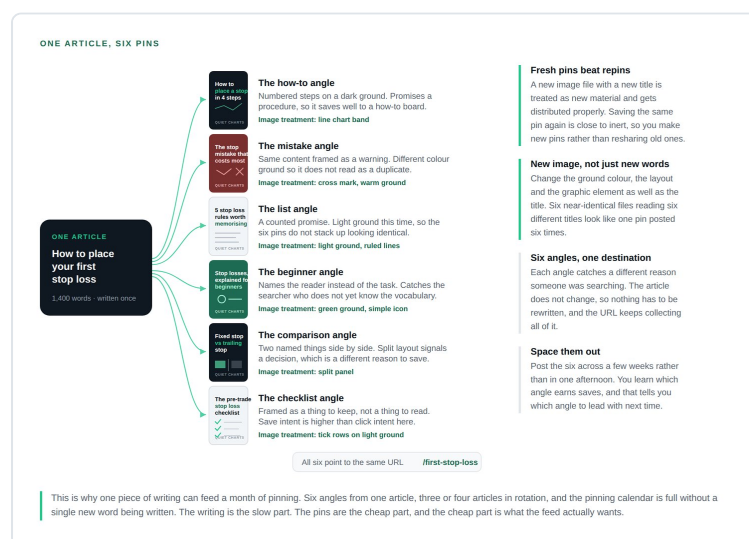
Pinterest does not penalise several pins pointing at the same URL, as long as each pin has a genuinely different image and title. What Pinterest rewards is a **fresh pin**, meaning a new image. Re-saving your own old pin does almost nothing. A new design on the same link is treated as new content.

So write one solid article, then make five to ten pins for it, each with a different angle, image and title, spread out over several weeks.

Here is the article "7 mistakes new traders make", turned into six pins:

Angle	Pin title	Board
Direct	7 Trading Mistakes Beginners Make	Trading for Beginners
Problem	Why Most New Traders Lose Money	Trading Mistakes to Avoid
Single idea	The Risk Rule Nobody Teaches Beginners	Trading Risk Management
Format promise	Trading Checklist for Complete Beginners	Trading for Beginners
Timing	Read This Before Your First Trade	Trading Terms Explained
Personal	What I Wish I Knew Before I Started Trading	Make Money Online Ideas

Six pins, one article, one afternoon of design work. Do that for ten articles and you have sixty pins working for you at once.



Where to send the click

Pinterest allows direct affiliate links as long as you disclose them. Where a click should land depends on the audience, and on Pinterest the audience is beginners. So for almost every pin the answer is content first. Three reasons:

- **They convert badly.** A cold click straight to a registration page performs far below a click to a helpful article, so you waste the views you worked for.
- **They attract more review.** Pins that link straight to a signup page get more attention from Pinterest's moderation, and a restricted account costs you every pin you have ever built.
- **They waste the visitor.** An article lets you keep that person with an email signup, a checklist or a Telegram channel. A referral link is a one-time transaction. A list is an asset you keep.

The path that works here is: **pin, then article, then a free thing worth having, then trust, then the platform.** A comparison article for readers who already trade can carry the registration link with the honest line next to it. A pin aimed at a beginner should not.

If you have no blog, one landing page will do: a headline, three or four paragraphs of genuine explanation, one email signup form and one link onward.

How often to pin

Phase	Timing	What you do
Setup	Weeks 1 to 2	Build the account and the eight boards, and publish 20 pins
Build	Week 3 onward	3 to 5 fresh pins a day, 5 days a week
Batch	One Sunday afternoon	Design two weeks of pins in Canva
Review	Monthly	Check outbound clicks and make more of what works

Three to five pins a day sounds like a lot until you realise that one Canva session produces two weeks of them. Use the free built-in scheduler rather than paying for a tool.

What idea pins are and when to use them

Idea pins are the multi-page, video-style format that Pinterest promotes heavily. They get more views inside the app but offer limited or no outbound links.

	Standard pins	Idea pins
Outbound link	Yes	Limited or none
Views inside the app	Moderate	Higher
Best for	Traffic to your site	Follows and visibility
Share of your output	About 80%	About 20%

If you are short on time, drop the idea pins first. Traffic to your site is the point of this channel.

What the compliance rules require

- **State the risk.** Trading carries risk and most retail traders lose money. Say so in your bio and on your pins.
- **Make no promises.** No promised returns, no "risk free", no guarantees, no fake urgency.
- **Disclose the relationship.** "I partner with the platform I use."
- **Educate, never advise.** Explain how something works. Never tell a reader what to do with their money.
- **Use only your own material.** Never post someone else's results as your own.

Top 8 tips for Pinterest partners

- 1. Write every pin title as a beginner would type it.** Before you design anything, type your intended title into the Pinterest search bar. If autocomplete does not suggest it, nobody is searching for it.
- 2. Build eight boards and fill them, rather than forty and abandon them.** Pinterest works out your topic from how full and how consistent your boards are. Eight well-named boards with thirty pins each look like an authority on the subject.
- 3. Make one template and use it a hundred times.** Design decisions are the reason most partners publish three pins and stop. One Canva template, fixed font and colours, change only the text and photo.
- 4. Check every pin at twenty percent size.** A pin that looks beautiful on your laptop can be unreadable in a phone feed, and the feed is the only place it will ever be seen. Zoom your design out to about a fifth of its size and read the top line.
- 5. Make five to ten pins per article, never one.** Each pin is a separate entry in Pinterest search, so one pin per article leaves most of the value unclaimed. Take one article and reframe it six ways: direct, problem, single idea, format promise, timing and personal.
- 6. Send the click to content first.** Pinterest allows direct affiliate links, but for this audience they are a bad idea. Cold clicks to a registration page convert far below clicks to a helpful article, direct partner links attract more review from Pinterest, and a restricted account destroys every pin you have built.
- 7. Judge the channel at week 12, not week 4.** Pinterest is slow to start and then builds on itself. Adding pins to search takes time, there is no early burst of views, and the first six weeks genuinely look like failure.
- 8. Track outbound clicks and copy your own winners.** Change the default metric in Pinterest Analytics on your first visit and never change it back. Once a month, list your top pins by outbound clicks, note which boards they live on, and make four more pins in that exact style pointing at the same page.

Do this, not that

Do this	Not that
A square photo with a caption is not a pin. Design for search	Treating Pinterest like Instagram
Technical titles get nothing. Beginner questions get saves	Writing pin titles for traders
Link to content, with the registration link inside the article for readers who are ready	Linking a beginner pin straight to a signup page
Make five to ten, or you leave most of the value unclaimed	One pin per article
Only fresh images on the same URL count as new content	Re-saving your own pins
The first six weeks look flat even when the channel is working	Quitting at week 4
Keep the partner relationship visible in your bio and on anything leading to a referral link	No disclosure
Outbound clicks are the only number that matters	Chasing impressions

Your first week: a checklist

Day 1: your account

- ☐ **Open a business account.** Create a free business account, or switch the personal one you already have.
- ☐ **Claim your website.** Go to Settings, then Claimed accounts, and add your domain.
- ☐ **Rewrite your display name.** Put your topic in it, like "Trading and Investing for Beginners".
- ☐ **Write your bio.** Use your main search phrases, one risk line and one line saying you are a partner.

Day 2: keywords and boards

- ☐ **Find eight search phrases.** Type your topic into the Pinterest search bar and write down what it suggests.
- ☐ **Create eight boards.** Name each board with one of those exact phrases.
- ☐ **Describe each board.** Write two or three plain sentences using the same words.

Day 3: your pin design

- ☐ **Build one template.** Make a 1000 x 1500 pixel design in Canva that you can reuse forever.
- ☐ **Design ten pins.** Point all ten at your best existing article, each with a different title.
- ☐ **Check them small.** Shrink every pin to twenty percent and check you can still read it.

Day 4: publish and wait

- ☐ **Schedule the ten pins.** Spread them over the next two weeks, one or two a day.
- ☐ **Set a reminder for week 12.** Put a calendar note to check your outbound clicks then.

Key takeaways

- Pinterest is a search engine, so a pin is listed like a web page and keeps working for months.
- Work done in month one still pays in month nine, but the first six weeks look flat.
- The finance audience here is budgeting and side-income people, so write for beginners and send them to education.
- Eight boards named after search phrases beat forty vague ones, and Pinterest's own search bar gives you the phrases for free.
- Pins are 1000 x 1500 pixels, one idea each, high contrast, and readable at twenty percent size.
- One article becomes six pins with different angles, titles and boards. Fresh images beat re-saves.
- Outbound clicks are the only metric that matters. Impressions look good and mislead you.

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