

1. Themed Boards around all things travel (how-to get to, tips when there, etc.)
2. Seasonal (holidays, winter, fall, summer, spring travel, etc.)
3. Provide value
4. Make people's travel dreams a reality - how to get to (place)
5. Make boards specific ("Travel Tips For Europe" as opposed to "Travel Tips")
6. Be consistent (Engaging images, vertical, text overlay, consistent branding)

## **Resources:**

<http://www.jeffbullas.com/5-ways-to-flood-your-blog-with-traffic-using-pinterest/>

<http://www.seerinteractive.com/labs/pinterest-guide/#beginner>

<https://expresswriters.com/pinterest-seo-guide/>

<http://www.razorsocial.com/optimize-pinterest/>

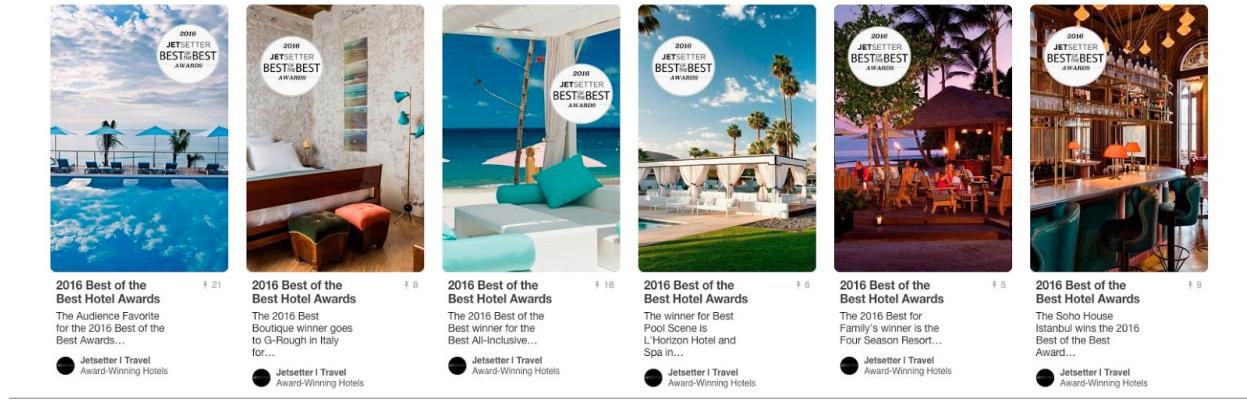
## **What Others Are Doing:**

### **Travel:**

#### **Jetsetter**

<https://www.pinterest.com/jetsetterphoto/?etslf=3327&eq=jet>

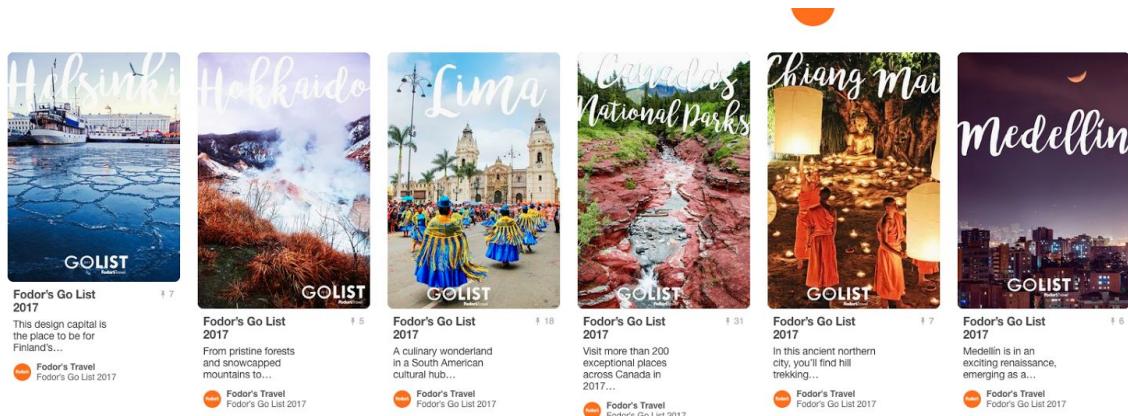
- Have a board for traveling to each continent, as well as some boards dedicated to certain cities (Chicago, Miami, NYC, etc.)
- Most pins link back to website - there is some curated content
- Pins are highly engaging but some inconsistency with the text overlay
- Have a board that shares their Instagram pics



## Fodor's Travel

<https://www.pinterest.com/fodorstravel/>

- Relevant, timely boards: <https://www.pinterest.com/fodorstravel/fodors-go-list-2017/>
- A few boards are incomplete
- Boards contain highly visual, engaging pins with text overlay - some of the copy is difficult to read
- Also have a board for their Instagram feed



## PassionPassport

<https://www.pinterest.com/passionpassport/trip-tips/>

- Beautiful pins featuring incredible photography with text overlay - some of the text is difficult to read

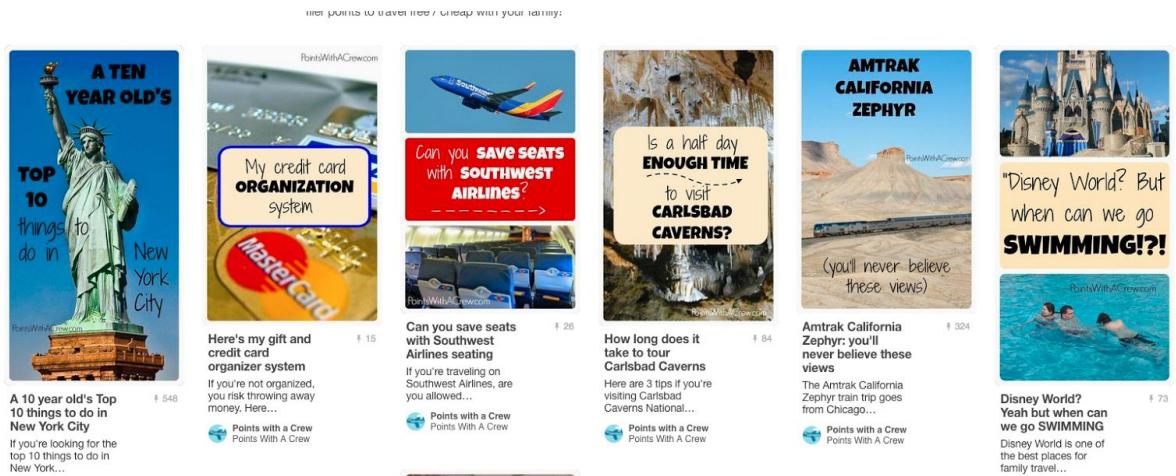
- “Travel Trips” board is great but would create more specific boards (Travel Tips For..., etc.)



## Points With A Crew

<https://www.pinterest.com/pointswithacrew/points-with-a-crew/>

- Engaging pins with text overlay
- Various travel tips/tricks boards
- Boards are full of pins



## Others:

## Target

<https://www.pinterest.com/target/?eq=target&etslf=4861>

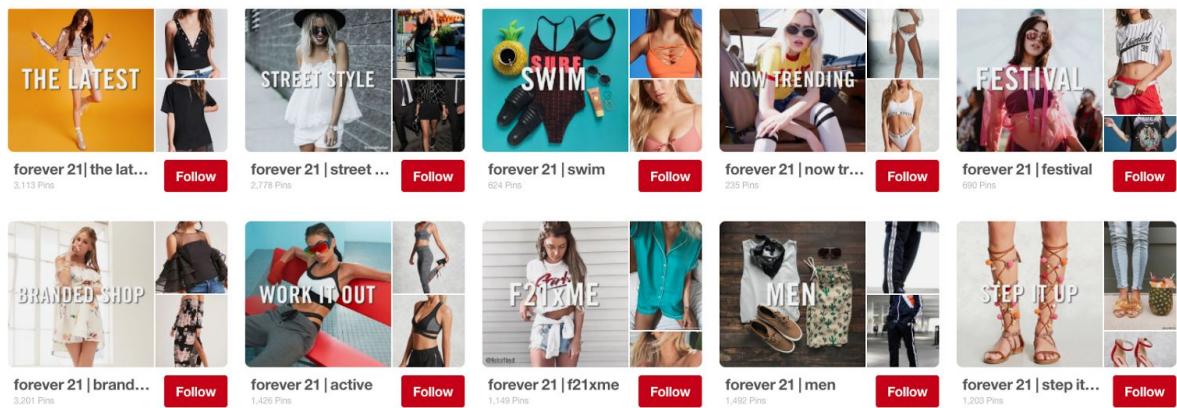
- Consistent and branded
- Highly colorful and engaging



## Forever 21

<https://www.pinterest.com/forever21/?eq=forever%202021&etslf=4248>

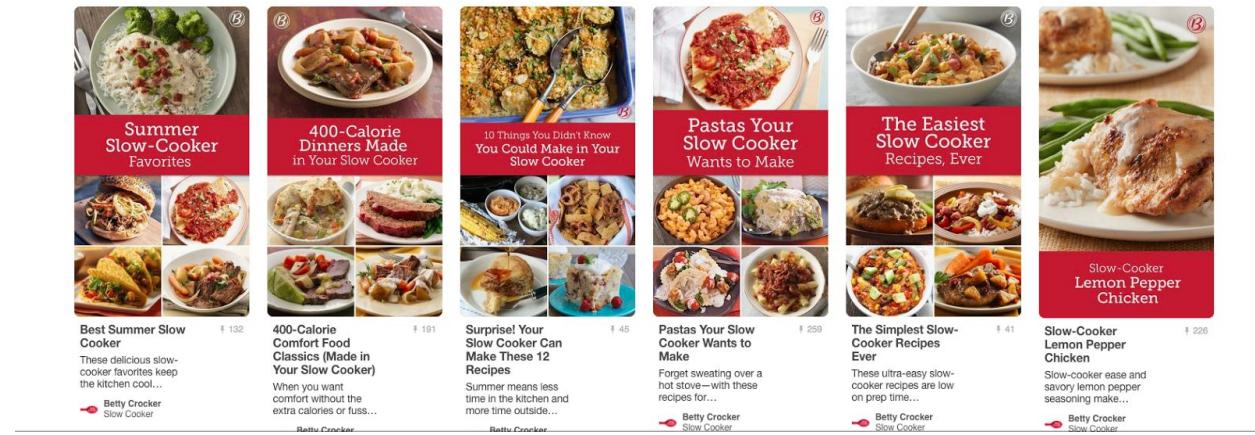
- Engaging and consistent board covers



## Betty Crocker

<https://www.pinterest.com/bettycrocker/?eq=betty&etslf=4764>

- Consistent branding on pins and boards
- Specific boards - some holiday-themed boards that will be put on top during the holiday and then bottom when holiday is over.



## StubHub

<https://www.pinterest.com/stubhub/?eq=stubhub&etslf=3890>

- Awesome board covers
- Pins aren't very engaging

