Etsy to Pinterest: 30-Day Pin Plan

A practical month of Pinterest for one Etsy shop. One listing in, a steady stream of pins out.

How to use this plan: pick your 10 best listings, then follow the weeks below. Pin 1 to 5 times a day, mix products so the same item never posts twice in a row, and approve every pin before it goes out. Pinterest is slow — this plan is built for weeks of steady showing up, not one big burst.

Week 1 — Set up (Days 1–7)

- List your 10 best-selling or best-photographed listings.
- Create or tidy 5 boards: one per product type, one gift board, one seasonal board.
- Write 4–6 keywords for each of the 10 listings (use the worksheet on page 2).
- Make the first 20 pins: 2 angles per listing (gift idea + how to use).
- Schedule 2 pins a day for the next 10 days.

Week 2 — Angles (Days 8–14)

- Add 2 more angles per listing: seasonal + solves a problem.
- Try one new audience per listing (for example "new homeowners" or "moms of toddlers").
- Check which pins got saves and clicks; make 5 more in that style.
- Add your own lifestyle photos to the 3 listings with the weakest photos.

Week 3 — Occasions (Days 15–21)

- Pick the next occasion your buyers plan for (birthday, wedding, Christmas, teacher gifts).
- Write 1 occasion pin per listing, aimed 30 days before the date.
- Refresh 5 older pins with a new photo or a new title.
- Raise the pace to 3 pins a day if the first two weeks felt easy.

Week 4 — Schedule ahead (Days 22–30)

- Build the next 30 days in one sitting: 1–5 pins a day, mixed across products.
- Export one CSV, upload it with Pinterest's bulk tool, and let it run.
- Note your 3 best pins and your 3 weakest; repeat what worked next month.
- Add 5 new listings to the rotation for month two.

Keyword worksheet

Fill one row per listing before you write any pins. A pin title can only carry the words you plan here.

Listing	Keywords (4–6)	Board	Occasion
Handmade ceramic mug	**ceramic mug, handmade mug, coffee gift, pottery mug**	**Kitchen Gifts**	**Evergreen**

Printable wall art	**printable wall art, nursery decor, boho print**	**Wall Art**	**Evergreen**
Beaded necklace	**beaded necklace, handmade jewelry, gift for her**	**Jewelry Gifts**	**Birthday**
Paper planner	**paper planner, daily planner, 2026 planner**	**Planners**	**New Year**
Knitted baby hat	**baby hat, knitted baby gift, newborn gift**	**Baby Gifts**	**Baby Shower**

Daily rhythm — keep it small

- Morning: approve today's pins (2 minutes).
- Once a week: write the next batch of pins (30 minutes).
- Once a month: export, upload, review what worked (1 hour).

The whole point of a plan like this is that Pinterest rewards showing up steadily. Ten pins on a Sunday and silence for a month rarely gets far. Two pins a day for a month does.

A free bonus from Pickzox, made to go with the PinMyListings review (pickzox.com). Original companion material, not affiliated with the vendor.