

# TRAFFIC WONKER

## NEW MEMBER GUIDE

QUICK START **★ ★**  
GUIDE AND  
MANUAL

FOR PINTEREST MARKETING  
SUCCESS



# TRAFFICWONKER™

The AutoPilot Pinterest Pin Scheduling Tool

# **Traffic Wonker New Member Guide**

## Quick Start Guide and Manual

# Quick Start Guide



The WonkerBots are hungry little robots, gobbling up 1,000's of pins fed to them by Traffic Wonker members each and every day. But they need a little direction. By the time you complete this guide you will have tasked the WonkerBots with their clear mission, and you'll be a giant step closer to Pinterest marketing success.

The new member quick start guide is a great way to get started with Traffic Wonker. After you're up and running, the manual can provide useful tips on how to make the most of our Pinterest marketing tool set.

1) **Create Your Account** - Type your company/name, email, and password in the boxes on the "Sign Up for a Free 30-Day Trial Account" page. Then click "Connect Pinterest Account".

2) **Fill Your Queue** - Add pins with the +Add Pin button at the top of your queue. You'll have the option to add one pin at a time, or add pins in bulk with the FastFill™ feature.

3) **Global Settings** - The default settings are a great place to start. Nothing you need to do there.

The WonkerBots will start publishing your pins as soon as you add them to your queue.

# TW Manual

The new member manual provides useful tips on how to make the most of Traffic Wonker.

## Step 1 :: Create Your Account

To create a Traffic Wonker account first login to the Pinterest account for which you would like to create a Traffic Wonker account. Type your company/name, the best email to contact you with, and a password. Then, click the “Connect Pinterest Account” button. If you have a promo code to extend your trial period, add it now.

### Connect Pinterest Account

On the Pinterest API page click the red button, “Okay”.



#### TrafficWonker

This application would like your permission.

- Access your public info (like your profile, pins and boards).
- Create boards or save pins for you.

Not now

Okay

That's it. You're ready for Step 2.

## Step 2 :: Global Settings

We've provided you with a variety of settings to help you customize your Pinterest marketing efforts to fit your business. In most cases, the default settings will serve you well. However, you may want to try other options after a few weeks to see if better results may be gained.

### Pin Schedule

In most instances the ideal pin schedule will be "Prime Time". This setting will allow you to publish pins during the 12 hours of the day when Pinterest is busiest - 12Noon EST through 12Mid EST. Once you've tested this option for a few weeks, you might try another schedule to see what performs best for you. TW SimpleStats™ and Pinterest Analytics are tools you can use to measure your success.

### Repin Interval

The "10 Minute" pin interval is recommended. It will give you maximum visibility, while not jamming up your followers SmartFeed with too many pins. If you select the "Prime Time" pin schedule in conjunction with a "10 Minute" pin interval, the WonkerBots will publish 72 pins per day. (Pinterest marketing experts recommend 30-100 pins per day.)

### SmartShuffle™

SmartShuffle™ will re-sort your queue each week automatically. Not only will your pins be published in a different order, but your company's pins will be evenly distributed among those of your fellow pinners.

There are good reasons to turn SmartShuffle™ "ON", and good reasons to leave SmartShuffle™ "OFF". Here's are the pro's and con's of both.

PRO/"OFF" - Setting SmartShuffle™ to "OFF" will give the most control over when your best pins are published. For example, pins that are published between 2-4PM EST and 8-12PM EST often get more repins. Setting SmartShuffle™ to "OFF" will allow you to control when your best pins are published each week.

CON/"OFF" - The downside to setting SmartShuffle™ to "OFF" is that you will need to be a bit more active in freshening up your queue with new fellow pinner pins. Your product pins should always stay in your queue, though it is recommended that you delete the pins of your fellow pinners and add a few dozen fresh fellow pinner pins every 6-8 weeks.

PRO/"ON" - Setting SmartShuffle™ to "ON" will allow you to be less involved with the pin scheduling process. You can go 3-4 months before updating fellow pinner pins.

CON/"ON" - The downside to setting SmartShuffle™ to "ON" is that you will not have as much control over when pins are published. You will not always be publishing your best pins when the most people are visiting Pinterest.

## AutoPilot

AutoPilot is set to "ON" by default, and must be "ON" to publish pins. You can add pins and edit your queue when the WonkerBots are actively publishing - with one exception. If you would like to edit the day that the WonkerBots are currently publishing, turn AutoPilot "OFF", then edit that day. After editing, turn AutoPilot back "ON" to resume publishing.

## AutoClear™

AutoClear™ automatically deletes the duplicate pin when it is published again, whether you schedule a pin once or multiple times each week. Rather than having boards that are busting at the seams with duplicate pins, AutoClear™ keeps your boards at a browsable size. There's nothing you need to do. This feature is always "ON."

## Step 3 :: Making A Pin Plan

Your queue, when completely filled, will have as many as 840 pins. With that many pins to select and add to your

queue, it's a good idea to have a plan.

While there's no "right" answer to how much or how often we should schedule pins, the following examples are an effective place to start. Additional refining might be in order once you've had your campaign running for a few weeks and have reviewed your TW SimpleStats™ and Pinterest Analytics.

### 25 Product Plan

With 25 products you might consider scheduling every product pin seven days a week, along with a mix of fellow pinner pins. Creating a second pin image for every product is also recommended, as it may attract additional customers that didn't respond to the first image.

Any period of time that you're not scheduling pins is a time for followers to forget about your products. Your pins and boards will also drop in Pinterest search rankings because of your inactivity of the site.

### 50 Product Plan

With 50 products to market on Pinterest you might consider scheduling all of your product pins 4-5 times a week. Creating a second pin image for your 20 best sellers, and scheduling them just as often, is also a good idea.

Many Pinterest marketers fail to recognize the importance of consistency. They schedule a few pins one day and may not schedule them again for months. You created all of your products to sell them. It makes sense to consistently marketing them too.

Not only will you make those necessary first contacts, which statistically increase sales by 50%, but the repetition will turn interested shoppers into paying customers.

## 150 Products

With 150 products to market on Pinterest scheduling your product pins 2-3 times a week is recommended, with your 20 best sellers being repinned even more often. Create a second pin image for your 20 best sellers and send them out too.

## Why Schedule Fellow Pinner Pins?

You may be wondering why you want to add pins to your queue that promote other businesses. It's actually for the same reason you schedule your own pins - to attract attention. When you publish fellow pinner pins your logo, business name, and board are added to the bottom of every pin. If a Pinterest visitor clicks on your info, they'll be directed to your boards where they'll have an opportunity

to repin more of your pins or follow more of your boards (if they didn't follow all of them the first time).

It's also necessary to create a nice balance of pins - one or two of your pins followed by a fellow pinner pin, for example. As far as the SmartFeed is concerned, this will happen anyway. However, when your scheduled pins hit your boards there will need to a mix for pins that isn't all you. The reason being, people will follow you because of your service/product, but they also want to know that you're someone that will recommend other great products.

When selecting fellow pinner pins, select pins with 100+ repins. If they've been repinned that often, they stand a good chance of being pinned again and appreciated by your followers. To find them, type a keyword or two in the Pinterest search box, and review the results.

## Step 4 :: Filling Your EasyQ

What is EasyQ™?

Traffic Wonker's queue is unique. We knew that you would want to publish your pins over and over again, so we built a queue that ends the routine of scheduling the same pins over and over again. EasyQ™ is a 7-day queue that publishes pins all week, and then starts again.

If you schedule a series of recipe pins to go on Tuesday, for example, EasyQ™ will publish them this Tuesday, publish them again next Tuesday, and the next Tuesday after that - automatically.

On most social media sites, publishing the same thing over and over again would register as a big dud with your followers. On Pinterest, visitors don't mind. In fact, repinning is the best thing you can do to increase sales.

Did you know that it takes an average of 7 contacts with a prospective customer to turn them into a buyer?

## How to Add Pins

Filing your queue for the first time will be your most labor intensive task, as you will be adding up 840 pins to your queue. We recommend filling one day of your queue each day until you've filled it all up.

Members have two ways to add pins:

- 1) +Add Pin Button - One pin at a time
- 2) +Add Pin Button - FastFill™ your curated pins in bulk

The +Add Pin button is at the top of your queue.

## Reordering Your Queue

Would you like to change the order of the pins in your queue? There's three ways to do that:

- 1) Drag and Drop - It's as easy as it sounds.
- 2) SmartShuffle™ Button - Manual shuffle
- 3) SmartShuffle™ Automatically - Turn SmartShuffle™ "ON" on your "Settings" page.

## Refreshing Your Queue

Now that you've got your queue up and running, there is very little to do. TrafficWonker is truly at set-and-forget scheduler. You can let the WonkerBots publish your pins without changing anything for several months.

We recommend queueing your product pins and never removing them. The only reason to return to your queue is to refresh fellow pinner pins, add new product pins, and refine your marketing campaign.

## Successful/Unsuccessful Pins

It's easy to check if your pins were successful or not. Just visit your queue and look for the green dots (successful) and red dots (unsuccessful).

## Deleting Queued Pins

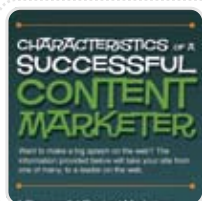
There are three ways to delete pins from your queue:



- 1) Click “Delete” button on individual pin.
- 2) Check “Delete” on select pins. Then click “Delete ✓” button at the top of your queue.
- 3) Click “Delete Day” at the top of your queue to remove all pins on a specific day.

Delete ✓

Delete Day



Characteristics of a Success...

1:00PM EST

Pinterest Marketing Tips

Edit

Delete ✓

7

## Step 5 :: Multiple Pinterest Accounts

If you have other Pinterest accounts, we have good news for you - all your pin scheduling needs can be managed within the account you have already created.

Click the “Account” link at the top of your queue, and navigate to your “My Account” page. On that page you will see the account you initially added and an “Add Account” button.

## Add Account

Want add another Pinterest account? It's easy.

Simply log into the Pinterest account for which you would like to create a TW account. Then click the “Add Account” button, and follow the prompts like you did the first time.

When you return to your queue you will see that you can now toggle between accounts with the drop down menu at the top of your queue.

Welcome Back

Pretzel Time

Cookies & More

Pretzel Time

Mr. Freezie Ice Cream

## Questions?

Shoot us an email at [help@trafficwonker.com](mailto:help@trafficwonker.com). We will typically respond in 24 hours or less.