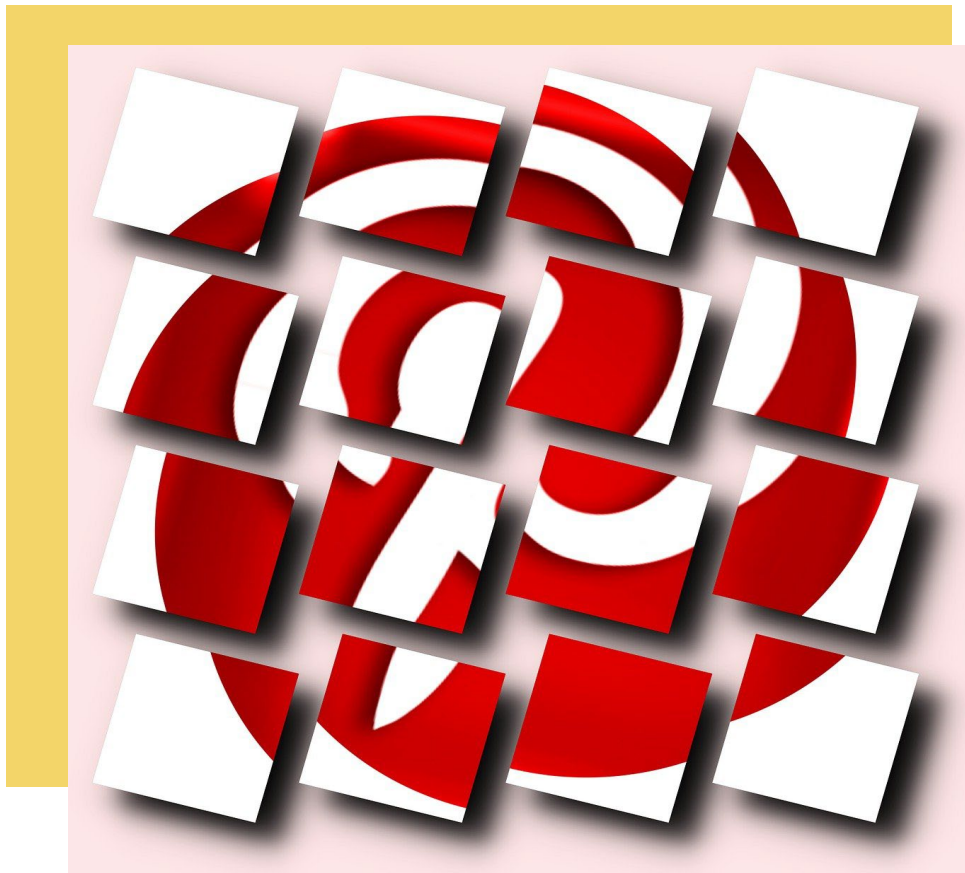




Social Content Automation

Effortless A.I. Side Hustle

AUTOMATING YOUR CAMPAIGNS

How would you like to run this side-hustle while you're sleeping?

You can accomplish nearly 90% automation with the right approach and tools, and in this way, you can operate your side-hustle, even while you are warmly tucked away under your sheets...

Before you can automate the process detailed in the course, you need a good understanding of this side hustle, the tasks, and platforms.

So, if you have not done so already; please go back and review all of the training videos and other course materials included with this package. This guide does not replace the main training.

To accomplish the automation, we need to use tools that will do work for us, but we also need the right strategy that will allow us to grow.

Leverage This Posting Strategy

Before we get into the automation strategy and tools, let's just touch on some important Pinterest specifics. These points will guide us, ensuring that we set up the automation in the best way possible.

Best Times to Post on Pinterest

Evenings & Weekends shine:

The golden window is 8-11 PM, especially Fridays & Saturdays.

Mid-day magic:

A secondary sweet spot is 2-4 PM, when browsers sneak a peek during breaks.

Seasonal timing matters:

Pin holiday content 45-60 days in advance. Pinterest is all about planning, not reacting.

Best Practices to Maximize Reach

Use vertical images (2:3 ratio):

Pinterest loves tall pins. Aim for 1000x1500 pixels.

Clear, bold titles:

Text overlays should be easy to read, even on mobile.

Consistent branding:

Use your color palette, fonts, and voice for familiarity.

Link wisely:

Ensure every pin leads to a relevant, useful landing page.

Fresh pins are better than re-pins:

Pinterest prioritizes new content.

Even old blog posts, social media posts, and eBooks can be repackaged into fresh designs.

Pin daily if possible:

A steady rhythm keeps your content alive in the feed.

Think of your reader before posting:

Ask yourself, “what would my ideal reader think of this pin?”

Remember: This is not a race.

We are tending to a garden. Plant seeds, water with consistency, and watch them grow.

Automation Posting Strategy

Now, before we get into the tools, you must structure a strategy that you use with manual posting or automation tools...

First understand that there's a rhythm to Pinterest that most people completely miss.

It's not a place for loud trends or daily gimmicks.

I don't even think we can consider Pinterest social media in the traditional sense. It's more like a quiet, powerful machine that runs in the background of people's lives; where they plan their future quietly at 10 p.m. with a glass of wine in one hand and their phone in the other, and their credit card resting nearby.

If you want to see results here, you need to think more like a librarian and less like a party host.

Your goal isn't to entertain or keep up with some kind of weekday theme. Your goal is to build a library of ideas that solve problems for people who are actively searching.

So, let's start with the first truth:

Pinterest rewards order and consistency, not volume and randomness.

You don't need to post about a new topic every day. In fact, you shouldn't. The most successful Pinterest accounts are laser-focused.

They live and breathe one niche. They go deep, not wide.

If someone lands on your profile and you're pinning dog training tips one day, and meal plans the next, and wedding dresses the day after that; you've already lost them.

The smart move is to claim one territory and own it completely.

Let's say your topic is helping people launch digital products.

That's your lane.

Your job is to become unmissable to the person who wants to take what they know and turn it into a course, a toolkit, or a downloadable asset.

You don't wander. You build. Pin by pin, board by board.

Now let's talk about the posting rhythm.

You don't need to post every hour of the day.

But you do need to show up consistently. Daily if you can.

Five days a week is fine if that's more realistic.

What matters more than frequency is freshness. Pinterest doesn't care how many pins you post; it cares how many new pins you post.

That means you want to avoid just re-pinning other people's content all day.

And you don't want to keep sharing the same post with the same image over and over.

Even if the link stays the same, you should be changing the image, rewriting the title, and giving Pinterest a new visual and context to work with. That's what keeps the algorithm interested.

Batching helps. Instead of pinning randomly every day, spend one day a week creating all your pin images and writing your descriptions.

We'll be getting into using a scheduler in a minute. These tools will help you stay consistent.

Plan out campaigns in clusters. Think of each week as its own mini campaign.

One week might focus on lead magnets. The next, on writing better email subject lines.

Then maybe a week on building a course outline.

All of it still under your niche; still building your authority; but giving Pinterest a clear signal about what your content is about.

The beauty of Pinterest is that it's slow and steady.

You don't need to chase news cycles or keep up with the latest social trend. You just need to keep pinning useful things people will still care about three months from now.

And that brings us to timing.

Unlike Instagram or Twitter where you post and it's lost to the noise later, Pinterest content can live forever; if you post it at the right time.

Pinterest is forward-looking. People search for Christmas ideas in October. They plan summer weddings in January. They think about Thanksgiving dinner before Halloween.

So, when you plan your content, you have to get ahead of the season.

If you're pinning New Year's resolutions in mid-December, you're already too late.

The rule of thumb is this: give Pinterest at least 45 to 60 days of lead time. That means you're always planting seeds early, not trying to harvest at the last minute.

Design matters.

Pinterest is a visual platform, and if your pins don't stop the scroll, they won't get clicked.

Vertical pins work best. Stick with a 2:3 ratio. Bold titles.

Clean images. No tiny fonts.

Think about how it'll look on a phone screen, not a desktop.

And keep the branding subtle but consistent. You want people to recognize your style over time.

To recap;

1. Pick a niche and stick to it.
2. Post fresh content regularly, not recycled junk.
3. Batch your work and plan in clusters.
4. Get ahead of the calendar by two months.
5. Design pins that stop the scroll.

If you do those five things, Pinterest will reward you.

Like a long-forgotten garden that suddenly blooms in the spring because you quietly kept watering it through the winter.

Let everyone else chase the algorithm. You're here to build something that lasts.

Pinterest, when used right, becomes a source of steady, compounding, high-value traffic from affluent buyers. And all it asks in return is that you stay the course.

Automation Tools

Once you understand the rhythm of Pinterest, the next natural move is to automate the parts that don't need your constant attention.

Manual pinning is fine when you're just starting out, but if you want to grow without burning out, automation becomes less of a luxury and more of a necessity. You're not automating to be lazy. You're automating to be consistent.

The smart approach is to batch your content, load it into a scheduler, and let the system do the heavy lifting.

Pinterest isn't about the loudest voice in the room. It's about the one that shows up day after day, even when the creator is off the clock.

Here are the tools worth knowing:

Tailwind

Tailwind is the most popular Pinterest scheduling platform for a reason. You can schedule pins weeks in advance, loop evergreen content, and even create pin designs through their built-in "Tailwind Create" tool. It also offers smart scheduling based on when your audience is most active.

www.tailwindapp.com

Canva Pro

While not an automation tool in the traditional sense, Canva Pro is your pin design factory. Use brand kits, templates, and batch exports to create dozens of on-brand pins in one sitting. Combine this with a scheduler, and you're halfway to freedom.

www.canva.com

Buffer

Buffer supports Pinterest scheduling as part of its broader social media toolkit. It's clean, minimal, and especially useful if you're already managing other platforms in one place.

www.buffer.com

Planoly

Planoly started with Instagram but now includes Pinterest scheduling. The interface is visual and intuitive, great for creators who like to plan content in calendar view.

www.planoly.com

SocialBee

A newer tool gaining traction. It lets you organize content by categories (evergreen, seasonal, promo) and schedule it accordingly. It is particularly useful if you run multiple campaigns at once.

www.socialbee.com

Later

Later supports Pinterest and gives you visual planning tools, analytics, and link tracking. It's especially helpful if you mix ecommerce and content.

www.later.com

Here are a few guiding practices to keep your automation clean and effective:

Batch once, post for weeks:

Set aside one day per month to create 30-50 fresh pins.

This becomes your content bank. Then schedule them to drip out daily using your preferred tool.

Avoid over-scheduling the same Title and URL:

Pinterest may flag repetitive behavior. Vary your images and descriptions even when linking to the same blog post or page.

Use seasonal queues:

Tools like Tailwind and SocialBee let you load content into seasonal buckets. You can “set it and forget it,” knowing your Christmas content will go out at just the right time, without a reminder on your calendar.

Refresh winning pins:

Take note of which pins perform well, then duplicate the topic with new visuals. You don't need to reinvent the wheel. Just give it a fresh coat of paint.

Track what's working:

All the tools above offer performance insights. Use them. You'll start seeing patterns. Certain colors, certain headlines, certain days of the week. Follow those signals.

Automation isn't always about shortcuts.

It's about building a system that keeps your voice present even when you're not.

A well-built Pinterest machine will keep driving traffic long after the pin goes live like echoes of good work done quietly and well.

When you stop chasing every new task and start stacking systems that run themselves, you free yourself up for the work that matters most.