

# Drive More YouTube Views With Pinterest

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Hey,

Today we combine Pinterest with YouTube to help your marketing campaign.

Let's get started...

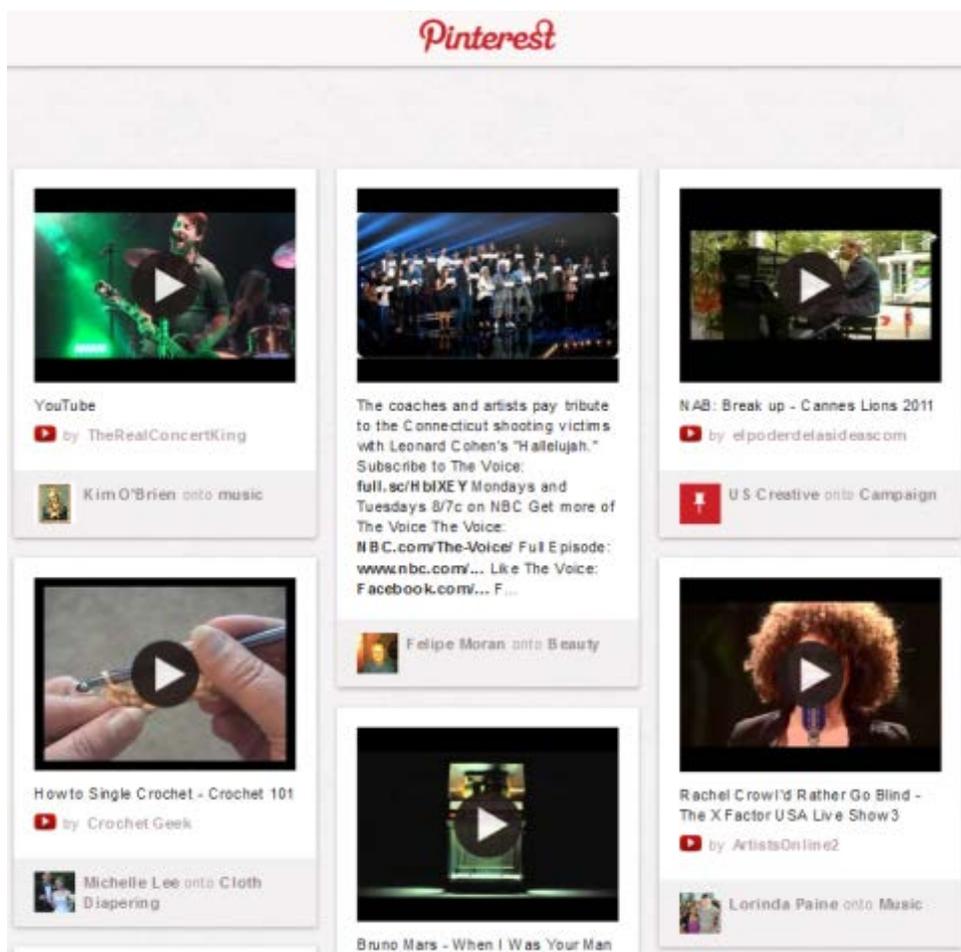
Have you thought of integrating your YouTube channel with your Pinterest account?

When you **combine the power of YouTube with Pinterest**, you can **boost your business and increase your subscribers**.

I'm going to show you how to add YouTube videos to Pinterest.

This is a great way to leverage the power of both of these platforms.

And this tactic is easy to do and can easily be outsourced.



You don't even need to leave Pinterest to view a video.

Here are **8 steps to add YouTube videos to Pinterest**:

## #1: Download Google Chrome

You can pin from any browser, but Google Chrome's Shareaholic for Pinterest plugin makes pinning a very easy process, because you simply need to **click on the red Pin button and it will automatically fetch all pertinent details from your YouTube channel.**

If you've not yet downloaded Google Chrome on your Mac or PC, you can click on this link: [Google Chrome Download](#).

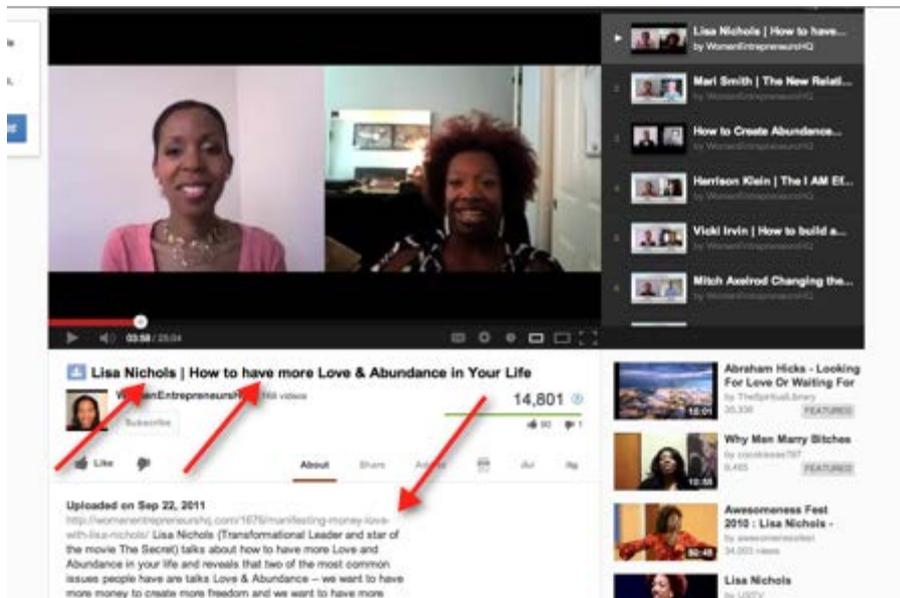
Here's the direct link to the free plugin: [Google Chrome's Shareaholic for Pinterest](#).

## #2: Make Sure Your YouTube Video is Fully Optimized

You want to make sure to leverage the traffic that comes from Pinterest; therefore, you'll want to **fully optimize the YouTube title and description box *before* you pin your first video.**

Don't forget to **start any copy you put into your YouTube description box with a URL/link back to your blog, opt-in page or offer page.**

Since that link is active (clickable) and it's the first thing that viewers see, it's important to include it.



Optimize your YouTube videos before you post them.

## #3: Make Sure Your YouTube Channel is Optimized and Ready to Take Viewers to Your Opt-in Pages

Once viewers land on your videos, they may want to know what else you have to share.

If they click on your YouTube profile name, they'll be taken to your channel's landing page.

Make sure you **optimize the channel name and description box**, add a **photo of yourself** and that you **list links on the right-hand side of your channel** that take viewers to your opt-in pages.

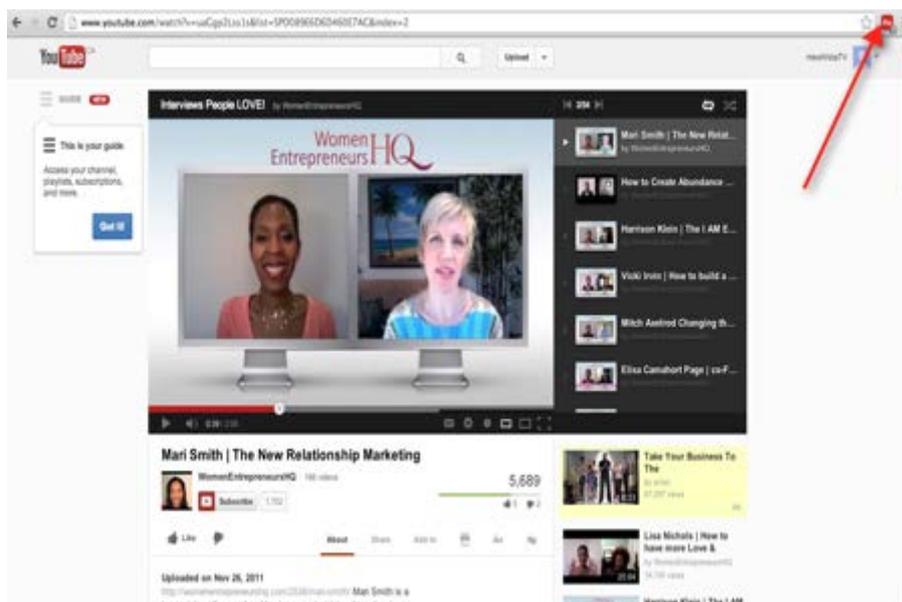


Optimize your YouTube channel.

These simple steps go a long way in leveraging the traffic you'll get from Pinterest.

#### #4: Select the First YouTube Video You Want to Pin

Once you've downloaded Shareaholic for Pinterest and you've made sure your YouTube channel is ready for traffic, you'll simply need to go to your YouTube channel, **select the video you want to pin** and use the handy one-click button.



Use the Shareaholic Pin button in the Google Chrome navigation bar to share your video on Pinterest.

## #5: Create a Board Specifically for Your YouTube Channel

When naming your board, **make sure you take SEO (search engine optimization) into consideration.** Pinterest can bring you traffic from both inside their community and from Google search.

With that said, you'll need to take the time to do a bit of research to **find the most appropriate keywords to use.**



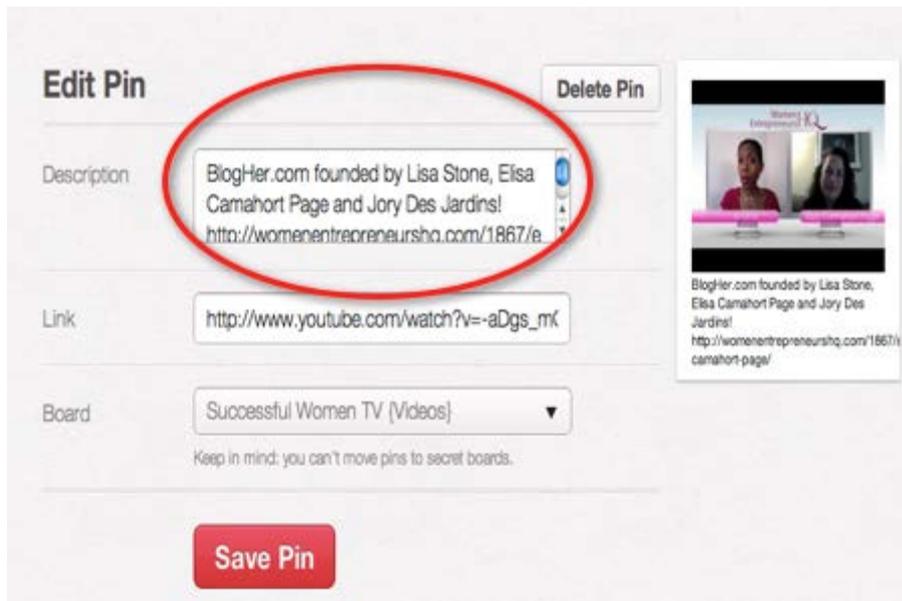
Create your Pinterest board using keywords relevant to your business.

Since I use this Pinterest account to solely feature video content, I've created different keyword-rich boards for different types of videos.

## #6: Add Keywords in Your Description

When you share your video, **don't leave the description box empty.** You'll want to take advantage of targeted keywords related to your niche.

You have 500 characters to **add a complete description.**

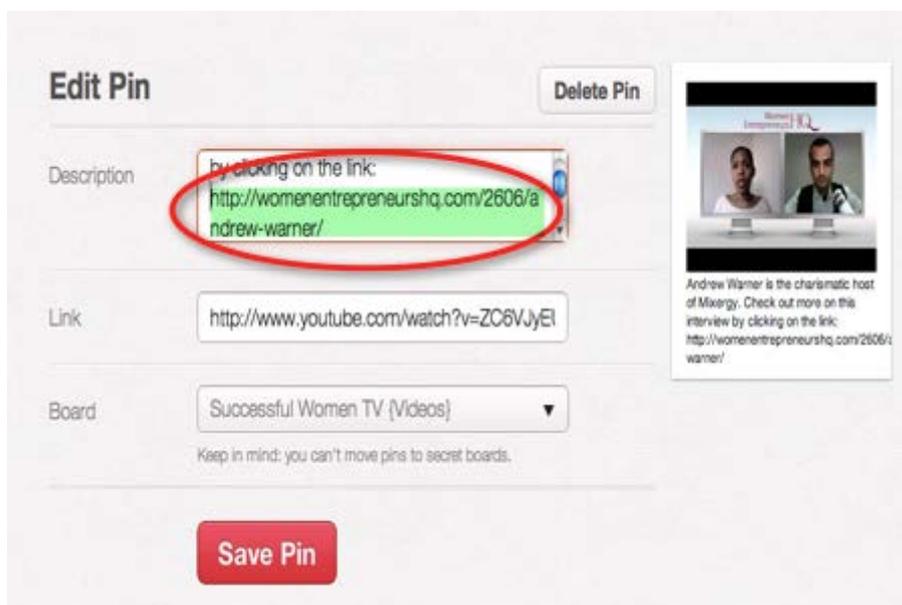


Add a good description when you share your videos on Pinterest.

### **#7: Add a Link to Your Blog or Offer Page**

If you have a relevant offer page or an email subscription page, you'll also want to **add the complete URL here inside the description box**. This not only gives your page a backlink from Pinterest, a trusted source, but it also makes it easy for people to click on your link and land where they can opt into your offer or list.

By making all links active from the description box, Pinterest makes it easy to **build a community of loyal followers!**



Remember to add the link to your offer page or your subscription page inside the description box when you add your video to Pinterest.

## #8: Pin All of Your YouTube Videos

Now that you've added your first YouTube video onto Pinterest, make sure you keep a consistent flow.

We add all new videos we upload on YouTube to our Pinterest account as well, as it's now part of our overall backlink strategy.

When you leverage your YouTube videos on Pinterest, you're able to take advantage of what I call a *double-backlink*. When you pin a YouTube video, you automatically **create a backlink to your YouTube channel**.

This is powerful for SEO because the more backlinks from trusted sources you send to your YouTube channel, the more YouTube will raise your ranking.

The same applies to your website, because you're creating backlinks to subpages from Pinterest (which is the 38<sup>th</sup> most-viewed website on the Internet and the 15<sup>th</sup> most-viewed website in the U.S.), and we all know as marketers that Google loves high-quality backlinks from reputable sites.

Another advantage of this tactic is that you can **send Pinterest traffic to your YouTube channel**. If you've taken time to optimize your channel and videos, you're able to **increase your YouTube subscriber base**.

In time, as you continuously **produce high-quality video content**, you can migrate that original Pinterest traffic to any of your opt-in pages and get those viewers to your email list.

And of course it's the same scenario when you send Pinterest traffic to your blog or website. As long as you **include a strong call to action and obvious opt-in boxes** on each page of your blog, you're able to direct traffic to a place where they can opt into your list.

## Combine Your YouTube and Pinterest Strategies for Better Results

When you follow these steps and share your YouTube videos on Pinterest, you'll **multiply your marketing results**.

By posting your YouTube videos on Pinterest, you'll **give your Pinterest followers easy-to-click links to your YouTube channel**. This means you're likely to also grow the subscribers to your YouTube channel.

By including links to strategic pages in the pin descriptions, you'll create useful backlinks to your site. This will likely increase the visibility for your site in Google search results.

Give this tactic a try and combine the power of YouTube and Pinterest to boost your marketing almost effortlessly.