



The One-Hour Pinterest Setup Checklist

A simple starter checklist for estheticians who want their marketing to work quietly in the background.

Pinterest does not need to become one more thing you have to obsess over, babysit, or turn into a part-time job with fonts. This checklist is here to help you set up the basics in a simple, practical way so your content can lead people back to your website, your services, and your expertise while you get back to doing the work you actually love.

Use it as a quick one-hour reset: pick one offer, clean up your profile, create a few useful boards, and turn one piece of content into pins that can keep working long after you close the app.

01 Choose One Clear Pinterest Goal

- ☐ Send more people to my website
- ☐ Get more booking inquiries
- ☐ Grow my email list
- ☐ Share skin education with potential clients
- ☐ Promote one signature service or offer

Keep it simple: Pick one goal for now. Pinterest gets a lot easier when you are not trying to make every pin do every job known to business ownership.

02 Pick One Offer to Lead People Toward

- ☐ A signature facial
- ☐ Acne consultation
- ☐ Skin barrier repair service
- ☐ New-client treatment
- ☐ Blog post, guide, or freebie
- ☐ Booking page or contact form

Quick note: Your pin should give value, but it also needs somewhere useful to send people. Do not make interested clients dig around like they are on a skincare scavenger hunt.

03 Clean Up Your Pinterest Profile

- ☐ Use your business name or a clear version of it
- ☐ Add a profile photo or logo that matches your brand
- ☐ Write a short bio that says who you help and how
- ☐ Include your location if you see clients in person
- ☐ Link to your website, booking page, or lead magnet

Bio formula: I help [your ideal client] with [skin concern or goal] through [your service/style of care].

04 Create 3–5 Simple Boards

- ☐ Acne education
- ☐ Skin barrier repair
- ☐ Facial tips
- ☐ Homecare routines
- ☐ Seasonal skincare
- ☐ Your signature treatments

Board tip: Name boards the way your client would search, not the way you would name a cute folder on your desktop at midnight.

05 Turn One Piece of Content Into 3–5 Pins

- ☐ Choose one blog post, service page, FAQ, or client education topic
- ☐ Pull out three helpful tips or takeaways
- ☐ Create one clean graphic for each tip
- ☐ Keep the words big enough to read on a phone
- ☐ Add your website or brand name to each pin

Easy pin prompts: “3 Signs Your Skin Barrier Needs Help,” “What to Do Before Your First Facial,” “Why Your Acne Routine Might Not Be Working,” “How to Prep for a Holiday Facial.”

06 Use Search-Friendly Wording

- ☐ Use simple keywords your client would actually type
- ☐ Put the main keyword in the pin title
- ☐ Repeat the idea naturally in the description
- ☐ Skip vague titles like “Glow Up Tips” if the pin is really about acne, dryness, or barrier repair
- ☐ Think helpful over clever

Client search examples: “best facial for acne,” “how to fix dry skin,” “skin barrier repair tips,” “what to do after a facial,” “facial near me for sensitive skin.”

07 Schedule It and Walk Away

- ☐ Choose one day each week or month to create pins
- ☐ Batch your graphics instead of making them one at a time
- ☐ Schedule pins ahead when possible
- ☐ Check results once a month, not seventeen times a day
- ☐ Make more pins around the topics that get clicks

Remember: Pinterest is a slow-burn marketing tool. You are planting helpful little signposts all over the internet, not trying to become an influencer by Tuesday.

Robin Lee

[esthetician ease](#)

© 2026 All Rights Reserved.