AI TOOLS

Pinterest Marketing Tools for Bloggers: What Each One Does

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> **Start with the free tools inside a Pinterest business account: Pinterest Trends for research, the Pin scheduler and bulk options for publishing, rich Pins for your blog and Pinterest Analytics for results. Add an outside tool only for a job those cannot do, and check that any tool that posts for you is approved by Pinterest.**

Key takeaways

- A free Pinterest business account gives you Pinterest Analytics and access to Pinterest Trends, so the core research and measurement tools cost nothing.
- Pinterest's own publishing options include the Pin scheduler, CSV upload of up to 200 images or videos at the same time and RSS auto-publish from a claimed website.
- Pinterest's Community Guidelines tell users not to use automation that has not been explicitly approved by Pinterest, so check a scheduler against Pinterest's partner list before you connect it.
- Multi-network schedulers such as Buffer, Hootsuite and Later publish to Pinterest alongside other social networks. Pick one only if you post on several platforms.
- AI assistants help draft Pin titles and descriptions, but you check every line, and Pinterest may label AI-generated or AI-modified images.

A blogger needs a short set of tools that covers research, publishing, your site and measurement, with nothing doing the same job twice. This guide sorts the tools by job and starts with what Pinterest gives you for free. It belongs to our guide to making Pins with AI tools, and it does not review Pinterest-only automation apps.

Start with the tools inside a Pinterest business account

Pinterest's help page calls the business account free and says it gives access to analytics on your Pins and the ability to run ads, and to the Pinterest Business Hub and Pinterest Analytics. Every tool in the table below is part of that account or connects to it.

Job	Pinterest tool	What Pinterest says
Research keywords and seasons	Pinterest Trends	A historic view, up to the last two years, of top search, save and shopping trends across regions and countries
Schedule single Pins	Pin scheduler	Schedule a Pin up to 30 days in advance, with up to 10 Pins scheduled
Publish many Pins at once	CSV upload	Create multiple image and video Pins at once from a .csv file, up to 200 images or videos at the same time, on desktop
Turn blog posts into Pins	RSS auto-publish	Pins are created from your RSS feed with a limit of up to 200 Pins per day, and only with a claimed website
Sync post details to Pins	Rich Pins	Article rich Pins add the headline or title, the description and the author of the post from your site
Measure results	Pinterest Analytics	Overall performance, Performance over time, Top boards and Top Pins from the last 30 days
Measure ads on your site	Pinterest tag	Code on your website that measures the actions people take after seeing or engaging with your Pinterest ad

Research: Pinterest Trends

Pinterest Trends shows when people start searching for keywords, what people are saving and which shopping trends are growing. The help page says you log in to your business account, click the hamburger icon at the top-left and select Pinterest Trends under Analyze performance, then click Region to pick a region. It also says some features are in testing and only available in certain regions. How to turn trends into keywords for titles and boards is covered in our guide to finding Pinterest keywords with free tools.

Publishing: the scheduler, CSV upload and RSS auto-publish

Pinterest offers three ways to publish on a schedule without any outside app:

1. The Pin scheduler, inside the Pin creation tool, for single Pins up to 30 days ahead.
2. CSV upload, for many Pins at once. Pinterest's Create page says the spreadsheet holds the title, description, link and board of each Pin, and that you can set a schedule-publish date.

3. RSS auto-publish, which creates Pins from new posts on your blog. It needs a business account and a claimed website, and each feed can publish to a different board.

The timing of RSS Pins is described in two ways. The help page says content is added to your boards as Pins within 24 hours, and Pinterest's Create page says within 24 to 48 hours. Expect a delay of a day or two. Our step by step guide to scheduling Pins with Pinterest's free scheduler covers the scheduler screens, and the RSS route needs your website claimed on Pinterest first.

Your site: rich Pins

Rich Pins sync information from your site to the Pin. For a blog, article rich Pins add the headline or title, the description and the author, and they update automatically when you edit the post. They need rich meta tags on your pages, and Pinterest says it may take up to 24 hours for the content to sync. Pinterest's page does not say which site builders or plugins add these tags, so check your own platform's documentation. Our walkthrough for enabling rich Pins on a blog shows the tags for a post.

Measurement: Pinterest Analytics and the Pinterest tag

Pinterest Analytics needs a business account. The Overview page shows Overall performance, Performance over time, Top boards and Top Pins from the last 30 days, and Pinterest notes that these real-time metrics are estimates and subject to change. Our walkthrough of each report in Pinterest Analytics explains the metrics.

The Pinterest tag matters only if you run ads. Pinterest says that before you add it you need a business account and an advertiser account, and that it lets you track conversions, measure campaign performance and build audiences.



Set these up in a free business account before paying for any outside tool.

Outside schedulers and the approved automation rule

Pinterest's Community Guidelines tell users not to use automation that has not been explicitly approved by Pinterest, including unauthorized services that automatically perform actions on your behalf. They point to approved partner tools on Pinterest's Partners website. That site says all Pinterest Business Partners have been vetted for their technical expertise and Pinterest knowledge, and its Content specialty covers tools like Pin schedulers and engagement dashboards. Check a tool there before you connect your account to it.

An outside scheduler earns its place when you post to several social networks and want one calendar. Three multi-network schedulers describe their Pinterest features on their own pages:

Tool	What its Pinterest page says	Pricing signal on that page
Buffer	Schedule photo and video Pins, choose the board, title, description and link, crosspost to other networks and measure each post with simple analytics	A “Get started for free” button
Hootsuite	Create, schedule and publish Pins to several accounts or boards at once, see Pins in a calendar view with other social posts and set up approval workflows	A free trial offer
Later	Plan and schedule Pinterest content to post automatically in advance, and create, edit and schedule Pins	A “Start free trial” button

None of these pages gives a price for Pinterest alone, and plans change, so read the current pricing page of a tool before you sign up. If you only publish on Pinterest, its own scheduler, CSV upload and RSS auto-publish may be all you need.

Developers have one more option. Pinterest’s developer site says you register an app from a business account, that Pinterest reviews each request and that an approved app starts with Trial access. That route is for building your own integration, not for everyday scheduling.

AI assistants for Pin text and ideas

General AI assistants such as ChatGPT, Claude and Gemini are useful for the writing side of Pinterest: Pin titles, Pin descriptions, board names and ideas for new Pins from a blog post. When you paste their text into Pinterest yourself, you do the publishing, so the approved automation rule is not the issue. Accuracy is. Give the assistant your keywords and the facts of the post, and check every line before it goes on a Pin. Our collection of ChatGPT prompts for Pin titles and descriptions has prompts ready to copy, and our summary of what Pinterest says about AI content covers its policies.

If you use AI to make the images too, Pinterest’s help page on Gen AI labels says it adds an AI modified label when its systems detect that AI was used to generate or modify a Pin, from the metadata or from classifiers it developed.

Analytics on your own site

Pinterest Analytics counts what happens on Pinterest. What readers do after they click is measured on your site. Google Analytics is one option, and its help page defines a session as a period of time during which a user interacts with your website or app, ending by default after 30 minutes of inactivity. Compare outbound clicks in Pinterest with sessions from Pinterest in your site analytics, and expect the two numbers to differ, because they count different things.

How to choose your tool set

Use these rules in order, and stop as soon as a job is covered:

1. List the jobs you do every week: research, writing, design, publishing, measuring.
2. Cover each job with a Pinterest tool first.
3. Add an outside tool only for a job that is still open, such as posting to several networks or approval steps with a client.
4. For any tool that posts for you, check Pinterest's partner list first.
5. Review the set after a few weeks and remove anything you no longer open.

An AI assistant can turn your weekly routine into that list. This prompt works in ChatGPT, Claude, Gemini or any AI assistant:

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Here is my weekly Pinterest routine as a blogger: [describe what you do each week,
in your own words].

Sort my tasks into these jobs: research, writing, design, publishing, measuring.
For each job, tell me which of these Pinterest features covers it: Pinterest
Trends, the Pin scheduler, CSV upload, RSS auto-publish, rich Pins, Pinterest
Analytics. List the tasks that none of them covers. Do not recommend any product by
name and do not invent features.
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If you manage Pinterest for clients, the tool set also has to handle access. Our guide to becoming a Pinterest manager for clients explains Business Manager and Publisher access.

Right after: your next actions

1. Open a free business account if you do not have one, and claim your website.

2. Set up the five free tools in the checklist above, starting with Pinterest Trends and the Pin scheduler.
3. Make your next Pins with the method in our guide to AI Pin creation step by step.

Frequently asked questions

What are the best Pinterest marketing tools for bloggers?

Start with Pinterest's own free tools: a business account, Pinterest Trends, the Pin scheduler, RSS auto-publish, rich Pins and Pinterest Analytics. They cover research, publishing and measurement. Add an outside tool only when you have a job they cannot do, such as posting to several social networks from one place.

Are Pinterest's own tools free?

Pinterest describes the business account as free and says it gives access to analytics on your Pins and the ability to run ads. Trends, the scheduler and bulk creation are used from the business account, and rich Pins come from tags you add to your own site. Ads themselves are paid.

Is it safe to use a third-party Pinterest scheduler?

Pinterest's Community Guidelines tell users not to use automation that has not been explicitly approved by Pinterest, and point to approved partner tools on its Partners website. Check that a tool is listed there before you connect your account.

Do I need a paid tool to schedule Pins?

No. Pinterest's own scheduler lets a business account schedule a Pin up to 30 days in advance, with up to 10 Pins scheduled. For more volume, Pinterest offers CSV upload and RSS auto-publish.

Can AI tools make Pinterest marketing easier?

General AI assistants such as ChatGPT, Claude and Gemini can draft titles, descriptions and board names from your keywords. Check each draft, and remember that Pinterest may add an AI modified label to images it detects as generated or modified with AI.

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