What is this resource?

This resource is high level notes to accompany the Pricing workshop. This helps to create more accessible learning online. Reading through this resource may help you to retain the teachings and information as well as have a "spot" to keep your own notes, aha moments and learnings.

Cheers! Meagan

Pinterest Manager Pricing Training OUTLINE

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1. Welcome + Framing

- Education-first, no pitch
- Focus: **pricing with confidence (not just numbers)**
- Acknowledge overwhelm + decision fatigue

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2. Who This Is For

- Pinterest Managers / Strategists / VAs
- Anyone offering Pinterest services
- Key shift: **you are not a task-doer — you provide marketing strategy**

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3. Credibility + Experience

- 10+ years in Pinterest
- Agency (40–50 clients), global brands, education
- Seen both **client + service provider perspectives**

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4. Market Reality: Pricing Is All Over the Place

- $5/hour → $2,500+/month
- Pinterest services are **undervalued vs other platforms**
- Creates confusion + underpricing

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5. Why Pricing Feels Hard

- Too many opinions, no standards
- Comparing to low-cost platforms
- Guessing instead of strategy

Result: doubt, inconsistency, undercharging

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6. The Burnout Loop

Underprice → Overdeliver → Burnout

- People-pleasing + "extra value"
- Too much, too fast
- Leads to exhaustion + stalled growth

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7. What You're Actually Selling

Not:

- Scheduling pins
- Filling queues

You ARE selling:

- Marketing strategy

- Visibility + traffic
- Long-term growth engine

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8. Pinterest ≠ Social Media

- Not Instagram posting
- Not paid ads

Pinterest = **search + long-term discovery**

- Top-of-funnel visibility
- Compounding results over time

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9. Confidence Drives Pricing

- Clients buy certainty
- If you're unsure → they feel it
- Confidence comes from:
    - Skills
    - Clarity
    - Communication

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10. Stop Charging Hourly

- Undervalues expertise
- Caps income

Shift to:
👉 **Packages / retainers**

Clients care about results, not time

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11. What's Inside Your Service

- Research (client + niche)
- Strategy + positioning
- Pin creation + optimization
- Scheduling + consistency
- Analytics + adjustments

👉 This is **strategic marketing support**, not tasks

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12. Common Pricing Mistakes

- Undercharging from guilt
- Overdelivering at low rates
- No structure or boundaries
- Imposter syndrome

Outcome: wrong clients, low perceived value

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13. Pricing Benchmarks (2026)

- Beginner: **$550–$600+**
- Mid: **$800–$1,200**
- Advanced: **$1,500–$3,000+**

Depends on:

- Deliverables
- Experience
- Service level

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14. What Increases Your Rates

- Pinterest expertise depth
- Broader marketing skills
- Training + education
- Case studies / proof
- Niche experience
- Client experience quality

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15. Positioning Matters

- Low price = task-based perception
- Higher price = strategic positioning

👉 Price signals your level in the market

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16. Client Experience = Pricing Power

- Trust signals (site, testimonials, presence)
- Communication + proactivity
- Clients want leadership, not just execution

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17. Value Adds That Differentiate You

- Clear communication
- Proactive ideas
- Transparency
- Thought partnership

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18. Lower-Ticket Offers (Caution)

- Attract low-commitment clients
- Often lead to poor results + churn

Better alternative:

- Digital products
- Done-with-you support

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19. Core Takeaways

- Pricing = positioning, not guessing
- Know your value → communicate it → deliver it
- Industry undervalues Pinterest — don't follow that standard

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20. Closing Perspective

- Gap in the market: real strategy vs surface advice
- Build:
    - Skills
    - Confidence
    - Long-term business thinking
- Avoid "quick money" expectations