



**\$6,500**

## **PINTEREST ADVERTISING AND SERVICE MANAGEMENT BUSINESS EARNING \$408/MO**

<https://nicheinvestor.com>

Become the new owner of a Pinterest advertising and service management business, currently earning an average of \$408 a month. This profit-generating online agency comes with original, 5-star-rated Pinterest templates, prompts, and planners to sell along with everything you need to run a service-based Pinterest Agency, by yourself or with a team. Launched in 2022,...



**Lisa Mason-Drake**

Niche Investor

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### **Overview**

- Blogging Tips, Tech And Business
- Established Sites For Sale, Starter Sites For Sale
- Available



**Date added:** Added 2 weeks ago

**Category:** Established Sites For Sale, Starter Sites For Sale

**Niche:** Blogging Tips, Tech And Business **Status:** Available

**Website live since:** 2022

**Pageviews Per Month:** Under 10,000 Pageviews

**Earning Per Month:** under \$1000/mo

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## Revenue & Expenses

**Revenue Details:** see P&L

**Monetization:**  
Digital  
Products,  
eCommerce

**P&L:**

<https://docs.google.com/spreadsheets/d/1C3exWrO3OCfyMHpW2AtANNO7X4UoNazH/edit?usp=sharing&ouid=112165914600200362097&rtpof=true&sd=true>

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## Listing Details

**Platform:** WordPress

**Domain:** PinAdvertising.com

**Social Accounts Included:** Pinterest, Youtube

**Approx. Social Followers:** 166

**Email List Subscribers:** 79

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## Seller Q&A



**What are the operating procedures for running this business?:** DAILY - Respond to emails or Slack messages from clients, collaborators, and contractors. WEEKLY - Check social media accounts and respond to comments BI-WEEKLY - Send email newsletter - Bulk create and schedule Pinterest content for clients - Publish post on the LinkedIn company page MONTHLY - Analytics reporting and invoicing - Plan and prepare marketing content for the next month - Perform website maintenance for Pin Advertising - Update a blog post, publish a YouTube video, or host an online workshop.

**If you were going to keep the site, what steps would you take over the next 3 to 6 months to grow the income and traffic?:** With a growing demand for Pinterest education, here are some high-impact, low-effort strategies to enhance growth:  
- Create regular YouTube content linking to digital products and/or affiliate links.  
- Create additional blog content with links to digital products and/or affiliate links.  
- Create an interactive quiz that leads subscribers to purchase Pinterest templates, prompts, and planners.  
- Expand the PA Affiliate Program and encourage affiliates to promote their links.  
- Pitch Pinterest marketing services to lifestyle, personal finance, and creative business brands.  
- Collaborate with established, relevant brands for YouTube videos, blog posts, summits, etc., to promote digital products.

**How often do you email your list?:** bi-weekly

**What is your current open rate and click rate?:** 47% open rate and 6% click-through rate (2024 average)

**Where does most of your income generate from?:** Pin Advertising serves a diverse range of clients with scalable, online brands mainly in Europe, North America, and Oceania. Customers are acquired through Organic Search, Organic Social Media, and Referrals.

**Who wrote the content?:** Pin Advertising Team

**If you were shopping to buy a website, what about this site would stand out to you?:** Pin Advertising is a well-established boutique Pinterest marketing and ads agency with an international client base and audience. With almost 9 years of consistently providing digital marketing services, we rebranded in 2022 and secured the premium domain name PinAdvertising.com. Turnkey Service Business and/or Passive Digital Products This turnkey business requires minimal effort from the new owner, thanks to a fully trained team available for contract work. Alternatively, the new owner can focus on selling our five-star-rated digital products for a more passive revenue stream. Strong SEO Presence Pin Advertising ranks highly for keywords such as "Pinterest marketing agency," "Pinterest quiz ads," "Pinterest advertising services," and "Pinterest expert." The site features 6 optimized, human-written blog posts, establishing it as a go-to resource in its niche. Currently, there are no affiliate links on the Pin Advertising website, presenting an opportunity to add additional revenue streams. Additionally, we established the PA Affiliate Program with founding members who are passionate about promoting Pinterest templates, prompts, and planners. Highlights  
Established Brand: Premium domain name and strong SEO presence. Proven Products: 5-star-rated digital products for Pinterest marketing. Trained Team: A fully trained team is available for contract work. Growth Potential: Significant opportunities for growth with minimal investment in content and affiliate marketing. High Demand: Increasing demand for Pinterest marketing education and services. Revenue and Profitability 2022-2023 Revenue: Primarily generated from service-based work in Pinterest marketing, advertising, and other digital marketing services. Most of the service-based work was managed by a small team of contractors specializing in website development, graphic design, and content creation. 2024 Revenue: Includes income from ongoing Pinterest management services and a newly launched one-off paid workshop on Pinterest marketing. Recently, digital products were introduced, providing an additional revenue stream. Current Clients: The business currently has two active service-based clients, including a long-term client (5 years) on the Organic-Only Pinterest package and a new client who recently paid for the Start Pinterest Strong package with the intention of continuing with the Organic-Only Pinterest or Positive Pinterest Ads package. Operations and Scalability In 2024, I took over the bulk of the work to streamline operations and prepare the business for sale. However, the team is still fully trained and available to support as needed. This ensures that the business can continue to operate smoothly with minimal input required from the new owner. We also have over 40 standard operating procedures (SOPs) and 13 task templates to follow for new Pinterest clients, making it easy to outsource tasks or onboard new team members. Sales Inclusions Website: 2-year-old domain name, 20 optimized web pages, and 6 optimized blog posts. CRM: 160 records for current clients, past clients, and leads who booked a Pinterest Evaluation call. Digital products: 5 templates, prompts, and planners for Pinterest marketing set up via WooCommerce. Email marketing: 3 up-to-date lead magnets, an engaged subscriber list, and 9 automated emails. Affiliate program: Established affiliate program with vetted founding members. Technical SEO: Website optimized to be cleaner than 78% of websites tested on the Website Carbon Calculator. SOPs: Over 25 standard operating procedures and 10 task templates to follow for new Pinterest clients. Team: 3 professionals (web development, design, and content) are fully trained and available for contract work as needed. Social platforms: Branded accounts for Pinterest, YouTube, and LinkedIn company page. All branding assets: Logo, brand colors, brand voice, design guidelines, and detailed customer persona. Seller Bio Chantell Collins is the agency owner with 9 years of Pinterest experience and is a Certified Pinterest Media Buyer. She has run campaigns resulting in hundreds of thousands of dollars in revenue for clients. Chantell is selling Pin Advertising due to relocating to a new country for residency and tax purposes. This is the second business she will sell. The first business, Budget Travel Babes, was sold via Her Paper Route (now Niche Investor) in 2021. The sale was successful, and the new owner made several changes, including combining the blog with her own, selling the Instagram account, and retaining the Facebook group.



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# Submit an offer

Contact Listing Agent:



**Lisa**

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