



PINTEREST

CHAPTER 10

LEARNING OBJECTIVES

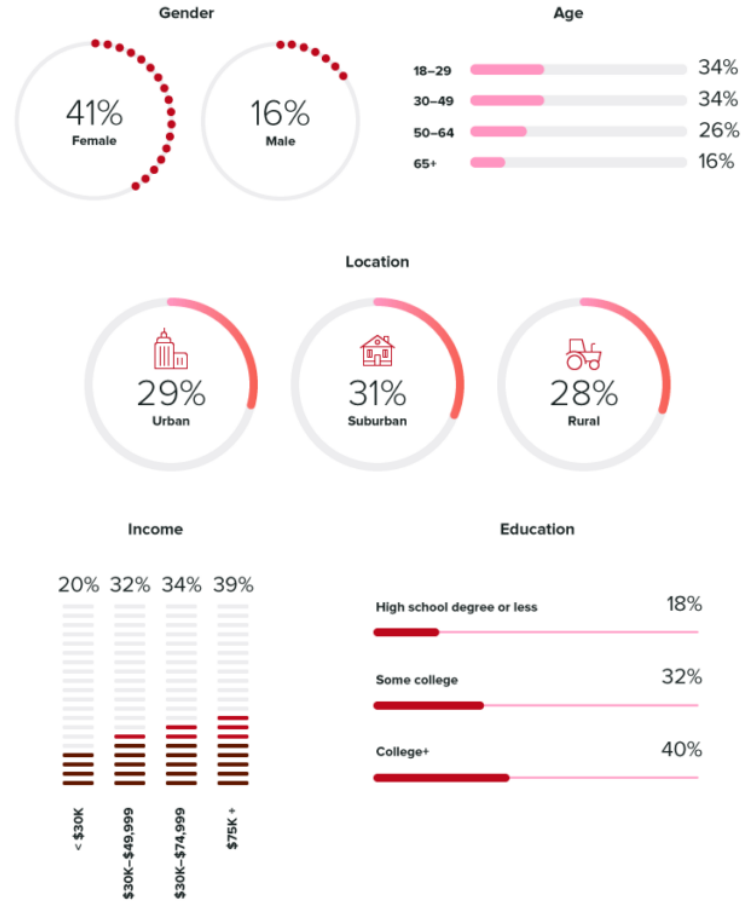
- After reading this chapter, you should be able to
- Understand the business value using Pinterest for marketing
- Know how to create and optimize a Pinterest account
- Understand the components of Pins
- Implement a Pinterest content strategy

INTRODUCTION TO PINTEREST

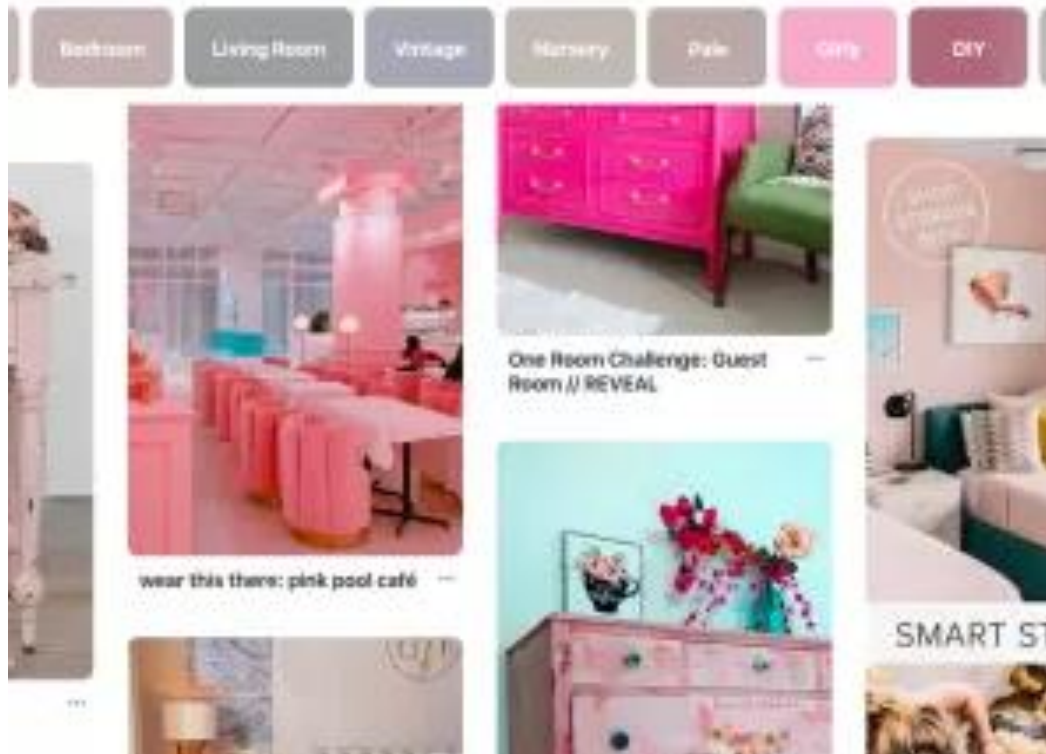
- Pinterest is a **visual pinboard-style social sharing network** where people discover and save ideas.
- Every idea is represented by a “Pin” that includes an image, a description and a link back to the image’s source online. Pinterest allows users to save and categorize images into different boards.
 - Once a Pin is added, others will see that Pin on the Pinterest home feed and can save the Pin to their boards.
- Pinterest was founded in November of 2009 by two college friends, **Paul Sciarra and Evan Sharp**, who wanted a social networking site where people could **show collections of the things** they were interested in. After coding and testing dozens of website options, the two launched Pinterest in March of 2010.
- Pinterest’s growth was slow, with only a few thousand users within months of being launched; however, by 2011 the platform grew to one of the top 10 largest social networking sites.
- Today, Pinterest boasts more than **250 million monthly users**, with over 175 billion Pins



Pinterest usage among key demographics



PINTEREST BY THE NUMBERS



- Today, more than 250 million monthly users come to Pinterest looking for ideas
- 34% of 18-29 year olds and 30-49 year olds use Pinterest (West).
- 41% of online women and 16% of online men use Pinterest.
- **60% of Pinterest households have children under the age of 5**
- More than 50% of Pinterest users live outside of the US
- Pinterest users **are doers**:
- **93% of Pinner (those who use the social media site) use Pinterest to plan purchases.**
- **67% of Pinner have discovered a new brand or product from Pinterest.**
- **87% of Pinner purchased something because of Pinterest.**
- **Pinner spend 45% more on gifts, 30% more on fashion, 27% more on home decor, and 5% more on groceries than people not on Pinterest.**

PINTEREST: LACOSTE TENNIS SHOES

We're growing fast



200 million+

people globally use
Pinterest every month¹



~40%

increase
over last year²



50%+

come from
outside the US³



70%

Women⁴

30%

Men⁴

Reach the right people

60%

of Pinterest households have children 5 or under⁵



1 out of 2 Millennials use Pinterest every month⁶



50%⁺

increase in men using Pinterest⁷



66%

of women 25-54⁸



40%

have household income of \$100k+⁹



People on Pinterest are ready to act

61%

say they've discovered
new brands or products from
Promoted Pins¹⁰



72%

say Pinterest helps them
find ideas for everyday life¹¹



1 out of 2

have made a purchase after
seeing a Promoted Pin¹²

Pinterest for any interest

People find ideas across categories



Retail



39%

more likely to be active retail shoppers¹³

+29%

more spent on retail than people who don't use Pinterest

Auto



18%

more likely to buy a new vehicle than people not on Pinterest¹⁵

Food



33.5%

of people who bought groceries in the last 30 days¹⁶

+5%

more spent by Pinterest households on groceries than the national average¹⁷

Pin and grin

2x

more likely to say
time is well spent
on Pinterest
versus on other
platforms²²



61%

say they find ideas
that help them be
their best selves
(higher than all
other platforms)²³



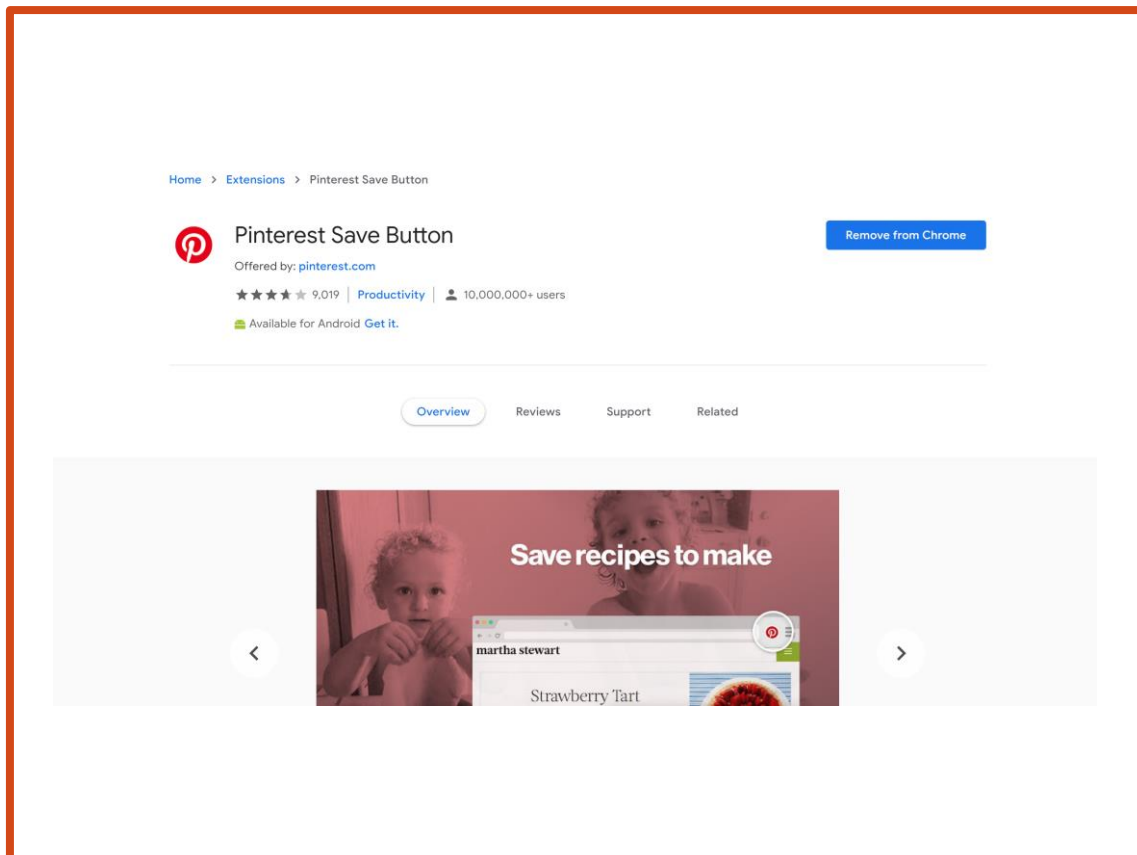
MARKETING WITH PINTEREST

- Today, brands can capitalize on the popularity of Pinterest as users discover their brands through the sharing of inspiring Pins.
- Brands can also leverage Pinterest to increase web traffic, as every day **Pinterest drives millions of visits** to other sites through referral traffic (Pinterest).
- Watch the video below to learn the value of why brands are using Pinterest to inspire and influence their target audiences.



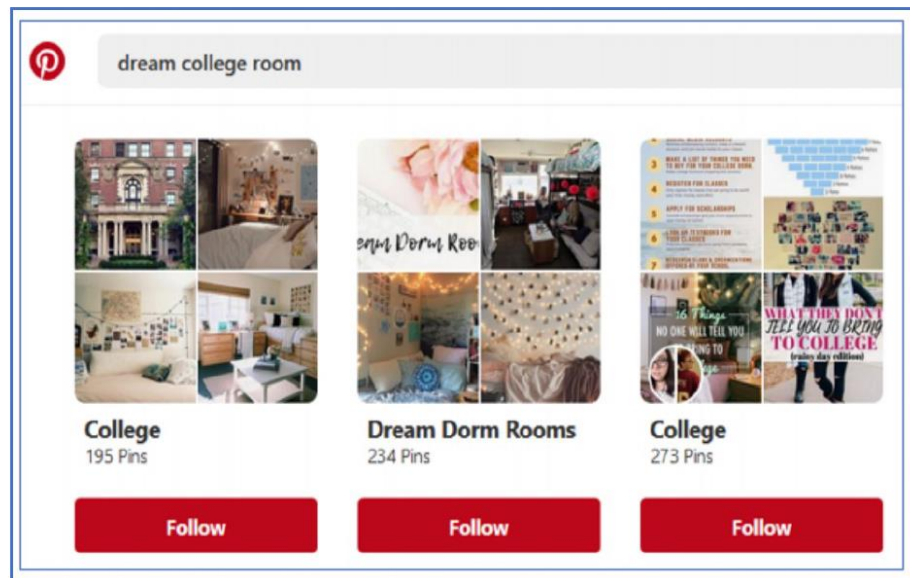
https://www.youtube.com/watch?time_continue=6&v=e60MVi6m9jl

MARKETING OPPORTUNITIES ON PINTEREST



- Pinterest is a visual discovery engine for **finding ideas** like recipes, home and style inspiration, and more.
- Idea board is the best way to understand Pinterest.
 - A virtual corkboard in the Internet cloud to which you (and others) could “pin” sticky notes, photos, videos, and other content around a theme
- Example: Mary is planning her ideal dorm room for freshman year at college
 - She signs up for Pinterest and creates a profile
 - Downloads and installs Pinterest button or Chrome Pinterest - <https://chrome.google.com/webstore/detail/pinterest-save-button/gpdjojdkbbmdfjfhjcgigfpmkopogic?hl=en>
 - Once installed Mary can now surf the web or use the Pinterest app and “pin” interesting items to “boards” she sets up

MARY SETS UP A BOARD CALLED “MY DREAM COLLEGE ROOM”

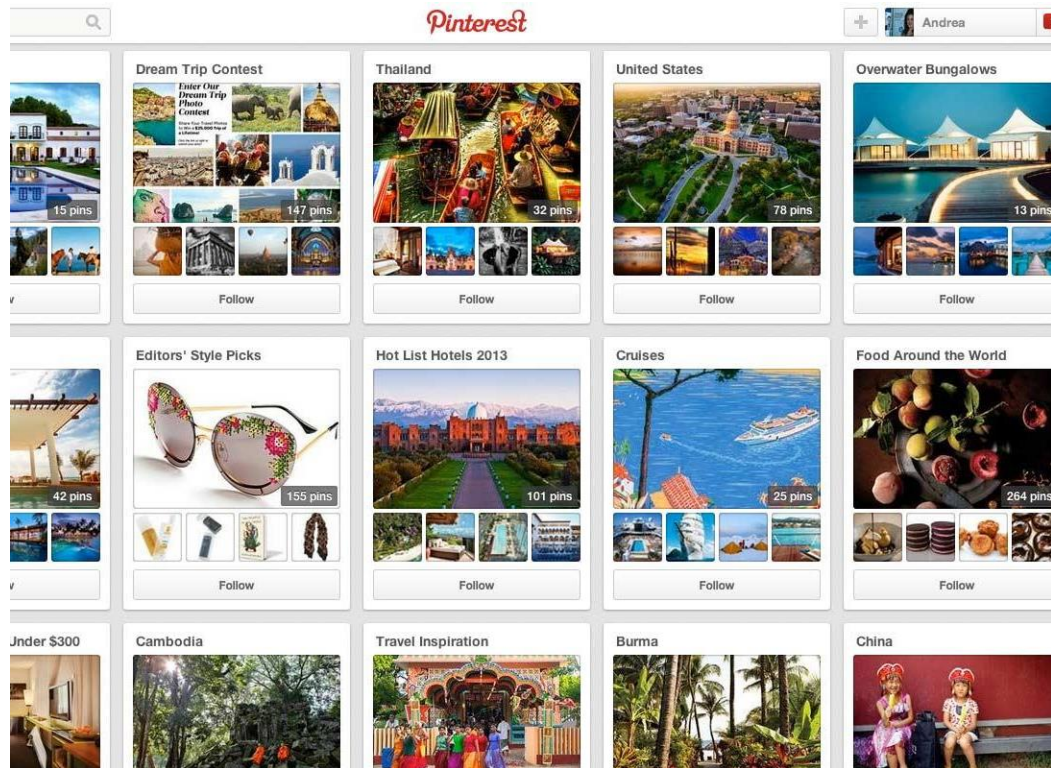


- Or Mary can get specific with boards:
 - My dream desk
 - My dream bathroom supplies
 - Great wall picture decorations
 - Mary can go to Amazon, see a fabulous desk lamp and “pin” this desk lamp to her “dream desk” board
- People who follow her on Pinterest (on this board) will see the desk lamp in their news feed and can comment on it

STRUCTURE OF PINTREST

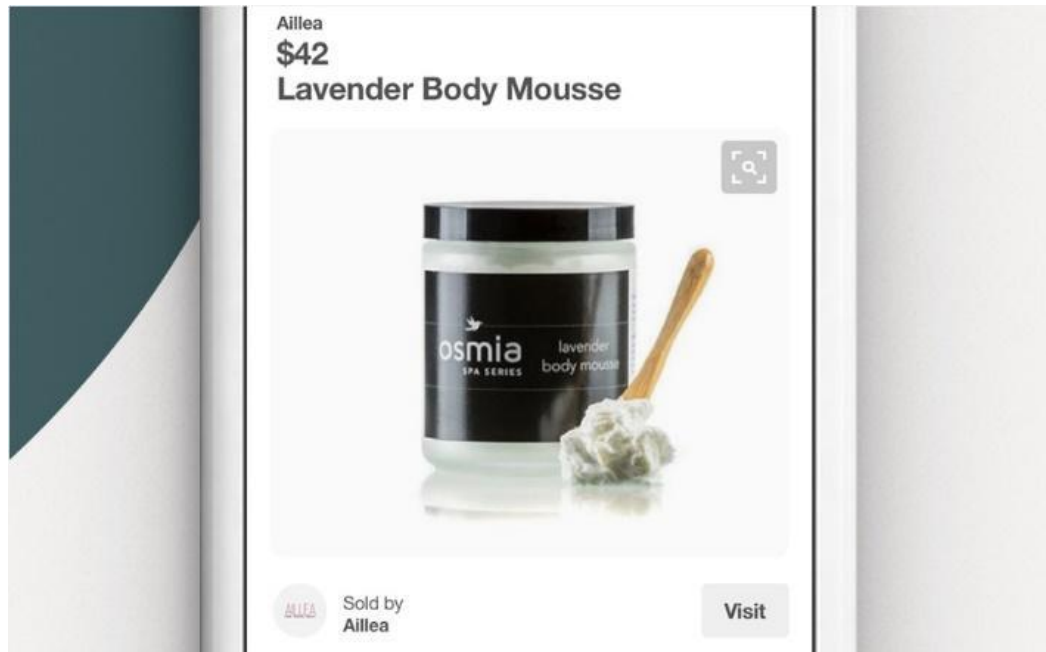
- **Individual profile:** You, or me as a person, or Wells Fargo as a brand
- **A board:** collections of items from the Web on topics like “designer tennis shoes”, “dog toys to buy”, “recipes for summer parties.”
- **Pins:** I can “pin” things I find on the Web such as blog posts, videos, images or products to buy to my “boards” as a collection of ideas, things to buy.
- **Search:** I can browse Pinterest, search Pinterest, or search the Web for interesting things to “pin” to my boards
- **Collaboration:** I can invite others to comment on my board or pins, and to pin items to my boards directly.
- **Social:** I have a news feed, wherein Pinterest shows me the pins of people, brands, and boards I follow as well as suggestions based on my interests.

BOARDS



- Every Pin lives on a board that is created by users clustering related ideas.
- Pinner can sort boards by product category, interest or topic.

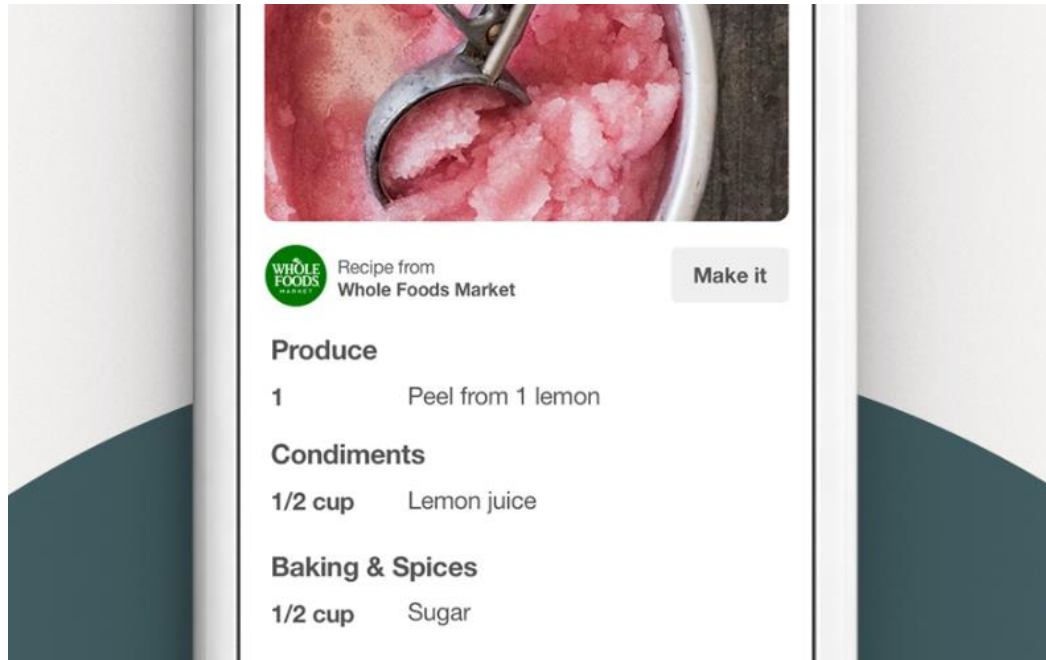
PRODUCT PINS



Unlike regular Pins, **Rich Pins** allow brands to include extra information directly on a Pin. There are a few different types of “Rich Pins” that brands with a business account can leverage:

Product Pins

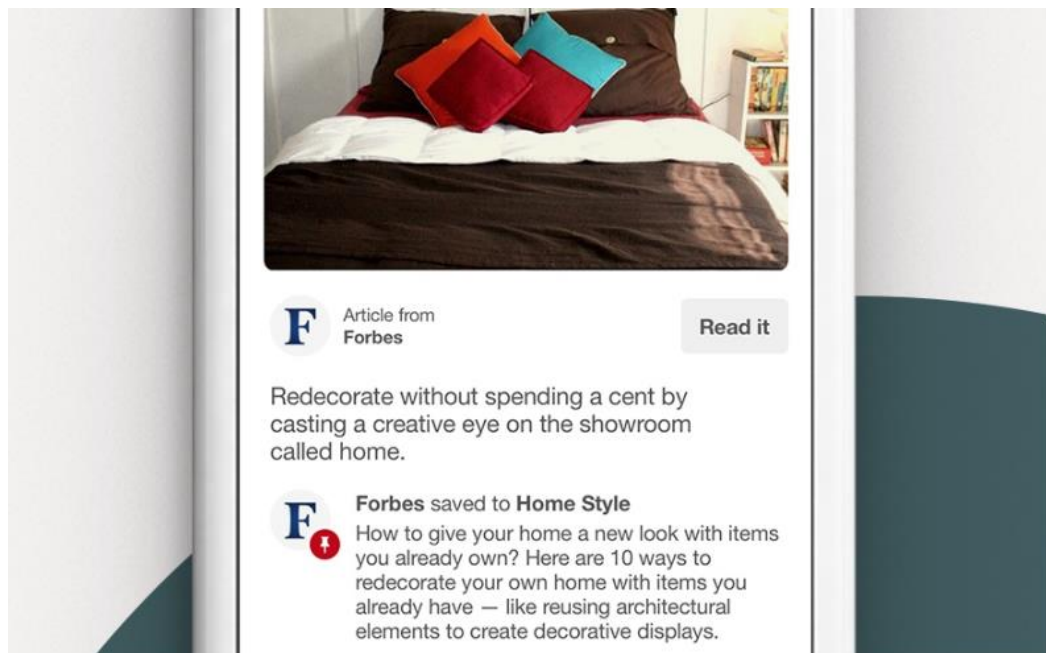
- Product Pins allow inclusion of pricing information for products.



Recipe Pins

- These allow for ingredients, cooking times and serving sizes to be included in the Pin.

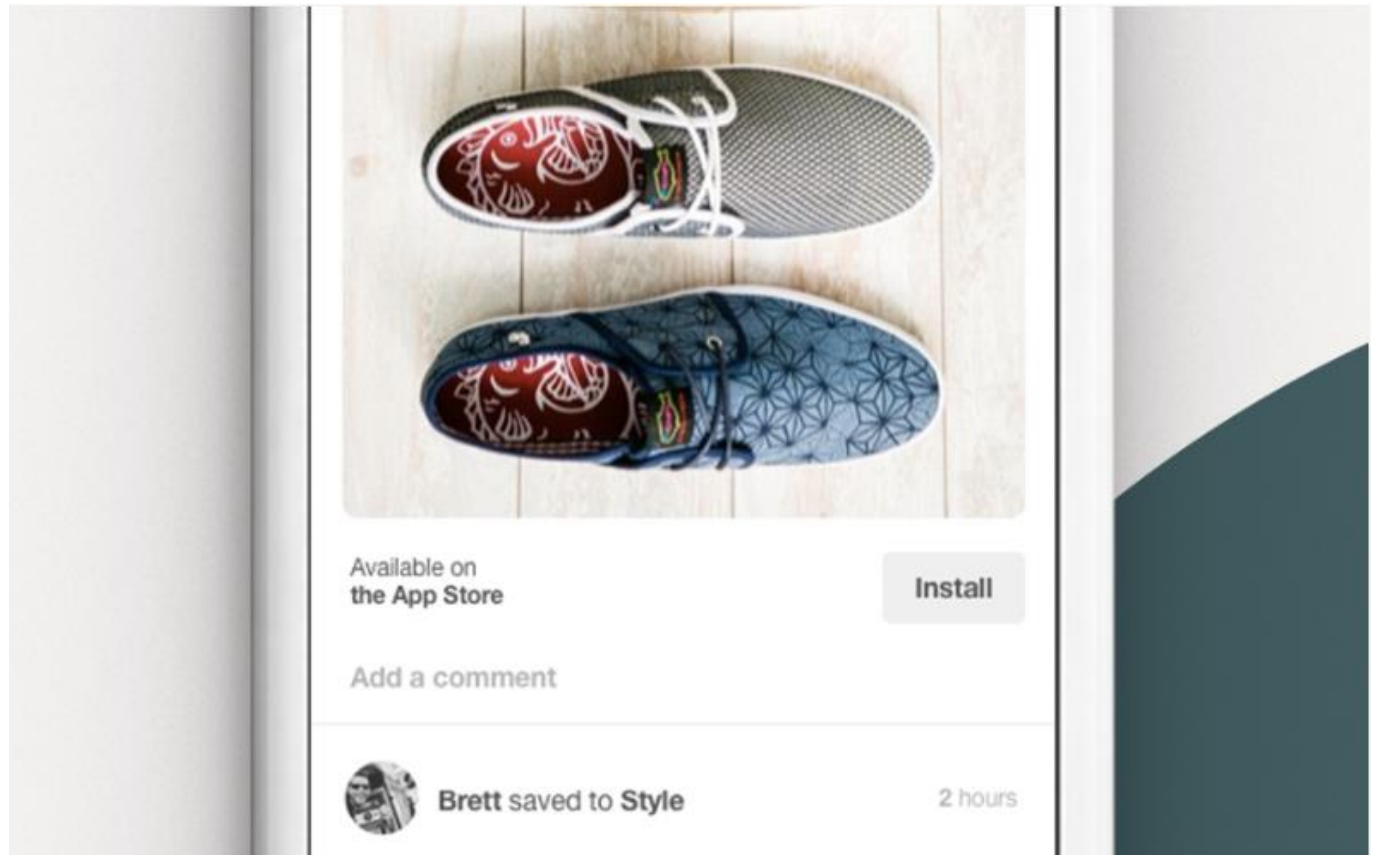
ARTICLE PINS



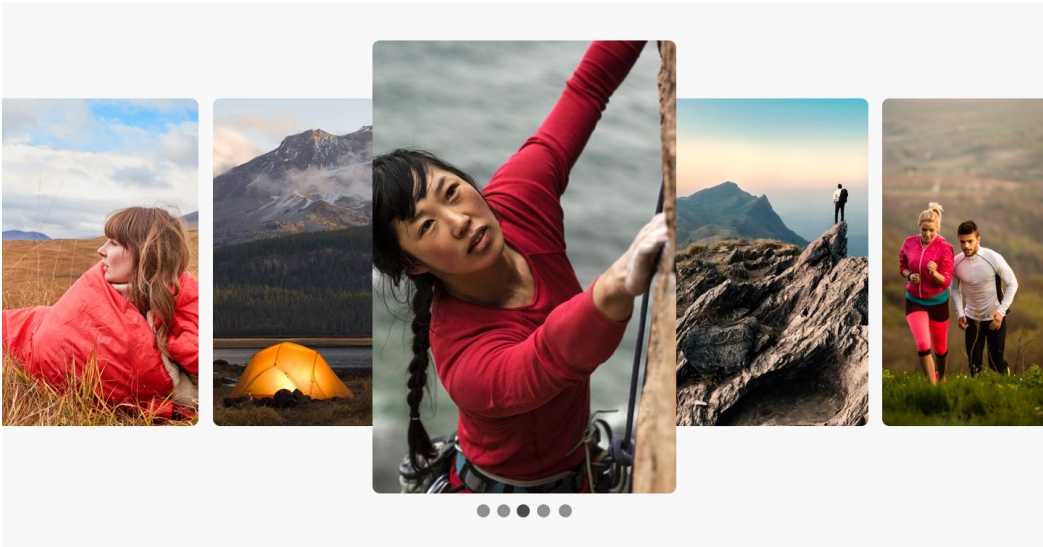
- Article Pins include a headline, author and story description, allowing Pinner to share and save stories.

APP PINS

- These Pins show an install button so Pinners can download an app without leaving Pinterest.



CAROUSEL PINS



- **A Carousel Pin is a Pin** with multiple images which allows Pinner to showcase different features of a product, advertise multiple products at once, or tell a brand story in chapters.

BUYABLE

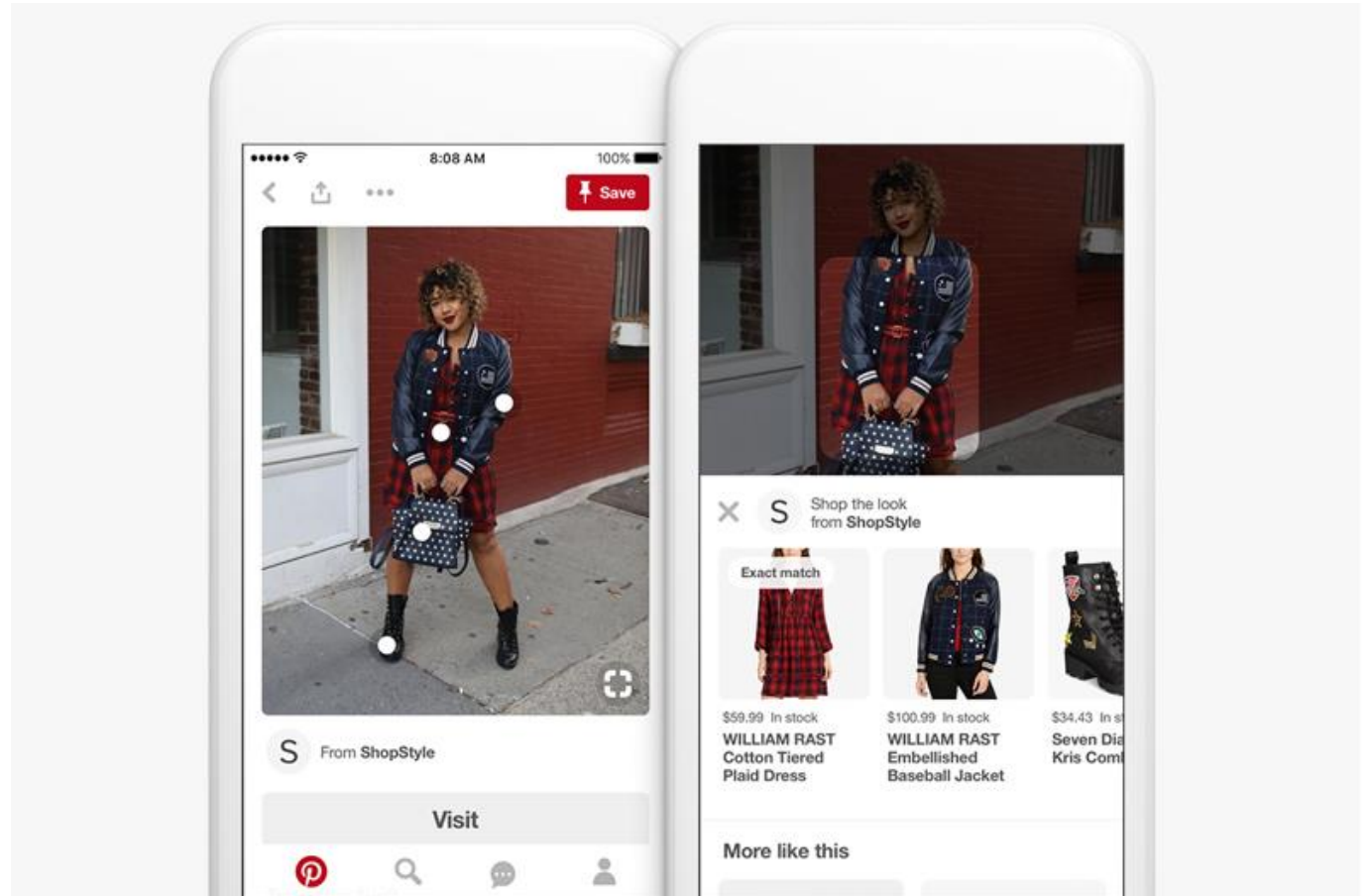
- **Buyable Pins** allow for Pinners to purchase products without leaving the Pinterest app or website (see the below video).



https://www.youtube.com/watch?time_continue=2&v=_g0oGlx9BcQ

SHOP THE LOOK PINS

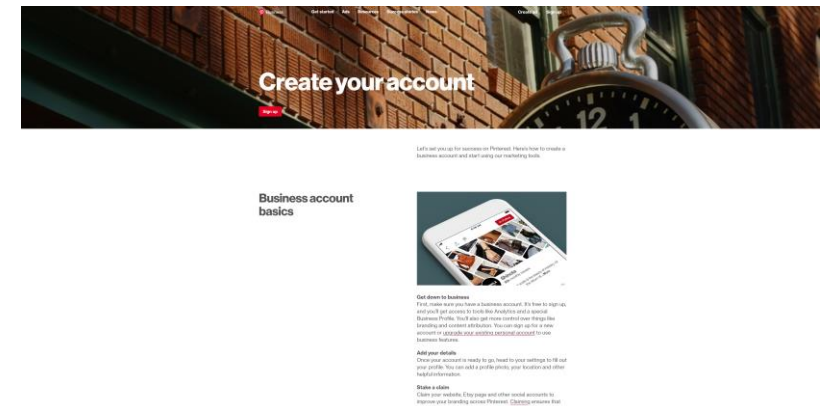
- This allow Pinner to find and buy products inside fashion and home décor Pins.



MARKETING WITH PINTEREST

<https://business.pinterest.com/en/creating-your-account>

- In setting up a business account, a brand will need to provide an email address, password, business name, website and business category.
- A complete business profile includes the addition of a brand's profile picture—following the same guidelines and strategy from the brand's other social media accounts—as well as a finished “about” section and the inclusion of a business location.



Step 1 of 8

Pick your language and country

English (US) ▼

United States ▼

Next

Step 3 of 8

Link to your website

This helps people find your website, and helps you create new Pinterest content from your site

Website link

Next

Later

Step 2 of 8

Give your business profile a name (required)

Business name

Tell us about your business

☒ Professional

☐ Public Figure

☐ Media

☐ Brand

☐ Retailer

☐ Online Marketplace

☐ Local Business

☐ Institution/Non-profit

☐ Other

Next

Would you ever be interested in running ads on Pinterest?

Step 5 of 8

- ☐ Yes, I'm interested in advertising
- ☐ No, I'm not planning to advertise
- ☐ I'm not sure yet

Next

Connect your other accounts to Pinterest.

Step 4 of 8

We'll attribute Pins from your claimed accounts to you, and you'll get stats about each Pin. We'll also use this account's info to help distribute your Pins and get you new Pinterest features and recommendations. [Learn more](#)

 Instagram

Claim

 Etsy

Claim

 YouTube

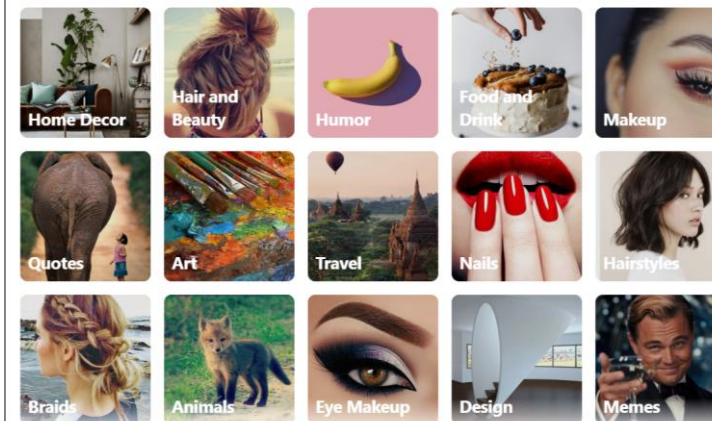
Claim

Next

Later

Choose topics that would best describe your business

Step 7 of 8

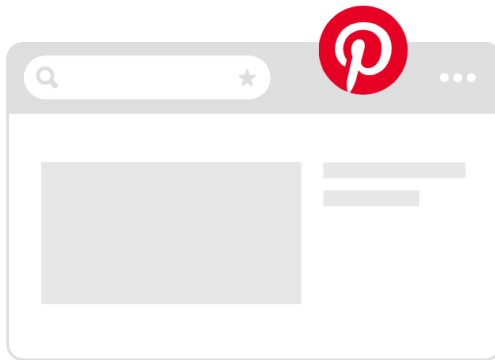


Pick at least 1 topic

Last step! Get our handy browser button

Quickly save any idea you find around the web.

Step 8 of 8



Get it now

[Skip](#)

[Home](#) > [Extensions](#) > Pinterest Save Button



Pinterest Save Button

Offered by: [pinterest.com](#)

★★★★☆ 9,019 | [Productivity](#) | 10,000,000+ users

Available for Android [Get it.](#)

Remove from Chrome

Overview

Reviews

Support

Related



Create Pins using images from your site

Showing images from <http://recyclothes180-94.webself.net>

Skip

Create

Build a great Pin with these quick tips

- 1

Use a vertical image
Stand out with a high-quality, vertical image--a 2:3 aspect ratio works best
- 2

Add a destination link
Choose where to send people when they click on your Pin
- 3

Include hashtags
Reach more people by adding relevant hashtags to your Pin description

Select

Publish

Drag and drop or click to upload images or a video

Recommendation: Use high-quality .jpg files less than 32MB or .mp4 files less than 2GB

View image and video specs

Save from site

Add your title

Recyclothes

0 followers

Tell everyone what your Pin is about

Add a destination link

☒ Publish immediately

☐ Publish at a later date

Build a great Pin with these quick tips

1

Use a vertical image

Stand out with a high-quality, vertical image--a 2:3 aspect ratio works best

2

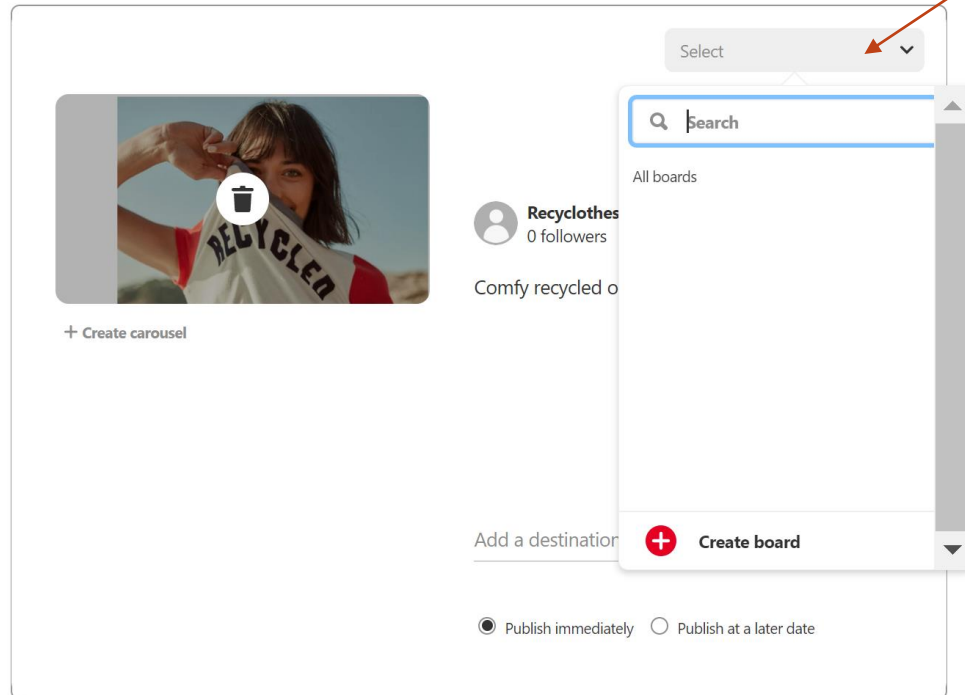
Add a destination link

Choose where to send people when they click on your Pin

3

Include hashtags

Reach more people by adding relevant hashtags to your Pin description



The screenshot shows the Pinterest Pin creation interface. On the left, there is a vertical image of a person holding a 'RECYCLED' t-shirt, with a trash icon and '+ Create carousel' text below it. To the right of the image, the board name 'Recyclothes' and '0 followers' are displayed, along with the start of a description 'Comfy recycled o'. Below the description is a field for 'Add a destination' and two radio buttons for 'Publish immediately' (selected) and 'Publish at a later date'. A 'Select' dropdown menu is open, showing a search bar and a list of boards under 'All boards'. The 'Create board' button is at the bottom of the dropdown. A red arrow points from the 'Include hashtags' tip to the 'Select' dropdown.

Select

Search

All boards

Recyclothes
0 followers

Comfy recycled o

+ Create carousel

Add a destination

☒ Publish immediately ☐ Publish at a later date

Create board

BECAUSE PINTEREST WANTS YOU TO SPEND MONEY...

Follow these suggestions to create a great first ad

1

Add a destination URL

Choose where to send people when they click on your ad

2

Set your duration and daily budget

Pick how long to run your campaign, and the most you want to spend each day

3

Target your audience
Add keywords related to your ad - we recommend 10 or more

Recyclothes

Comfy organic recycled cotton T-shirts

Promoted By Recyclothes

Destination URL ?

http://www.recyclothes180-94.webself.net/

Daily budget (USD) ?

\$10

Campaign duration

☐ Run continuously starting today

☒ Run for a specific duration

30

days until 8/1/2019

Target audience ?

Add keywords to reach people as they search for specific ideas on Pinterest.
[Learn more](#)

Enter your keywords

Potential audience size ?

60m+

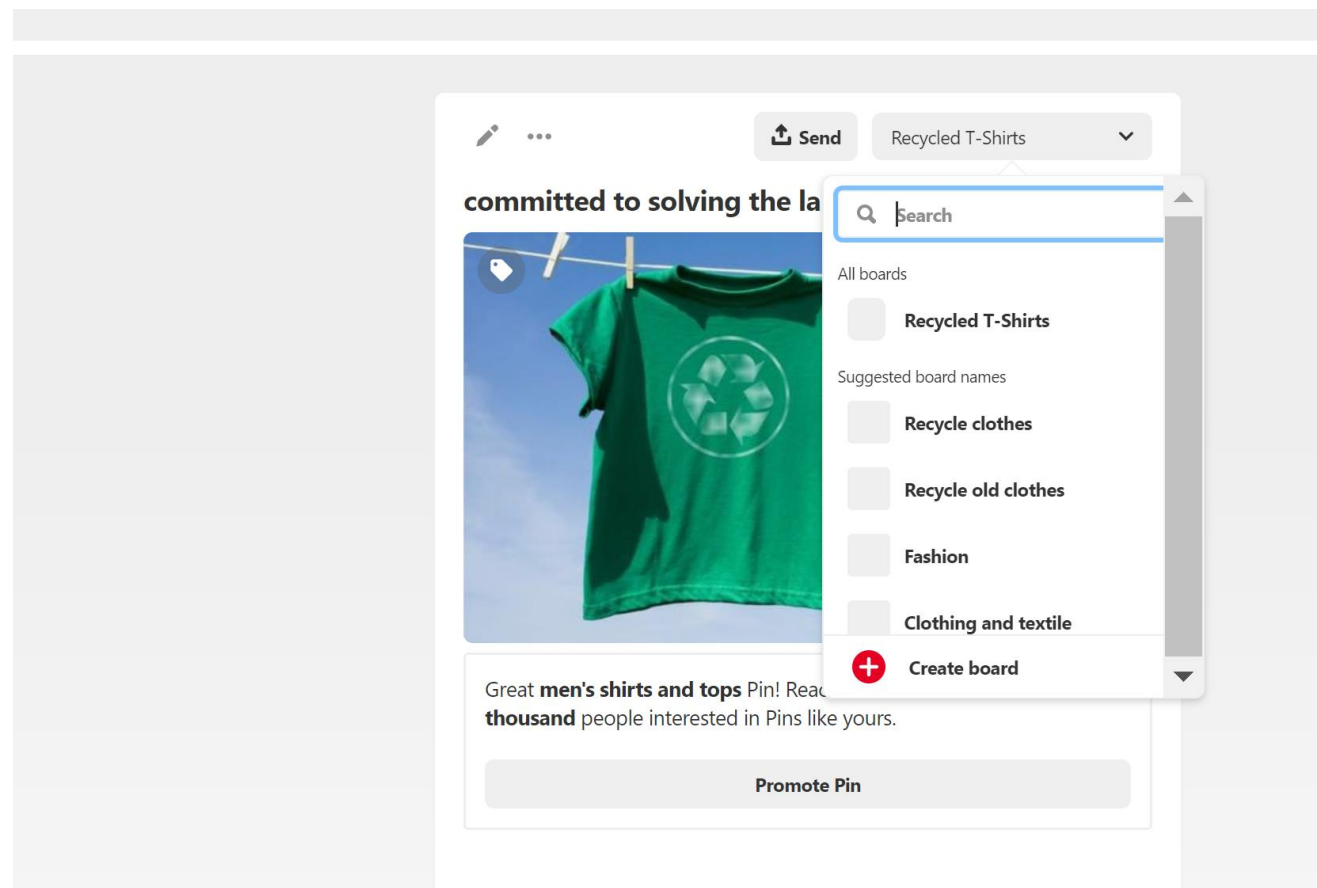
Monthly active users

Total budget

\$300

Not now

Promote





When a brand creates a Pinterest board(s) they should make sense for the **target audience and not just for the business**. Those setting up business account boards should think about what a target audience will be searching for and organize boards according to such searches.



Tips for success: include **keywords** in the titles of each board; don't be afraid to let the brand's personality shine by coming up with creative and interesting board names; and enter a description for each board, using clear language to convey what the brand will pin to that board.



Business accounts are great for brands and marketers since they come with extra features like Rich Pins, analytics and the ability to create ads.

GETTING STARTED WITH A PINTEREST BUSINESS ACCOUNT

Tree Tents & Hammocks

29 Pins · 788 followers

ELEVATE YOUR ADVENTURE Immerse yourself in nature and experience it like never before with Tentsile's amazing range of Tree Tents. Sleep above wet, bumpy and uneven terrain, and enjoy increased protection from snakes, bugs and other creepy crawlies.. We love trees – so much in fact, that we plant 18 trees for each tent sold! Play. Camp. Explore. If we're all hanging out in trees, they can't cut them down. #PlayCampExplore #Tentsile #Treetents



Spring Sale now on! The sky's the limit, with 20%...



- Once boards have been created, add relevant Pins to each category.
- The easiest way to save Pins is to install the Pinterest browser button, which will allow users to pin directly from a company website.
- New Pins can be added by uploading photos from a desktop or mobile device.
- Each Pin should contain a call to action URL (or website) along with a detailed description.



Create Pin

Drag and drop or
click to upload

Website

Add the URL this Pin links to

Description

Say more about this Pin

Upload Pin

Save from site

Done

Once several Pins have been added to each board, choose the most visually appealing Pin to serve as the board's cover Pin.

<https://www.pinterest.com/swankypet/>

RED BULL

Red Bull

21,828
Followers

45
Following

redbull.com
Worldwide / #GivesYouWings



Boards

Pins



Bucket List
403 Pins

Follow



Adventure Sports
397 Pins

Follow



Motorsports
50 Pins

Follow



Eternal Summer
145 Pins

Follow

Red Bull has done a great job of organizing Pinterest boards to specifically target **extreme sports enthusiasts**. The company has created categories for adventure sports, motorsports, motivation, art, inspiration and more.



Motivation

57 Pins

Follow



People

131 Pins

Follow



Art

119 Pins



Follow



Inspiration

54 Pins

Follow



IDENTIFY COMPANIES WHO DO PINTEREST MARKETING WELL, AND REVERSE ENGINEER

Target at <https://www.pinterest.com/target/>.

Martha Stewart Living at <https://www.pinterest.com/marthastewart/>

Chobani at <https://www.pinterest.com/chobani/>.

Birchbox at <https://www.pinterest.com/birchbox/>.

Everyday Health at <https://www.pinterest.com/everydayhealth/>.

Free People at <https://www.pinterest.com/freepeople/>.

Intel at <https://www.pinterest.com/intel/>.

Amazon at <https://www.pinterest.com/amazon/>

A WORD ABOUT BOARDS

- It is important to brainstorm your boards!
- Ask yourself these questions:
 - **What is this board about?** What ideas does it collect, how does it function as a useful “idea generator” on a particular topic?
 - **Who will be interested in this board?** What value are you providing as the board-creator and board curator by having this board. Your value is in curating “in” the cool stuff, and curating “out” the dumb stuff
 - **What will you pin to this board, and where does that content live?** Is it stuff from your eCommerce store? Stuff on Amazon? Blog posts, and how to articles? Items from your own blog? YouTube video?

BOARD WORKSHEET

BOARD CONCEPTS. Idea boards should be used as collections for customers who share a common interest. REI, for example, has boards on 'comfy camping,' 'backpacking,' and 'gifts under \$50.' Boards should have keyword-heavy TITLES, DESCRIPTIONS, and CATEGORIES. If you want to invite collaborators, indicate that as well.

Board Concept: _____

Board Name: _____

Board Description: _____

Category: _____

Collaborators by email: _____

Board Concept: _____

Board Name: _____

Board Description: _____

Category: _____

Collaborators by email: _____

Board Concept: _____

Board Name: _____

Board Description: _____

PINTEREST ALGORITHM

The Pinterest algorithm is based on the quality of Pins, the quality of the source behind a Pin (website, blog site, video link etc.) and a rating assigned by Pinterest to each Pin.

Pin Quality

- Higher quality Pins will be ranked higher in the Pinterest home feed. High-quality Pins are based on the amount of interactions or number of repins.

Source Quality

- The source quality is determined by how often people pin content from the website or blog, so it's important that brands add the "Pin it" button to company websites. Each Pin should link to a reputable website, so the source should match the content.

Pinterest Rating

- Lastly, the Pinterest rating is based on a number of criteria from Pinterest's smart feed content generator. The content generator decides the quantity, composition and arrangement of Pins to place on the home feed. The best content will be served first, not chronologically from the time it is pinned. The best Pins are those with high-quality images and great descriptions.

First Five Pins

- In 2018 Pinterest announced that the first five pins of the day (after midnight) are now prioritized for distribution, giving those five pins the best chance to be seen in the home feed. For brands, this means that they should prioritize pinning their top five pieces of content first each day.

PINTEREST TIMING & FREQUENCY



How many pins per day?

5 30

On the low end, try for 5 pins/day. If you have more content, you can go up to 30/day.

Source: Pinboard Analytics

Best days and times

Saturdays



Afternoons



Evenings



Source: Mashable, Pinterest

Top subjects by day



MONDAY:
Fitness



TUESDAY:
Gadgets



WEDNESDAY:
Inspirational quotes



THURSDAY:
Fashion



FRIDAY:
Funny GIFs



SATURDAY:
Travel



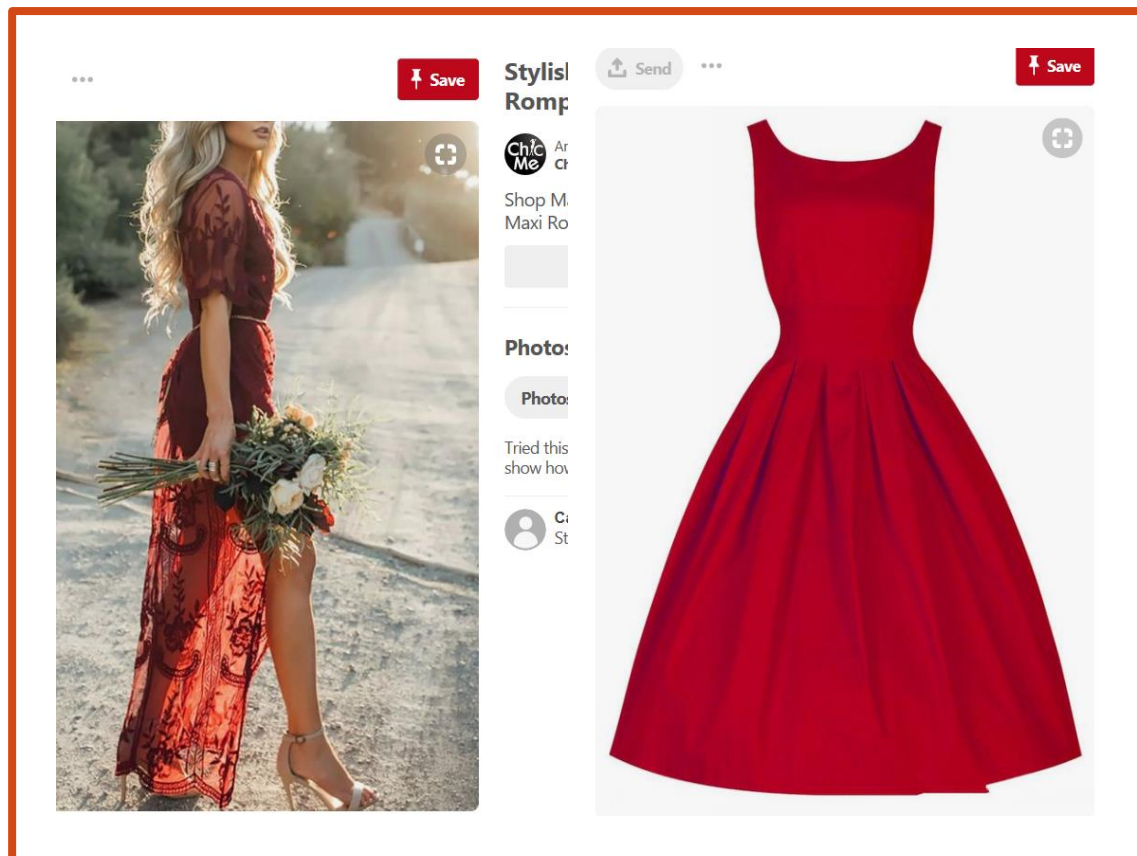
SUNDAY:
Food and crafts

Source: Pinterest

PINTEREST CONTENT STRATEGY

Pin Consistently and at Optimal Times

- It is recommended for brands to pin anywhere between five and 30 times per day; however, brands should be only pinning as much quality content as they have time for.
- If the quality of content starts to suffer, brands should pull back on the quantity of Pins and focus on quality. Brands can also go back and resurface older, high-performing Pins by repinning them.
- Generally, weekends are the best for pinning content, with Saturday being the best day of the week. **Between 2-4 p.m. and 8 p.m.-1 a.m. are generally the best times to pin.**
- **Consistency** is also important, so brands should spread Pins out and not pin all at once.
- Certain topics perform better on specific days of the week, as shown the below infographic:

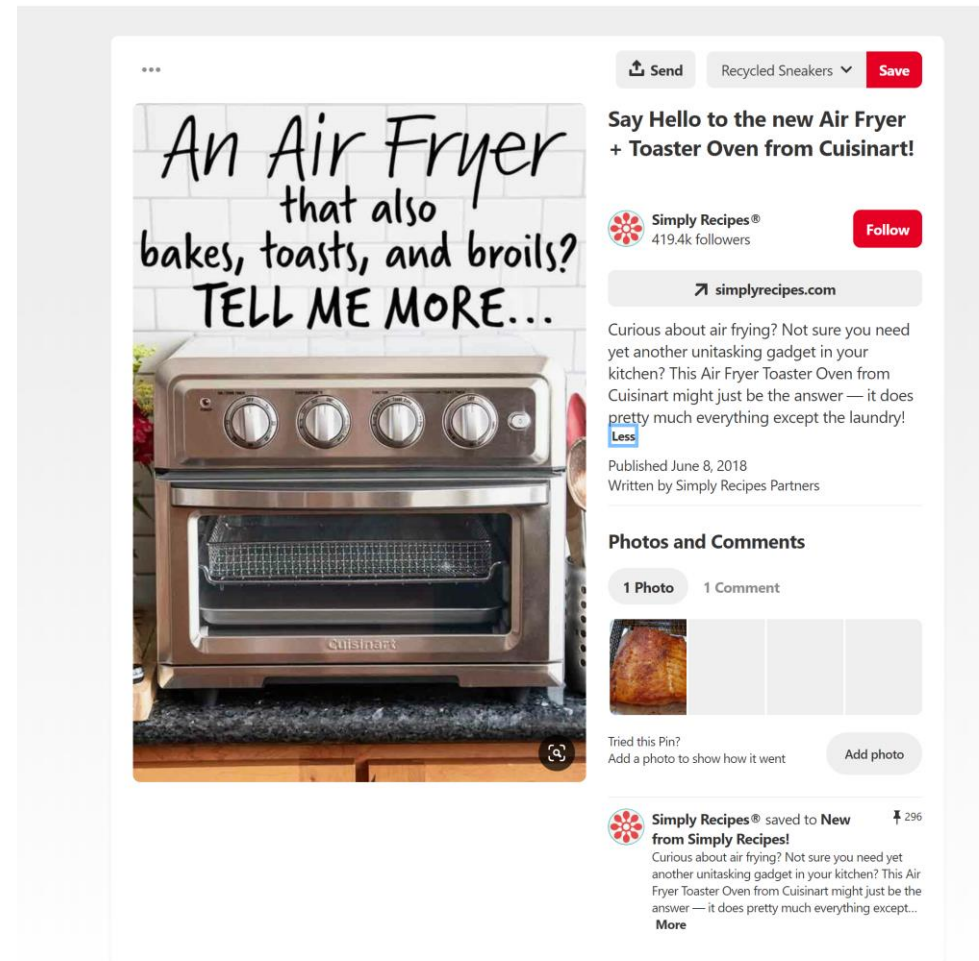


Use High-quality Visuals

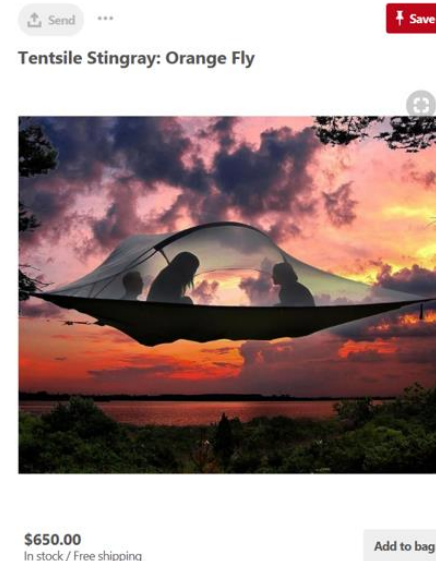
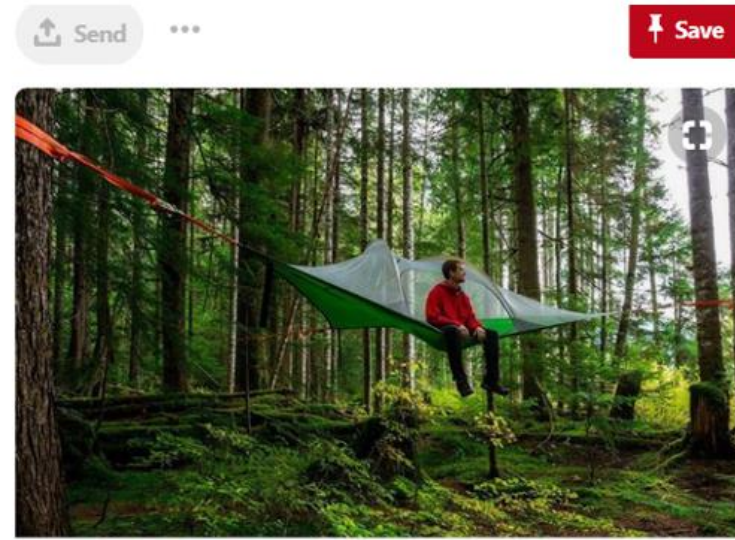
- Pinterest is a visual platform, so brands should only pin high-quality images. Brands should showcase products and services in creative visual ways. Lifestyle images typically outperform product images on Pinterest, so rather than pinning a picture of a product on its own, brands should pin product images in the context of how they are used.
- For instance, take a look at the two pins of red dresses. Which would you be more likely to Pin? To purchase?
 - It's also important to note that the majority of Pinterest users access the social networking site via a mobile device, so photos should be optimized for mobile, which means vertical images should be used as they take up more real estate on a mobile device.

FOCUS ON DESCRIPTIONS

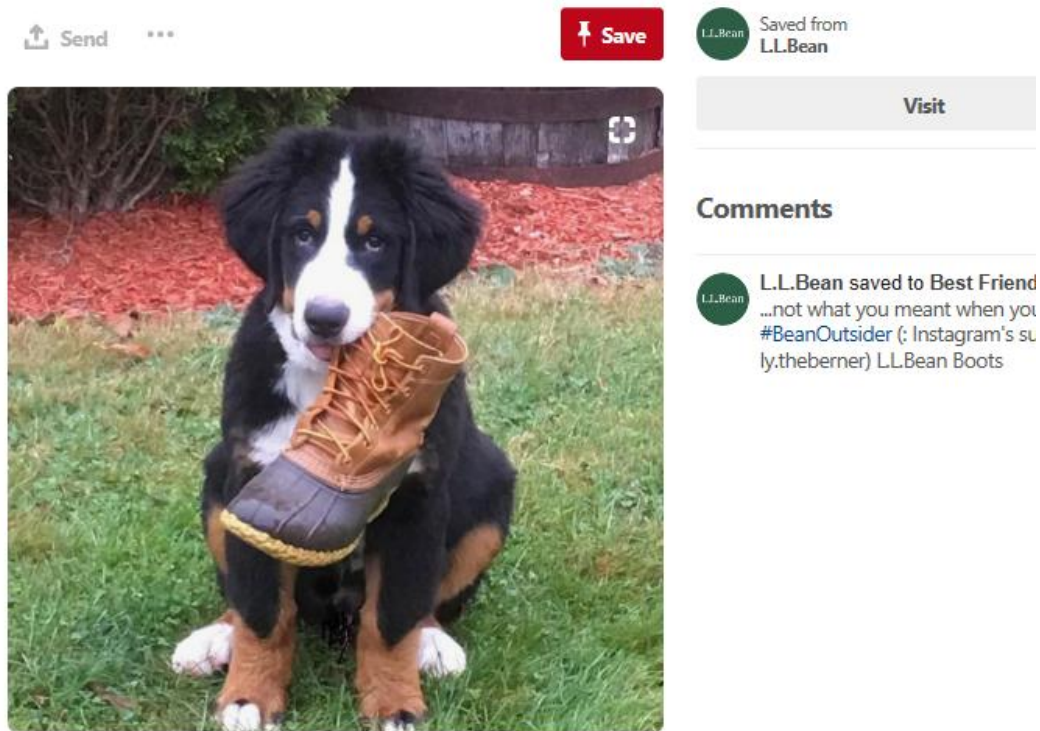
- **Descriptions** allow for users to immediately determine what a Pin is about.
- Descriptions will stay with an image as it gets repinned by others throughout Pinterest. Here are tips on using descriptions:
- Make sure to convey the **benefits** and value of the product without overdoing it with too much text.
- Use keywords within descriptions so that Pinners can find Pins when searching in the social media platform.
- Add **prices** within the description of the Pins when relevant.
- **Add a call to action to encourage** pinners to save the pin or click through to a website.
- When sharing others' Pins, Pinners have the ability to edit and add their own descriptions. If descriptions are not optimized for a brand's target audience, make sure to change the descriptions before repinning.



- Take a look at the two pins. In the first Pin, Yanko Design does a great job of conveying the benefits of the tree tent in a fun, yet informative manner, while the second Pin, from Hammock Town, provides too much context.
- The purpose of a description is to entice users to click to a website to learn more, not to provide the entire contents of the website in a single Pin.

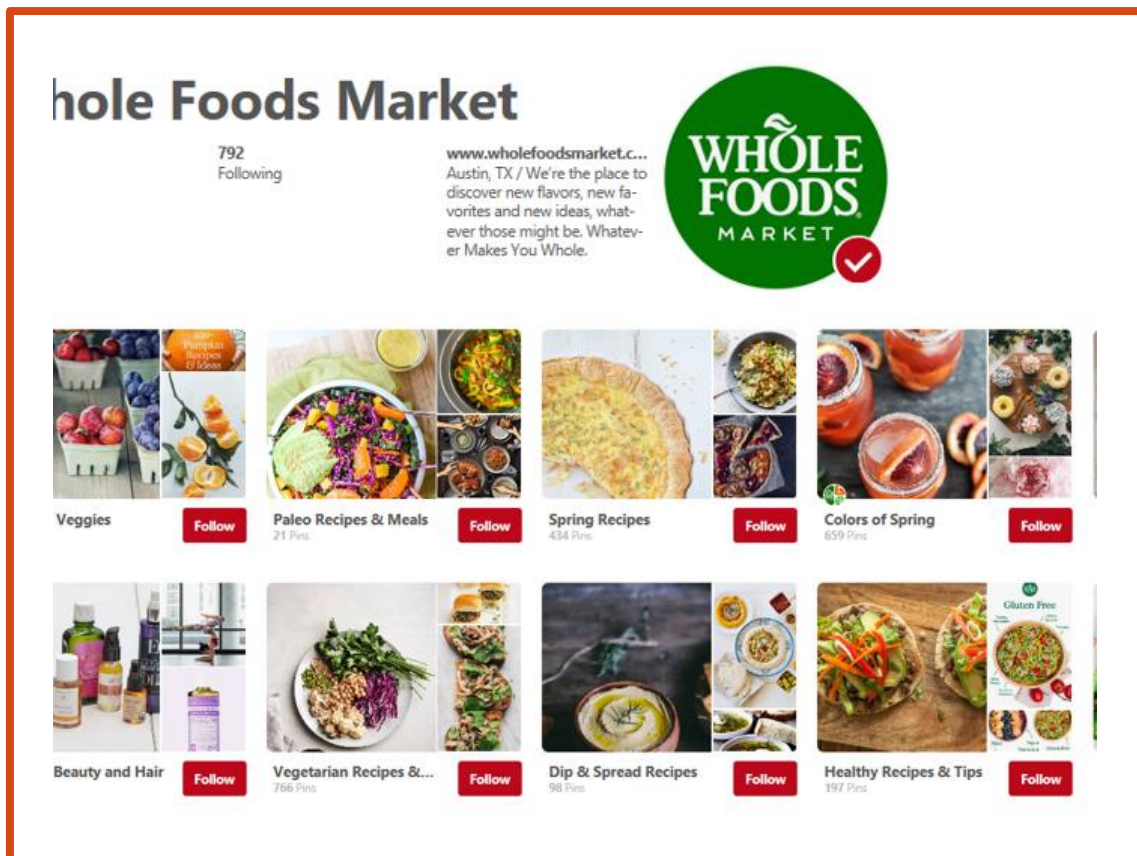


USE HASHTAGS



- Hashtags can be added to descriptions to make Pins more discoverable. Clicking on a hashtag will show all Pins with that hashtag, as well as Pins with the same word or phrase in the description.
- Brands should use industry and branded hashtags in the descriptions of every Pin for greater reach. For example, L.L.Bean uses the branded hashtag #BeanOutsider in many Pins.
- The company even cross promotes user-generated content from other platforms like Facebook and Instagram to feature on Pinterest.

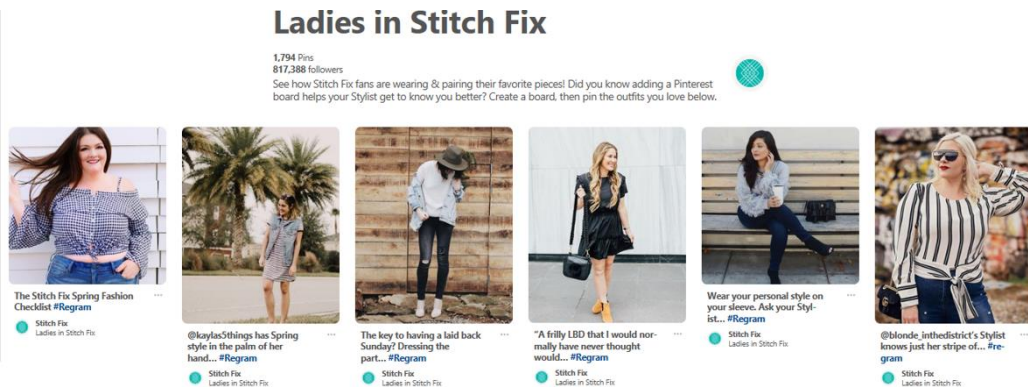
REPIN OTHERS' CONTENT



- Pinterest is about connecting and engaging with audiences by sharing content those audiences want to see, not about only pushing a brand's products and services. The majority of a brand's content on Pinterest should be repins from others. A good rule of thumb is for every one brand-related Pin, share at least five Pins from content that belongs to others.
- Whole Foods does a great job of re-pinning recipes to share with followers.
- The company's Pinterest account features nearly 50 different recipe boards, from holiday-themed recipes, to gluten-free, vegan and paleo recipes.

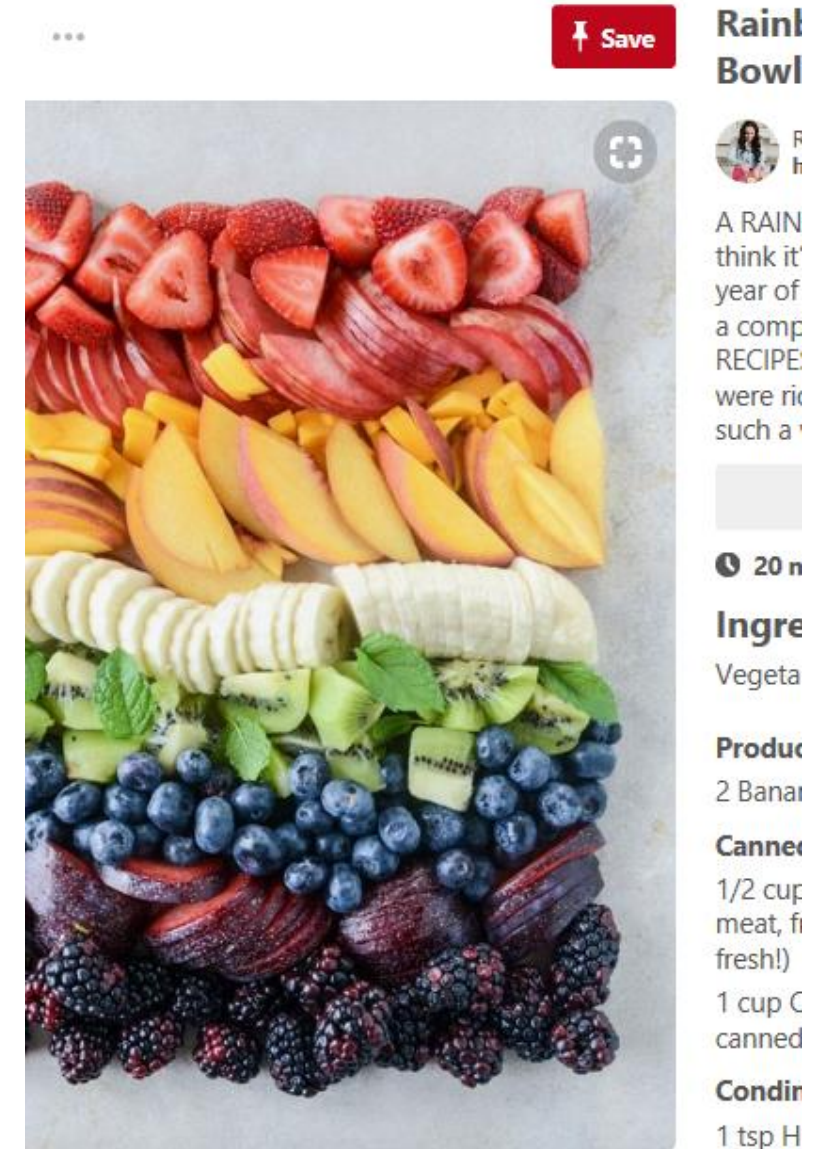
SHOWCASE USER-GENERATED CONTENT

- Brands can utilize user-generated content on Pinterest by sharing customer photos to boards through pins.
 - Brands can also create a **group board**, inviting Pinterest users to contribute their own pins to the board.
- This is a great way for brands to interact with customers directly, by asking them to pin images featuring the brand.
- However, brands must continuously monitor group boards to ensure that proper Pinterest etiquette is being followed by all board contributors.
- Personal styling service company [Stitch Fix created a board](#) to showcase how Stitch Fix fans are wearing and pairing their favorite outfits.
- The company shares pictures of real customers wearing Stitch Fix clothing to not only showcase company products, but to also encourage followers to request the same looks from their personal Stitch Fix stylists!

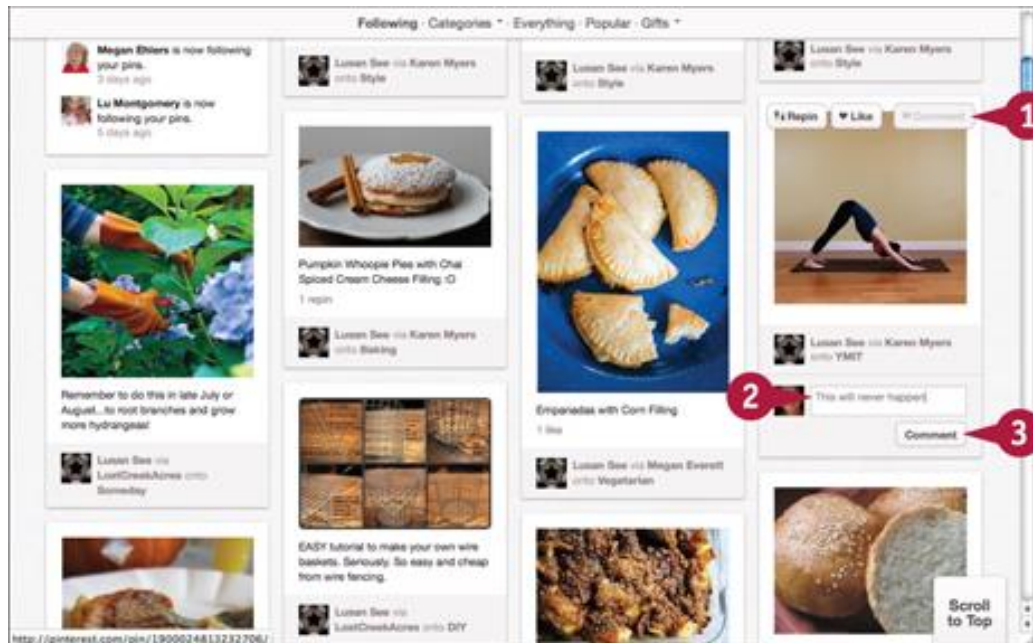


TAKE ADVANTAGE OF RICH PINS

- Rich Pins for recipes, products and apps, for example, allow for brands to provide extra information to regular Pins. For example, the below Pin from [How Sweet Eats](#) shows that Pinner are allowed—without ever having to leave Pinterest—to see all of the ingredients needed to make a smoothie.



ENGAGE WITH OTHERS



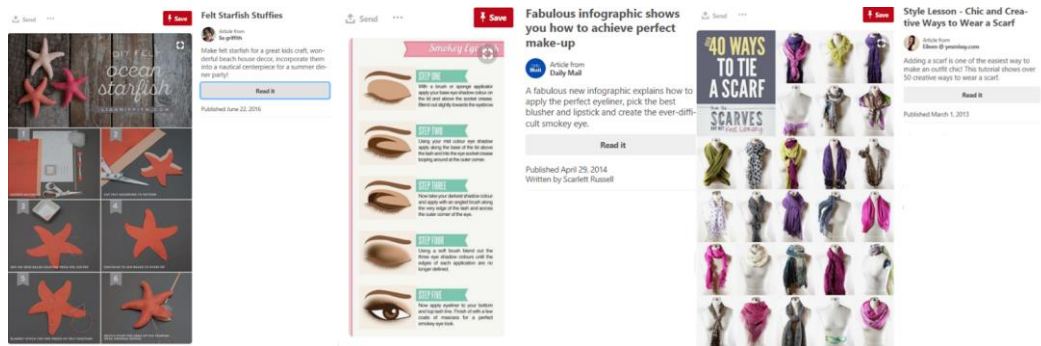
- Although Pinterest may not have the same look and feel as other social platforms, it is just as important to build relationships by engaging with followers on Pinterest as it is on other platforms.
- Best practices include tagging Pinterest users in Pins by using the **@username** feature in Pin descriptions, replying to all comments on Pins, and also commenting, liking, and sharing others' pins.
- These actions will help brands grow a community of loyal followers. Brands can also communicate directly with followers through private messaging.



RUN CONTESTS

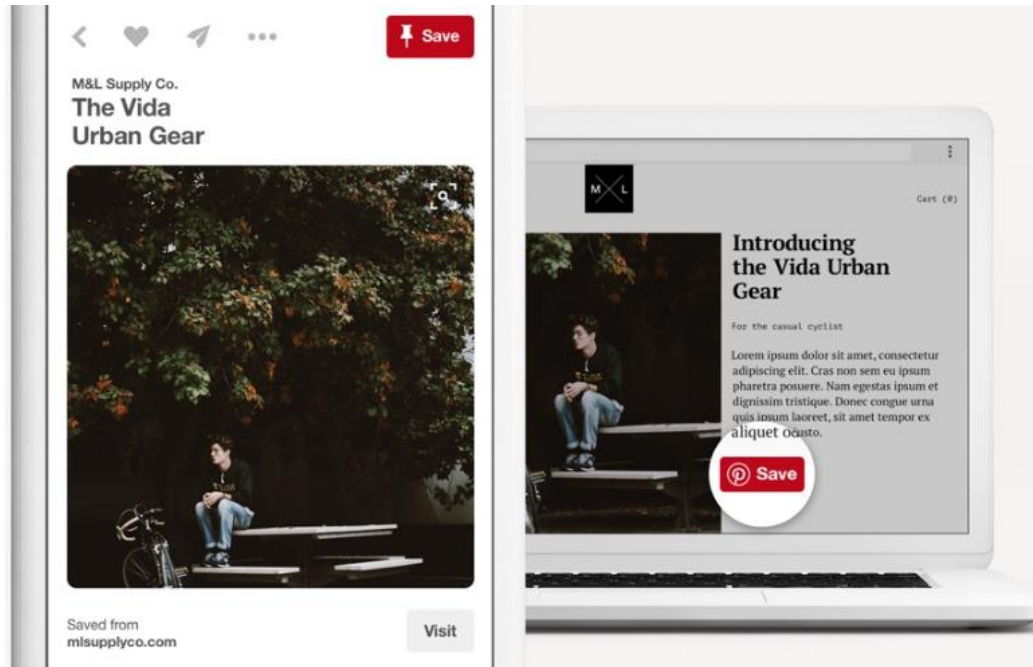
- Contests are a great way to grow followers and increase brand awareness and engagement on Pinterest. Brands can hold contests in which users are asked to create their own boards demonstrating what they love about the brand. Pinterest users can even upload their own pictures to their boards featuring a brand's product.
- For example, [Walmart](#) created a "Pin to Win" contest asking Pinners to showcase what inspires them to be green via a board of at least 10 images from Walmart.com. Contestants had to use a branded hashtag with each Pin and email a link to their respective boards for a chance to win a \$500 Walmart gift card.

PROVIDE TUTORIALS



- Many people come to Pinterest to find tutorials (which are very popular in the beauty, fashion and crafting industries.)
- Brands can create tutorials to provide customers with information on how to use their products or services. Videos, images and infographics with step-by-step instructions are great for presenting tutorials on Pinterest.

ADD THE “SAVE” BUTTON TO YOUR WEBSITE



- Brands should add the “**Save**” button to their websites so that visitors can easily share content to Pinterest. Note that once the button is installed, a clickable Pinterest logo will appear next to images on a brand’s website. Visitors can then easily click the logo to save content to any Pinterest board.

PINTEREST ADS


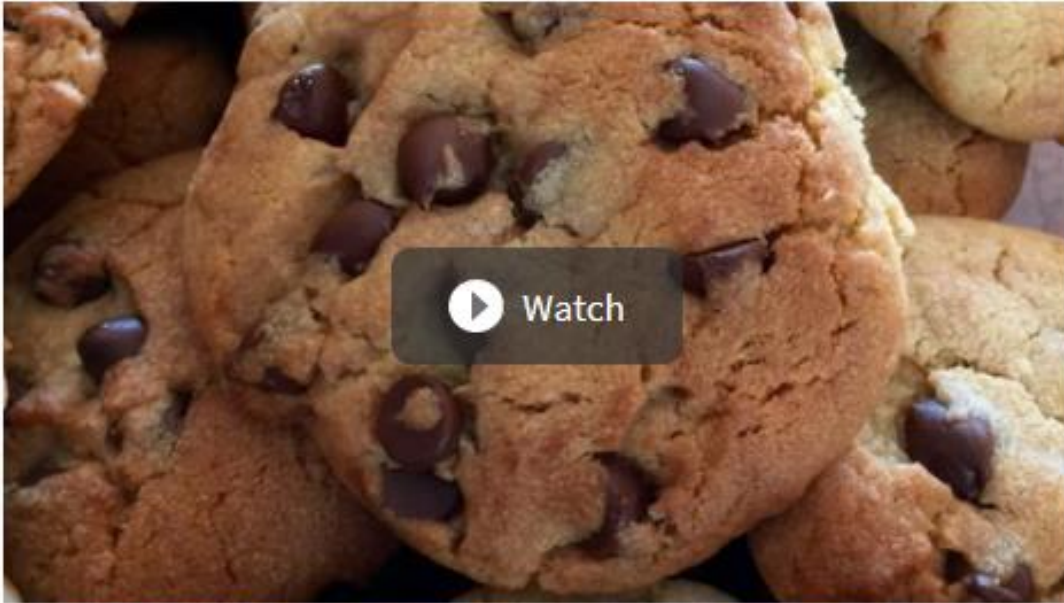
Mom's Chocolate Chip Cookies


★★★★★


2K made it | 970 reviews | 154 photos


Recipe by: Pam


"Chocolate chip cookie made with instant vanilla pudding."





 Save

 I Made It

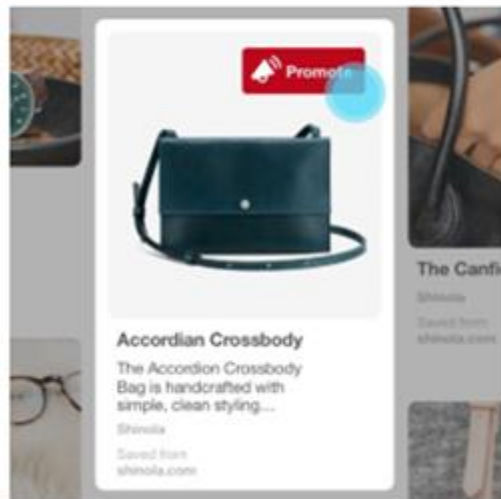
 Rate it

 Print

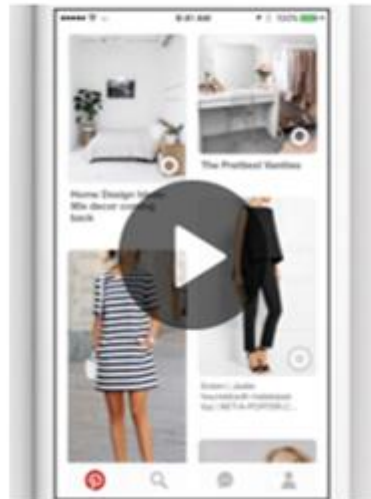
 Pin

 Share

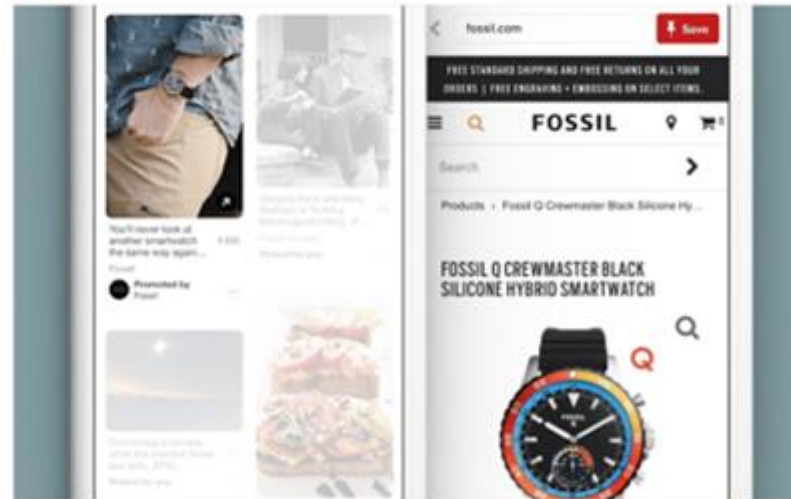
Promoted Pins:



Promoted Video Pins



One-Tap Pins



Promoted App Pins



- Advertising is a great way for brands to reach more people, drive website traffic and even increase sales.
- Pinterest offers a variety of ad formats, including Promoted Pins, Promoted Video Pins, One-tap Pins and Promoted App Pins.
- More on advertising with Pinterest will be covered later in this textbook.

USING ADS MANAGER

- <https://business.pinterest.com/en/using-ads-manager>



■ Done

1

Create a new ad



Analytics ▾

Ads ▾

Create ad

Overview

Reporting

Bulk editor

Conversions

Audiences

Ad account history

Billing

0

Total engagements

^ 0% in the last week

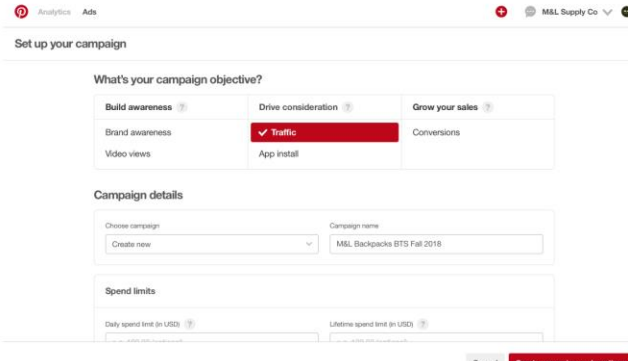
ons in the

You earned an extra 0 engagements in the last 30 days.

First, make sure you're on ads.pinterest.com. Click "Ads" and then select "Create ad"

2

Choose a campaign goal



The screenshot shows the 'Set up your campaign' page in the Pinterest Ads manager. At the top, there's a navigation bar with 'Analytics' and 'Ads' tabs, and a user profile 'M&L Supply Co'. The main heading is 'Set up your campaign'. Below it, a section titled 'What's your campaign objective?' contains three columns of options. The first column has 'Build awareness', 'Brand awareness', and 'Video views'. The second column has 'Drive consideration', 'Traffic' (which is selected with a red background and a checkmark), and 'App install'. The third column has 'Grow your sales' and 'Conversions'. Below this is the 'Campaign details' section, which includes a 'Choose campaign' dropdown set to 'Create new' and a 'Campaign name' text box containing 'M&L Backpacks BTS Fall 2018'. The 'Spend limits' section has two input fields for 'Daily spend limit in USD' and 'Lifetime spend limit in USD'. At the bottom right, there are two buttons: 'Cancel' and 'Create campaign and continue'.

What's your campaign objective?		
Build awareness ?	Drive consideration ?	Grow your sales ?
Brand awareness	✓ Traffic	Conversions
Video views	App install	

Campaign details

Choose campaign: Create new | Campaign name: M&L Backpacks BTS Fall 2018

Spend limits

Daily spend limit in USD: | Lifetime spend limit in USD: |

Cancel | Create campaign and continue

Choose a goal that reflects what you want people to do after they see your ad. Pick your goal based on what's most important to your business for this specific campaign.

Select pause campaign if you don't want to launch your campaign immediately. This effectively creates a draft of your campaign so you can review all the details before your ads go live.

3

Enter ad group details

The screenshot shows the 'Set up your ad group' interface in the Pinterest Ads manager. At the top, there's a navigation bar with 'Analytics' and 'Ads' tabs, and a user profile for 'M&L Supply Co'. The main section is titled 'Set up your ad group'. Under 'Ad group details', there's a text input for 'Ad group name' with the placeholder 'Outdoor/biking interests'. To the right, a 'Max. audience size' slider is set to '160-180k'. Below this, the 'Audiences' section shows a search bar and a list of existing audiences: 'Previous purchasers' (598,700 people) and 'Visited site last 7 days' (405,400 people). A 'Create a new audience' button is also present. At the bottom right, there are 'Cancel' and 'Save and exit' buttons.

Analytics Ads

M&L Supply Co

Set up your ad group

Ad group details

Ad group name
Outdoor/biking interests

Max. audience size
160-180k
Identify active users

Narrow Broad

Audiences

Search audiences Create a new audience

Previous purchasers	598,700 people
Visited site last 7 days	405,400 people

Cancel Save and exit

Name the ad group, which works as a container for your Promoted Pins. It gives you more control over your campaign budgets, running dates and targeting.

4

Choose your targeting

The screenshot shows the 'Set up your ad group' interface in the Pinterest Ads Manager. The 'Targeting' section is active, showing options for Gender, Location, Language, and Device. Each option has a radio button for 'All' and a link to 'Pick specific'. The 'Expanded your interests and keywords based on your Pin' checkbox is checked. The 'Interests' section is empty. On the right, a preview shows a pin for '180-190cm' with a description. At the bottom, there are 'Cancel' and 'Save and exit' buttons.

Targeting helps you reach the people on Pinterest who are most likely to show an active interest in your ads.

You can use any of these targeting options on their own, or combine multiple targeting approaches together.

- **Audiences:** Combine what you already know about your customers with behavioral insights from Pinterest. You can reach people who have bought from your site, who recently engaged with your content on Pinterest, etc.
- **Keywords:** Show ads to people searching for specific topics. A home retailer might want to target people searching for "tabletop lamps" or "decorative rugs."
- **Interests:** Reach people based on the types of boards they've created, the Pins they've engaged with and other things they care about. For example, a tour company could target people who seem interested in trips to Canada.
- **Expanded:** Once you start entering keywords and interests, we'll automatically suggest additional interests and keywords based on the content of your ad, and who you're trying to reach.
- **Demographics:** You can choose to focus on a specific location, language, device or gender.
- **Placements:** Choose whether you want your ads to show in people's search results, as they browse, or both.

5

Budget and Schedule

The screenshot shows the Pinterest Ads campaign setup interface. At the top, there are tabs for 'Analytics' and 'Ads', and a user profile icon for 'M&L Supply Co'. Below the tabs, there's a section titled 'Edit 3 campaigns'. On the left, there's a list of campaigns: 'Copy 1 M&L Backpacks BTS Fall 2018', 'AdGroup 0001', 'AdGroup 0002', 'New ad group', 'Copy 2 M&L Backpacks BTS Fall 2018', and 'Copy 3 M&L Backpacks BTS Fall 2018'. The main area is titled 'What's your campaign objective?' and has three columns: 'Build awareness', 'Drive consideration', and 'Grow your sales'. Under 'Drive consideration', 'Traffic' is selected with a checkmark. Below this, there's a 'Campaign details' section with a 'Choose campaign' dropdown set to 'Copy 1 M&L Backpacks BTS Fall 2018'. There's also a 'Spend limits' section with 'Daily spend limit on US\$' and 'Lifetime spend limit on US\$' fields. At the bottom right, there are 'Cancel' and 'Save and exit' buttons.

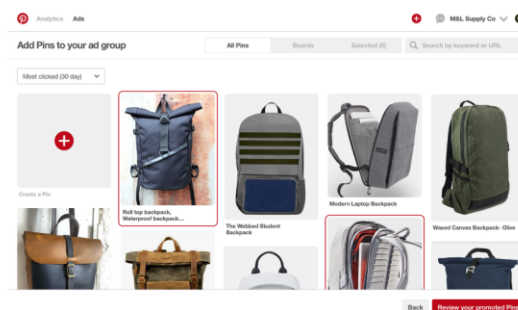
Select the date you want to start your campaign. You can choose an end date, but we recommend running most campaigns continuously, since people are always looking for new ideas on Pinterest. End dates are primarily recommended for seasonal campaigns.

Add your budget. Select **lifetime** if you want us to use your budget evenly over the dates you've selected, and automatically adjust budgets based on how much there is left to deliver. Select **daily** if you have a specific amount you want to spend each day.

Set a maximum bid. Your bid determines the most you'd like to pay for an action (like a click or engagement) on Pinterest. Our recommended bids will vary depending on your target audience and how others are bidding.

6

Pick a Pin to promote



Promote Pins that are already doing well to reach even more people. Visit Analytics to see what's performing well. Only promote content you own, and make sure every Pin links to a website. **Follow our [creative best practices](#)** to make sure your Pins are designed to do well on Pinterest.

Edit your Pin name to make it easier to find and edit in the future.


Check the destination URL for your Pin. This is where you want your ad will link once people click. You can utilize UTM tracking parameters or your own tracking parameters to help gauge your Pin's impact.

7

Review and promote

Analytics Ads M&L Supply Co

Add Pins to your ad group All Pins Boards Selected (2) Search by keyword or URL




Roll top backpack, Waterproof backpack...

Ad name ?
Roll top backpack_outdoor/biking

Destination URL
mlsupplyco.com/rolltopbackpack

Remove from ad group



Computer Computer backpack_outdoor/biking

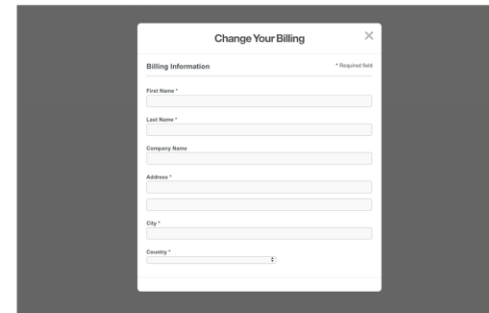
Destination URL

Back Launch campaign

Take another peek to make sure your ads look ready to go. Review all ad details, and click “Launch” when you’re ready to go live.

8

Set up your billing info

A screenshot of a 'Change Your Billing' modal form. The form is titled 'Change Your Billing' with a close button (X) in the top right corner. Below the title is a section header 'Billing Information' followed by a note '* Required field'. The form contains several input fields: 'First Name *', 'Last Name *', 'Company Name', 'Address *' (with a sub-field for 'Address 2'), 'City *', and 'Country *' (with a dropdown arrow). Each field has a light gray border and a small asterisk indicating it is required.

If it's your first time creating a Promoted Pin, you'll be asked to set up your billing info. We only accept credit cards from specific countries. You can find a full list in [our Help Center](#).

Tip: If you don't set this up, the details of the Pin you started promoting won't be saved.

You can set-up or edit your billing info anytime. Just visit **Billing** by clicking on your profile picture in the top right hand corner of Ads Manager. There you can:


- Make changes to your billing info.
- Review or edit your payment method.
- See when you were charged, what campaigns you were charged for and which payment method was charged.

Having trouble with your billing info? [Visit the Help Center](#).

REVIEW HOW TO SET UP AN AD

- <https://ads.pinterest.com/advertiser/549759262649/>


WHEN CREATING A CAMPAIGN

 Analytics ▾

Viewing: recyclothes180 ▾

Audience Insights

recyclothes180 All Pinterest users Compare



Audience 1

Date range

Audience size

●

Your total audience ▾ ?

Last 30 days -

Export CSV

Create campaign

Your total audience includes all users who have seen or engaged with any of your Pins in the last 30 days.

Categories and interests

The most popular categories and related interests for this audience

Not enough data to display

Age

The age distribution of this audience ?


Gender

The gender distribution of this audience ?



PINTEREST ACTION ITEMS



- 
- **Research** whether your customers and competitors are on Pinterest. What are they doing? Why? Be sure to distinguish among individual accounts, business accounts, pins, boards, and hashtags.
 - **Set up a business account** on Pinterest as well as one or two boards that represent customer interests
 - **Brainstorm a content strategy** for Pinterest at both the board and pin level. Be systematic and diligent about pinning.
 - **Promote your pins using #hashtags and SEO**
 - **Measure your results on Pinterest at the pin, board and account level**