

Pinterest Advertising

-Ranu Nagori



A collage of various Pinterest pins featuring images of wedding venues, food, fashion, and home decor, with the word 'Pinterest' written in large red cursive script across the center.

What is Pinterest?



Pinterest is a photo sharing site which allows users to organize and share content. Users can also follow topics or ideas they like and share, for eg. Travel, cuisine, art, humor, etc. In this, content is designed in boards that work as categories. Each piece of board is called **pin**. People can like your pin or they can re-pin them on their boards, comment on them and share them.

Evolution of Pinterest

- **Founded by :** Ben Silbermann, Paul Sciarra and Evan Sharp
- **Type of site** – Visual discovery , collection , and storage tool
- **Headquarter** – San Francisco (USA)
- **Launched** – March 2010
- **Current status** – Active
- **URL :** <https://www.pinterest.com/>

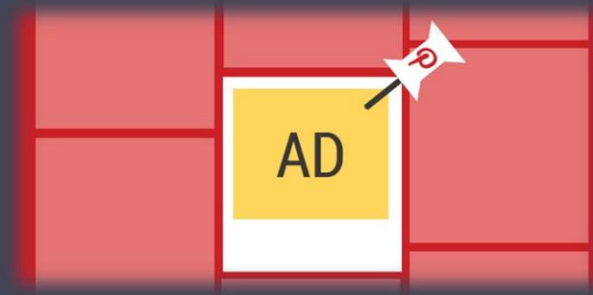


Terminologies in Pinterest

- Boards
- Pin
- Re-pin
- Comments & Likes
- Pin It button

Demographics

- 70% of pinterest users are female.
- 75% users access pinterest from mobile handsets.
- Median age of a pinterest user is 40, however majority of active pinners are below 40.
- 60% of pinterest users are from USA.



Pinterest Advertising

Pinterest Advertising is a pay – for – placement system that now allows brands to reach over 200 million monthly users. Pinterest ads contain an image, caption and link and are displayed in user’s home feeds.

- All
- Gifts
- Food & Drink
- Travel
- Art & Architecture
- Design
- Photography
- Apparel
- Home & Furniture
- Prints
- Products
- Kids
- Fun & Music
- Books
- DIY
- Science & Nature
- Tech
- Wedding & Events
- People

A FUN, INTERACTIVE WORLD WHERE KIDS CREATE THEIR OWN BOOKS

[Create a Book](#)[Watch a Demo](#)

James & Noble has a part of their website where your child can create their own book!

Pinboarded by [Aurima George](#) and [Cathy Hinchey](#)



Pinboarded by [Tam O'Shan](#) and [Lyle](#)



Pinboarded by [Caroline Shanks](#) and [Beautiful them](#)



Pinboarded by [Aurima George](#)

Pinboarded by [Aurima George](#) and [Photography](#)



I don't know what it is about this tiny kitchen, but I like it.

Pinboarded by [Lucas Ireland](#) and [Colorful Scheme No. 2](#)



Pinboarded by [Sun Kim](#) and [Renee Hinchey](#)



Pinboarded by [Aurima George](#) and [Love all my life](#)



Pinboarded by [Laura Hinchey](#) and [Gourmet and food](#)



Pinboarded by [Sun Kim](#) and [Renee Hinchey](#)



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Why advertise on Pinterest?

Pinterest operates differently than other popular social media platforms. Since many consumers save products to go back and purchase them later, Pinterest is the perfect tool for businesses selling products or content. In fact, 93% of users plan purchases with Pinterest, and 87% actually make a purchase because of something they saw on the platform.

Another major difference between Pinterest and other social networks is the way content is displayed. On Pinterest, users can view pins in a variety of ways:

- By visiting your profile
- By searching for a relevant keyword
- In relevant categories
- On their home feed if they follow you or if your pins are relevant to their interests

Do's and Don'ts of Pinterest Advertising

The Do's

- Consistently monitor and optimize your campaigns.
- Include calls to action in the description.
- Include relevant keywords in your targeting options.
- Use demographic targeting.
- Continue to bid aggressively.

The Don'ts

- Direct to a lead generation landing page.
- Use horizontal images
- Include redirects
- Use hashtags

5 steps to understand how Pinterest Ads work

1. Know exactly what Pinterest Ads are
2. Know why businesses should use Pinterest Ads
3. Know different types of Pinterest Ads Campaigns
 - ✓ Awareness Campaigns
 - ✓ Engagement Campaigns
 - ✓ Traffic Campaigns

4. Steps to create promoted pins in Pinterest Ads

- ✓ Get a business account and choose your goal
- ✓ Pick your promoted pin
- ✓ Choose the audiences who can see your promoted pin
- ✓ Pay for the promoted pin results
- ✓ Track what works

5. Know Best Pinterest Ads Practices

- ✓ You need to be authentic with your promoted pin practices
- ✓ You should promote high-quality content in your promoted pins
- ✓ You should use vertical images in your promoted pins

Benefits of Pinterest Advertising

- Plays nice with most other social media platforms. Eg.: Twitter and Facebook.
- Provides authentic link opportunities.
- Provides tasteful approach to ads..
- Enables fascinating visual appeal.





Thank You!