

An Incredible Guide on Generating Sales Using Pinterest Ads

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What kind of audience does your business cater to?

- When you know who your audience is, to a very detailed level, you'll have a better understanding of what images to create and how to populate your Pinterest profile and Boards.
- Creating such a persona revolves around you asking questions that reveal the nature of your customers.
- Such questions reveal the struggles your potential customers face, what they enjoy doing, what they hate doing and where they eventually want to be in the future.
- If you already have a popular [Facebook Fan Page](#), you can use the [Audience Insights tool](#) to reveal the kind of demographics your business currently appeals to.
- You can then translate that information over the Pinterest.
- However, if you already have a popular Pinterest Board, you can use the Analytics provided by Pinterest to discover who your audience is.
- To do that, go to business.pinterest.com.
- Click on the link that says 'Convert now' and convert your Pinterest account to a business account.
- Then enter in all of the relevant information.
- Once you have done that, you should then see the following page (note that what you see on this page sometimes varies, depending on what you've done already).
- Pinterest can provide analytics based on how people are 'Pinning' items on your website.
- As you might have guessed, this can provide some valuable information as to who exactly your target audience is.
- If you want to gather information in this manner, you'll need to click on the 'track what works' section.
- The 'track what works' section will rely on you and having some code installed on your site.
- If you have not linked your website to Pinterest yet, follow the instructions in the dialog box and click on 'account settings.'
- Then scroll down the page until you see 'Website' and enter in the URL of your site.

- You'll then need to click on 'Confirm website.'
- You can see that in order to confirm your website, you'll need to take that line of code and install it on your site – similar to what Google Analytics tends to ask of you.
- If you're not that great at technical stuff, you can always put up a job posting on [Upwork](#) to find someone who can give you a hand.
- It won't cost you a lot of money, as the task itself is actually quite simple to complete.
- Either way, once the code is installed on your site, click on 'Save Settings.'
- Once done, Pinterest will be able to collect data based on how people are 'Pinning,' items from your site.
- If you don't have any 'Pin It' buttons on your site, it may be worth your time to set things up so that you do.
- 'Pin it' buttons allows you to find out more about audience, leading to to creating better content.
- And as you know, better content results in improved levels of engagement.
- If you want to access analytics information, simply head over to <http://analytics.pinterest.com/>.
- The 'Your Pinterest profile,' and 'Your audience' sections give you a brief overview of how much attention you're attracting on the platform.
- Once you confirm your website, you'll also be able to view a section known as 'Activity from your website.'
- This section will provide similar information, but this time from the perspective of your website.
- The section at the bottom, known as 'Top Pin impressions' provides you with an overall view of how people are interacting with your content.
- This kind of information is very helpful when it comes to promoting some of your own Pins.
- However, there is even more interesting data to be found within the 'Your Audience,' tab.
- Here you'll be provided with some in-depth analytics about who exactly is interacting with your content.
- You can use this information when you're creating your ads, ensuring that they're shown to the right kinds of people.

- The ‘interests’ section can also be used to inform your targeting when creating ads.
- Here you’ll be able to work out what your audience is into and the kinds of businesses that your audience engages with.

The importance of using engaging imagery

- If you want to succeed with Pinterest, you need to ensure that you’re using engaging imagery.
- The first is to focus on using only high quality pictures.

Note: the kinds of images you use will depend on the goals you have in mind.

- Also images designed to raise awareness need to be relatively simple.
- It is important that these images have a professional touch to them and they must not look as though they’re ‘user-generated.’
- You don’t have to be a professional photographer to get the job done, but don’t post anything that looks blurry, at the very least.
- Also, make an effort to ensure that any pictures you do take **have proper lighting**.
- Images need to be relatively simple and they should clearly showcase the product that the Pin is trying to promote.
- If you can add a little bit of quirkiness to the image, that also helps – just make sure it doesn’t distract.
- Images that are trying to improve engagement can be (and often should be) a lot more detailed.
- After all, those who tend to click on such Pins, tend to be on the search for ideas and information.
- If you can make it seem as though there is something enticing ‘behind the Pin,’ clicks will be higher.
- One of the best ways you can do this is by explaining concepts within the image as if the image itself was a ‘mini infographic.’
- You can also showcase multiple variations of a certain product within an image.
- By showing the same product in multiple variations, the appeal of the Pin is broadened and engagement is likely to be higher.
- When implementing this tactic, don’t overwhelm your images.

- If you want to get a sense as to what kind of images work best, consider looking at some of the top boards in your niche.
- Then take a look at what exactly makes their images appealing and how you can apply some of those strategies into your own efforts.
- Now that we have a sense of what to do when it comes to the exact images, so let's consider how you can multiply the effects of a great image within your pin.
- In the words of Pinterest, 'Pins represent ideas.' If your image is unable to convey an idea effectively, you can use a text overlay to get the job done instead.
- Don't go overboard when using a 'text-overlay' on your images, as this can sometimes backfire, you should make your images mobile friendly.
- When you're making images for Pinterest, try and make them as vertically large as possible.
- Here's some advice, provided by Pinterest, about the shape and size of your Pins.

Vertical aspect ratio

Before they get clicked, Pins need to get noticed and taller Pins take up more space in feeds. Design Pins with a vertical image aspect ratio of 2:3 to 1:3.5 and a minimum width of 600px.

- Here's a quick explanation from the [guys over at Buffer](#), as to how aspect ratio works.
- It's how the width and the height of an image relate to one another.
- For instance: A 2:3 aspect ratio could be
 - ❑ 600 pixels wide by 900 pixels tall
 - ❑ 800 pixels wide by 1,200 pixels tall

A 1:3.5 aspect ratio could be

- ❑ 600 pixels wide by 2,100 pixels tall
- ❑ 800 pixels wide by 2,800 pixels tall
- Creating Pins can be a little tricky, especially if you're not good at photo-editing.
- If you find yourself struggling, you might want to take a look at a solution known as [Canva](#).
- Let's quickly go over how you can use it for Pinterest images.
 - ❑ Create an account at Canva

- ❑ Click on the 'More' icon.
- ❑ Then select 'Pinterest Graphic.'
- ❑ You can then go in and create an image of your own.
- ❑ Once the image is completed, you can just click on 'Download' and select 'Image: for web (JPG).'
- ❑ If you use a 'Premium element,' you'll have to pay a little for it.
- ❑ But it doesn't really cost much. A good quality image will only cost \$1.00.

The description for your Pins

Let's quickly cover some tactics you can use to create text that is engaging.

If you have an image that is designed to raise awareness, the text is going to read slightly differently from text that is designed to raise engagement and generate clicks.

Say you're promoting a recipe- you might want to state that's it's quick or that it doesn't involve the typical roadblocks people might face when cooking that type of food.

Whenever you're building your description text, be sure that you're being as concise as possible.

Rich Pins

- When Rich Pins used properly it can really take things to the next level.
- Rich Pins come in the following forms:
 - ❑ Article Pins
 - ❑ Product Pins
 - ❑ App Pins
 - ❑ Movie Pins
 - ❑ Recipe Pins
 - ❑ Place Pins

Note: If you want to make the most out of Rich Pins, you'll need your web developer to adjust some of the code on your site.

- You may be able to do some of this yourself, once you've adjusted the code on your website, you'll also need to 'Validate' your Rich Pins.
- You can do that by visiting <https://developers.pinterest.com/tools/url-debugger/>.
- To validate and apply for Rich Pins:

1. Choose any page on your site that you've added metadata to. Enter your chosen URL below and click Validate.
 2. Correct any problems you see with your metadata.
 3. Select one of three options depending on how you marked up your page:
 - HTML Tags, if you used Open Graph or Schema.org formats.
 - oEmbed, if you used oEmbed format.
 - Shopify, if you have a Shopify site.
 4. Click Apply now. Your Rich Pins will show up within the hour. Note: You only need to validate and click apply for one link on your site to enable Rich Pins across your whole domain.
- If your page can't be validated, it means the required metadata wasn't detected on your page. See our Rich Pin documentation for more help.
 - In any case let's cover what Rich Pins allow for.
 - When it comes to 'Article Pins' you can now easily showcase the headline, description and author of the article in question.
 - Recipe Pins allow for the ingredients, cooking time and serving information to be quickly shown for the recipe in question.
 - Movie Pins allow for you to quickly see the rating of a movie, as well as who stars in the movie.
 - There's also the option of creating Product Pins.
 - These Pins allow for you to display the price of a product and whether or not it's in stock.
 - Place Pins let you quickly identify where the location within the pin lies and also displays some contact information.
 - App Pins allow for you to install an app directly from Pinterest.
 - You can see how Rich Pins provide a much 'richer' experience for those who are browsing Pinterest.

Creating your Promoted Pins

- Now let's go through the process of creating the ads themselves.
- To get started with creating a Promoted Pin, first head over to <https://ads.pinterest.com>.

- Click on 'Log in to get started.'
- Assuming you already have a business account (which we mentioned during the analytics section earlier) you'll then be taken through the creation process.
- There are two 'campaign goals' here to choose from.
- If you choose the 'Boost engagement with your Pins,' option, you'll pay when people engage with your Pin.
- Engagement counts as a 'Closeup, Repin or just a click.'
- If you choose the 'Get traffic to your website' option, you'll only pay when people visit your website.
- The option you pick is going to depend on what you want to achieve.
- If you're just looking to raise awareness, then the first option might be best. If you're directly looking to drive sales, the 'Traffic' option might be best.
- Whatever option you choose, you then need to select a Pin that you want to promote.
- When you're picking a Pin to promote, you can decide on displaying your most clicked on Pins of the past 30 days or the most Repinned of the 30 days.
- If you're running an engagement campaign, the most Repinned option might be best, because Repinned Pins are essentially Pins that have been shared.
- If you're running a traffic campaign, then it might be better to choose the most clicked option.
- You'll then need to adjust the targeting settings of your campaign.
- 'Terms' means the keywords that are related to whatever you're trying to promote.
- Pinterest recommends using around 20-30 terms to maximize coverage.
- You then have the option of selecting the 'Location, Language, Device and Genders.'
- At the start of your campaign, you may want to target your campaigns only towards English-speaking countries (as well as setting the language to English too).
- That might result in higher click costs, but the conversions will probably be better.
- The 'Genders' you pick will depend on the promotion in question.
- As for the 'Devices,' keep it open for now and then experiment later when you have a profitable campaign on your hands.

- You then need to decide on how much you're going to be spending.
- You'll notice that Pinterest will suggest you budget estimates, it is worth sticking to the suggested bid and not undercutting it.
- Once you've set the bid for your ad, you'll then be able to enter in an 'Original Pin description' and a 'Destination URL for Promoted Pin.'
- We've talked about how you can create an effective 'Pin description' earlier.
- The 'Destination URL for Promoted Pin' is just the website you're looking to promote with the Pin.
- You'll then need to send off your 'Promoted Pin,' so that it can be reviewed.
- If your Pin is rejected, it may be for the following reasons.
 - Irrelevant targeting
 - Excessive hashtags
 - Promotional material
 - Excessive symbology
 - Price in Pin description
 - No content on destination landing page
 - Calls to action in the Pin image
- Once your Pin is active and being promoted, you'll be able to collect some metrics about how it's performing.
- You can use 'Conversion Tracking' to see 'which' Pins are driving 'what' results.
- You can access the 'Conversion tracking' section by clicking on 'Tools' and then selecting 'Conversion tracking.'
- When it comes to picking a 'conversion type' it will again depend on the purpose of your campaign.
- Pick the option that best matches what you're trying to achieve, or, at the very least, measure.
- The 'timeframes' option allows for you to set a window in which you want to judge your results.
- Once you have adjusted all of the settings here, you'll then need to insert a bit of code on your site.
- Where you place the code is going to depend on the 'conversion type' you chose before.

- When you're creating a Promoted Pins campaign, you'll rarely rely only on the success of one pin. You'll want to create a whole bunch of Pins.
- The 'ads manager' home page will give you a quick sense of how your promotions are going.
- If you look at the section numbered 4, you can quickly see which Pins are bringing the best results and which ones aren't.

Buyable Pins

- In short, this feature allows for people to buy items from directly within a 'Pin.'
- This means that the checkout process is made much smoother because buyers don't have to go through several apps to complete their purchase.
- At the moment, Pinterest 'Buy Pins' work only with the following integrations.
 - Shopify
 - demandware
 - IBM
 - Bigcommerce
 - Magento
- When you find that you can use the feature, figure out a way to integrate it into your campaign – the results will most likely be more than worth the effort.