



PINTEREST

CREATED FOR ARCHITECTS, ENGINEERS, AND CONSTRUCTION PROFESSIONALS

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Pinterest

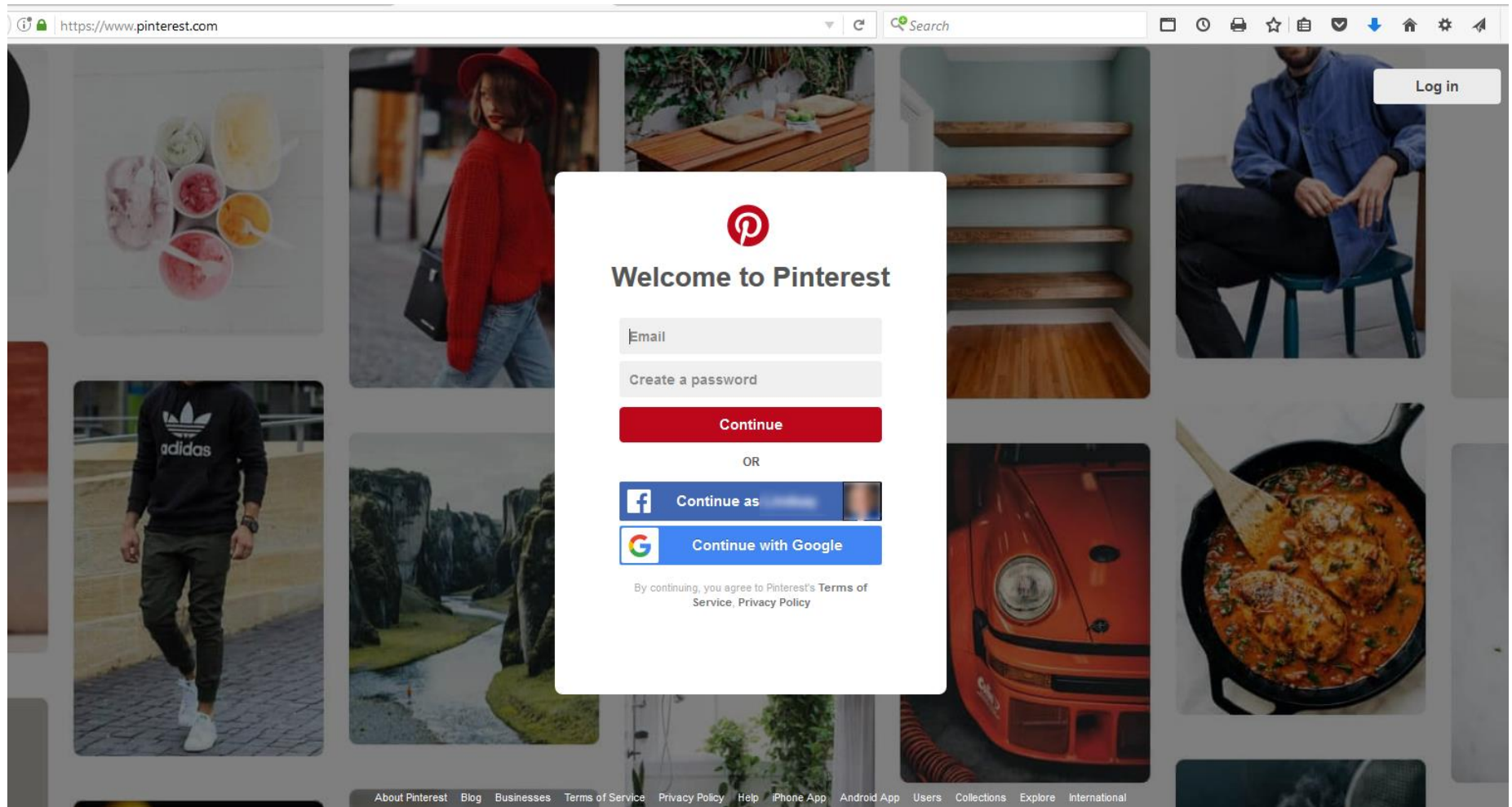
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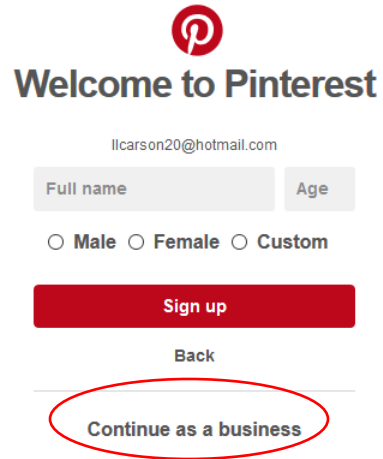
Pinterest

1. Setting up Your Account


- a. Go to Pinterest.com. You can sign in with your Facebook account or set up a username and password.



b. If you choose to set up an account, enter your email address and password. You will then select, "Continue as a business."



The image shows the Pinterest sign-up page. At the top is the Pinterest logo. Below it is the heading "Welcome to Pinterest". The email address "llcarson20@hotmail.com" is entered. There are input fields for "Full name" and "Age". Below these are radio buttons for "Male", "Female", and "Custom". A red "Sign up" button is present, along with a "Back" link. The "Continue as a business" link is circled in red.



Welcome to Pinterest

llcarson20@hotmail.com

Full name Age

Male Female Custom

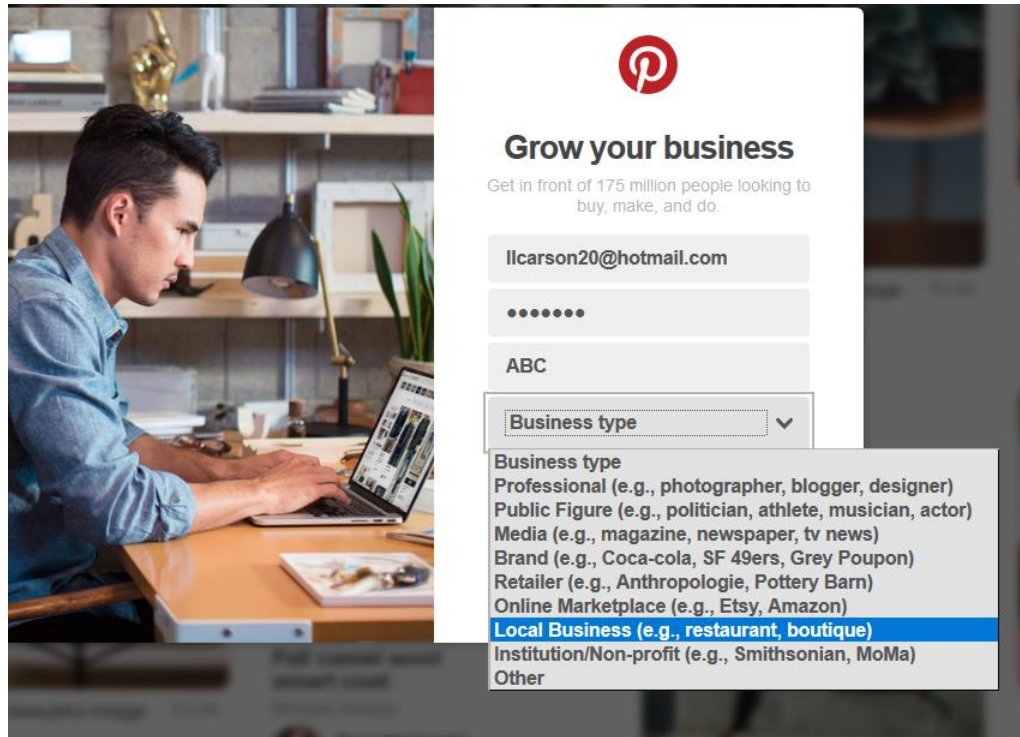
[Sign up](#)

[Back](#)

[Continue as a business](#)

[About Pinterest](#) [Blog](#) [Businesses](#) [Terms of Service](#)
[Privacy Policy](#) [Help](#) [iPhone App](#) [Android App](#)
[Users](#) [Collections](#) [Explore](#) [International](#)

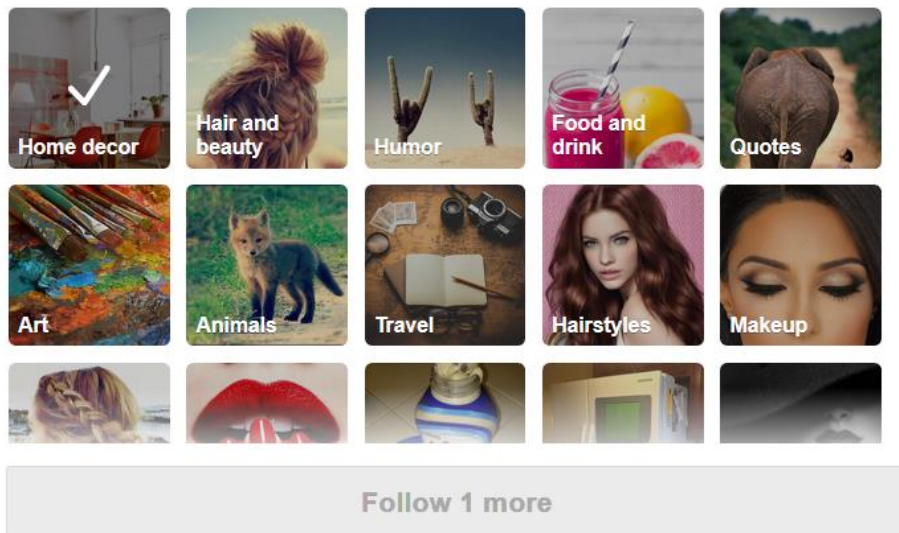
- c. Complete the information on the screen (email, password, business type, and website URL). For business type, select “Local Business.” Then click the red button “Create Account.”



- d. It will prompt you to select 5 topics to follow. Select those most closely associated with your business. The ones selected here include 1) Home Décor 2) DIY Home Décor 3) Furniture 4) Woodworking 5) Architecture

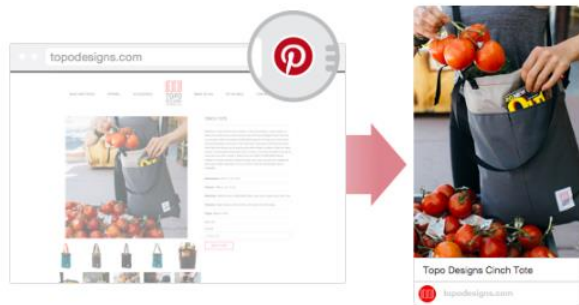
Follow 5 topics

Then we'll build a custom home feed for you



- e. It will then ask you if you'd like to "Get the Pinterest browser button." This is a personal preference on if you want this button on your browser. If you select "Skip" and then later decide you want it, you can add it on your browser.

Get the Pinterest browser button
Save creative ideas from around the web.

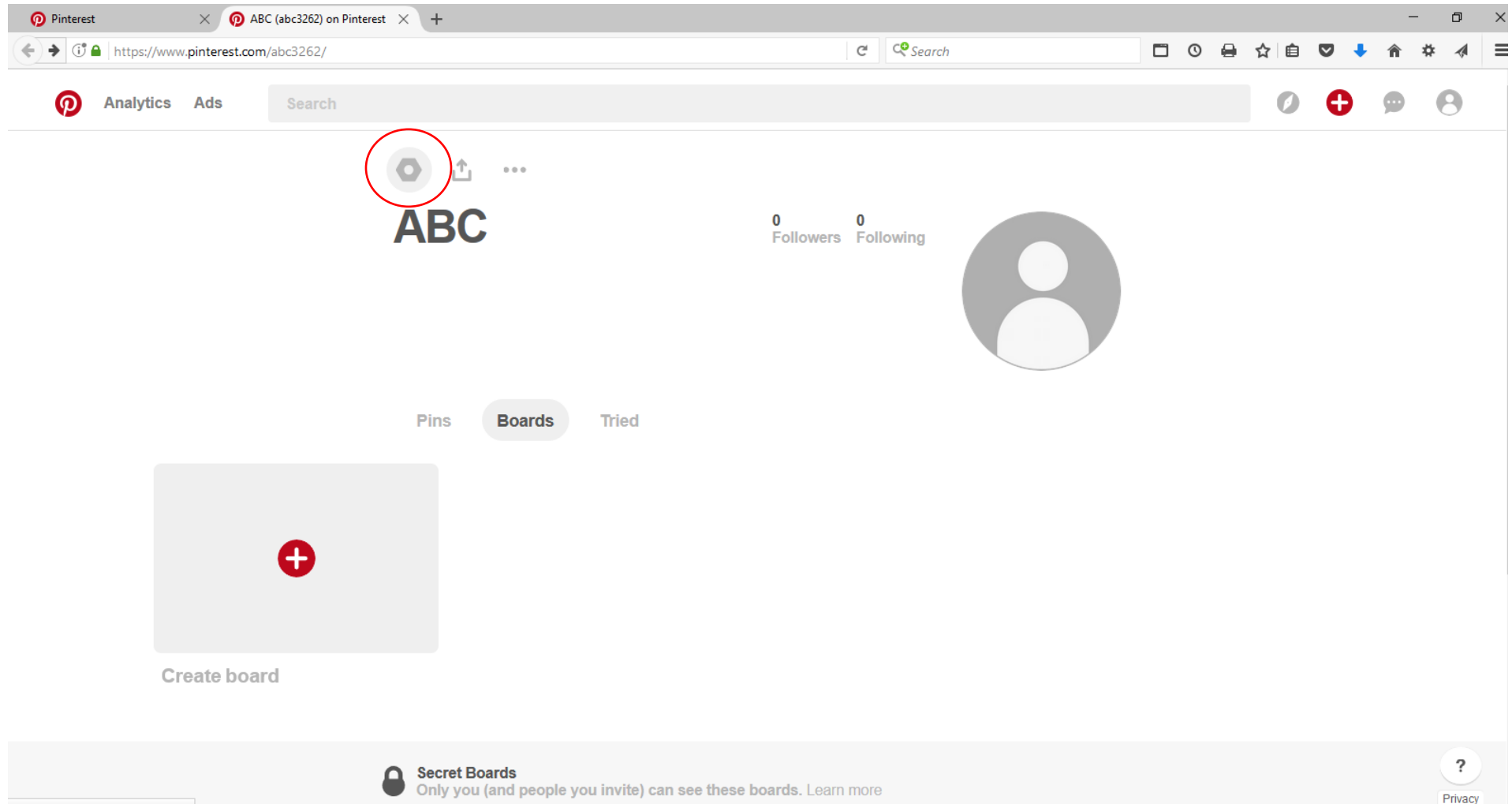


Get it now

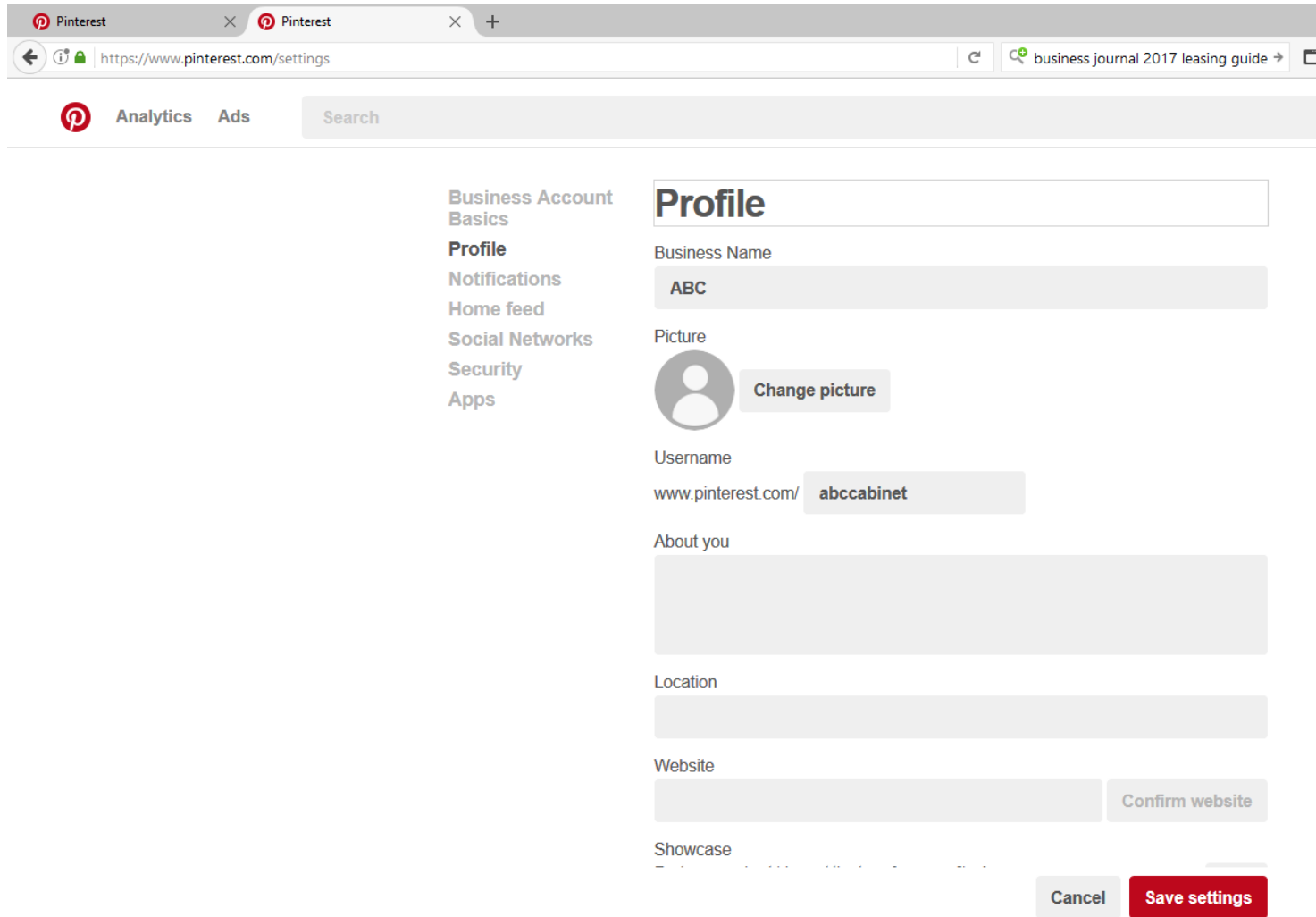
[Skip](#)

2. Setting up Your Profile

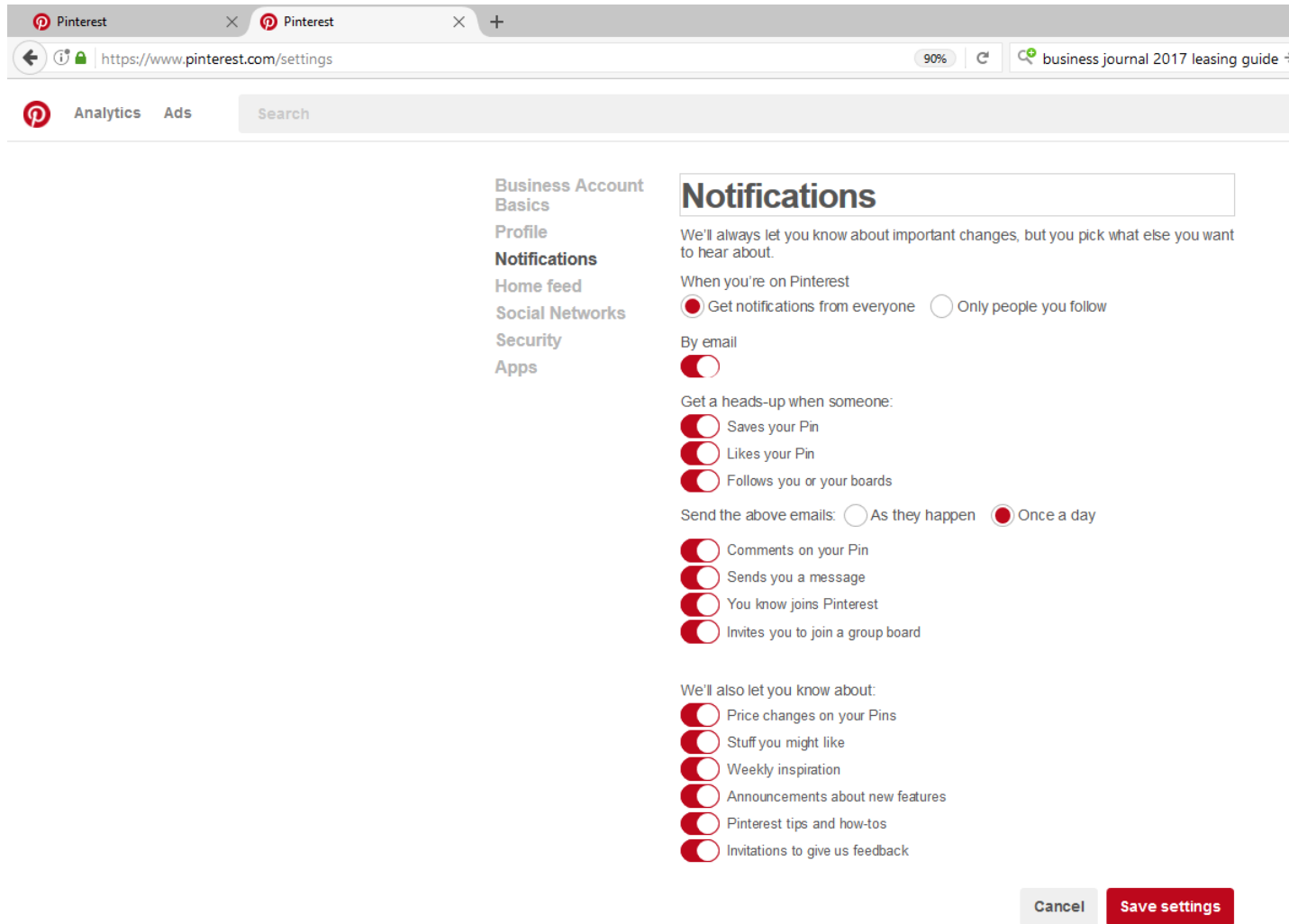
- a. Click on the hexagon icon to update your profile.



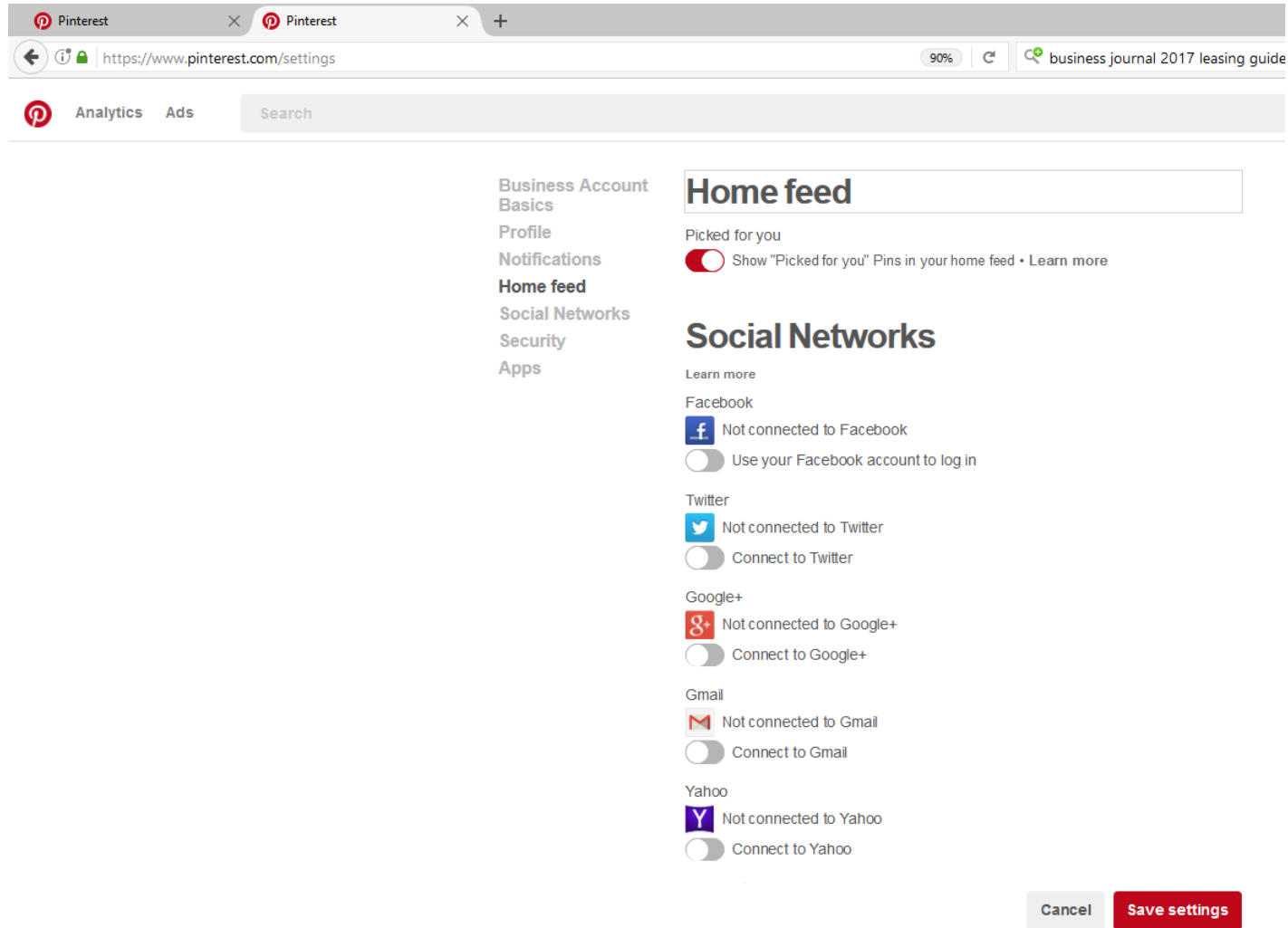
- b. Complete the Basic Business Account information and the Profile section. Remember, the Business Name and Username should be the same across all social media platforms for consistency purposes. Put your logo in the picture.



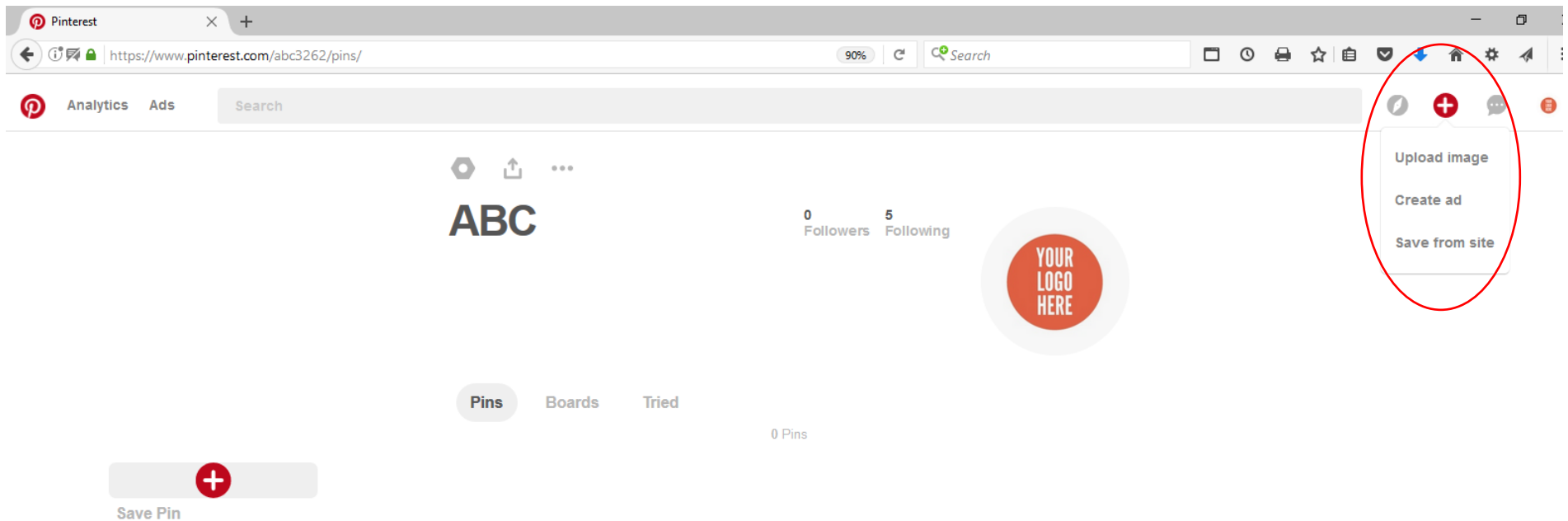
c. Notifications – This section is where you can set up how often and how you want to be notified when there is activity on your page. You can set this up to your specifications but it's recommended you receive some type of notification, so you know when you have comments or messages from followers.



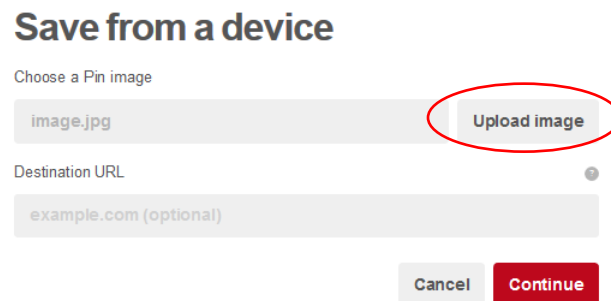
- d. Home Feed and Social Networks – It's recommended to leave "Home Feeds" on, so you will receive information pertaining to your business. You can connect your other social media platforms for your business to Pinterest if you would like to.



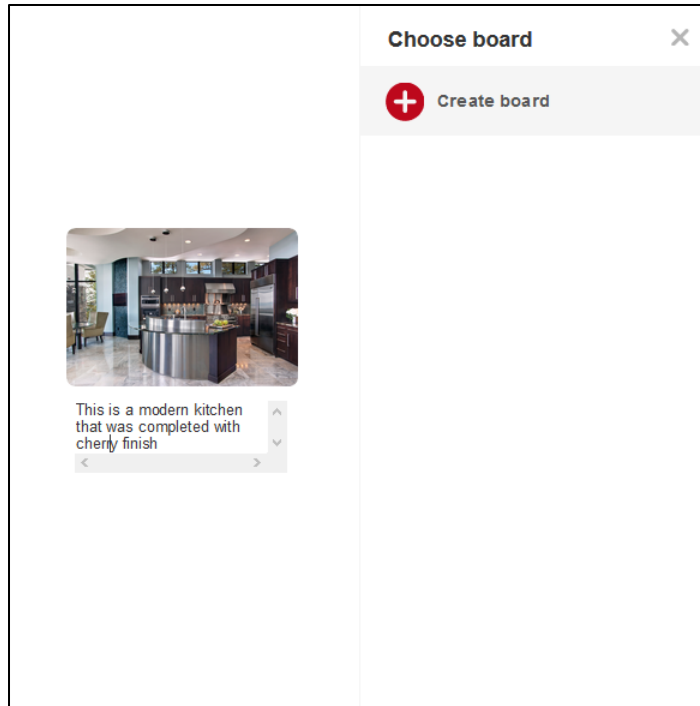
3. Pinning Posts



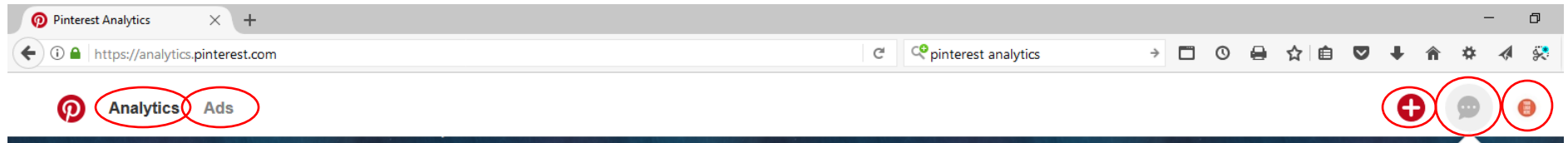
- a. Click on the Red Circle with the plus sign to upload an image, create an ad, or save from site.
- b. Upload Image
 - i. You can upload an image from your computer. Select "Upload Image" and find the file location on your computer. Click "Open." The Destination URL should take your user to your website. If you have a specific page on that particular topic, then use that URL.



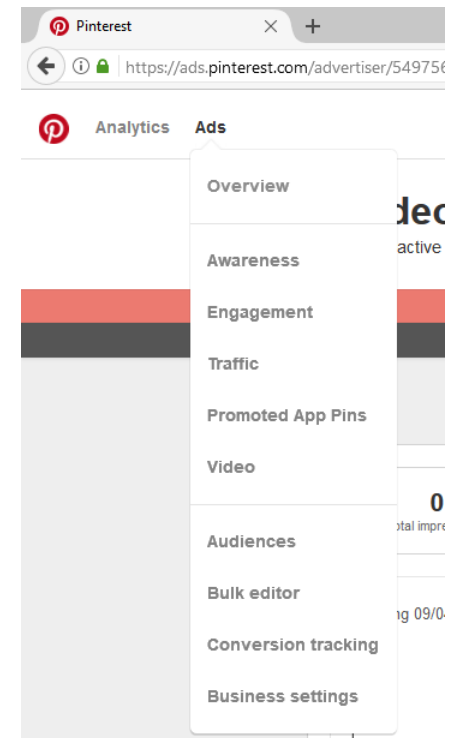
- ii. Type in a detailed description of the picture you are posting and what you are directing them to. In this example, this is a modern kitchen. Give the color, type, and as many details as possible about the image. When people search for different keywords, you want those keywords to be in the image. You will want to create different boards for each category. Think of what your customer or prospect will be searching for.



4. Menus

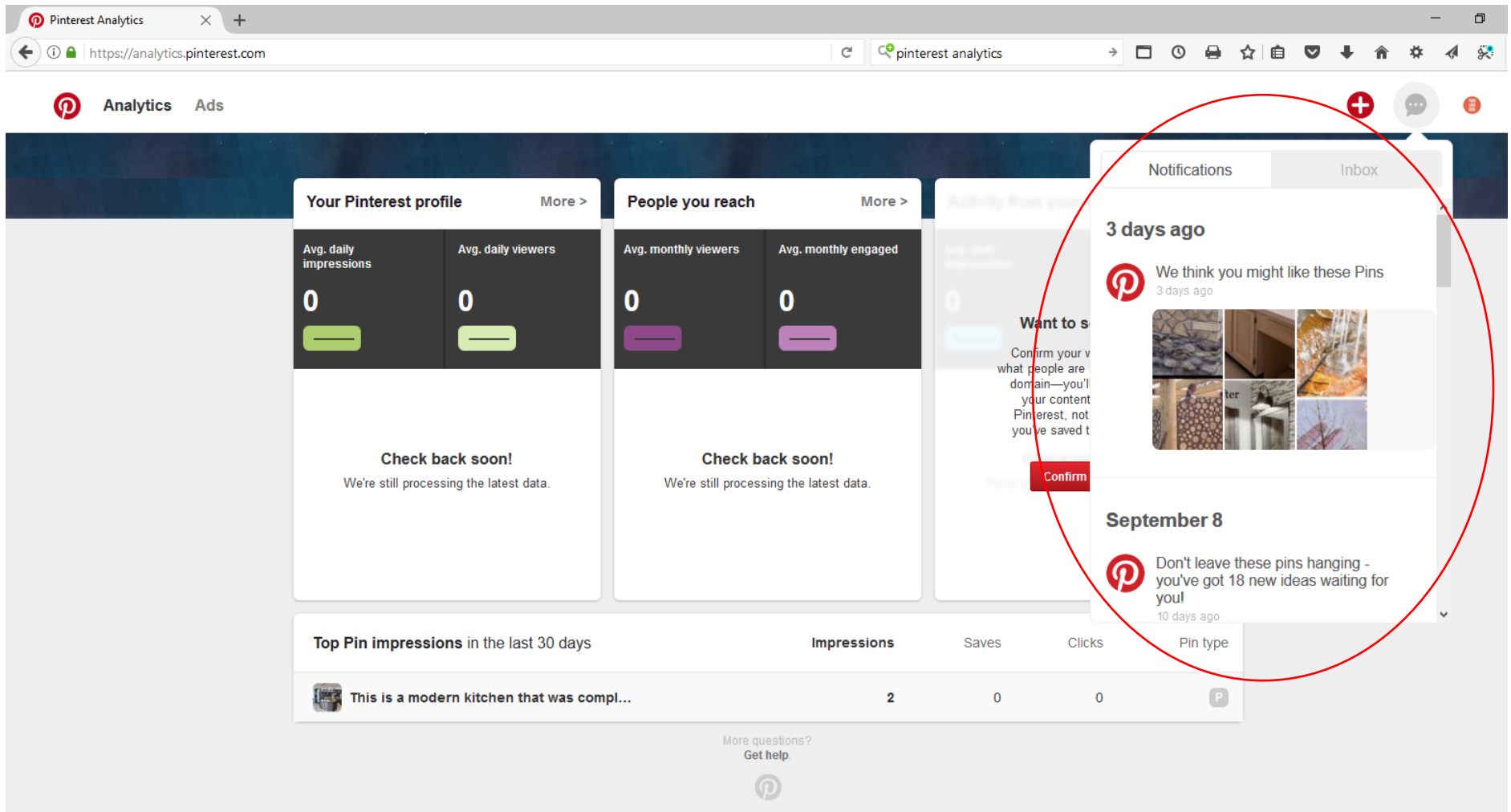


- a. Analytics – Displays all your analytics for your paid posts.
- b. Ads – This menu is where all the different ads are created.
 - i. Awareness – Increase your brand
 - ii. Engagement – Increase engagement with the pins you are posting.
 - iii. Traffic – Increase traffic to your website.
 - iv. Promoted App Pins – This helps promote your app if you have one for your business.
 - v. Video – Create a video of your service to show your prospects and customers.
 - vi. Audiences – Create target audiences that you can use in campaigns, so you don't have to constantly create a new audience each time.
 - vii. Bulk Editor - The bulk editor tool makes it easier to create and edit Promoted Pins, especially if you want to promote and optimize many Pins at once.
 - viii. Conversion tracking - Adding a Pinterest tag to your page tracks actions like signups and checkouts, plus it'll help you target your audience better.
 - ix. Business settings – This is where your business information is updated.
- c. Red Circle with the plus sign
 - i. Upload an image – Create a pin
 - ii. Create an ad
 - iii. Save from site – You can enter a specific URL address and it will pull all the images from that page. You can then create a pin from that image/website.



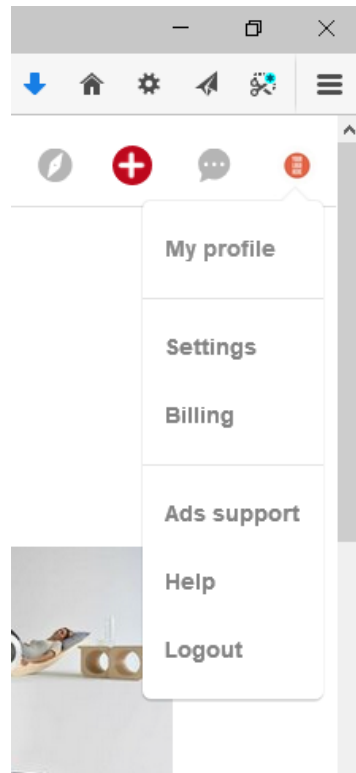
d. Grey circle with the think bubble

- i. Notifications - You'll find updates about your Pins and boards, people you know on Pinterest, and stuff you might like. Click into each story to learn more about the Pins and people in it. Some stories are just about other people, not your Pins or boards, you can turn those off.
- ii. Inbox – This is your messages other Pinterest users can private message you. You can also private message other Pinterest users.

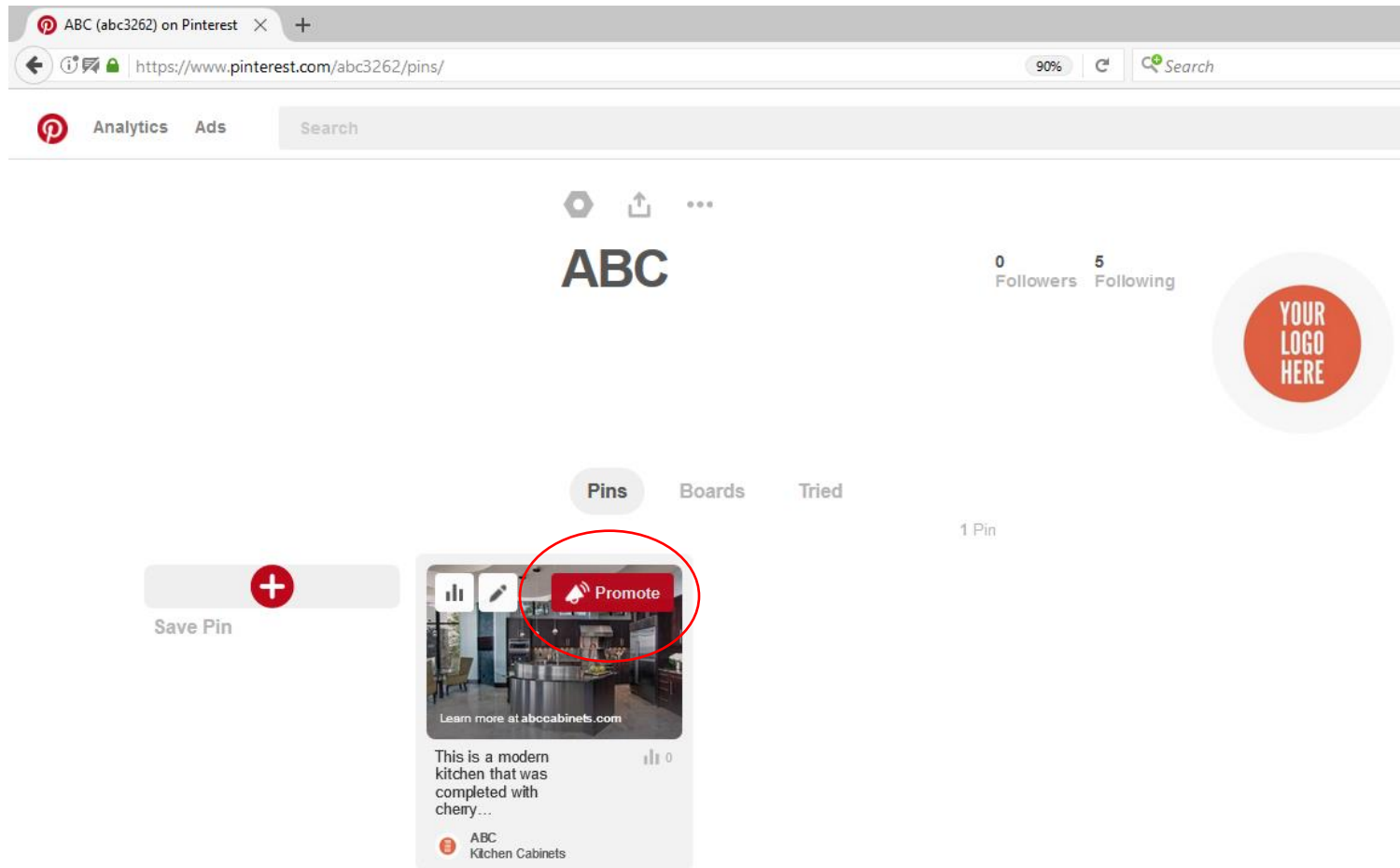


e. Logo

- i. My profile – Shows your Pinterest profile with pins, boards, setting, emails, uploads, etc.
- ii. Settings – This has all your account information to update.
- iii. Billing – Enter and update all your billing information.
- iv. Ads Support – You can visit this section to get ad support and other specific questions about Pinterest ads.
- v. Help – You can visit the help section at any time to answer questions about Pinterest.
- vi. Logout – Logging out of your Pinterest account.




5. Create ad
 - a. To promote a pin, click on the red “Promote” button.
 - OR
 - b. Click on the red circle with the plus sign to create an ad.



- c. Name your campaign, set your daily budget, set your campaign duration, and type in your keywords. Be as specific as possible.

Promote your Pin

Drive traffic to your site with a Promoted Pin campaign



This is a modern kitchen that was completed with cherry finish

Promoted by ABC

Campaign name
This is a modern kitchen that was complet

Destination URL
http://www.abccabinets.com/

Currency
USD

Daily budget
\$25

Campaign duration
30 days 8/25/2017 – 9/24/2017

Run my campaign continuously

Keyword targeting
You'll pay up to \$1.96 per click. Learn more

kitchen remodel x modern ki x
kitchen cabinets x

Add more keywords

Continue

d. It will then prompt you to complete your business information. Complete the information and click the red button “Next.”

Enter business information
This service can only be used for business or commercial reasons.

Business name
ABC

Business address
You are representing that this business address is the primary location where you are conducting business.

733 Village Court
Street Address 2
Girard
KS
66743
United States
Phone Number

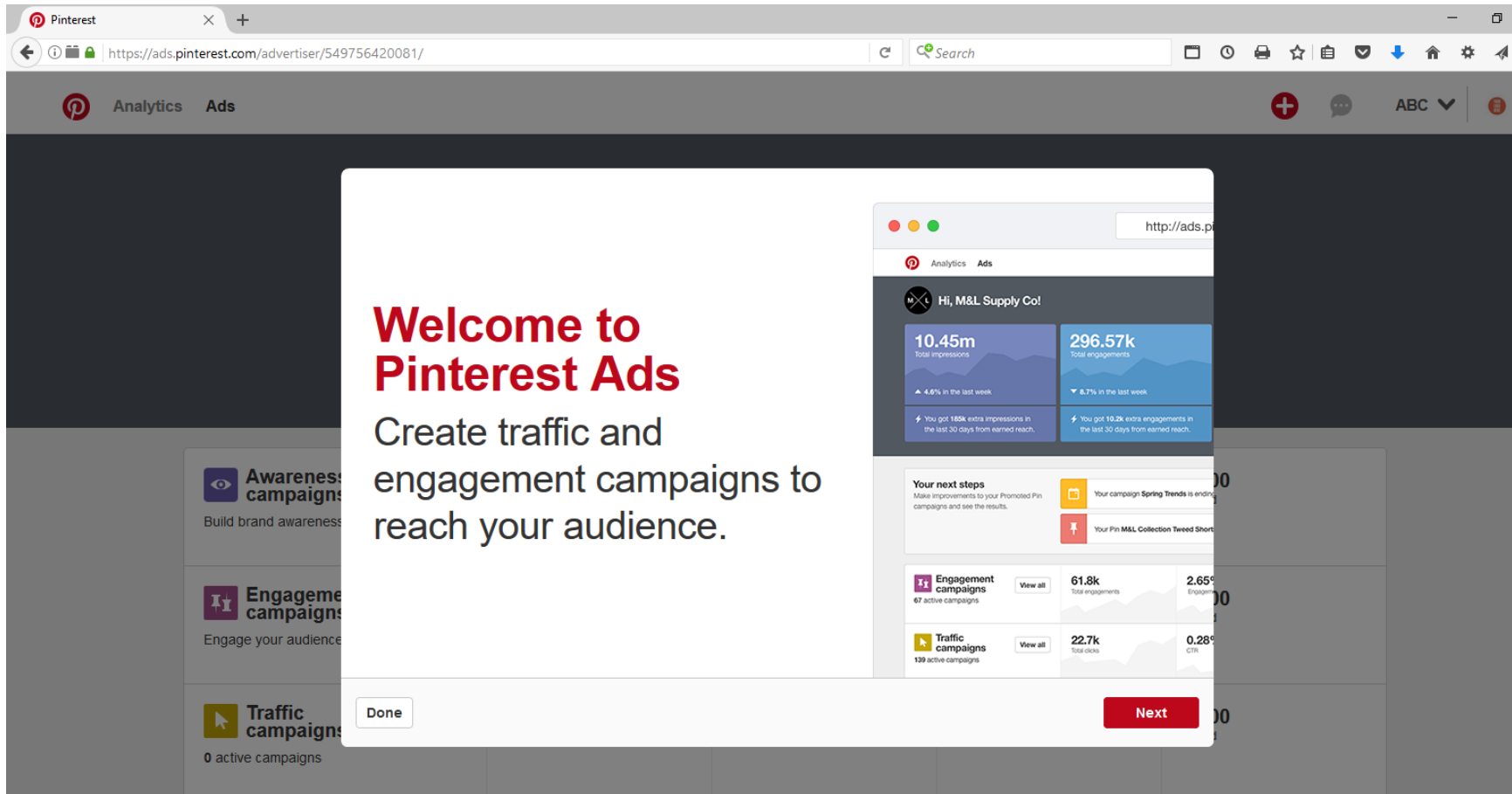
Next

e. It will then prompt you to complete the billing information.

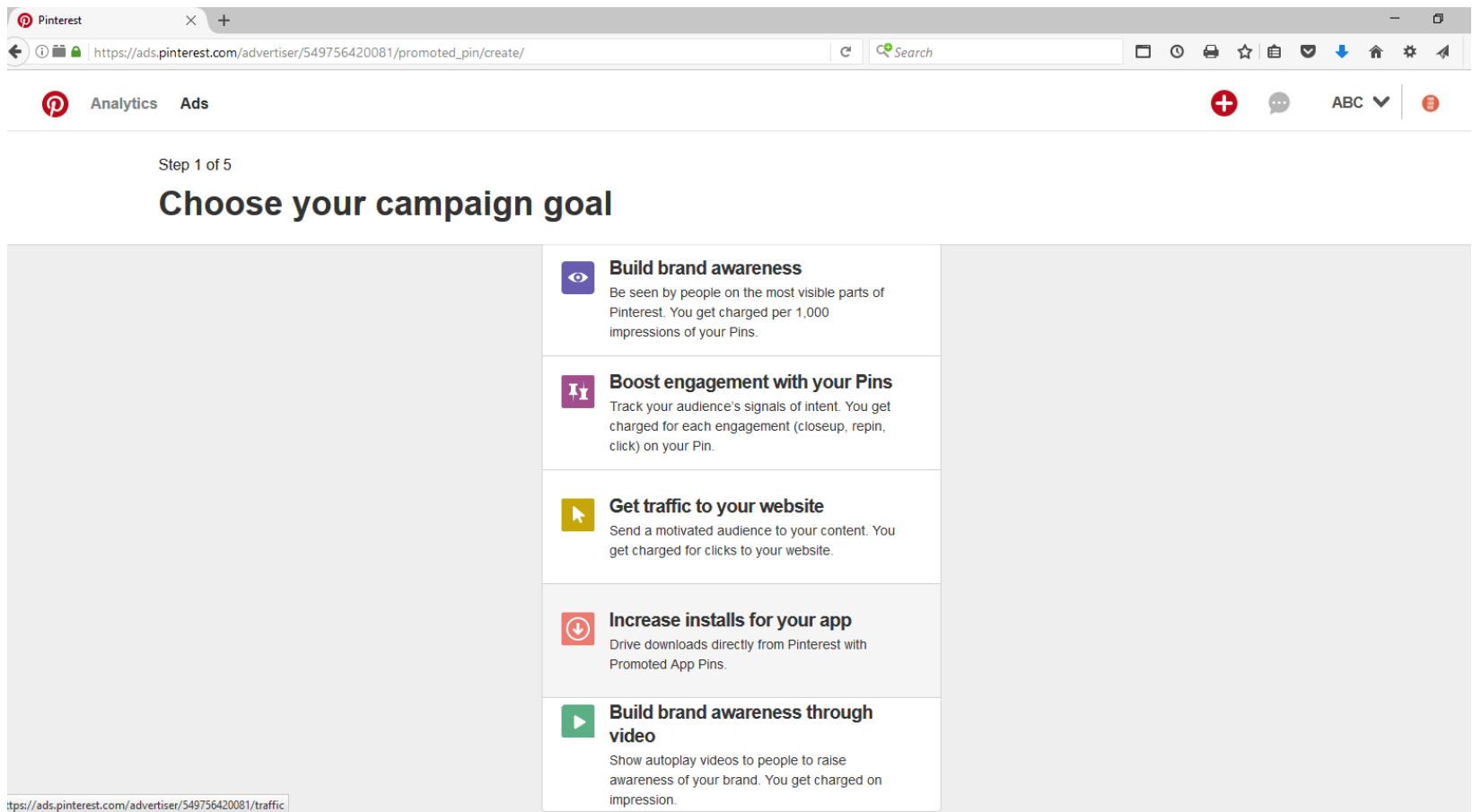
The screenshot shows a web browser window with the URL https://ads.pinterest.com/advertiser/549756420081/quick_promote_setup/?campaign_id=626738618822. The page title is "Enter business information" with a subtext: "This service can only be used for business or commercial reasons." The main content is a "Billing Information" form with the following fields:

- First Name *
- Last Name *
- Company Name
- Address * (two-line input)
- City *
- Country * (dropdown menu)
- State/Province *
- Zip/Postal Code *
- Phone Number
- Email *

- f. Pinterest will also walk you through setting up ads and the types of ads you would like. Click on “Ads” at the top left-hand corner of your account.



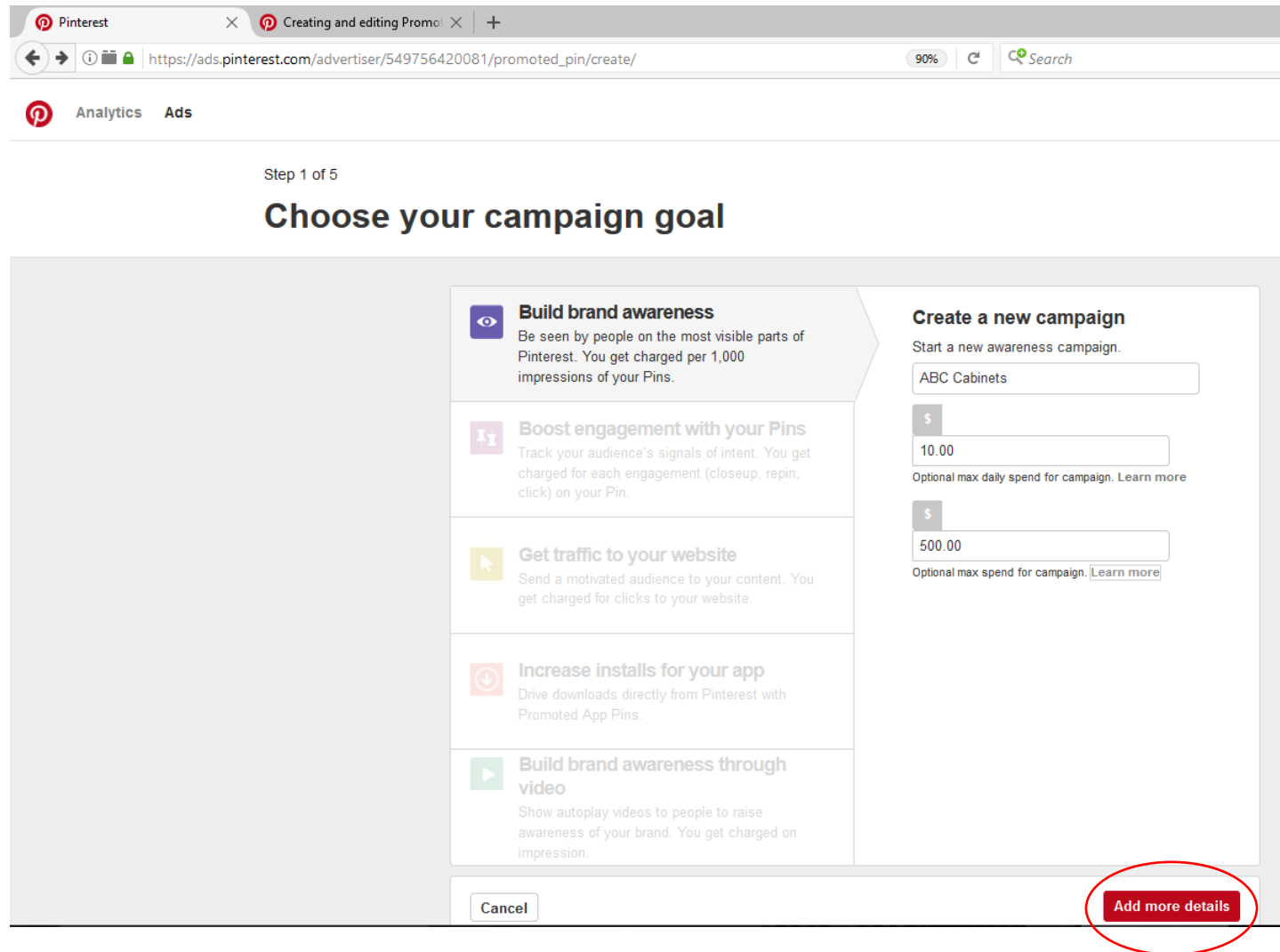
- g. There are different types of ads for Pinterest.
 - i. Build brand awareness - Be seen by people on the most visible parts of Pinterest. You get charged per 1,000 impressions of your Pins.
 - ii. Boost engagement with your Pins - Track your audience's signals of intent. You get charged for each engagement (closeup, re-pin, click) on your Pin.
 - iii. Get traffic to your website - Send a motivated audience to your content. You get charged for clicks to your website.
 - iv. Increase installs for your app - Drive downloads directly from Pinterest with Promoted App Pins.
 - v. Build brand awareness through video - Show auto-play videos to people to raise awareness of your brand. You get charged on impression.



- vi. You will more than likely use:
 1. Build brand awareness
 2. Boost engagement with your Pins
 3. Get traffic to your website.

vii. Build brand awareness.

1. Complete the Campaign name, daily budget, and life time budget. Then click on the red button “Add more



details.”

2. Complete the fields: Ad Group Name, Start and end dates, and Ad group budget. For the Start and End Date, it's recommended to pick specific dates for your campaign.

Step 2 of 5

Add more details

Ad group name	<input type="text" value="e.g. Women's Fashion 18-35"/>
Start and end dates	<input type="radio"/> Run this ad group continuously (Daily budget) <input checked="" type="radio"/> Pick specific dates
	<input type="text" value="8/25/2017"/> — <input type="text" value="End date (optional)"/>
Ad group budget	<input type="text" value="Daily budget"/> <input type="text" value="\$ Budget"/> <small>Learn more about how budgets work.</small>
Lifetime frequency cap	<input type="text" value="optional"/> <small>Total times that ads from this ad group will ever appear.</small>

Awareness campaign
ABC Cabinets

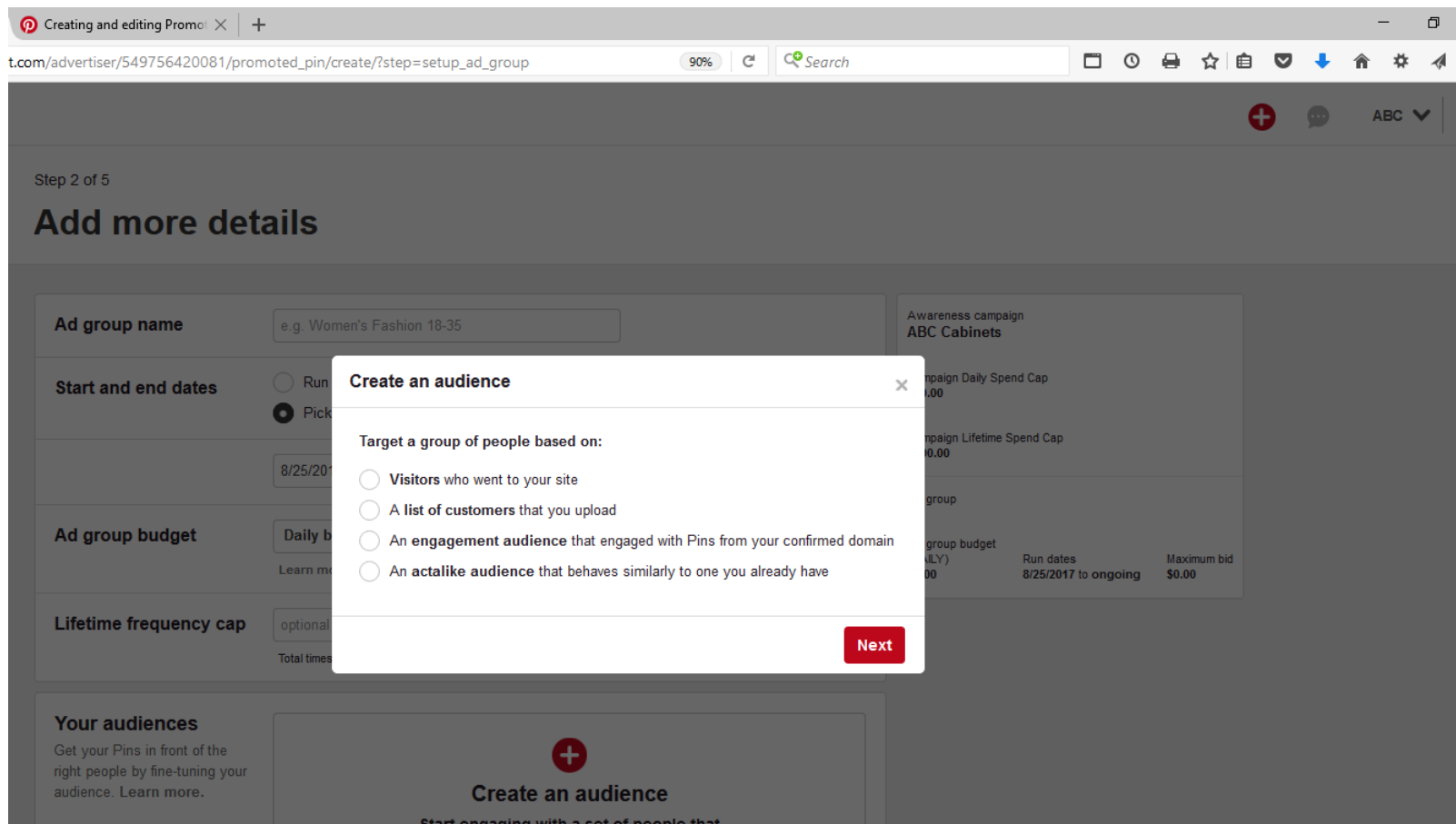
Campaign Daily Spend Cap
\$10.00

Campaign Lifetime Spend Cap
\$500.00

Ad group

Ad group budget (DAILY)	Run dates	Maximum bid
\$0.00	8/25/2017 to ongoing	\$0.00

3. For Your Audiences, you can select from 4 different categories. This is optional and not required to run an ad.
 - a. Visitors who went to your site
 - i. This requires a code to be uploaded to your website, so you can track your visitors. You will have to set up a Pinterest Tag. Click [here](#) to learn how to set up a Pinterest Tag.
 - b. A list of customers that you upload – This could be an email list you acquired, a list of names you collected at a conference or trade show, your existing customer list, etc.
 - c. An engagement audience that engaged with Pins from your confined domain
 - d. An act-like audience that behaves similarly to one you already have – These are Pinterest users who behave like your existing followers.



4. Interests – You have many different categories within interests you can select.

Step 2 of 5

Add more details

audience. [Learn more.](#)

Create an audience

Start engaging with a set of people that is defined by you

Interests

Pick relevant topics to reach your audience in their home and category feeds. [Learn more.](#)

Q Search

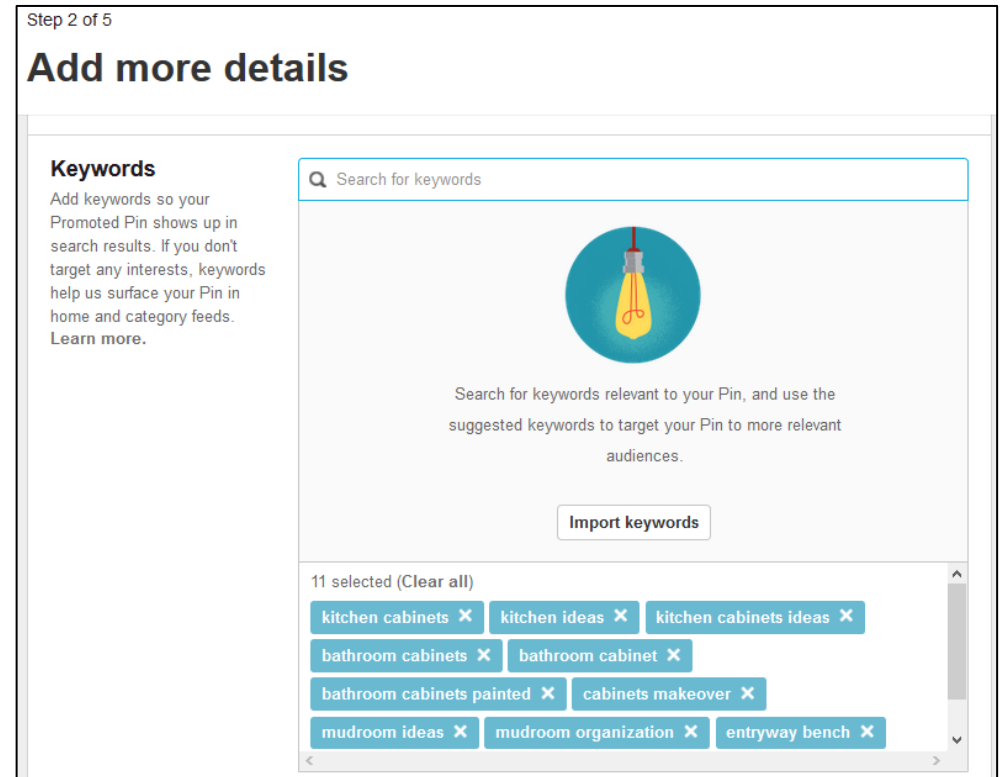
- hair beauty
- health fitness
- history
- holidays events

18 selected (Clear all)

5. Keywords – These are search terms your customers and prospects are looking for on Pinterest. Depending on the type of pin you are posting, you will want to be specific. For example, if you are posting something about kitchen cabinets, then just use keywords dealing with kitchen cabinets. The more specific keyword you can put in this section, the more targeted you will be your audience and spend less money.

a. Some of the suggestions on keywords include:

- i. Cabinets
- ii. Kitchen cabinets
- iii. Kitchen ideas
- iv. Kitchen cabinet ideas
- v. Bathroom cabinets
- vi. Bathroom cabinets painted
- vii. Mudroom ideas
- viii. Mudroom organization
- ix. Entryway bench
- x. Entryway ideas
- xi. Home office cabinets
- xii. Home office ideas
- xiii. Home office built ins
- xiv. Stained cabinets



6. Locations – Pick the location/territory that you service. If you are in a rural area of your state, you may have to type in the closest city in your state. You aren't able to type in just a state. You will have to type in the nearest city to your business if you are in a rural area.

Step 2 of 5

Add more details

Locations
Choose locations for your Promoted Pins to appear.
[Learn more.](#)

All U.S. locations
 Pick specific locations

Q Search

Select all

▶ Australia

▶ Canada

Ireland

New Zealand

0 selected (Clear all)

7. Languages – Select what languages your customers and prospects speak.
Devices – This would be the devices your customers and prospects are using for Pinterest. It's recommended to select all devices.
Genders – Select the genders of your customers and prospects. It's recommended to select all genders.

Add more details

Languages

Choose the languages you want to reach. [Learn more.](#)

All languages
 Pick specific languages

- Dutch
- English (United Kingdom)
- English (United States)
- French

0 selected (Clear all)

Devices

Choose the devices you want to target. [Learn more.](#)

All devices
 Pick specific devices

Web

Mobile Web

iPhone

iPad

Android Mobile

Android Tablet

Genders

All genders
 Pick specific genders

8. Maximum CPM bid (CPM = Cost per thousand impressions) – This is the bid you are committing to reach your target audience. Pinterest will tell you what the minimum should be and what the strongest bid should be. If you don't have everything typed in that is required, it will not take you to the next page.

Maximum CPM bid **Your bid should be at least \$5.00.**

A bid of \$9.00 or higher will be the most competitive at auction.
You pay for every 1000 impressions. [Learn more](#)

Maximum CPM bid **LOW BID**

A bid of \$9.00 or higher will be the most competitive at auction.
You pay for every 1000 impressions. [Learn more](#)

Maximum CPM bid **STRONG BID**

A bid of \$9.00 or higher will be the most competitive at auction.
You pay for every 1000 impressions. [Learn more](#)

9. Check mark the “I agree to the Promoted Pins terms of service” to promote your pin.

Step 5 of 5

Set up your billing

Enter your payment details. You only pay when people visit your website. [Learn more.](#)

Terms of service

Pinterest Advertising Services Agreement

This Pinterest Advertising Services Agreement (“**Agreement**”) is entered into between Pinterest, Inc. on behalf of itself and its affiliates (“**Pinterest**”) and the entity accepting this Agreement (“**Signatory**”), and governs Signatory’s access to and use of the Pinterest advertising service (the “**Ad Service**”). When Signatory uses the Ad Service on its own behalf it is an “**Advertiser**”. When Signatory uses the Ad Service on behalf of a third party, Signatory is an “**Agency**” and that third party is an “**Advertiser**”. The parties agree as follows:

1. The Ad Service.

(a) Advertiser authorizes Pinterest to place the advertisements, related technology and any other content that Advertiser provides in connection with the Ad Service (“**Ad Content**”) on any Pinterest or third party product or property made available in connection with the Ad Service (“**Ad Service Properties**”). Advertiser is solely responsible for (i) Ad Content, (ii) any website, application or other destination to which Ad Content directs users (“**Destinations**”), (iii) services and products offered on Ad Content and Destinations (“**Advertiser Products**”), and (iv) its use of the Ad Service (e.g. bidding and targeting decisions).

I agree to the Promoted Pins terms of service

10. Enter all your billing information. Click the red button “Submit” to promote the pin.

Step 5 of 5

Set up your billing

Enter your payment details. You only pay when people visit your website. [Learn more.](#)

Billing Information * Required fields

First Name *

Last Name *

Company Name

Address *

City *

Country *

State/Province *

Zip/Postal Code *

Phone Number

Email *

Payment Details 🔒

Card Type * Visa MasterCard
 Amex

Card Number *

CVN This code is a three or four digit number printed on the back or front of credit card


Expiration Date *


Submit


- viii. Boost Engagements with Your Pins
 - 1. Fill in the Title for New Engagement Campaign
 - 2. Complete Daily and Lifetime Budget
 - 3. Click "Add more details."


Step 1 of 5


Choose your campaign goal

 **Build brand awareness**
Be seen by people on the most visible parts of Pinterest. You get charged per 1,000 impressions of your Pins.

 **Boost engagement with your Pins**
Track your audience's signals of intent. You get charged for each engagement (closeup, repin, click) on your Pin.

 **Get traffic to your website**
Send a motivated audience to your content. You get charged for clicks to your website.

 **Increase installs for your app**
Drive downloads directly from Pinterest with Promoted App Pins.

 **Build brand awareness through video**
Show autoplay videos to people to raise awareness of your brand. You get charged on impression.

Create a new campaign

Start a new engagement campaign.

\$
Optional max daily spend for campaign. [Learn more](#)

\$
Optional max spend for campaign. [Learn more](#)

articles/how-to-promote-a-pin?qa=3

- Complete the fields: Ad Group Name, Start and end dates, and Ad group budget. For the Start and End Date, it's recommended to pick specific dates for your campaign.

Step 2 of 5

Add more details

The screenshot shows the 'Add more details' step in Facebook Ads Manager. The main form is for an ad group named 'Kitchen Remodel'. The start and end dates are set to 9/18/2017 and 9/25/2017. The ad group budget is set to 'Daily budget' with a value of \$0.00. A calendar for September 2017 is open, showing the date 9/25/2017 selected. On the right, a summary box shows the campaign name 'ABC Cabinet Engagement', a daily spend cap of \$7.50, a lifetime spend cap of \$500.00, and the ad group name 'Kitchen Remodel'. A table at the bottom right summarizes the ad group budget, run dates, and maximum bid.

Ad group budget (DAILY)	Run dates	Maximum bid
\$0.00	9/18/2017 to 9/25/2017	\$0.00

5. For Your Audiences, you can select from 4 different categories. This is optional and not required to run an ad.
 - a. Visitors who went to your site
 - i. This requires a code to be uploaded to your website, so you can track your visitors. You will have to set up a Pinterest Tag. Click [here](#) to learn how to set up a Pinterest Tag.
 - b. A list of customers that you upload – This could be an email list you acquired, a list of names you collected at a conference or trade show, your existing customer list, etc.
 - c. An engagement audience that engaged with Pins from your confined domain
 - d. An act-like audience that behaves similarly to one you already have – These are Pinterest users who behave like your existing followers.

Step 2 of 5

Add more details

Ad group name

Start and end dates Run Pick dates

Ad group budget
Learn more

Lifetime frequency cap
Total times

Awareness campaign
ABC Cabinets

Campaign Daily Spend Cap
\$0.00

Campaign Lifetime Spend Cap
\$0.00

group budget
\$0.00

Run dates
8/25/2017 to ongoing

Maximum bid
\$0.00

Create an audience ×

Target a group of people based on:

- Visitors who went to your site
- A list of customers that you upload
- An engagement audience that engaged with Pins from your confirmed domain
- An actalike audience that behaves similarly to one you already have

Next

Your audiences
Get your Pins in front of the right people by fine-tuning your audience. [Learn more.](#)

Create an audience
Start engaging with a set of people that

6. Interests – You have many different categories within interests you can select.

Step 2 of 5

Add more details

audience. [Learn more.](#)

Create an audience

Start engaging with a set of people that is defined by you

Interests

Pick relevant topics to reach your audience in their home and category feeds.
[Learn more.](#)

Search

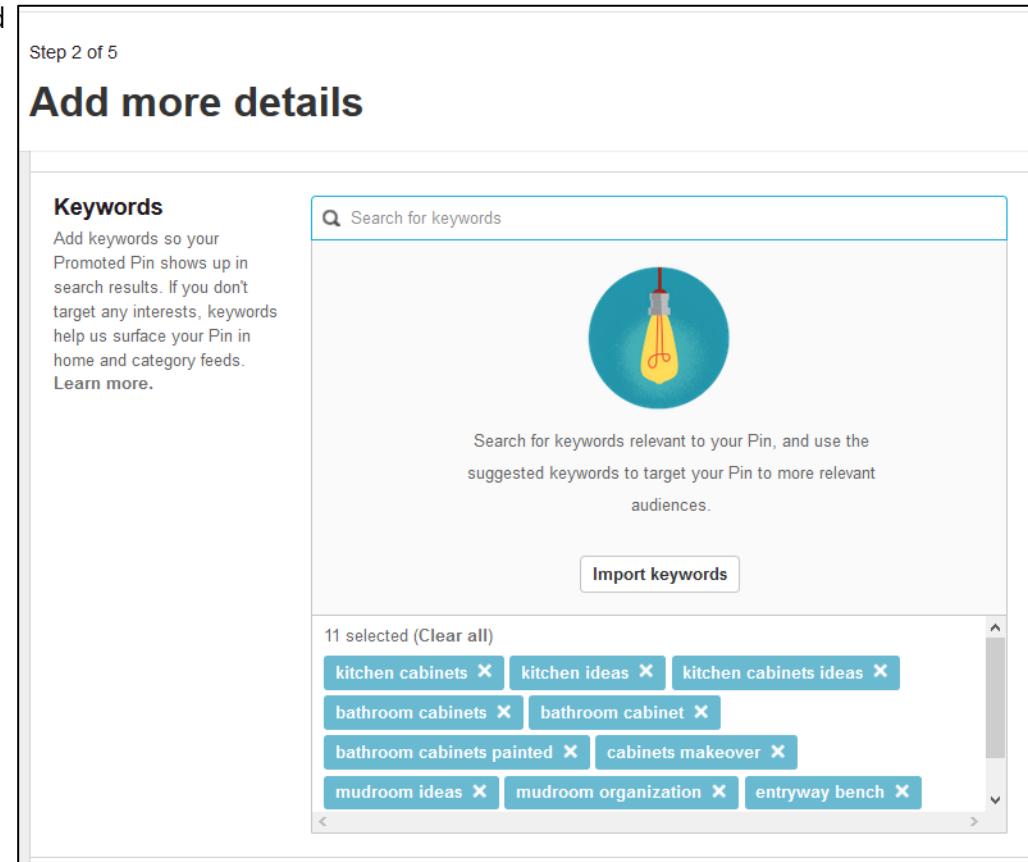
- hair beauty
- health fitness
- history
- holidays events

18 selected (Clear all)

7. Keywords – These are search terms your customers and prospects are looking for on Pinterest. Depending on the type of pin you are posting, you will want to be specific. For example, if you are posting something about kitchen cabinets, then just use keywords dealing with kitchen cabinets. The more specific keyword you can put in this section, the more targeted you will be your audience and spend less money.

a. Some of the suggestions on keywords include:

- i. Cabinets
- ii. Kitchen cabinets
- iii. Kitchen ideas
- iv. Kitchen cabinet ideas
- v. Bathroom cabinets
- vi. Bathroom cabinets painted
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- viii. Mudroom organization
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- x. Entryway ideas
- xi. Home office cabinets
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Step 2 of 5

Add more details

The screenshot shows a web form titled "Add more details" with a sub-section for "Locations". On the left, under "Locations", there is a heading "Choose locations for your Promoted Pins to appear." and a link "Learn more.". To the right, there are two radio button options: "All U.S. locations" (unselected) and "Pick specific locations" (selected). Below these options is a search box with a magnifying glass icon and the text "Search". Under the search box is a list of countries with checkboxes: "Select all", "Australia", "Canada", "Ireland", and "New Zealand". At the bottom of the list, it says "0 selected (Clear all)".

9. Languages – Select what languages your customers and prospects speak.
Devices – This would be the devices your customers and prospects are using for Pinterest. It's recommended to select all devices.
Genders – Select the genders of your customers and prospects. It's recommended to select all genders.

Add more details

Languages

Choose the languages you want to reach. [Learn more.](#)

All languages
 Pick specific languages

Q Search

- Dutch
- English (United Kingdom)
- English (United States)
- French

0 selected (Clear all)

Devices

Choose the devices you want to target. [Learn more.](#)

All devices
 Pick specific devices

Web

Mobile Web

iPhone

iPad

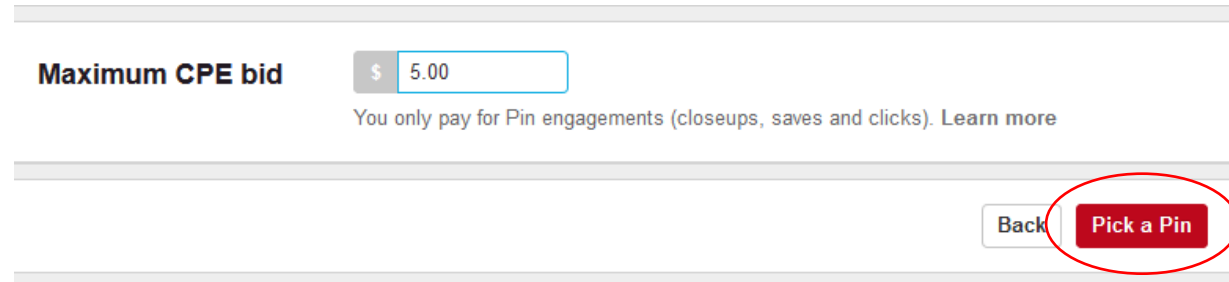
Android Mobile

Android Tablet

Genders

All genders
 Pick specific genders

10. Enter your “Maximum CPE Bid” – (Maximum CPE means Maximum Cost Per Engagement. This bid is the maximum you are willing to pay when a person closes-up, re-pins or clicks through on your Promoted Pin. Note: if a Pinner closes-up, re-pins and clicks through on your Promoted Pin, you’ll be charged for each unique engagement.)
11. Click on “Pick a Pin.” Pinterest will tell you what the minimum should be and what the strongest bid should be. If you don’t have everything typed in that is required, it will not take you to the next page.



The screenshot shows a form for setting a bid. On the left, the text "Maximum CPE bid" is displayed. To its right is a text input field containing the value "5.00" with a dollar sign icon to its left. Below the input field, a smaller line of text reads "You only pay for Pin engagements (closeups, saves and clicks). [Learn more](#)". At the bottom right of the form, there are two buttons: a light gray "Back" button and a red "Pick a Pin" button. The "Pick a Pin" button is circled in red.


12. "Pick a Pin" – Select the pin you want to promote.

Step 3 of 5

Pick a Pin


[Learn more](#) about which Pins you can promote.

<https://www.pinterest.com/pin/8095221017419>



This is a modern kitchen that was completed with cherry... 1

Saved to Kitchen Cabinets




13. Complete the "Pin Details" including the Promote Pin name and destination URL (your website).

14. Click on "Promote Pin."

Step 4 of 5

Pin details



Promoted Pin name

Destination URL

Make sure you have the rights to the Pin before you promote it. [Learn more.](#)

[Back](#) [Promote Pin](#)

Engagement campaign
ABC Cabinet Engagement

Campaign Daily Spend Cap
\$7.50

Campaign Lifetime Spend Cap
\$500.00

Ad group
Kitchen Remodel

Ad group budget (DAILY) \$5.00	Run dates 9/18/2017 to 9/25/2017	Maximum bid \$1.00
--	-------------------------------------	------------------------------

15. Check mark the "I agree to the Promoted Pins terms of service" to promote your pin.

Step 5 of 5

Set up your billing

Enter your payment details. You only pay when people visit your website. [Learn more.](#)

Terms of service

Pinterest Advertising Services Agreement

This Pinterest Advertising Services Agreement ("**Agreement**") is entered into between Pinterest, Inc. on behalf of itself and its affiliates ("**Pinterest**") and the entity accepting this Agreement ("**Signatory**"), and governs Signatory's access to and use of the Pinterest advertising service (the "**Ad Service**"). When Signatory uses the Ad Service on its own behalf it is an "**Advertiser**". When Signatory uses the Ad Service on behalf of a third party, Signatory is an "**Agency**" and that third party is an "**Advertiser**". The parties agree as follows:

1. The Ad Service.

(a) Advertiser authorizes Pinterest to place the advertisements, related technology and any other content that Advertiser provides in connection with the Ad Service ("**Ad Content**") on any Pinterest or third party product or property made available in connection with the Ad Service ("**Ad Service Properties**"). Advertiser is solely responsible for (i) Ad Content, (ii) any website, application or other destination to which Ad Content directs users ("**Destinations**"), (iii) services and products offered on Ad Content and Destinations ("**Advertiser Products**"), and (iv) its use of the Ad Service (e.g. bidding and targeting decisions).

I agree to the Promoted Pins terms of service

16. Enter all your billing information. Click the red button “Submit” to promote the pin.

Step 5 of 5

Set up your billing

Enter your payment details. You only pay when people visit your website. [Learn more.](#)

Billing Information * Required fields

First Name *

Last Name *

Company Name

Address *

City *

Country *



State/Province *


Zip/Postal Code *

Phone Number


Email *

Payment Details 🔒

Card Type *  Visa  MasterCard

 Amex

Card Number *

CVN  This code is a three or four digit number printed on the back or front of credit card

Expiration Date *

Submit

ix. Get Traffic to Your Website

1. Select "Traffic" from the "Ads" menu in the upper left-hand corner of your account.
2. Choose a campaign or create a new traffic campaign.

Step 1 of 5

Choose your campaign goal

The screenshot displays the 'Choose your campaign goal' interface. On the left, five campaign goals are listed:

- Build brand awareness**: Be seen by people on the most visible parts of Pinterest. You get charged per 1,000 impressions of your Pins.
- Boost engagement with your Pins**: Track your audience's signals of intent. You get charged for each engagement (closeup, repin, click) on your Pin.
- Get traffic to your website**: Send a motivated audience to your content. You get charged for clicks to your website. (This goal is highlighted with a grey arrow pointing right.)
- Increase installs for your app**: Drive downloads directly from Pinterest with Promoted App Pins.
- Build brand awareness through video**: Show autoplay videos to people to raise awareness of your brand. You get charged on impression.

On the right, the 'Choose your campaign' section is visible. It includes the text 'Pick from your existing traffic campaigns.' Below this is a dropdown menu labeled 'Choose a campaign'. A search bar with the text 'Filter campaigns' is also present. A button labeled 'Create a new traffic campaign' with a plus sign is visible. Below the search bar, a snippet of text is shown: 'This is a modern kitchen that was co...'. At the bottom of the interface, there are two buttons: 'Cancel' and 'Add more details'.

- a. If you are “Creating a new traffic campaign,” complete the:
 - i. Campaign name
 - ii. Daily spend cap (Optional max daily spend for campaign)
 - iii. Lifetime spend cap (Optional max spend for campaign)
 - iv. Select “Add more details.”

Step 1 of 5

Choose your campaign goal

Build brand awareness
Be seen by people on the most visible parts of Pinterest. You get charged per 1,000 impressions of your Pins.

Boost engagement with your Pins
Track your audience's signals of intent. You get charged for each engagement (closeup, repin, click) on your Pin.

Get traffic to your website
Send a motivated audience to your content. You get charged for clicks to your website.

Increase installs for your app
Drive downloads directly from Pinterest with Promoted App Pins.

Build brand awareness through video
Show autoplay videos to people to raise awareness of your brand. You get charged on impression.

Choose your campaign
Pick from your existing traffic campaigns.

Create a new traffic campaign

Campaign name

Daily spend cap

Optional max daily spend for campaign. [Learn more](#)

Lifetime spend cap

Optional max spend for campaign. [Learn more](#)

Cancel

Add more details

- b. If you are utilizing an existing campaign, select the title of that campaign.
- c. Select an “Ad group” for this campaign or “Create a new ad group.”

Step 2 of 5

Add more details

The screenshot shows a user interface for configuring an advertising campaign. On the left, there is a section titled "Ad group" with a dropdown menu labeled "Choose an ad group". The dropdown is open, showing a search bar "Filter ad groups", a "Create a new ad group" button with a plus sign, and a list item "This is a modern kitchen that was completed ...". On the right, there is a summary box for a "Traffic campaign" titled "This is a modern kitchen that was completed with cherry finish". Below this, it lists "Ad group budget (DAILY) \$0.00", "Run dates 9/18/2017 to ongoing", and "Maximum bid \$0.00".

d. If you select an existing ad group, you can see all the existing details.

Step 2 of 5

Add more details

Ad group	<input type="text" value="This is a modern kitchen that was completed with cherry finish"/>	Traffic campaign This is a modern kitchen that was completed with cherry finish
Your audiences		Ad group This is a modern kitchen that was completed with cherry finish
Interests		Ad group budget (DAILY) \$25.00
Keywords	<input type="text" value="kitchen remodel"/>	Run dates 8/26/2017 to 9/25/2017
Locations	<input type="text" value="U.S."/>	Maximum bid \$2.21
Languages	<input type="text" value="All languages"/>	
Devices	<input type="checkbox" value="Web"/> <input type="checkbox" value="Mobile Web"/> <input type="checkbox" value="iPhone"/> <input type="checkbox" value="iPad"/> <input type="checkbox" value="Android Mobile"/> <input type="checkbox" value="Android Tablet"/>	
Genders	<input type="checkbox" value="Female"/> <input type="checkbox" value="Male"/> <input type="checkbox" value="Unspecified"/>	
		<input type="button" value="Back"/> <input type="button" value="Pick a Pin"/>

- e. If you create a new ad group, then you will need to complete all the fields: Ad Group Name, Start and end dates, and Ad group budget. For the Start and End Date, it's recommended to pick specific dates for your campaign.

Step 2 of 5

Add more details

Ad group Create a new ad group

Ad group name Kitchen Remodel September Promotion

Start and end dates
 Run this ad group continuously (Daily budget)
 Pick specific dates

9/18/2017 — End date (optional)

Ad group budget Daily budget \$
Learn more about how budgets work.

Your audiences
Get your Pins in front of the right people by fine-tuning your audience. Learn more.

Traffic campaign
This is a modern kitchen that was completed with cherry finish

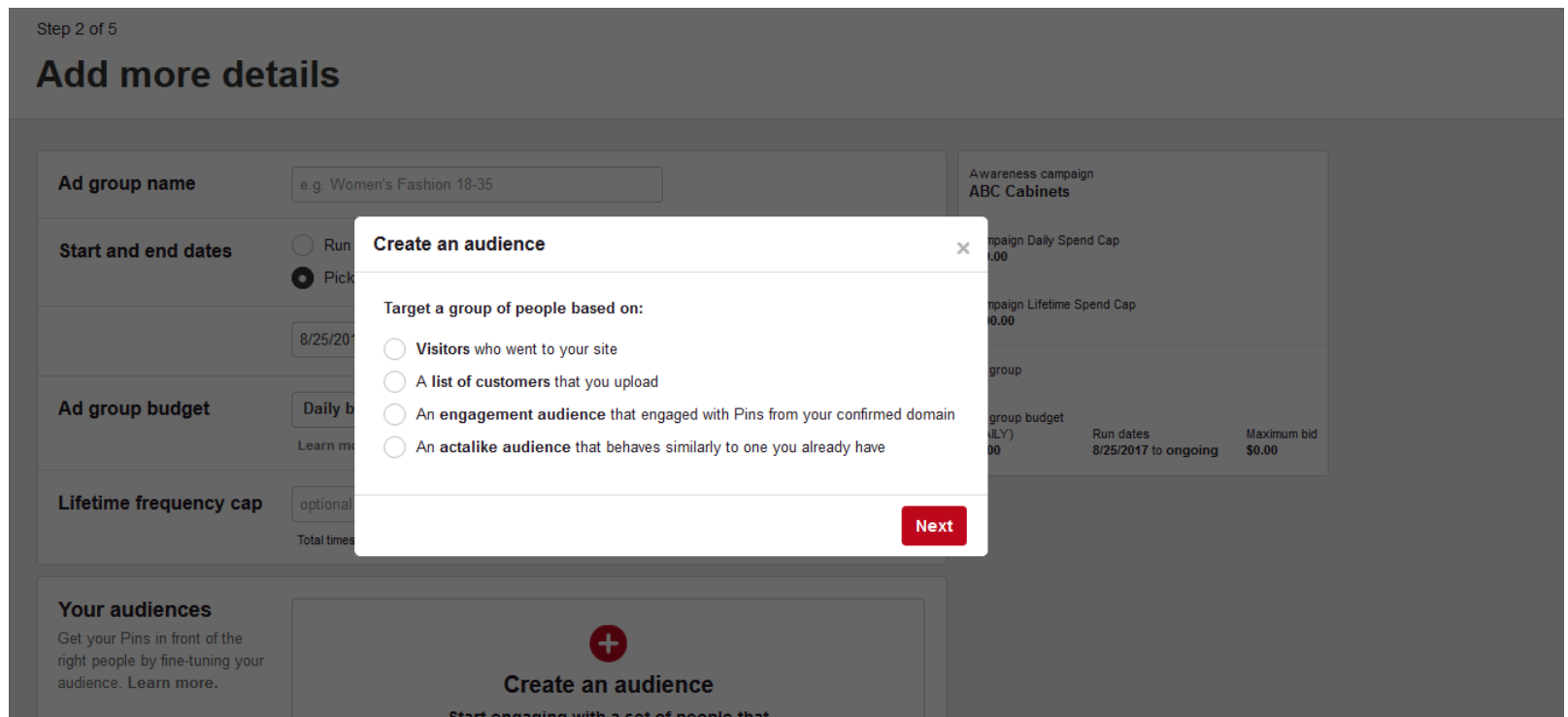
Ad group
Kitchen Remodel September Promotion

Ad group budget (DAILY)	Run dates	Maximum bid
\$0.00	9/18/2017 to ongoing	\$0.00

September 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

- f. For Your Audiences, you can select from 4 different categories. This is optional and not required to run an ad.
 - i. Visitors who went to your site
 - 1. This requires a code to be uploaded to your website, so you can track your visitors. You will have to set up a Pinterest Tag. Click [here](#) to learn how to set up a Pinterest Tag.
 - ii. A list of customers that you upload – This could be an email list you acquired, a list of names you collected at a conference or trade show, your existing customer list, etc.
 - iii. An engagement audience that engaged with Pins from your confined domain
 - iv. An act-like audience that behaves similarly to one you already have – These are Pinterest users who behave like your existing followers.



- g. Interests – You have many different categories within interests you can select.

Step 2 of 5

Add more details

audience. [Learn more.](#)

Create an audience
Start engaging with a set of people that is defined by you

Interests
Pick relevant topics to reach your audience in their home and category feeds. [Learn more.](#)

Q Search

- ▶ hair beauty
- ▶ health fitness
- ▶ history
- ▶ holidays events

18 selected [\(Clear all\)](#)

- h. Keywords – These are search terms your customers and prospects are looking for on Pinterest. Depending on the type of pin you are posting, you will want to be specific. For example, if you are posting something about kitchen cabinets, then just use keywords dealing with kitchen cabinets. The more specific keyword you can put in this section, the more targeted you will be your audience and spend less money.
- i. Some of the suggestions on keywords include:
1. Cabinets
 2. Kitchen cabinets
 3. Kitchen ideas
 4. Kitchen cabinet ideas
 5. Bathroom cabinets
 6. Bathroom cabinets painted
 7. Mudroom ideas
 8. Mudroom organization
 9. Entryway bench
 10. Entryway ideas
 11. Home office cabinets
 12. Home office ideas
 13. Home office built ins
 14. Stained cabinets

Step 2 of 5

Add more details

Keywords

Add keywords so your Promoted Pin shows up in search results. If you don't target any interests, keywords help us surface your Pin in home and category feeds. [Learn more.](#)

Search for keywords



Search for keywords relevant to your Pin, and use the suggested keywords to target your Pin to more relevant audiences.

Import keywords

11 selected (Clear all)

kitchen cabinets ✕ kitchen ideas ✕ kitchen cabinets ideas ✕
bathroom cabinets ✕ bathroom cabinet ✕
bathroom cabinets painted ✕ cabinets makeover ✕
mudroom ideas ✕ mudroom organization ✕ entryway bench ✕

- i. Locations – Pick the location/territory that you service. If you are in a rural area of your state, you may have to type in the closest city in your state. You aren't able to type in just a state. You will have to type in the nearest city to your business if you are in a rural area.

Step 2 of 5

Add more details

Locations

Choose locations for your Promoted Pins to appear.
[Learn more.](#)

All U.S. locations

Pick specific locations

Q Search

Select all

▶ Australia

▶ Canada

Ireland

New Zealand

0 selected (Clear all)

- j. Languages – Select what languages your customers and prospects speak.
Devices – This would be the devices your customers and prospects are using for Pinterest. It's recommended to select all devices.
Genders – Select the genders of your customers and prospects. It's recommended to select all genders.

Add more details

Languages

Choose the languages you want to reach. [Learn more.](#)

All languages
 Pick specific languages

Dutch
 English (United Kingdom)
 English (United States)
 French

0 selected (Clear all)

Devices

Choose the devices you want to target. [Learn more.](#)

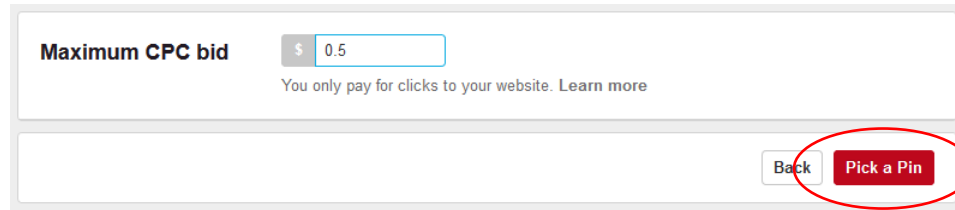
All devices
 Pick specific devices

Web Mobile Web iPhone
 iPad Android Mobile Android Tablet

Genders

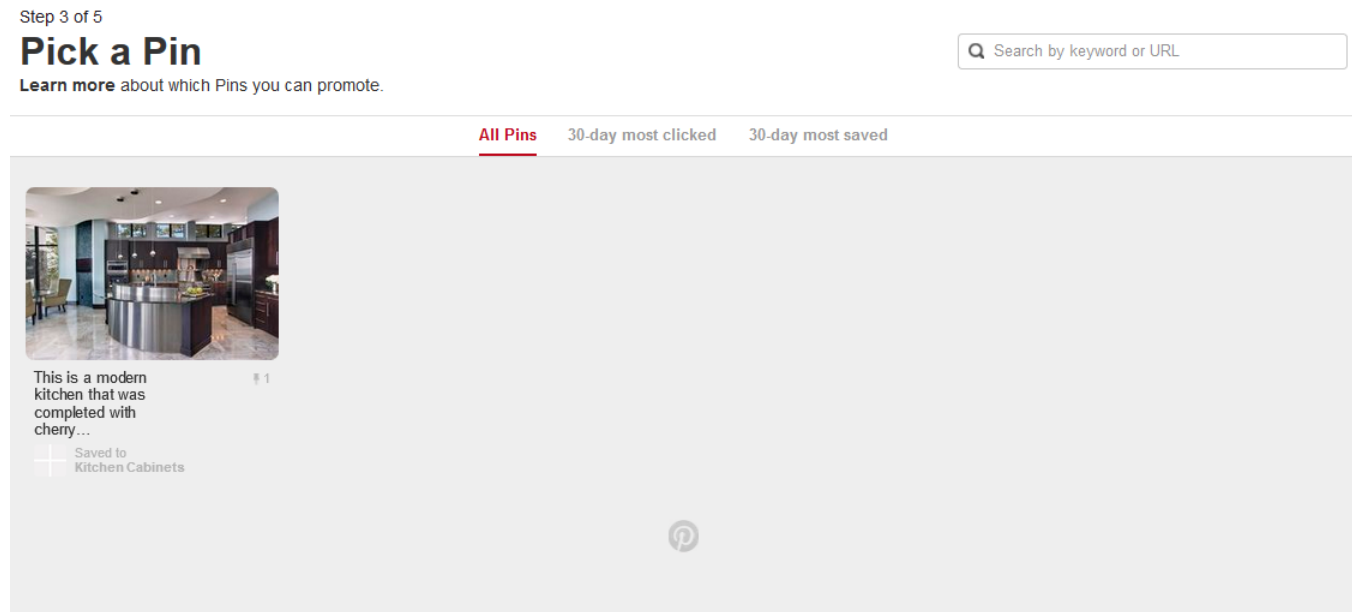
All genders
 Pick specific genders

- k. Enter your Maximum CPC bid – (Promoted App Pin Campaigns (CPI or CPC): Target CPI means the Cost Per Install that our algorithm will optimize your specific CPC bids for daily. Over time, your total spend divided by total installs will approach your target CPI. Your actual CPI may be more or less than your target CPI.)
- l. Select “Pick a Pin.” Pinterest will tell you what the minimum should be and what the strongest bid should be. If you don’t have everything typed in that is required, it will not take you to the next page.



The screenshot shows a form for setting a Maximum CPC bid. The label "Maximum CPC bid" is followed by a text input field containing "\$ 0.5". Below the input field is the text "You only pay for clicks to your website. Learn more". At the bottom right of the form are two buttons: "Back" and "Pick a Pin". The "Pick a Pin" button is highlighted with a red circle.

- m. “Pick a Pin” to select which pin you want in the campaign.




The screenshot shows the "Pick a Pin" selection screen. At the top, it says "Step 3 of 5" and "Pick a Pin". Below this is a search bar with the placeholder text "Search by keyword or URL". Underneath the search bar are three tabs: "All Pins" (which is selected and underlined), "30-day most clicked", and "30-day most saved". The main content area displays a pin for a modern kitchen. The pin image shows a kitchen with a central island. Below the image is the text "This is a modern kitchen that was completed with cherry..." and a small icon of a house with the number "1". Below the text is a "Saved to Kitchen Cabinets" button. At the bottom center of the screen is a large, faint Pinterest logo.

- n. Complete the “Pin Details” including the Promote Pin name and destination URL (your website).
- o. Click on “Promote Pin.”

Step 4 of 5

Pin details



Promoted Pin name
Optional

Destination URL
http://www.abccabinets.com/

Traffic campaign
This is a modern kitchen that was completed with cherry finish

Ad group
Kitchen Remodel September Promotion

Ad group budget (DAILY)	Run dates	Maximum bid
\$5.00	9/18/2017 to 9/30/2017	\$1.00

Make sure you have the rights to the Pin before you promote it. [Learn more.](#)

[Back](#) [Promote Pin](#)

- p. Check mark the “I agree to the Promoted Pins terms of service” to promote your pin.

Step 5 of 5

Set up your billing

Enter your payment details. You only pay when people visit your website. [Learn more.](#)

Terms of service

Pinterest Advertising Services Agreement

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I agree to the Promoted Pins terms of service

q. Enter all your billing information. Click the red button "Submit" to promote the pin.

Step 5 of 5

Set up your billing

Enter your payment details. You only pay when people visit your website. [Learn more.](#)

Billing Information * Required fields

First Name *

Last Name *

Company Name

Address *

City *

Country *

State/Province *

Zip/Postal Code *

Phone Number

Email *

Payment Details 🔒

Card Type * Visa MasterCard
 Amex

Card Number *

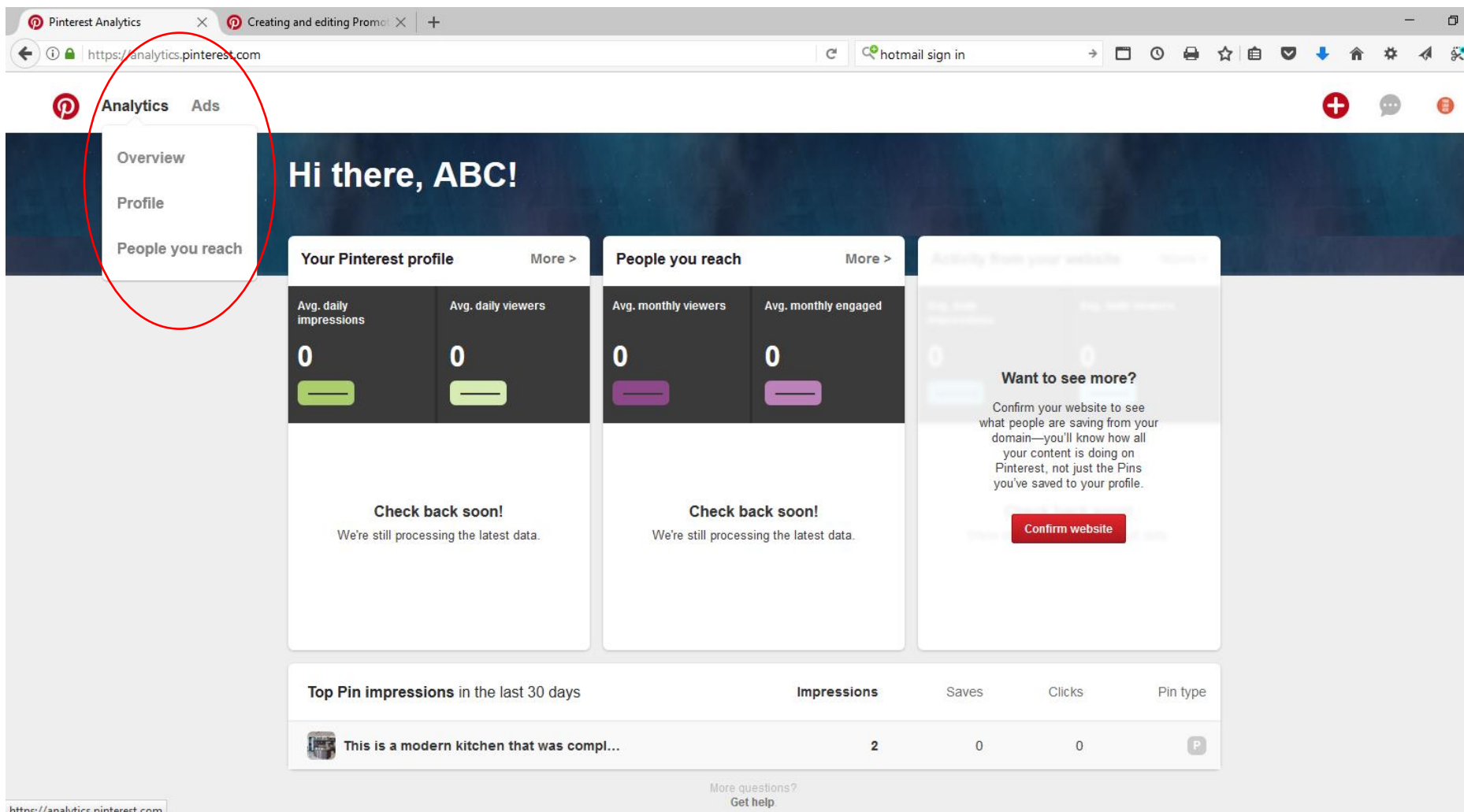
CVN This code is a three or four digit number printed on the back or front of credit card

Expiration Date *

Submit

6. Analytics can be accessed in the menu at the top left-hand corner of the account.
 - a. Overview – Gives the average daily impressions and average daily viewers
 - b. Profile – Gives you the average monthly viewers and the average monthly engaged
 - c. People you reach – The number of people you have reached from your website through Pinterest

- d. There is a link in the resource section of this guidebook Pinterest wrote that gives much detail about analytics. Please refer to that link.



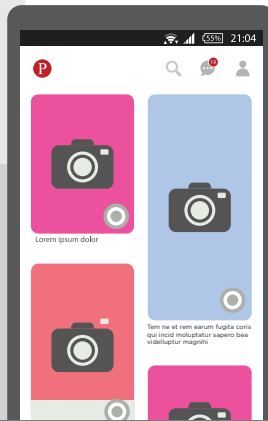


Pinterest posting



Pin a minimum of 3 times a week.

Join and **pin to groups** to maximize your exposure. Join multiple groups.



Create **long, rectangular** pictures to post.

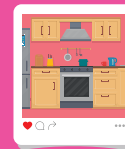
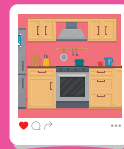
Make sure titles and descriptions are specific and thorough.

be detailed when naming your photographs.

don't over promote/sell.



Create a different board for each topic/idea. Showcase your best boards at the top of your profile.



Be original

Don't utilize the same picture multiple times on your account.

activate

Utilize a call to action on Pinterest.



be helpful and educational

Pinit

connect

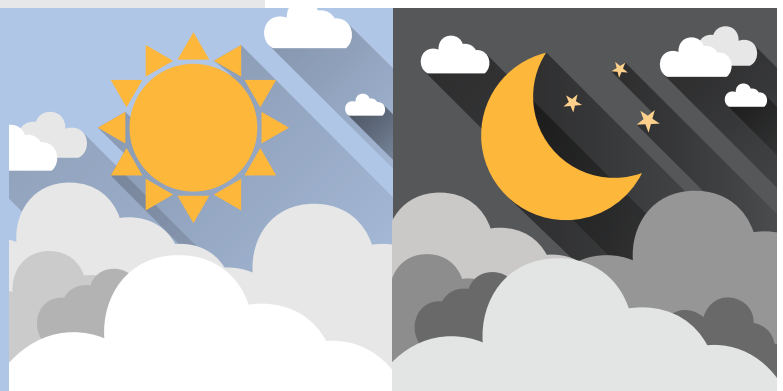
Share architects, engineers, contractors, subcontractors, vendors, suppliers, and designers' pins.

link

your post back to your website.



Make sure to allow your pictures/projects on your company website to be pinned.



vary

Post at different times of the day, so you reach all of your followers.