VISUAL • SOCIAL

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MODERN • MARKETING

Promoted Pin Campaign Planner

☐ **Conversion Pixel Installed**   If not, go here first.

☐ **Website Confirmed?**   If not, go here first.

☐ **Create new audiences.**   Choose from website visitors, email subscribers, pin engagement, or lookalike If so, do that now - it takes a while for them to be verified. Here's an article that will help.

☐ **Define goal for campaign.**   For example: increase traffic and leads to lead page or increase sales of a product.

☐ **Determine the page to promote.**   Promote a page or product that converts! Here's a great article to help you find those pages.

☐ **Create ad-specific UTM codes**   Here's a free tool from Google.

☐ **Decide how much each conversion is worth to you.**   CPC will equal this amount multiplied by your website or page's conversion rate

☐ **Create the image (s) you will promote.**   Not a designer? Try Canva!

Campaign

Goal – Choose One: Awareness (Brand awareness or Video views)

Consideration (Traffic or App Install)   Conversion (Conversions or Catalog)

Campaign Name:

Daily or Lifetime Budget: /day   /lifetime   Prevent accidental overspending!

Need more help with Pinterest?   **alisameredith.com**   **Happy Pinning!**

Ad Groups to create:

Ad Group 1:

Ad Group Name:

Start Date:

End Date:

Daily Budget:

Audiences to Include:

Audiences to Exclude:

Note: Adding any targeting below will REDUCE the number of people seeing your pin.

Gender: All   Male (fewer in number, more likely to purchase)   Female

Unknown (oftentimes a significant amount of action comes from these Pinners)

Ages (US only):

Locations:

Languages (consider that sometimes Pinterest doesn't really know a Pinner's language)**:**

Devices: Desktop   Mobile Web   iPhone

                    iPad   Android Mobile   Android Tablet

Ad Group Placement: Browse   Search   Both   "Both" recommended

Expanded Targeting?   Pinterest determines keywords and interests for you

Interests (find yours here):

Need more help with Pinterest?   **alisameredith.com**   **Happy Pinning!**

Keywords with Match Types (at least 25) BROAD [EXACT] "PHRASE" <u>more info</u> **and** <u>use this</u>

<u>sheet to convert broad match to phrase</u>**:**

Maximum bid:

Pacing: Standard or Accelerated

Unless you are in a big time crunch, use standard for best results.

PIN(S)

Pin Name:

Pin URL (the location of the Pin on Pinterest):

Pin UTM URL:

Visualize Your Campaigns, Ad Groups, and Promoted Pins

Campaign - set type, placement, overall budget

       Ad Group - set targeting, bid per click

              Pin - set image, description, tracking URL