



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 Engagement Traffic Traffic is strongly suggested!

Campaign Name: Best for warm audiences.

One Tap?

Placement: Browse Search Both Search only may convert better but be harder to scale.

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

Need more help with Pinterest?

alisameredith.com

Happy Pinning!

Ad Groups to create:

Print a copy of this page for each ad group.

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.

Interests (find yours here):

Keywords with Match Types (around 20) BROAD [EXACT] "PHRASE" more info.:

copy and paste these into notepad first....

Dynamic Keyword Targeting? (recommended for products 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

Gender: All Male (fewer in number, more likely to purchase) Female
Unknown (oftentimes a significant amount of action comes from these Pinners)

Maximum bid:

PIN

Pin Name:

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

Pin UTM URL:

Set after you complete:

Negative Keywords:

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