



Digital Marketing

Creation Guide For Pinterest Ads

Focussed On eBooks

**THE ULTIMATE GUIDE
TO PINTEREST AD
CREATION FOR
BEGINNERS**



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Pinterest ad formats

1) Promoted Pins

Promoted Pins appear in the home feed and search results just like a regular Pin except that they have a promoted label on them.

3) Promoted Video Pins

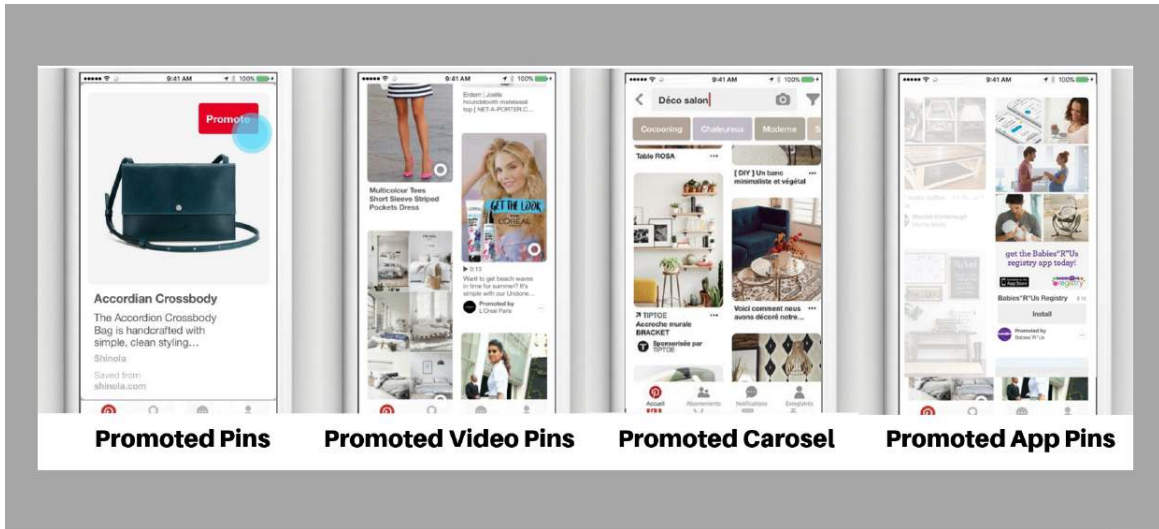
Promoted Video Pins are just like Promoted Pins except the static image is replaced with video. Pinterest videos autoplay as soon as they're 50 percent in view.

2) Promoted Carousels

Promoted App Pins let Pinners download your mobile app directly from Pinterest. Promoted App Pins look and act just like a Promoted Pin or Promoted Video Pin, only they link to a valid iTunes or Google Play app store URL.

4) Promoted App Pins

Promoted Carousels contain multiple images for Pinners to swipe through. Use up to five images to tell a deeper story for your product or brand.



Setting up your campaign

Step 1) Get a business account

If you already have a Pinterest account you can upgrade it into a business account by going to your feed and following few steps. But if you don't have one then you need to create a new account for your business.