Creative Best Practices

Visually appealing

Be bold, beautiful and evoke curiosity

Novel

Create an idea that's never-been-done-quite-like-that before

Positive

Bring Pinners inspiring content that lights them up
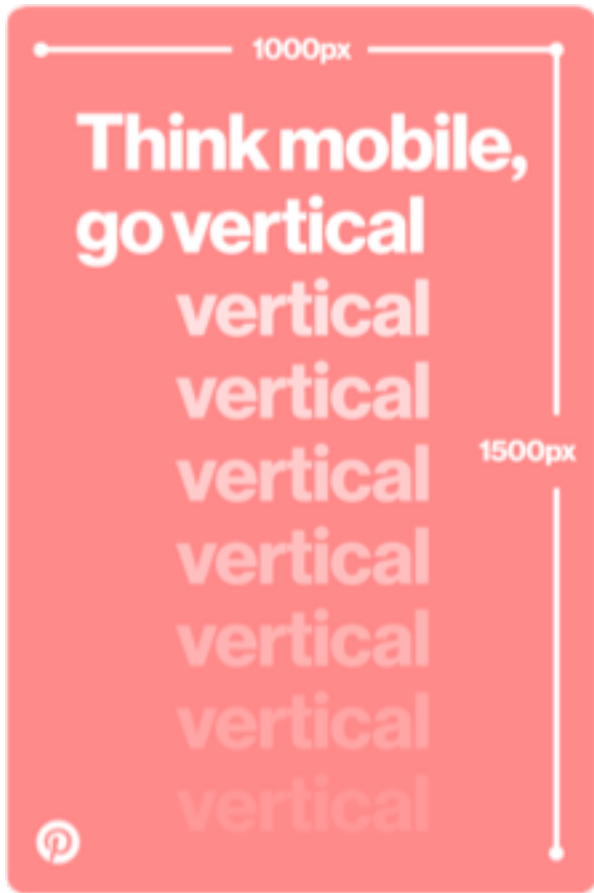
Attainable

Craft inspirational ideas within reach

Active

Drive Pinners to take action and advance their goals

Think vertically

Occupy maximum screen real estate to communicate your message

TIP: Create your Pin with an aspect ratio of 2:3 (1000 x 1500 pixels recommended)

Design for mobile

80% of Pinners access Pinterest from a mobile device & your Pin will typically stay on their screen for >two seconds. Communicate efficiently.

Ensure that text is large enough so that it's legible on mobile, to guarantee that your eye-catching headline stands out in feed.

Add your logo.

Pins with subtle branding outperform Pins without. Enhance your content with a logo.

Speaking of which, here's ours:

Tasteful branding

97% of searches on Pinterest are unbranded. That means your brand can stand out! Always include the product or your logo in the top half of the Pin. Refrain on putting your logo or product on the bottom right to ensure it doesn't get covered by our "flashlight" feature.

Subtle branding drives higher Pin performance and makes it more likely for Pinners to convert.

Strong product focus

Make sure that your products are highlighted front and center.

Highlight brand benefits

What makes your brand stand out from competitors? Highlight those benefits on Pinterest.

Show how your product fits into a **seasonal moment**

Align to moments

Align with life, seasonal and everyday moments throughout the year. Pins with content specific to moments had 11x higher aided awareness.

Stand out with call outs

Grab Pinners' attention with compelling creative. Consider how your Pin will stand

out amongst other Pins surrounding it versus thinking about it on its own.

Use text to educate and inspire

Summer must-haves

Text overlay provides context

The most successful Pin copy is clear, concise and actionable.

Your Pin will typically stay on Pinners' screens for less than two seconds, so give

them on-brand messaging that adds value to the imagery and tells a story.

Include an actionable CTA

Short, actionable phrases to drive engagement or conversion.

Pins with CTAs in the text overlay had 6% higher online sales lift.

Add a human touch

Help the audience visualize products in their lives by showing people or pets in your imagery.

Campaigns that show someone using the product or service were 67% more likely to drive offline sales lift.
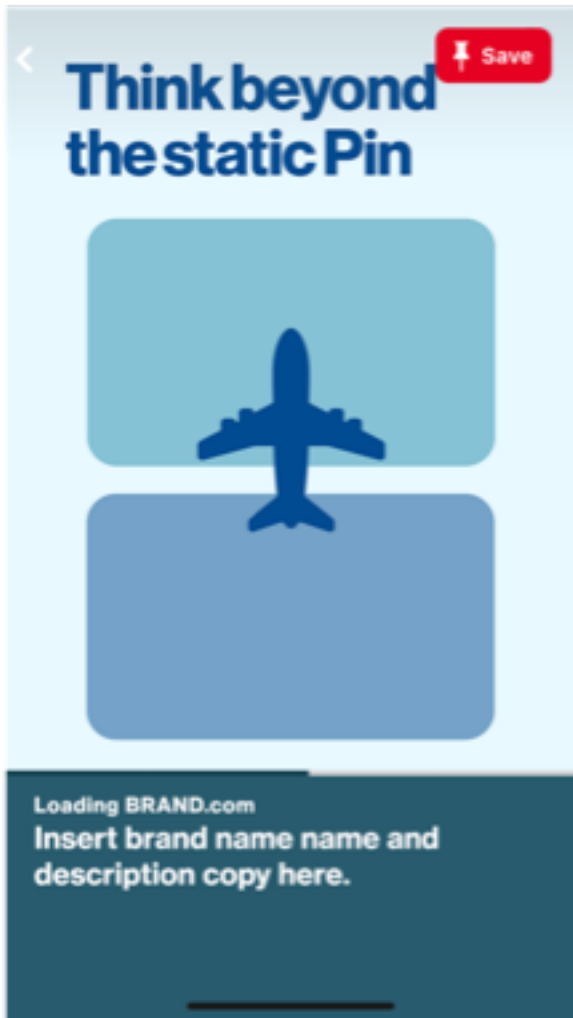
Give your brand a voice

Lean on testimonials to highlight unique points of difference for your brand.

Description copy drives search

Elaborate on product, instructions or unique features in 250 words (max). Include clear, actionable verbiage and buzzy keywords related to the Pin to increase search visibility.

For best results, include brand name in the first sentence of the description (drives 2x higher aided awareness).

Create cohesion between Pin + landing page

Tell a consistent story from Pin to landing page.

Pins that drove to landing pages with similar imagery had a 13% higher online sales lift.

Shooting for Pinterest

Go monochrome

Another way to catch Pinners' attention in feed is by deciding to shoot in monochrome. It's a great way to show off the new colors of a particular product, or even your brand —as well as very visually arresting creative choice.

Black + white

Pinterest is a visual platform, so the more styles of photography you can play with, the better. The vast majority of Pins on Pinterest are in color, so your brand can stand out by getting creative with black and white.

Pop of color

Pop in feed with an explosion of color — and take this fun opportunity to be bold and playful. Play with the colors of your product or even your brand.

Think minimal

Since the majority of users on Pinterest are viewing the platform on mobile, taking a

more minimalist, uncluttered approach can be a strong and effective creative decision. By stripping away everything but your

product, you've created a very obvious focal point.

Embrace patterns

The human eye is naturally drawn to strongly repeating patterns. Whether the same product is repeating or all products in a category or a variety of products in the same color, you can really get creative with this eye-catching approach.
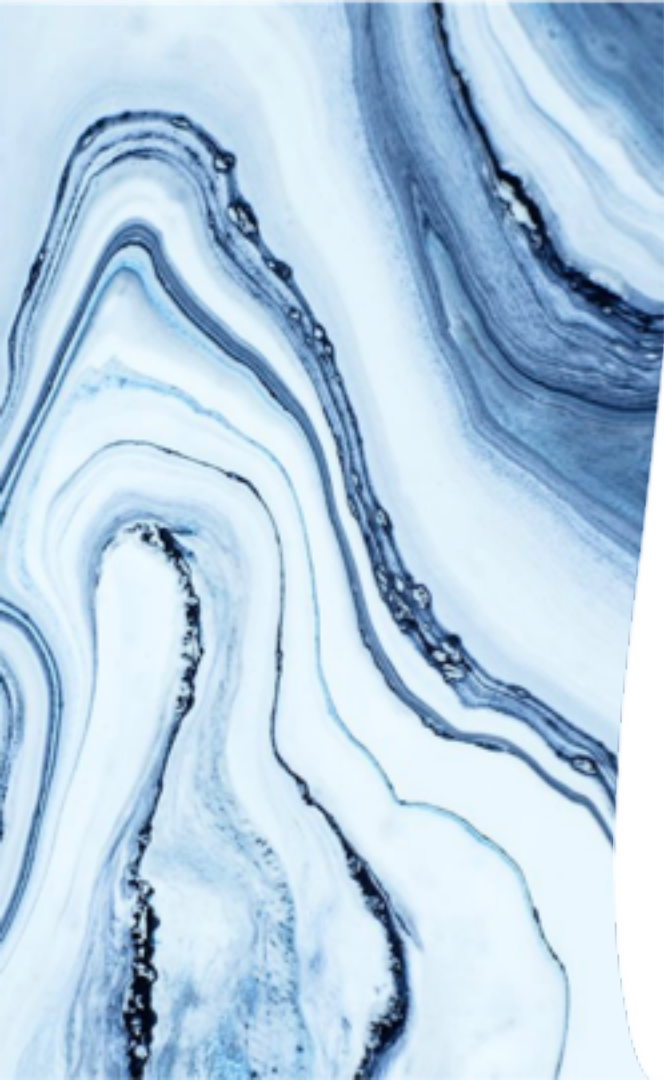
Get textured

When planning your shoot it can be tempting to stay within the tried and tested

boundaries of a white or black seamless backdrop. But by playing with different textures, you can create a more interesting

design that speaks to the product itself.

Playing with space

Consciously adding a little empty space to your image when shooting can really pay off when it comes to the design process.

Shoot flat

The Flat Lay is an effective way to communicate the look of a collection in a way that is fresh and simple.

Pick a product hero

Who said products must be posed on a seamless white background? Get creative with hero shot and allow the personality of your brand to shine through with strategic product placements.

Experiment with geometry and angles, different background colors and textures and play with clear close ups of the unique product features.

Add a human touch

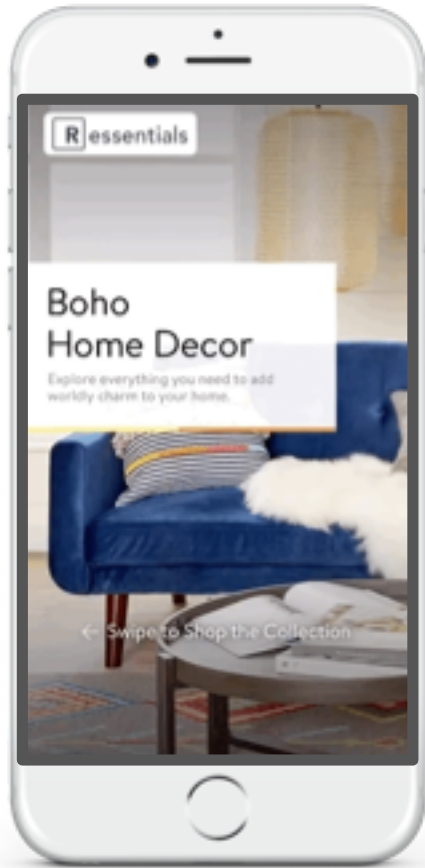Show your product on a model to help Pinners visualize how it could fit into their own lives.

More ways to storytell

Carousel

Pin
extensions

Max width video

16:9

1:1
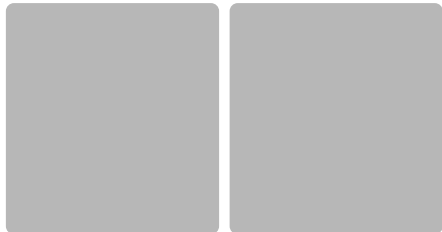
Widescreen
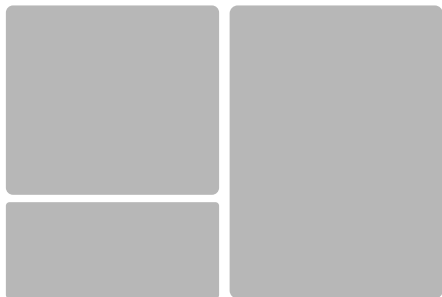
Square

Jumping the feed video

Even with beautiful creative, Pins won't reach your audience without correct targeting.

Targeting tips + tricks

1. When it comes to selecting your targeting, start with the Pin.

2. Ad Groups are not "one size fits all." Group Pins with other Pins of similar content.

3. Think quality > quantity with keywords.

For assistance setting up your next reach out to your sales manager.

Trends + insights

20 20

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
New Year												
Big game												
Valentine's Day												
St. Patrick's Day												
Easter												
Mother's Day												
Memorial Day												
Father's Day												
Graduation												
July 4th												
Summer												
Back to school												
Back to college												
Halloween												
Thanksgiving												
Black Friday												
Holidays												