



# How to make great Pins

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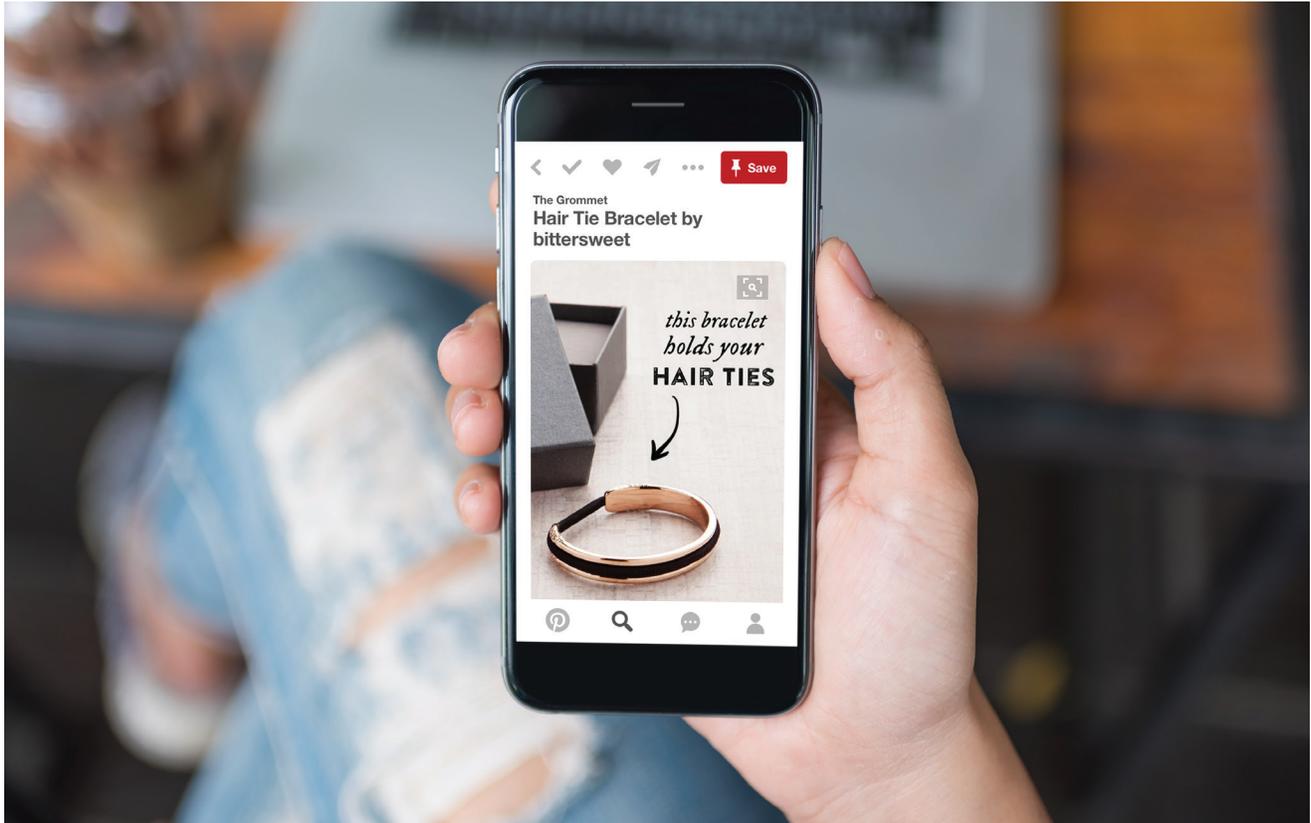
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# The art of the Pin



## Pins are ideas

People use Pinterest to discover and save ideas for things they want to do. Every Pin represents an idea that Pinners could try. You can inspire Pinners to try your ideas by making your Pins beautiful, helpful and actionable.

This guide will show you how to tailor Pins to specific advertising objectives. While you may not use every tip every time, the guide should help you think through your options.

## Start with your goals

Before you create new Pins, think about the goal you want to accomplish. Pins are especially effective for four types of goals:

- **Building awareness:** Tell a story about your brand or campaign
- **Improving engagement:** Inspire people to click for a closeup or save the idea
- **Increasing clicks:** Boost traffic to your website
- **Driving conversions:** Turn Pinners into buyers

# Building awareness

Tell a story about your brand or campaign

## Use compelling images

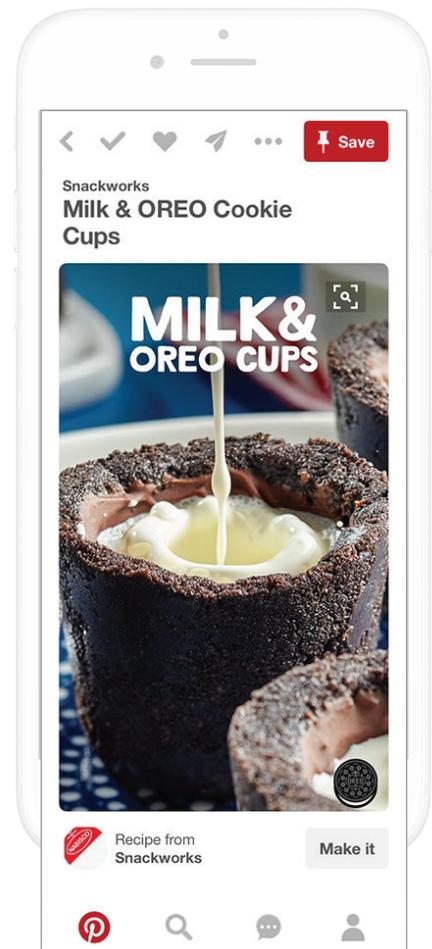
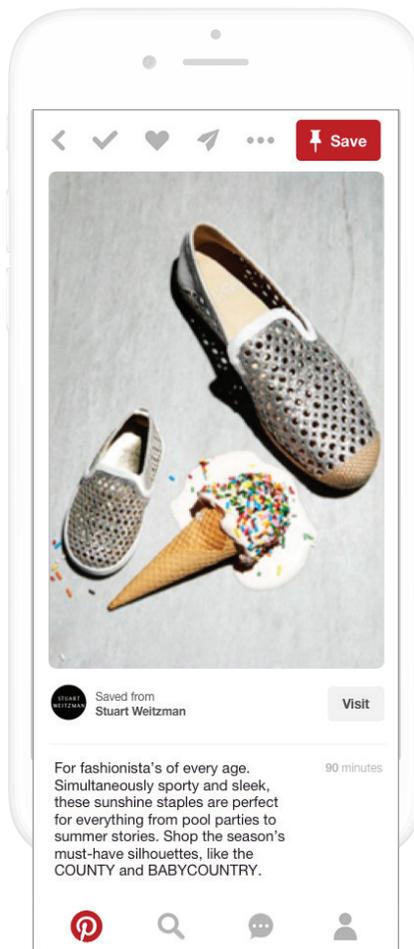
Pinner may not take the time to read your description, so be sure the image can stand on its own. Use high-resolution, high-quality images. Lifestyle images are often more effective for grabbing attention than plain product shots. Steer clear of low-quality images or images that are too busy.

## Provide detailed descriptions

Descriptions help make your ideas compelling. Use descriptions to help people envision doing what your Pin conveys. You can also use the description to address any obstacles to completing the idea. For example, if it's a recipe that looks hard to complete, use the description to explain that the recipe only takes 30 minutes.

## Celebrate novelty

People love to discover new ideas on Pinterest. Make sure to highlight any elements of novelty or newness to get people excited about your ideas.



### Use a vertical aspect ratio

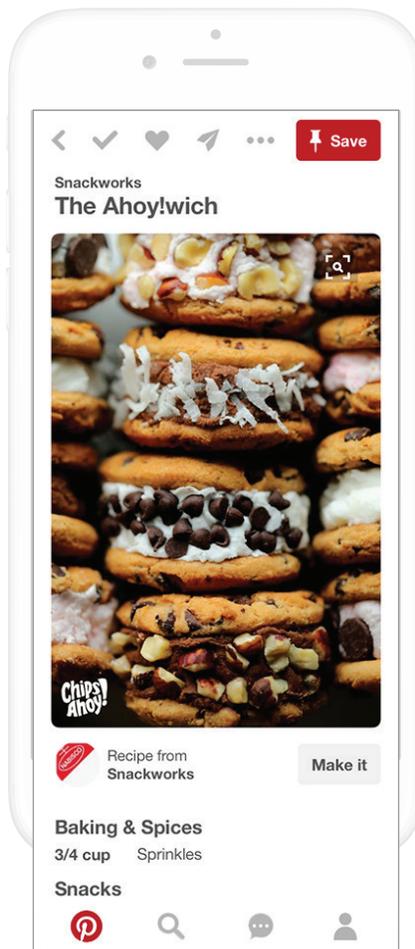
Pins are organized into columns, so vertical Pins take up more space and tend to stand out more. Don't make Pins too long or they will get cut off. The ideal aspect ratio for a Pin is 2:3 (600px wide x 900px high).

### Add tasteful branding

Your brand stands for something, so find a way to incorporate it into your Pin. Tasteful branding conveys credibility and helps people understand what your brand is about. It's best to include your product or packaging in the image, but sometimes you'll need to use a watermark logo instead. Don't overdo your branding: you can choose between a product shot or a logo, but never use both in the same Pin.

### Consider text overlays for clarity

Only use text overlay when the image doesn't provide enough context on its own. In this example, adding the serving size adds more context and clarity to the food image.



# Improving engagement

Inspire people to click for a closeup or save the idea

## Highlight a hero image

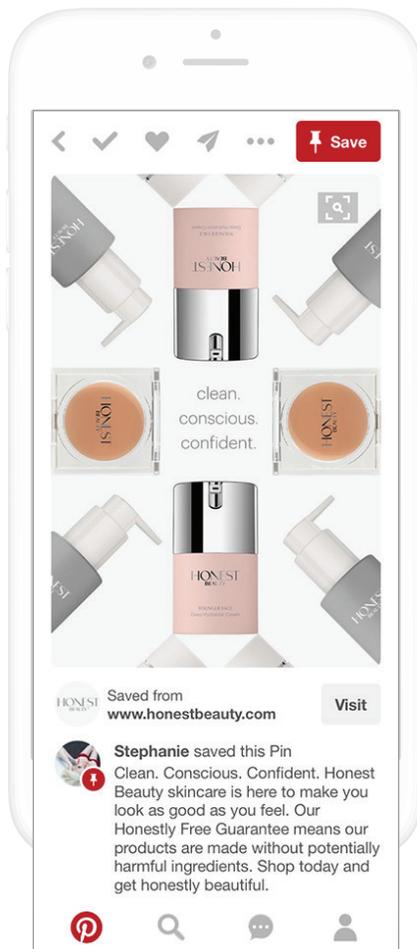
Pins that focus on a single product lead to more closeups and saves. Featuring your product in a realistic setting also works well, e.g., showcasing a lamp in a living room setting. Make sure all your images are high-quality and high-resolution.

## Use a vertical aspect ratio

Pins are organized into columns, so vertical Pins take up more space and tend to stand out more. Don't make Pins too long or they will get cut off. The ideal aspect ratio for a Pin is 2:3 (600px wide x 900px high).

## Provide more detail with Rich Pins

People love Pins packed with information. [Rich Pins](#) help you provide more detail by putting important information like pricing and product availability right into the Pin. Complement that detail with inspirational or helpful text in the Pin's description field.

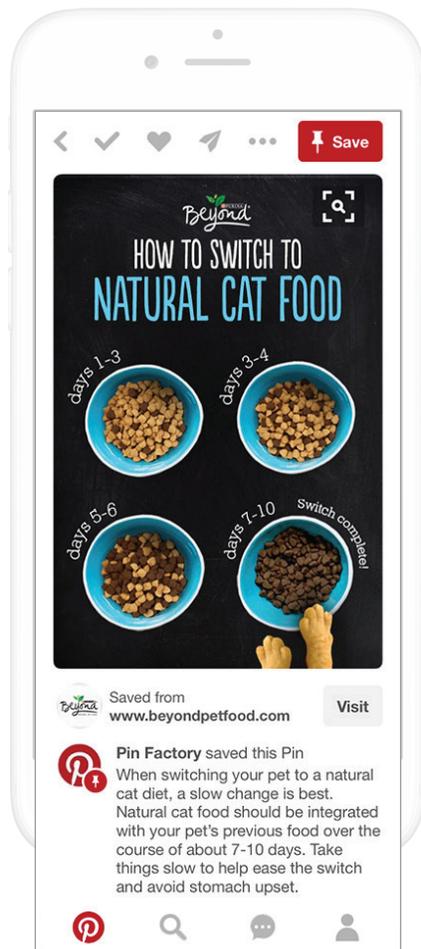


### Show them how

People appreciate information that will help them act on an idea. As Pinners narrow down their options, they love saving lists and instructions. Featuring how-tos or step-by-step guides can encourage Pinners to actually try the idea you're promoting.

### Consider text overlays for clarity

Only use text overlay if the image doesn't give enough context on its own. In this example, the text overlay is essential to the idea of the Pin.



# Increasing clicks

Boost traffic to your website

## Show multiple products in a single Pin

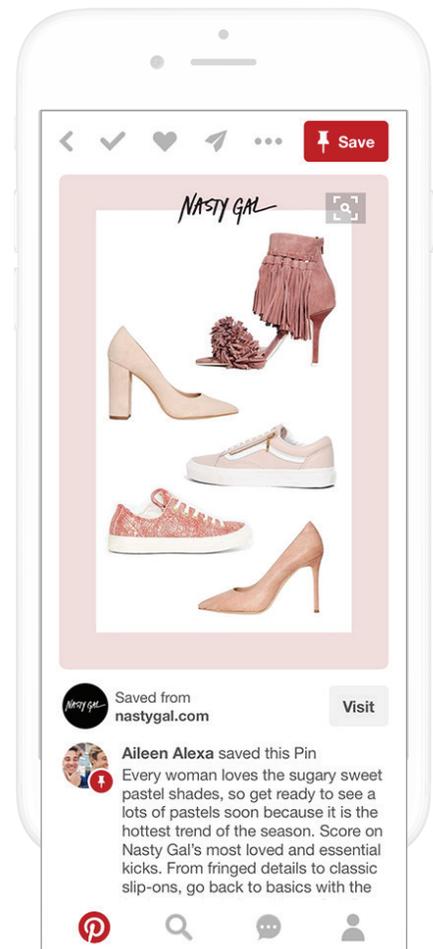
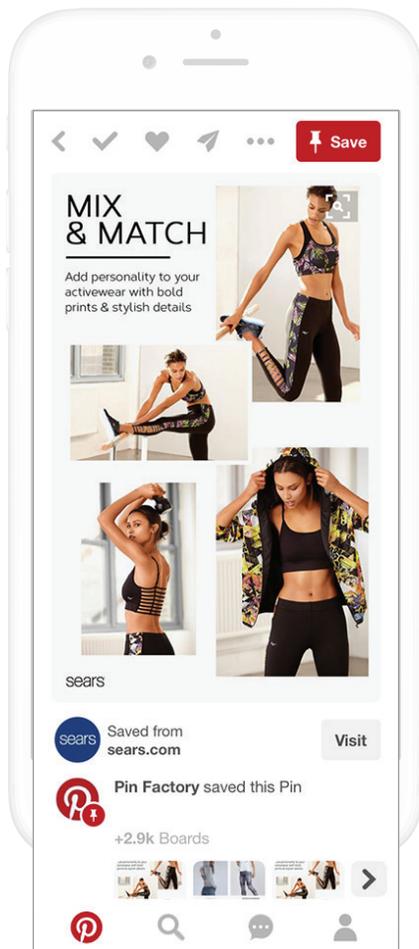
Pins with multiple products drive traffic because they speak to different tastes and stimulate curiosity. For example, a Pin that shows multiple colors of the same shirt could make people curious to see all the options available. It's best to limit each Pin to four products so the Pin doesn't get too busy.

## Use compelling images

Featuring your product in-use or in a real-life setting can also help drive more clicks to your site. Make sure all of your images are high-quality and high-resolution.

## Use a vertical aspect ratio

Pins are organized into columns, so vertical Pins take up more space and tend to stand out more. Don't make Pins too long or they will get cut off. The ideal aspect ratio for a Pin is 2:3 (600px wide x 900px high).



### Take advantage of text overlays

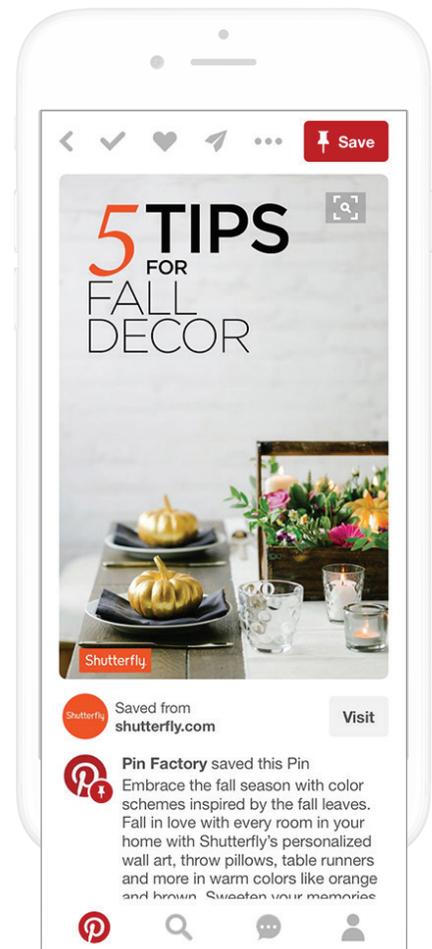
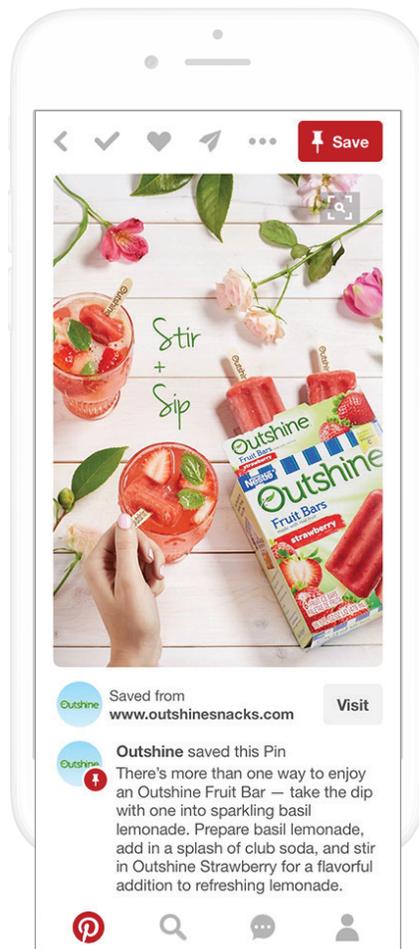
Text overlays designed for clicks lead people to action. Include information that will help a close-to-deciding Pinner see that your brand or product is a fit. Highlight elements of the Pin that aren't obvious from the image, like a special feature of a product.

### Write detailed descriptions

Make sure the description invites Pinners to learn more about your business. Descriptions should mention the most compelling aspects of your Pin and hint that there is more to discover on your website. You should also include a strong call to action, using words like 'shop,' 'make,' 'find' or 'buy.'

### Include lists, tips or advice

Inspire action by including lists and tips. Lists can be written out in the text overlay or in the Pin description. You can show lists visually by including a set of products in the Pin image, e.g., a set of home decor products that create a tablescape. You can also "tease" tips or advice in your Pin, and complete the story when a Pinner clicks through to your landing page.



# Driving conversions

Turn Pinner into buyers

## Showcase your logo

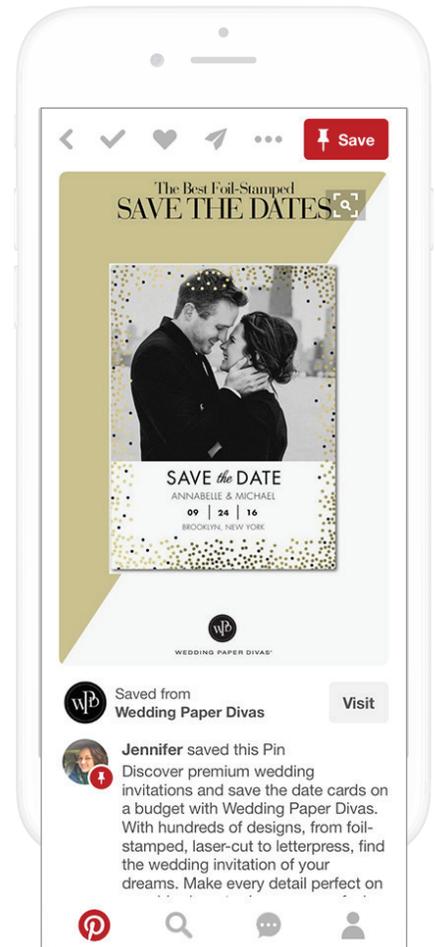
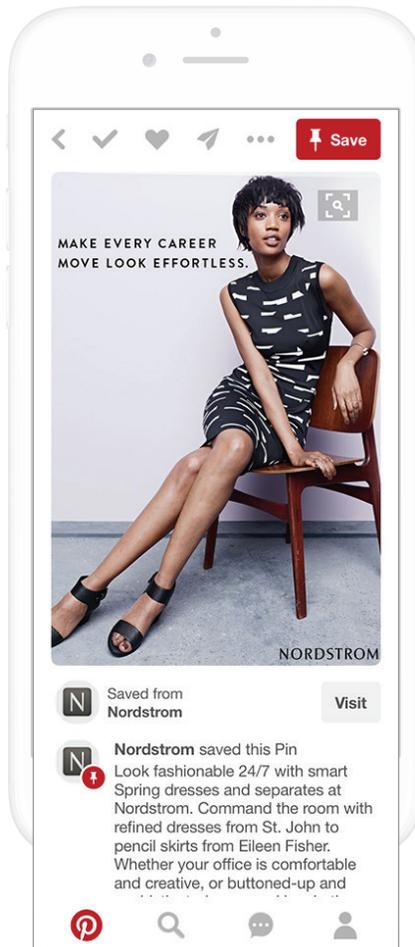
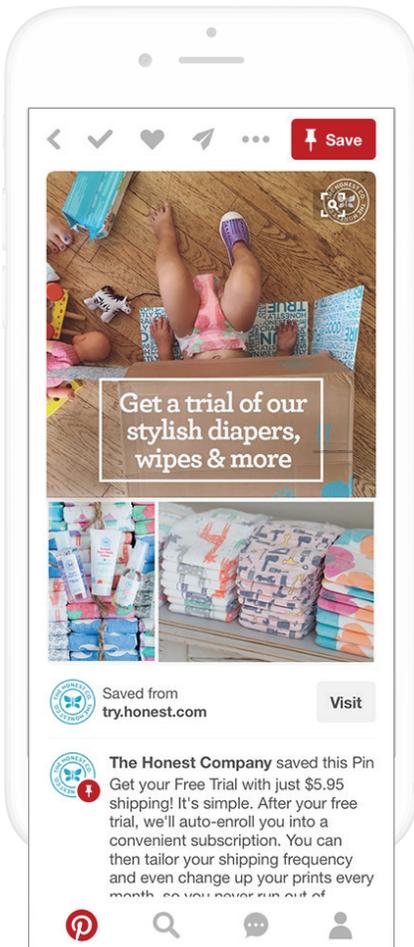
Build brand equity, credibility and legitimacy by adding a logo watermark to your Pins. A small watermark can help guide people to your brand easily and unobtrusively.

## Use a lifestyle photo

Your photos should help people understand how your brand would fit into their lives. Use real-life settings and models to show how your product or service can be used. For example, if you sell apparel or accessories, feature your products on a model.

## Focus on objects

When a person is looking to make a purchase, don't clutter their decision-making process with more information than they need to know. Your Pin should focus on the object or objects you're promoting.



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