

The 30 Days Of Website Traffic Tactics Coaching Program

Hi there and welcome back to **The 30 Days Of Website Traffic Tactics Coaching Program!** We are now on **Day 24!** We've spent the last several days going over different paid advertising tactics and today we're going to talk about a great tactic for beginners! If... You're in the right niche...

What kind of advertising is this?

Pinterest ads!

Now, I say if you're in the right niche because Pinterest ads work best for niches that are visually appealing and have a high level of user interest. Some of the most popular niches for Pinterest ads include:

- Home decor
- Fashion
- Food and drink
- DIY and crafts
- Beauty
- Travel
- Weddings
- Parenting
- Fitness
- Health and wellness
- Personal development
- Photography
- Art
- Holidays
- Spirituality

Now those aren't the **ONLY** niches, but you **DO** need to make sure that Pinterest users are actually looking for what you have to offer before moving forward with it.

If you've never been on Pinterest, I recommend you get an account and become a user for a few weeks so you can see how it works and how people use it. Because the rest of what I'm about to say just won't make sense if you've never used Pinterest. 😊

So, what do you need to do to get started with Pinterest ads?

A Pinterest business account. You can create a Pinterest business account for free.

A Pinterest ad account. You can create a Pinterest ad account from your Pinterest business account.

A website or landing page for your ads. Your ads will direct users to your website or landing page, so it is important to have a well-designed page that is relevant to your ads.

A budget. Pinterest ads work on a pay-per-click (*PPC*) basis, which means that you only pay when someone clicks on your ad. You can set a daily budget for your ad campaign, and Pinterest will never spend more than that amount.

Once you have all of the above, you are ready to start creating your Pinterest ad campaign.

Here are the steps involved in doing that...

Step 1: Choose your ad objective. *What do you want to achieve with your Pinterest ad campaign? Do you want to increase brand awareness, drive traffic to your website, or generate leads or sales?* Once you know your objective, you can choose the right ad format and targeting options for your campaign.

Step 2: Set your budget. *How much money do you want to spend on your Pinterest ad campaign?* You can set a daily budget for your campaign, and Pinterest will never spend more than that amount.

Step 3: Create your ad. Your Pinterest ad should be visually appealing and relevant to your target audience. Use high-quality images or videos and clear, concise text. Be sure to include a call to action, such as *"Visit our website"* or *"Learn more."*

Step 4: Target your ad. Pinterest allows you to target your ads to users based on their interests, demographics, and even keywords. This means that you can show your ads to people who are most likely to be interested in what you have to offer.

Step 5: Track your results. Once you launch your Pinterest ad campaign, it is important to track your results so that you can see what's working and what's not. Pinterest provides detailed analytics reports that show you how many people have seen your ad, clicked on it, and visited your website.

By following these steps, you can create a successful Pinterest ad campaign that will help you achieve your goals!

And that's another tactic you can now file into your *"options"* for paid advertising. Just like with any other paid advertising option, you need to get to learning first. Head over to YouTube and search for **CURRENT** information on using Pinterest ads. You'll find tons of videos to walk you through the process along with tips and tricks so you get the most *"bang for your buck"* when advertising on Pinterest.

Okay... That's a wrap for Day 24! Tomorrow we're going to wrap up our discussion on paid advertising because we've only got about a week left together and I have so much more I want to teach you!

And as always, you can post all questions in our ***LearningIM.com Discussion Group*** at <https://myimmastermind.circle.so/c/learning-im-discussion> If you haven't signed up for that you can do so at <https://www.MyIMMastermind.com>

See you tomorrow!

Liz