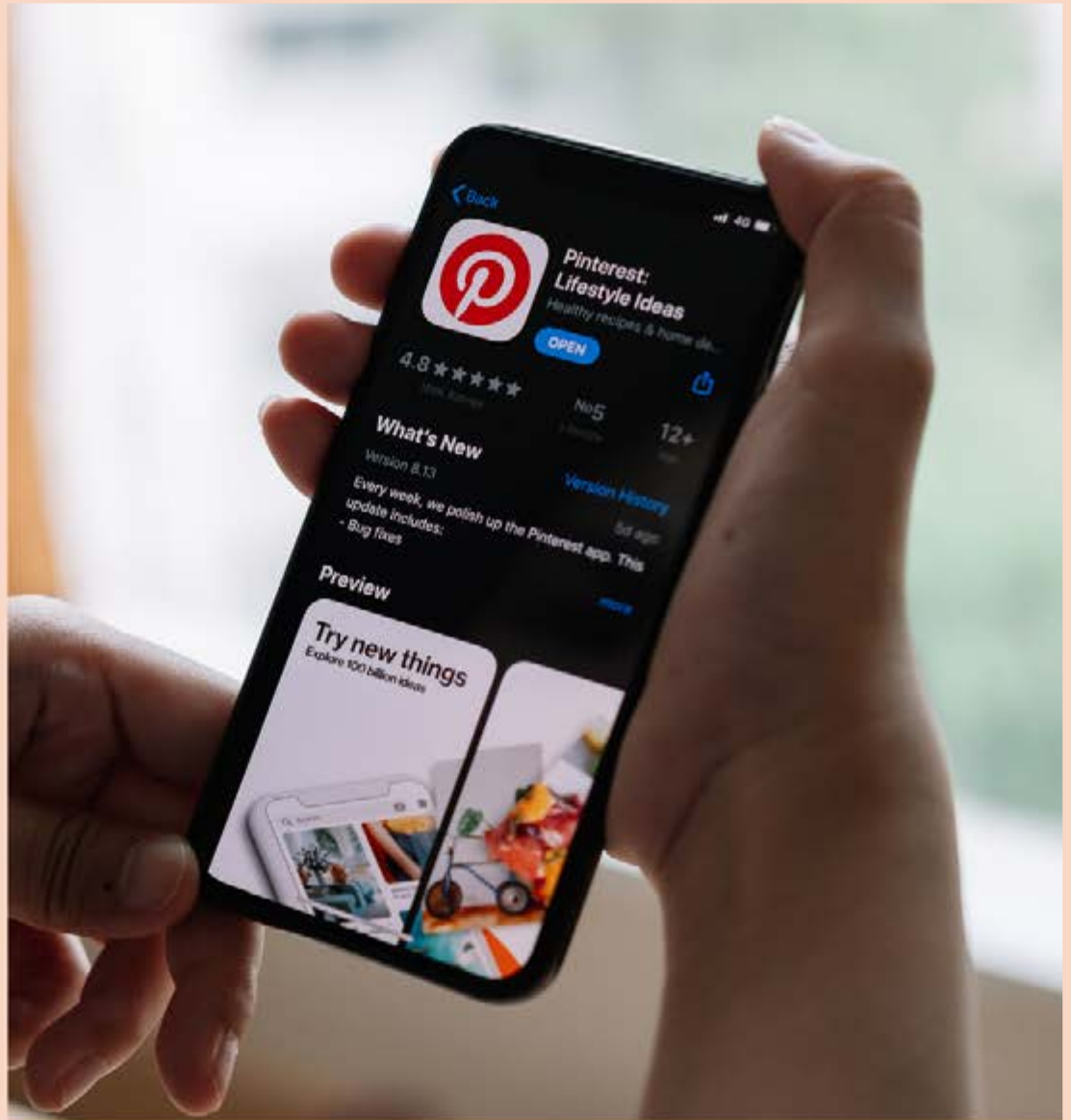


MOONDUST



The 2022 Marketing Guide to



ABOUT MOONDUST

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1. INTRODUCTION

Welcome to Pinterest marketing in 2022!

Before we start, let's tell you about our agency.

Moondust is a multilingual social media and content marketing agency, located in Belgium. We specialise in products aimed at consumers and have helped dozens of brands in food, fashion & apparel, luxury, entertainment, tourism, bank & insurance, automotive. We aim at excellence in everything we do. We want to develop real, long-term partnerships and connections with our clients, and with the online communities we engage with.

We regularly provide insightful blogs, eBooks and social media updates from our expert team. These put the spotlight on the best brands on social media, marketing hacks, best practices and content marketing tips.

We hope that you enjoy our latest eBook: Pinterest Marketing - The 2022 Guide and look forward to talking with you soon.

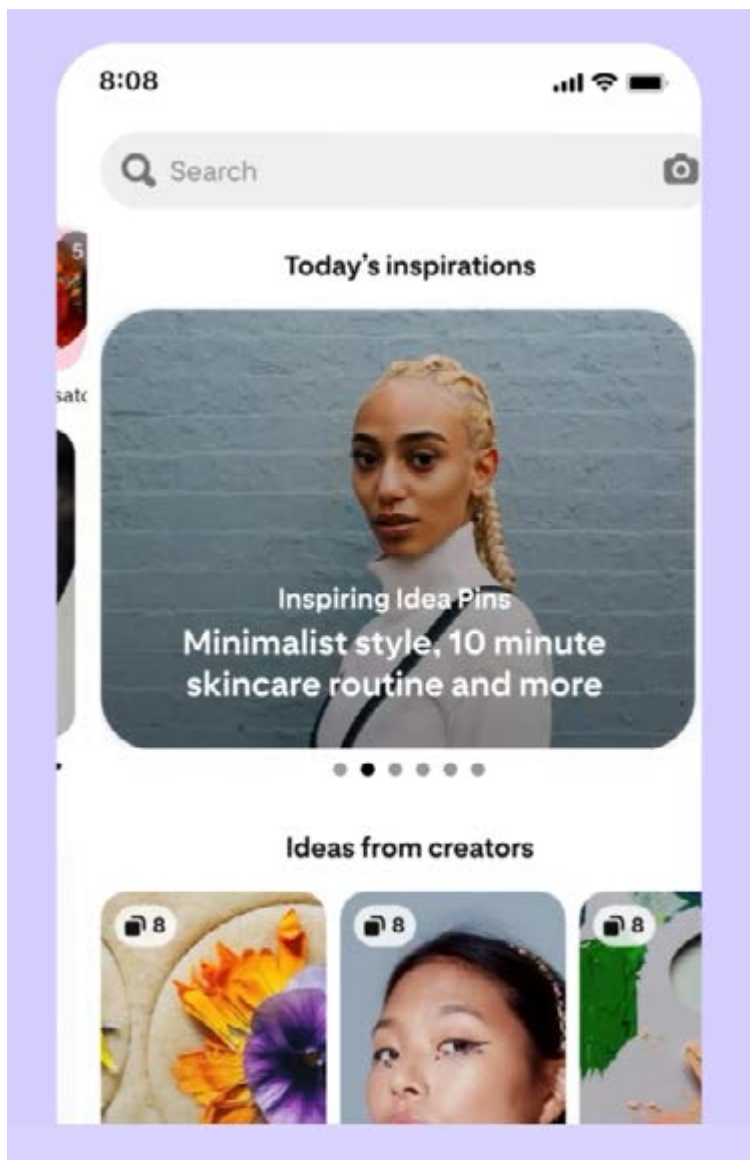
Let's Begin Pin
The Moondust Team

2. PINTEREST IN 2022

Pinterest is a visual discovery engine for finding ideas like recipes, home and style inspiration, and more. Pinterest users create themed boards (exactly like a pinboard) to gather ideas, collections and colour palettes. That's the short description but of course, there is a lot more to Pinterest than that.

Pins get discovered via:

- ✓ **Home feed** - People browse their feeds for new ideas.
- ✓ **Searches** - Keyword and visual searches bring people closer to decisions.
- ✓ **Related Pins** - When people take a closer look at Pins they like, Pinterest displays similar Pins nearby.
- ✓ **Today Tab** - People can explore a feed of trending content from inspiring creators.

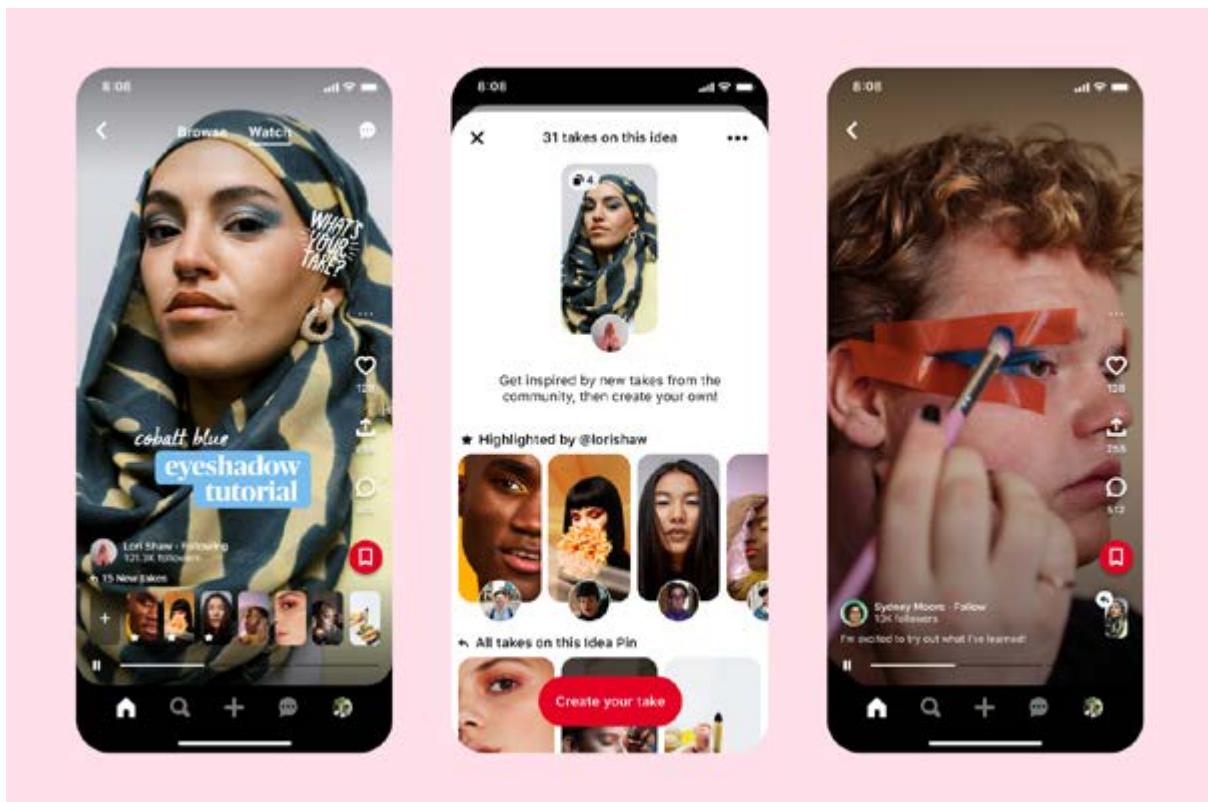


The number of monthly active Pinterest users is **459 million**. That's a growth of +37% year on year. And as with the other social media networks, the global restrictions on travel and activity seen from 2022 only served to boost the popularity of the network.

"We welcomed over 100 million additional monthly active users to Pinterest in 2020, more than any other year in our history, and now we reach more than 450 million monthly active users around the world," said [Ben Silbermann](#), CEO and co-founder of Pinterest.

- ✓ Pinterest is a goldmine of marketing tools and places heavy emphasis on small businesses. Something that Facebook, LinkedIn, Twitter and Instagram really don't.
- ✓ Pinterest ranked fourth after YouTube, Facebook, and Instagram in 2021, with 31% of U.S. adults claiming to have used it. Its usage in the U.S. is higher than that of LinkedIn, Snapchat, Twitter, TikTok, WhatsApp, Nextdoor, and Reddit.
- ✓ Pinterest is the only main social media network with considerably more female users than male. In October 2021, 77.1% of Pinterest users were female.
- ✓ Pinterest gets much usage from those earning \$75,000+ (40%) and those with a college degree and above (37%).
- ✓ Pinterest receives 64.15% of direct desktop traffic and 32.52% from organic search. That's huge.
- ✓ Additionally, Pinterest also got 1.48% traffic from referring sites like Amazon and Etsy.
- ✓ At the end of 2021, Pinterest acquired Vochi, a video creation and editing app focused on democratizing quality tools for creators. Acquiring Vochi is part of the platform's commitment to helping creators bring more quality video content to Pinterest. ***"Our vision is to create a place where Pinners can go from inspiration to realization, and having more creator tools can help us further this vision,"*** said Bin Liu, Head of Creators Engineering at Pinterest. ***"We're excited to work with Vochi's talented team to bring more video creation tools and quality content to our more than 400 million Pinners around the world."***
- ✓ In July of 2021, Pinterest launched shoppable [Idea Pins](#) to allow creators to earn commissions through affiliate programs across networks including Rakuten Advertising and ShopStyle Collective. This partnership creates opportunities for brands to reach, engage and convert consumers throughout their entire shopping journey.

- ✓ Pinterest also introduced “Takes” at the end of 2021. Takes is a new way for Pinners to respond to a creator’s idea with their own Idea Pin. Takes allow creators to build more meaningful engagement with their communities and inspire action. Pinners’ responses will link back to the creators’ original Idea Pins, and creators can also highlight top takes from Pinners. Takes is available on iOS and Android for Pinners and creators globally.



- ✓ And more great news from Pinterest. The social media network [on-boarded Nichole Barnes](#) Marshall in January 2022, as Global Head of Inclusion and Diversity at Pinterest. She will be a key partner to Ben Silbermann, co-founder and CEO at Pinterest, to drive accountability, adoption and strategies for workplace, culture and marketplace programs.



3. PINNING TIPS FOR MARKETERS

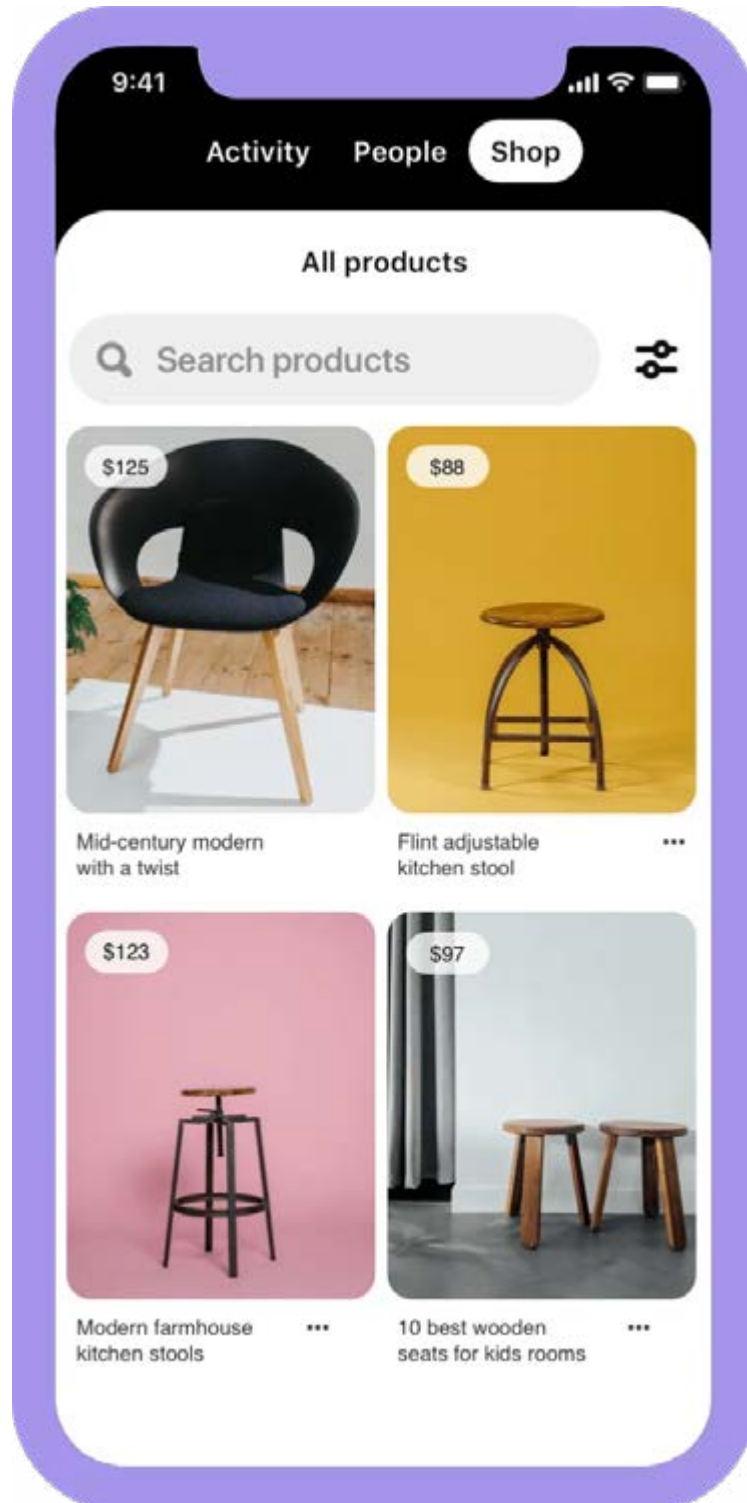
Pinterest is innovative, fun and geared towards small to medium sized businesses wanting to make an impact. Another thing to note is that Pinterest provides clear and exceptionally helpful insights for marketers. We will come to that later. Let's run through some essentials for marketers wanting to maximise their impact on Pinterest.

POST TYPES

The best Pinterest pin size, recommended by Pinterest, is 1000 × 1500 pixels. You can, however, also opt for 600 × 900 pixels, 1200 × 1800 pixels, or 2000 × 3000 pixels. These all fall within the ideal Pinterest image size of 2:3 aspect ratio. Other ratios may cause your Pin to truncate or may negatively impact performance.

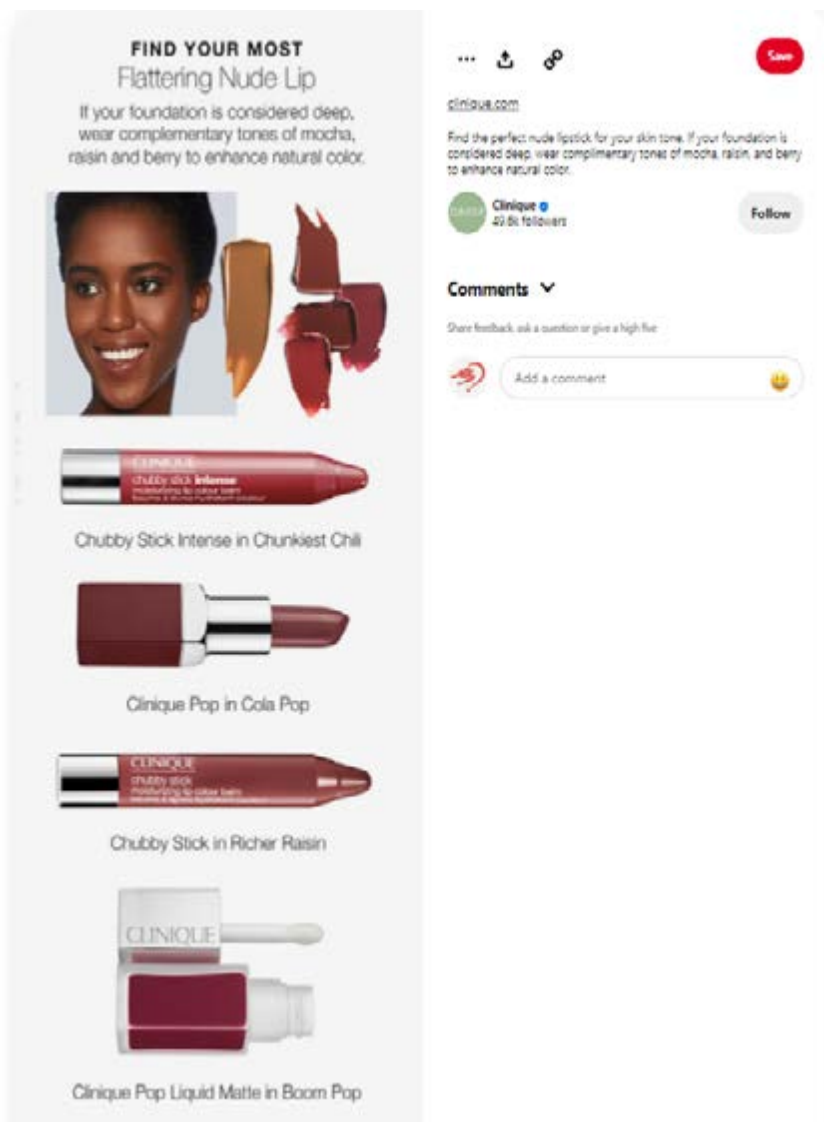
PINNING TIPS

- ✓ **Add a logo on every Pin** you make but keep it subtle. Avoid the lower-right corner, since that spot gets covered up by product icons. Always keep the logo in the same place to be aesthetically pleasing.
- ✓ **Text overlay is the copy that goes on your Pin image** to make it stand out. Keep yours concise for readability on mobile.
- ✓ **Clear titles and descriptions** help your Pin get discovered in search. Remember, it really is a powerful search engine! You can use up to 100 characters for your title and up to 500 characters for your description.
- ✓ **If your Pin includes a link, check that the link is active and loads quickly.** Use product specific landing pages or catalogue pages to sell items easily. Unlike Instagram, Pinterest links work and are powerful in driving sales from each image.



- ✓ **Successful members Pin regularly**, so make sure you pin at least weekly, preferably on the same days of the week, at the same time.
- ✓ **Remember your followers see your Pins in chronological order** and a few great Pins are better than more, lower-quality Pins.
- ✓ **Focus on providing fresh content** to your followers. Under the new algorithm rules, brands have decreased the overall volume of their Pinning while increasing their fresh Pins. Reportedly they are getting much better results, higher CTR and improved reach.

- ✓ **Get The Basics Right:** Your Pinterest channel should be activated for “Pinterest for business” account for analytics. Also, ensure your website can embed blogs and share to Pinterest.
- ✓ **Plan Way Ahead:** Holiday planning starts up to 9 months ahead of time. Christmas in July? On Pinterest, Christmas planning can even start as early as April!
- ✓ **Think Aesthetics:** Look at this gorgeous [palette from Clinique](#). The brand displays shades that work with each skin tone so you can really visualise the product in action. Take the time to set your lighting, background and positioning of your products for beautiful, clear photos.



- ✓ Even if you're not selling makeup, think about palettes that work together to draw the eye and create intrigue. Pinterest users are all about the aesthetics and won't be drawn to mismatched or untidy collections. [Jo Malone London](#) continues colour themes from one pin to another with romantic florals and spring vibes.



- ✓ **Pay Attention to Naming:** Content creators will want to make sure board names are specific and relevant to their audience. They should contain good keywords in the description and name and be logical to readers. For example:
 - Spring 2022 - Purses**
 - Spring 2022 - Vests**
 - Spring 2022 - Skirts**
- ✓ **Utilise Content Curation:** Share great content and thank the owner. In turn, be sure to brand your images and include web links so that your own content, when curated, is functional.
- ✓ **Sense The Tone:** Utilise Pinterest's marketing insights and your own knowledge of social media trends to shape your posts. For example, posting about skinny jeans when most of the world is still wearing stretchy leisure wear probably won't go down well.
- ✓ **Get Analytical:** Content creators and social media managers will also want to dig into Pinterest's ever advancing [analytics panel](#) to view impressions, click throughs to your site, popular pins and much more. Analysing this data will help you to see which content is popular, what should be boosted and what can be repeated. When you filter your data, your top Pins and top boards for that selected filter will show.

GENERATE LEADS

It doesn't matter whether you're selling knitting supplies or investments; there are some basic rules you should follow to boost your sales.

- ✓ **Create gated content specifically for Pinterest.** Once users reach it, they will be prompted to sign up to receive the content. It could be an educational eBook, style guide or even vouchers for shopping discounts. By doing this you can legitimately opt in subscribers for future email newsletters. You can also create Pinterest specific rewards and database segmentation.
- ✓ **Use FOMO:** The Fear of Missing Out is a very powerful marketing tool. Include FOMO inducing offers and language in your Pins.
- ✓ **Timing is everything.** When it comes to holidays or seasonal events, people use Pinterest to plan. Pinterest recommends that marketers begin their seasonal content about 30-45 days in advance. Although for some sectors, you can start even earlier! [Cadbury began its Easter promos in February!](#)



GET YOUR IMAGES RIGHT

Just like Instagram, Pinterest is all about images. That doesn't mean you need a professional photographer though. It just means you should follow some best practices if you want your B2B Pinterest account to take off. Here are some interesting image takeaways:

- ✓ **Avoid images with a distracting background:** Pinterest users don't like distracting backgrounds, especially those that takes up more than 40% of the total image.
- ✓ **Get the colours right.** Images that are predominantly red or orange-hued get twice as many repins as blueish images perhaps because they are associated with happiness whilst blue is seen as a depressant.
- ✓ **Keep it clean:** Here's a great example from [Estee Lauder](#). Beautiful photography and well positioned products in the photos!



- ✓ **80% of Pinterest's traffic comes from mobile devices.** That's a lot of people browsing pins on small screens. So, if you're going to write text on your images, don't overdo it. Also avoid complicated fonts that may not be clear on mobile and choose 16 point as a minimum font size.
- ✓ **Brand your images.** Keep your images on brand with a small logo, website, your colours or your slogan. This makes them easily identifiable when they are repinned.

4. MARKETING INSIGHTS - 2022

In Pinterest's marketing insights section, they state:

"People use Pinterest to plan for the future. That means we know what's next. In fact, 8 out of 10 of our predictions for 2021 came true.¹ This isn't another year-end trend report. This is a not-yet-trending report—a window into the future, from the place where people go to plan it.² Let's look forward to 2022.

This is Pinterest Predicts."



And their trends are incredibly accurate and helpful for marketers providing research-based predictions of what's trending and coming up. Check Pinterest's insights and see how they apply to your brand. For example, if Pinterest tells you that emotional escape rooms are trending, why not feature that soft blanket and Zen candle you have in your collection?



And we love how specific Pinterest is. These are predictions based on their own [platform stats](#):

Be jeweled

Beyond the basic earring

Bring the bling... to everything. Gen Z is driving a trend toward accessories that go way beyond the basic earring, cuff or layered necklace. They're getting creative and accessorizing the whole body, from tooth gems to crystal eye embellishments.

Tooth gem +85%

Ear curation +3x

Dermal piercing unique +145%

Pedicure with rhinestones +150%

Crystal eye makeup +110%

MARKETING INSIGHTS FOR 2022

Here's what Pinterest has to say about the year ahead...

- ✓ **The most memorable adventures will happen after sundown in 2022.** People will turn to the quiet of the after-hours to invest in their travel bucket lists and nature excursions. Gen Z is driving this trend—good thing our phones take better night photos than ever. Into the dark you go.
- ✓ **Who says hobbies can't be lucrative?** In 2022, people will build a new biz based on their specific interests, such as eyelashes, real estate or party rentals. While people were just looking for small business inspiration in our last report, this year they have more specific visions. Labor of love just took on a whole new meaning for this Millennial-driven trend.
- ✓ **Your car is more than an escape vehicle**—it's a whole mood. In 2022, people across all age groups will give their motors major makeovers with decor upgrades and spruced up sound systems. All age groups are driving the searches behind this rising trend.
- ✓ **Sitting back is the new adventure map.** In 2022, people want to get away—to beautiful escapes where they won't have to lift a finger. Millennials, Gen X and Boomers are turning to resorts and all-inclusive packages for easy getaways. Another daiquiri, please.

- ✓ **Simmer down, experimental chefs— we’re going back to the basics.** This year, Gen X and Boomers will say goodbye to over-the-top eating experiences and embrace their roots (or learn about somebody else’s!). Gather round the table for traditional dishes from all over the globe. It’s the oral history we need in 2022.
- ✓ **Let financial freedom ring.** In 2022, people will take money matters into their own hands as they set out on new journeys toward financial literacy. Millennials are driving the searches behind investment tips, financial education and investment property for beginners.
- ✓ **Who says kids have all the fun?** This year, Gen X and Boomers will be all over playful pastimes like indoor swings, useful crafts and fairy bedroom ideas. Because crafts and toys keep the big kids young at heart.
- ✓ **In 2022, people will choose darjeeling with a friend over drinks after work.** Afternoon tea is more than a meal—it’s a moment, an aesthetic, a pose. Searches for “tea party aesthetic” and “drinking tea pose” are climbing across all age groups. Pinkies up: you’re royaltea now.
- ✓ **Maybe it’s a sign of the times, but people are more into clocks and watches than ever.** Oversized clocks as decor, old-school watch bracelets and luxury men’s watches will define 2022 style, particularly for Gen X and Boomers. Clockwork aesthetic
- ✓ **Enough with the pie bars.** Cake pops had their moment. In 2022, bakers will give us the badly *kneaded* cake break we’ve all been waiting for. People will craft elaborate cakes to express whatever mood they’re in, gravity defying tiers to bubble and 3D cakes. This trend is especially popular among Millennials, Gen X and Boomers.

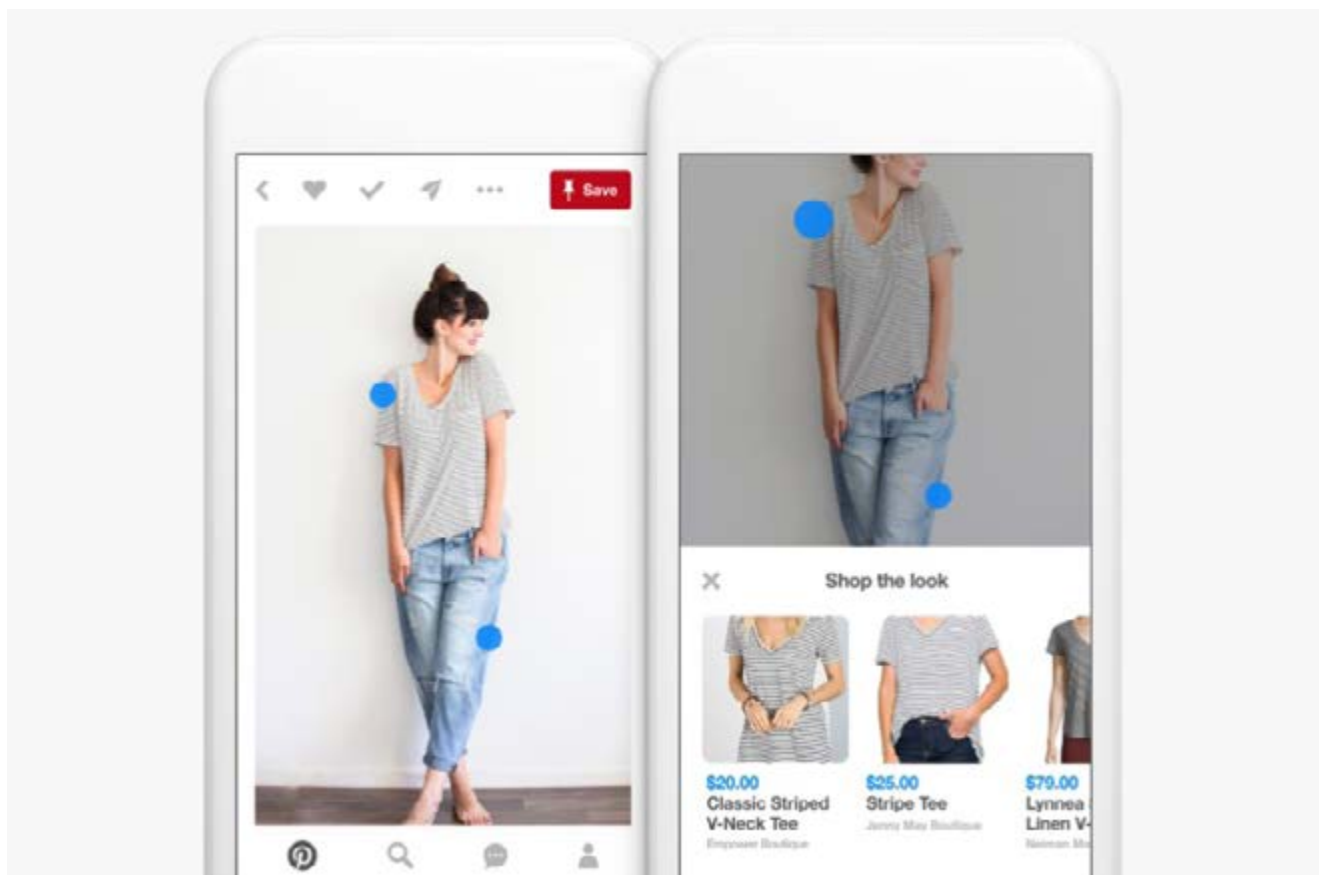
5. SELLING ON PINTEREST

Marketers love Pinterest for its great insights, colourful boards and content friendly practices. But, the bottom line is sales. How do you improve your ROI and sell products on Pinterest? Let's break it down and look at Pinterest for retailers, advertisers and content creators.

PINTEREST FOR RETAILERS

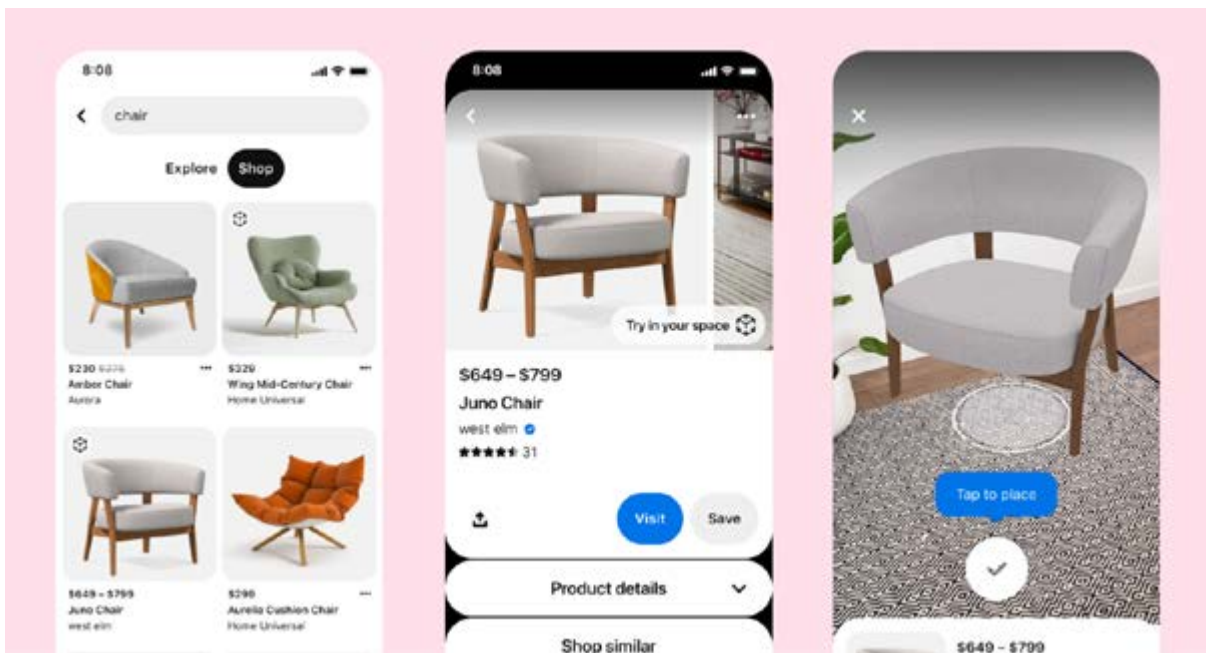
If you're a retailer you're going to love the platform. Pinterest is helping retailers get in front of customers who are looking for related products, and Pinners to see items that match their unique style. In fact, Pinterest makes it super easy for new retailers to "set up shop" with a complete [Shopping Guide](#) for brands.

- ✓ Open minds mean bigger baskets. People on Pinterest love to shop and discover products they love. They're looking for brands they can stick with and 64% say it's where they go to find a product or service they can trust.
- ✓ Once you upload a catalog, you'll get a Shop tab on your profile making it easier for shoppers to find your products. You can even upload multiple feeds to the same account to control which products show up in different markets.



Pinterest is partnered with the following brands who can help you to format and upload your integration. [Some of the top partnerships](#) include:

- Shopify
- Smartly
- Vidmob
- Square
- Lengow
- ChannelAdvisor
- GoDataFeed
- Kantar
- Rakuten Advertising



- ✓ **Personalised shopping recommendations:** Pinterest users can see personalised shopping recommendations based on the pins they have been saving on their boards. Users can click “more ideas” next to style, beauty and DIY boards, then the shopping tag to access recommendations.
- ✓ **AI:** Pinterest is changing how people shop online. The company is leveraging its artificial-intelligence technology, fed by billions of images, to entice more users into buying items. In 2022 Pinterest introduced [AR Try On for Home Decor](#) for the ultimate online home shopping experience.
- ✓ **Verified Merchant Program:** Verified merchants get a special badge on their profile and are also eligible for increased distribution in dedicated shopping experiences.
- ✓ **Pinterest tag:** Add the Pinterest tag to your site so you can set up shopping campaigns and measure conversions.

- ✓ **Shopping Search:** Pinterest users can now search for the products they want to purchase and view the shopping results in their home feed.
- ✓ **Independent and mainstream retailers can link their Instagram, YouTube and Etsy account on Pinterest.** That means that when followers pin your content from those platforms to Pinterest, your account will get attributed with engagement stats. It also provides retailers with a multichannel approach to promoting stock and building their community.
- ✓ **Pinterest Lens:** Pinterest Lens allows users to take a photo of something like a pair of shoes and instantly view similar ones on the site. It's features like this that are winning over the next generation of Pinterest users.
- ✓ **Merchant solutions:** Your profile's shop tab lets people explore products by category or get dynamic recommendations. You can also tag lifestyle imagery with shoppable products so it's easier for Pinners to buy what they love.

PINTEREST FOR ADVERTISERS

Advertisers with a smaller budget will be excited to discover a platform committed to supporting their needs. Because Pinterest plays such a personal role for shoppers, it makes a bigger impact. Weekly Pinners are 7x more likely to say that Pinterest is the most influential platform in their purchase journey, compared to other social media platforms.

- ✓ **Shopping Ads:** Pinterest has made shopping ads available to all businesses through its Ads Manager tool. After uploading products to Pinterest, brands can easily promote items to targeted users.
- ✓ **Retarget existing customers:** If you have the Pinterest tag, you can upload your customer list or retarget your previous website visitors.
- ✓ **Find similar audiences:** If you're looking to find more people like your current customers, you can try an Actalike audience. This tells Ads Manager to focus on finding people with similar behaviours to your existing customer base, which can increase the likelihood of them engaging with your brand.
- ✓ **Conversion optimisation** – Advertisers can utilise a new campaign type that optimises Promoted Pins for specific consumer actions, rather than just clicks. That means that you can choose conversions as a campaign objective. By doing so, you can encourage specific actions like online checkouts, increased signups or stronger leads.

- ✓ **Collection Ads:** A collection ad format appears as a combination of one large, hero asset followed by three smaller, secondary assets. The main asset is known as the *hero creative* and the smaller, secondary assets are known as *secondary creatives*. Collection ads appear in the Pinterest mobile feed and once someone taps into a collections ad, they'll be taken to a full screen experience.
- ✓ **Duplicate Ads:** You can use Ads Manager to create individual ads or complex campaigns. To make things even easier, you can also duplicate or edit an existing campaign.
- ✓ **Easy stats:** You can easily see how your organic pins are doing with insights like the ones below. You can choose to promote them or leave them to gather organic traction.



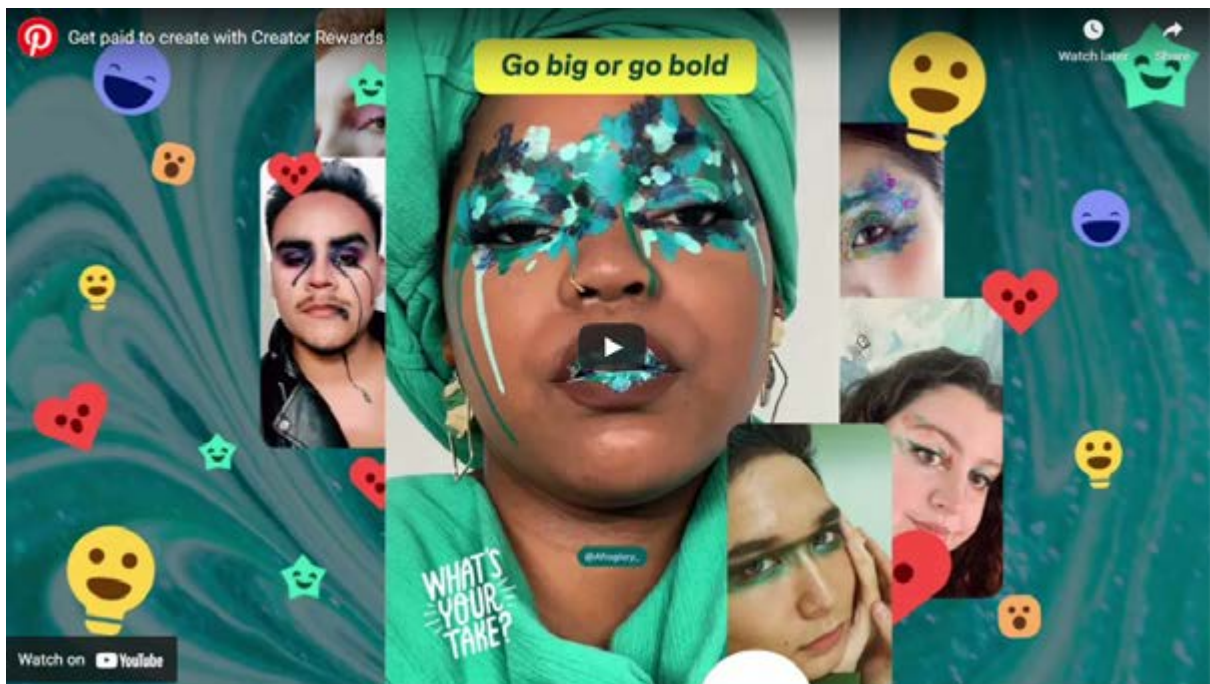
- ✓ **One Tap Pins:** All Pinterest ad formats are the one-tap system. That means that when a user taps or clicks your ad, they're taken directly to your landing page.

- ✓ **Promoted Videos:** Promoted Video for 'conversions' goals, takes visitors to a landing page that houses the advertiser's website and the video. If you haven't already then try creating a short video for your channel.
- ✓ **Dynamic retargeting:** Reach high-intent Pinners who already visited your site or have your items sitting in their cart. You can retarget exact or similar products as they use Pinterest.
- ✓ **Promoted Carousels:** Advertisers love carousels and Pinterest's feature up to five images that Pinners can swipe through. Each card in a Promoted Carousel ad can include a different image, title, description, and landing page.

PINTEREST FOR CONTENT CREATORS

Pinterest is big on content creation and so it's making the ways you can monetize clearer and more transparent. Creator Rewards is a new Pinterest program that will pay creators for inspiring, actionable content. Pinterest plans to publish new editorial prompts on a regular basis in the creator hub. Every prompt will outline specific engagement goals, like getting a certain number of clicks, reactions or takes on Idea Pins. When creators meet the engagement goals, they will see rewards in their bank account the following month.

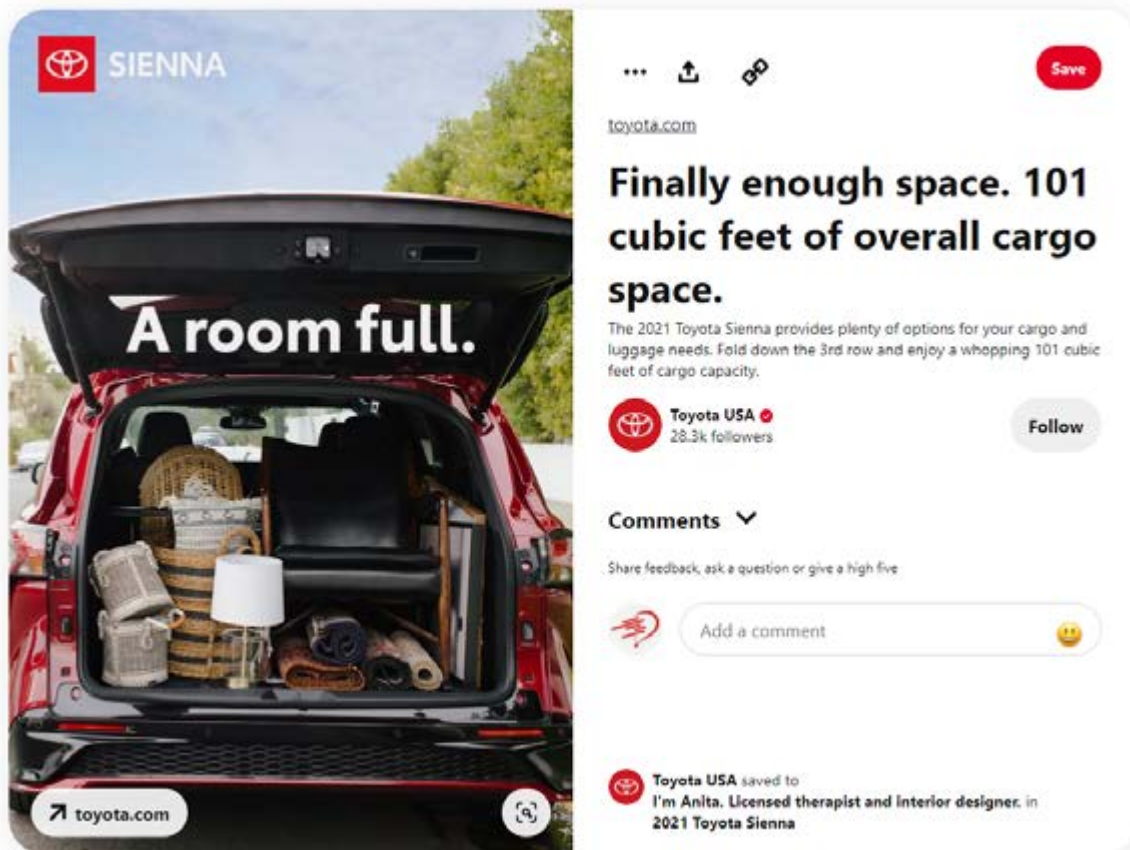
We love that creators are being recognised on Pinterest. [Watch the video to learn how](#)



Another plus for content creators. Tweets and Facebook posts have a

short lifespan, but Pins are much longer. They're searched for, found, and repinned over time. Content doesn't fade like it does on other social media platforms making your creation efforts truly worthwhile.

- ✓ **Pinterest for SEO:** Pinterest is known to be effective for SEO, if your content is optimised of course. Content creators should ensure that text, even captions includes searchable keywords. Also, that images always include tracked links to your website.
- ✓ **Story Pins:** Pinterest will support storytelling. Story Pins feature up to 20 pages of images, text, and links and appear in users' home feeds with a cover image and a title.
- ✓ **Eye Catching Headlines:** Write killer headlines with SEO keyword optimised longform text for Pins that really perform like Toyota.

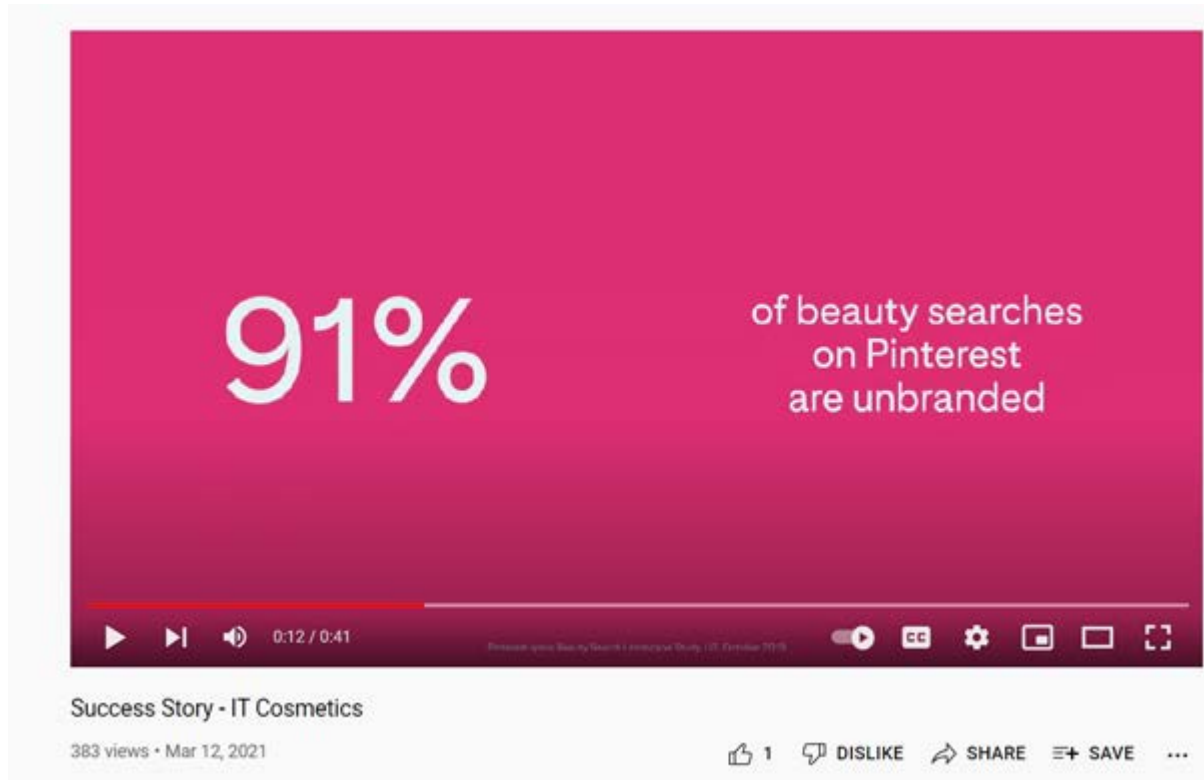


6. PINTEREST FOR SEO

Pinterest is great for SEO, if you get your content marketing right of course. When users share images on Pinterest, each pin gets its own description. These descriptions are used to power Pinterest's internal search engine. In 2022, that search engine is more powerful than ever and can make tailored recommendations to potential customers. Here are some tips:

- ✓ **There are four main factors that influence Pinterest SEO.** Domain quality, pin quality, pinner quality and topic relevance.
- ✓ **Create alt text:** Create alt text. When users pin images via the Pinterest bookmarklet, Pinterest will automatically pull a description from your alt text or a meta description from your page.
- ✓ **Get your description right:** The first 50-60 characters are most likely to show up in people's feeds, so put your most important info in first.
- ✓ **Include pricing:** Pins with prices get 35% more likes than pins without, thanks to their transparency so include the prices of all your products when possible.
- ✓ **Optimise for Google and Pinterest:** Just like with optimizing your website to rank in Google's search results, you can optimize your pins to rank in Pinterest's search. You can do this by using relevant keywords and hashtags. A word of warning though, Pinterest and its users don't appreciate keyword stuffing! Finding the right keywords to include in your PIN TITLE and PIN DESCRIPTION is one of the key factors that directly impact how your pins perform.
- ✓ **Just like Google, Pinterest is a search engine** and people find your content based on their searches. Having the right keywords increases your impressions, monthly viewers and most important traffic to your website.
- ✓ **Pinterest Auto-Fill:** The first place to look for relevant keywords to help you drive traffic is by using the Pinterest search box. Type in a broad topic and the auto-fill box will show you the top terms people are searching for in relation to your topic.
- ✓ **Add tracked links.** All your pins should have links although you can vary where they go. Some may go to your blog for education whilst others will go to your shopping section for purchases. Be sure to track your links so you can see what performs best.
- ✓ **Integrate Pinterest into your brand's site.** Taking the time to embed your Pinterest feed is a smart move to maximize your brand's exposure.

SEO Example: [IT Cosmetics targeted keywords](#) across the CC cream and face makeup categories. Not only did the beauty brand reach new audiences and convert new customers, but IT Cosmetics was also a top organic search term for colour correcting cream during the campaign period. Their organic reach on Pinterest has since grown 2x in the same year.



RUNNING A CONTEST

For small businesses, running a contest on Pinterest serves several different purposes, including increasing brand recognition, building followers, and increasing traffic to their site. Here are some tips for running a contest that boosts your profile:

- ✓ Make the contest visually appealing with a catchy video or brightly coloured image
- ✓ Make your Pinterest contest mobile friendly.
- ✓ Ask users to include a hashtag you provide. This spreads brand awareness and makes it easy for your team to monitor the success of a campaign and pick a winner.

Some of the most popular contest prizes are:

- ✓ Your own products or services
- ✓ Gift vouchers
- ✓ Trips and experiences
- ✓ Cash prizes

SEEABABES WINTER ESCAPE PINTEREST CONTEST

Wanderlust your warm water getaways with us on Pinterest and you'll get a chance to win one of the Seea suits that you pinned!

How to Enter:

1. Follow Seea on Pinterest
2. Create a board titled where you want to go for a winter getaway. For example, if you want to go to Mexico, name the board: Mexico.
3. Pin at least one product from the Seea 2015 Collection. Feel free to pin more than one if you love more styles!
4. Fill up your board with fun! What you'd pack, what you want to do and other images that capture the mood of your vacation. Need ideas? Check out Seea's Pinterest boards for inspiration.
5. Fill out the entry form and keep an eye on your email for the winner announcement!

Contest ends Feb 15.
Go to theseea.com for full info!

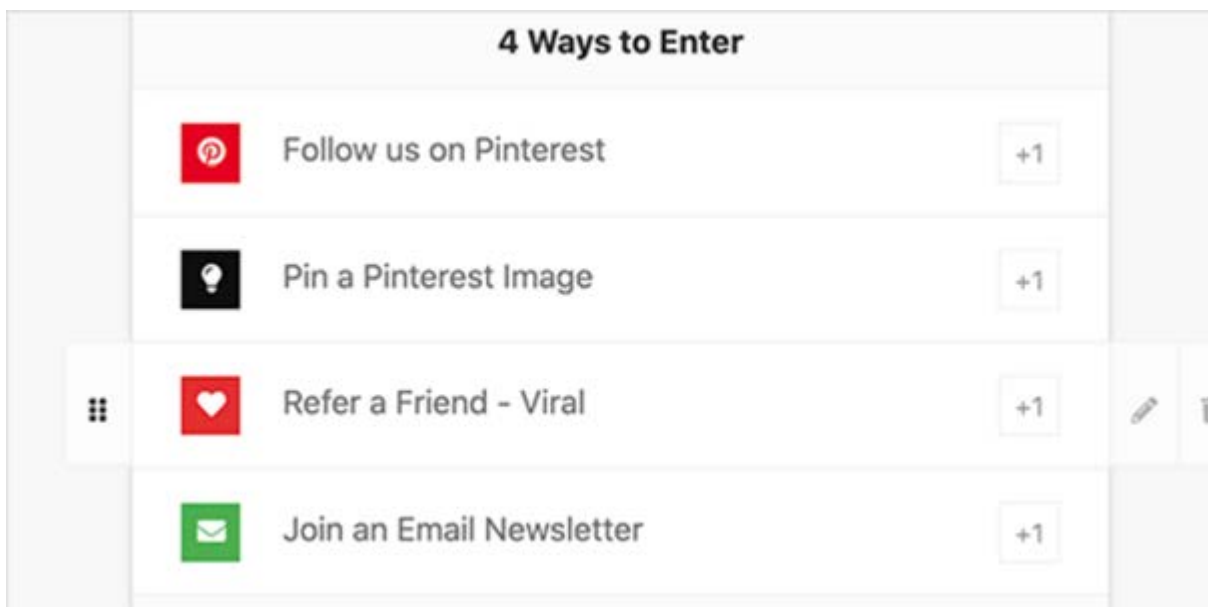
Click for details on how to enter to win a Seea suit!

Clearly Lay Out Contest Rules

Once you've determined your prize, the next thing to do is set some guidelines or rules for the participants to follow. Be sure your contest adheres to Pinterest's general Terms of Service and any [advertising restrictions](#), as well as your local regulations and laws.

Some important criteria you should include:

- ✓ The age requirements for entering
- ✓ If your contest is only open to people in a specific location
- ✓ The start and end dates
- ✓ What the prize is
- ✓ How you'll draw a winner
- ✓ Your method for notifying the winner to claim their prize
- ✓ Choose your contest CTA from the following:



7 CONCLUSION

Pinterest has seen incredible growth in the past few years and remains a fun, innovative and creative space. Experts anticipate that 18.5% of Pinterest's MAUs will buy products from its shoppable pins by 2025, up from 16.2% in 2021. This and all the other data we've reviewed, make Pinterest a worthy addition to a social media strategy for the years ahead.

If you're ready to add Pinterest to your marketing channels, talk to our team. Great content is at the core of everything we do at Moondust Agency. Our team of content writers, social media marketers and strategists have worked with a range of small to large size brands to create winning Pinterest campaigns.

LET'S TALK MARKETING

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8 SOURCES

At Moondust Agency we love to provide well researched content. So, we would like to credit and thank the following sources for providing great information.

<https://business.pinterest.com/>

<https://newsroom.pinterest.com/en/post/pinterest-introduces-takes-and-new-ways-to-watch-discover-and-shop>

<https://influencermarketinghub.com/pinterest-stats/>

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