



## Rep Empire Pinterest Launch Checklist

Help us prepare your campaign for launch by completing the following checklist. Please email this completed doc along with requested files to [launch@repempire.com](mailto:launch@repempire.com)

1. **Platform:** Pinterest
2. **Objective:**

Conversions

Awareness/Engagement

Website Traffic

3. **Promotions:** Promoted Pins, Buyable Pins, and Rich Pins are often pinned by users to existing boards or re-pinned. Promotional language may only be used if it is long lasting and may not contain short-term offers. Do you have “Always on” promotional offers? (What should we know?)
4. **Detailed Descriptions:** What words do you use to describe the company, products, services, lifestyle, selling points, or Pin image?
5. **Terms & Audiences:** Do you have Product/Service Terms, Competitor Brand Names, Seasonal Terms, or Theme Terms?
6. **Pins:** Do you have existing pins you want to promote?    Yes    No  
If yes, Please include Pin links here:

7. **Landing Page URL's:**

- What landing page URL(s) do you want to use?
  
  
  
  
  
  
  
  
  
  
- Do you track custom URL's in Google Analytics?    Yes    No  
If yes, please provide example parameters:

8. **Pinterest Tag Pixel Installation:** Is your JavaScript tracking Tag installed and verified on your website?    Yes    No

9. **Targeting:** Who is your ideal target customer? Please include info that will be helpful:

10. **Images:** We will need eye-catching images to grab attention on Pinterest.

Recommendations:

- Use lifestyle photos or Focus on Objects
- Show multiple products in a single Image
- Only use text overlay when the image doesn't provide enough context on its own
- Showcase your logo with tasteful overlay or watermark
- Dimensions:
  - The ideal aspect ratio for a Pin is 2:3 (600px wide x 900px high)
- .JPG files are fine