# Pinterest Shared 7 Steps for Brands Launching Ad Campaigns

Pinterest small and midsized business marketing lead Lisa Fong shared seven steps that the 1.5 million-plus brands on its platform should go through when launching ad campaigns aimed at some of its more than 250 million monthly users. Fong wrote in a blog post: Create your ad: After creating a business profile, defining a clear… https://www.adweek.com/digital/pinterest-shared-7-steps-for-brands-launching-ad-campaigns/