

15 Top Pinterest Marketing & Advertising Agencies for 2022

Boasting more than 335 million active users per month, Pinterest is fast becoming one of the most popular social media platforms. In fact, according to Pinterest statistics, the social platform has the second most visits of any social media platform in the United States.

Sure, it still has a lot more female users, but if you keep in mind that women are still regarded as the main decision-makers when it comes to which household products to buy, it offers a lot of potential for this niche specifically. That said, it has also found favor among millennials and forms a huge part of their buyer journey. So, you can also use it to tap into that target market too.

In short, Pinterest is no longer just a visual social network where users can share photos of their latest craft project or search for kids' birthday cakes and nursery decor ideas. Nowadays, it's used for all types of business and marketing. Though, as the platform has evolved so much over recent years, it's best to partner with an agency that specializes in Pinterest marketing. To help you make the most of the platform from a marketing point of view, we've compiled this list of 15 agencies that have a good track record when it comes to Pinterest advertising and marketing.

15 Top Pinterest Marketing Agencies for 2022:

15 of the Best Agencies That Specialize in Pinterest Marketing

1. Lyfe Marketing

LYFE Marketing's team can help you to market your pins so that you get more brand engagement, use sponsored pins to drive more traffic to your website, and boost revenue with

the help of Pinterest ads. They will work with you to write unique copy that will motivate your target audience to click. Their team is also skilled in analyzing the performance data so that they can make data-driven decisions to get you better results.

Using their five-step winning-formula, they've helped one of their decor clients to drive more than 1,280 purchases in merely 30 days for less than \$1,000. They managed to do this by consistently optimizing targeted specific keywords linked to the client's products. There are many more successful Pinterest campaigns behind their name and have driven more than 6 million leads for their clients via digital marketing.

Key services include:

- Pinterest advertising strategies
 - Pin optimization
 - Monitoring of ad spend
 - Pinterest ad optimization
 - Reporting
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2. Thrive Internet Marketing Agency

If you're a regular reader of Influencer Marketing Hub, Thrive Internet Marketing Agency would most likely ring a bell. Their agency often features in our listicles not only because they offer high-quality marketing services, but also for the scope of services that they offer. From Facebook marketing to video marketing, basically, whatever digital marketing service you need, they can probably help. That said, considering that they've been in business since 2005, they've had plenty of time to expand their skill set.

With regards to Pinterest advertising specifically, they will implement data-driven strategies that are focused on generating more traffic and sales for your business website. They will optimize your ad images, use rich pins and fine-tune your ad schedule to boost your conversions.

Key services include:

- Pinterest advertising strategies
 - Ad image optimization
 - Ad schedule
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3. Ignite Social Media

With offices in North Carolina and Michigan, Ignite Social Media is a full-service social media strategy agency that's trusted and loved by brands like the American Heart Association's Go Red for Women. Their team can help you to make the most of your Pinterest marketing strategy by creating custom marketing plans that are designed to help your brand stand out and grow its audience. As they've been around since 2007, they've been able to track Pinterest's growth over the years.

Instead of focusing on the number of followers, their goal is to create relevant content that's discoverable by your target audience. From research to planning to program development, their team can help you every step of the way. The social media coordinators and senior digital marketing managers who they've worked with have praised them for the high-quality, relevant content that they create and their flexibility, creativity, and transparency.

Key services include:

- Content creation
 - Community management
 - Influencer relations
 - Pinterest strategy
 - Pinterest paid advertising
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4. Evestar

Based in Florida, Evestar describes itself as a boutique eCommerce marketing agency that offers Pinterest ad buying among other services. The agency was founded by a growth digital marketing and eCommerce expert who has worked on a number of major brand transformations.

For example, for Noli, a brand that sells yoga and activewear, they strategically increased their ad spend and with the help of Pinterest ads, email marketing, Google Shopping, and Facebook campaigns, they managed to increase its sales by more than 280%. As one of the top eCommerce agencies, they can help brands of all sizes.

Key services include:

- Email marketing
 - Facebook ad buying
 - Google ad buying
 - YouTube ad buying
 - SEO
 - TikTok media buying
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5. Ernst Media

Ernst Media has been helping businesses of all sizes with their social media marketing. They've been praised for their commitment, communication, and creativity by their clients, while a number of industry associations, like Clutch and UpCity, have listed them as one of the top digital agencies.

In addition to Pinterest, they can also help with marketing on Facebook, YouTube, Instagram, LinkedIn, Twitter, and even TikTok. So, if your goal is to adopt a multi-channel approach, they're a good candidate. With their skills and experience, they can transform your Pinterest account into a new source of leads and sales. Plus, thanks to their weekly reporting, you'll at all times stay informed.

Key services include:

- Custom social media management plans
 - Content production
 - Social ads
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6. Volume Nine

Trusted and loved by brands like Vitamin World and Good Sam, Volume Nine is a digital marketing agency that's based in Denver. Not only are they one of the top Google Ads Agencies, but they're also highly regarded for their Pinterest marketing services. Their team has created beautiful Pinterest ad campaigns for businesses in the B2C and as well as B2B industry.

When it comes to social ads, they use a six-step process. First, they identify the most important metrics for your advertising campaign. Then, they'll first do a social ad audit. Based on the findings, they'll either refine the existing account or start from scratch. Once the campaigns have been created and implemented, their team will constantly measure the results and make adjustments where needed to boost the campaign's performance.

Key services include:

- Content marketing
 - PPC
 - Social media management
 - Pinterest ads
 - Ongoing management
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7. Voy Media

Voy Media is a performance-based, full-service agency that offers a wide range of advertising services including TikTok ad management and dedicated Pinterest advertising services. According to their website, they're fluent in the internet and speak all Google dialects, music to brands' ears. From creating images to finding the right words, their team has worked with Fortune 500 companies as well as dynamic startups. As a matter of fact, according to their website, they've helped businesses to boost their sales from six to seven figures per month.

Not only do they offer a wide range of advertising services, but their level of support is also noteworthy. When you partner with them, you'll get a dedicated account manager and lead strategist.

Key services include:

- Retargeting
 - Copywriting
 - Graphic design and illustration
 - Product and lifestyle photography
 - Real-time analytics
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8. Taktical Digital

Trusted by brands like WeWork and Artsy, Taktical Digital has helped businesses with their marketing strategies for more than 10 years. Their team of in-house, award-winning Pinterest advertising specialists is based in New York and can help you to increase brand awareness, sales and ROI.

You can rest assured that they will take the time to understand your unique brand and its goals. The first step in their Pinterest marketing process is discussion and research. They prioritize intense discussion and collaboration before they're ready to develop Pinterest ad content. So, you won't be treated like you're just one of many nameless clients.

According to their website, they're obsessed with data. So, their team really appreciates the value of making sense of data and leveraging it to improve your marketing campaign. After ads have been published, they vigilantly keep track of how it performs to work out where it can be improved further.

Key services include:

- Strategy development
 - Social media content creation
 - Reporting
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9. Dos Mundos Creative

Founded in 2015, Dos Mundos is one of the younger ad agencies. While they've only been in business for a relatively short time, their efforts have already been recognized by the likes of DesignRush and Clutch and their reputation has landed them clients like LG, Best Buy, and KitchenAid.

Based in Texas, they offer a wide range of core services that include storytelling, consulting, design, and social media marketing. With regards to social media specifically, they can help brands with Instagram, Facebook, LinkedIn and Pinterest.

Key services include:

- Copywriting
 - Social media optimization (SMO)
 - Branding
 - Conversion optimization
 - Pinterest ads
 - Product photography
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10. Work of Art Digital Marketing

Work of Art Digital (or simply WOA Digital) is a full-service integrated digital marketing agency. With their headquarters in Phoenix, Arizona, they use a data-driven approach to help clients from all over the world with a wide range of digital services like Google Ads, PPC, branding, web design, graphic design, and social media.

In addition to Pinterest advertising, they can also help with advertising on Facebook, Instagram, LinkedIn, and even Snapchat. They start all their social media marketing campaigns by first understanding the industry, target audience, and business goals of their clients.

Key services include:

- Ad design and creation
 - Influencer partnering
 - Social media shopping
 - Content calendar
 - Social media strategy
 - Pinterest analytics
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11. Pintastic Advertising

As their name suggests, Pintastic Advertising specializes in paid ads and Pinterest management, making them a good choice if you want to focus solely on this channel.

First, they will set up an initial meeting so that they can get to learn more about your brand and figure out how Pinterest can help your business. If they think that Pinterest is the right platform for you, they'll move on to identifying goals and expectations. Armed with better insight into your business goals, they will set to work and create beautiful, custom templates that will align with your brand identity.

If you need help with paid ads too, their team will help you with high-converting ads. As a matter of fact, they're so confident that they can help you to improve your results that they offer a full money-back guarantee if they can't improve your results.

To date, they've worked with the likes of Mashable and PCMag. Other industries that they serve include eCommerce stores and affiliate sites.

Key services include:

- Creatives
 - Paid ads
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12. K2 Analytics

K2 Analytics is voted as the best digital marketing agency in Las Vegas. As a full-service digital marketing agency, they can help you with a wide range of services that include social media marketing, web design, PPC, and SEO. With regards to social media marketing specifically, their expert team will help you to make the most of your social media accounts, including Pinterest, to help you grow your audience, improve user engagement, and drive more sales.

Key services include:

- Copywriting
 - Social media management
 - Digital marketing strategy
 - SEO
 - PPC campaigns
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13. Divine Social

According to their website, Divine Social was born from both revelation and demand. While they're based in Florida, their team works remotely which means that they can work with clients from all over the world. They actually specialize in Facebook marketing, but they can also help with full-funnel advertising with Pinterest and have worked with industry leaders in the art and crafts industry like Cricut and Blick Art Materials.

They will help you to target high-quality, engaged buyers who are still early in their planning process. Whether you simply want to use Pinterest to increase brand awareness or introduce users to your products while they're browsing the platform in search of inspiration, they can help you to bring those users into your sales funnel. That said, considering that Pinterest has a longer buying cycle, you'll need to sign a monthly retainer over the course of a number of months.

One of their biggest driving forces is that they view themselves as strategic partners in their clients' marketing needs. While they're not a full-service marketing agency like many of the others included on our list, they will still take it upon themselves to craft a comprehensive marketing strategy and work out where paid social fits in.

Key services include:

- Metric reports
- Dedicated account manager
- Snapchat ads
- TikTok ads
- YouTube ads

14. Viera Media

If sustainability is one of your brand's core features, be sure to check out Viera Media. According to their website they were born in Canada out of a passionate desire to make the world a better place. Their team firmly believes that brands can be founded on ethical, sustainable principles that won't lead to the exploitation of the globe's resources. This means that they're very selective about the clients that they work with and are only interested in partnering with brands that share their vision of sustainability.

For those that meet the criteria, their team will be able to help with ads across all the major social media channels, including Pinterest. With regards to their Pinterest marketing services specifically, using their proven four-step process, they can help you to increase your engagement, generate more sales, and create sustained growth. They'll also integrate email marketing seamlessly into your Pinterest ad campaigns to create an ongoing excitement around your business.

Key services include:

- Highly targeted ad campaigns
 - Visually appealing ad content
 - Precise targeting
 - In-depth analytics
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15. Sozoe Creative

Sozoe Creative is a full-service digital marketing agency that's based in Jacksonville, Florida. After realizing how much the digital presence of brands impacts their sales, they've built their strategy around "design optimization" and help their clients to improve their buyers' journeys with the help of visual impact.

As Pinterest focuses a lot on visuals, they're one of the best agencies to work with if you want to explore all that this social media platform has to offer. In fact, they've been marketing on the platform since it launched its API in 2015. Since then, they've tested hundreds of campaigns with various goals that include lead generation, eCommerce sales, and brand awareness.

If you specifically want to focus on promoted pins, they're very experienced in this field. As they were early adopters, they have loads of data to turn to and have managed thousands of dollars in ad spend for their clients. Plus, as design is at the core of virtually everything that they do, they'll approach your Pinterest marketing strategy with design as the most important element.

Key services include:

- Landing page assessment
 - Campaign setup and testing
 - Strategy development
 - Creative design
 - Optimization
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Source: [15 Top Pinterest Marketing & Advertising Agencies for 2022](#)