



MASTER YOUR DIGITAL SKILLS

Pinterest Ads Masterclass: Grow & Go Global with Pinterest

ICT Skills

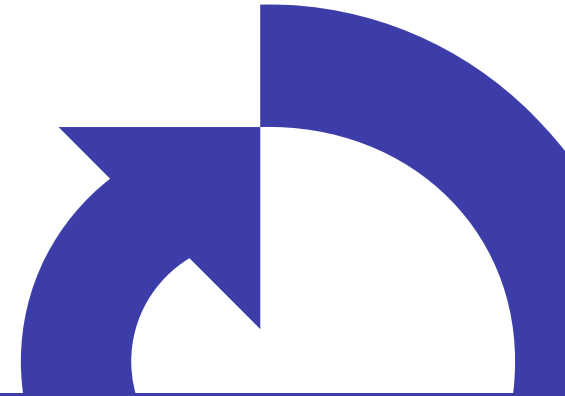
Robocoast



Co-funded by
the European Union

COURSE OVERVIEW

This masterclass provides a comprehensive guide to using Pinterest as a professional marketing tool. Participants will dive straight into creating SEO-optimized content, designing impactful ad campaigns, and analyzing their performance. By the end, attendees will be equipped to boost their sales and grow internationally with Pinterest.



OUR GOALS

- Teach participants to create SEO-optimized, brand-aligned content for Pinterest.
- Provide tools to design and manage ad campaigns using Pinterest's advanced advertising features.
- Enable participants to analyze ad performance to refine strategies, increase sales, and explore international markets.

COURSE DESCRIPTION

This masterclass offers a deep dive into Pinterest advertising and marketing. Participants will start with practical strategies for creating effective content and ads tailored to their brand. Each session builds progressively, combining hands-on learning with actionable homework to enhance their skills after every class.

- Learn advanced techniques to use Pinterest as a professional marketing platform.
- Master SEO content creation, ad campaign strategies, and performance analysis.
- Build the expertise to drive sales and expand your business globally.

COURSE INFO

Location	Online Teams
Date	21.1.-11.3.2025
Time	8.00-9.30
Duration	9 hours
Cost	Participation is fully funded by the European Union, within the framework of the Level Up project.



Johanna Kukko

Johanna Kukko, founder of Somemarkkinat Oy, is a digital marketing expert specializing in Pinterest and social media advertising. Her mission is to help businesses grow and internationalize through strategic, brand-aligned, and results-driven marketing in today's most relevant channels.



Level Up



VISIT US AT

levelup-skills.eu

CONNECT WITH US



Enroll Now

CONTACT US:

Anna Saari
anna.saari@prizz.fi

VISIT US:

robocoast.eu



**Co-funded by
the European Union**

This document was produced in the course of the Level Up project, which received funding from the Digital Europe Programme (DIGITAL) of the European Union under Grant Agreement no 101100679.

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.