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SOCIAL MEDIA

# 10 Most Followed Users on Pinterest in 2024

By Mohit Maheshwari - May 11, 2024 - Updated: May 11, 2024 □ No Comments □ 7 Mins Read



## Key Takeaways:

- Top Pinterest influencers like Joy Cho, Poppytalk, and Maryann Rizzo excel through consistent, diverse, and visually engaging content.

- Collaboration, optimization, and unique perspectives are vital for growing followers on Pinterest.
- Mystique, originality, and niche expertise also contribute to follower growth.

We have curated the list of the 10 most followed users on Pinterest in 2024. From vibrant lifestyle brands to enigmatic individuals, explore how these creators captivate millions with their visually stunning content and strategic curation.

## 1. Joy Cho (Oh Joy!)



Oh Joy! ✓

Current number of followers: **15.1M followers** , **398.4k monthly views** and **392 following**.

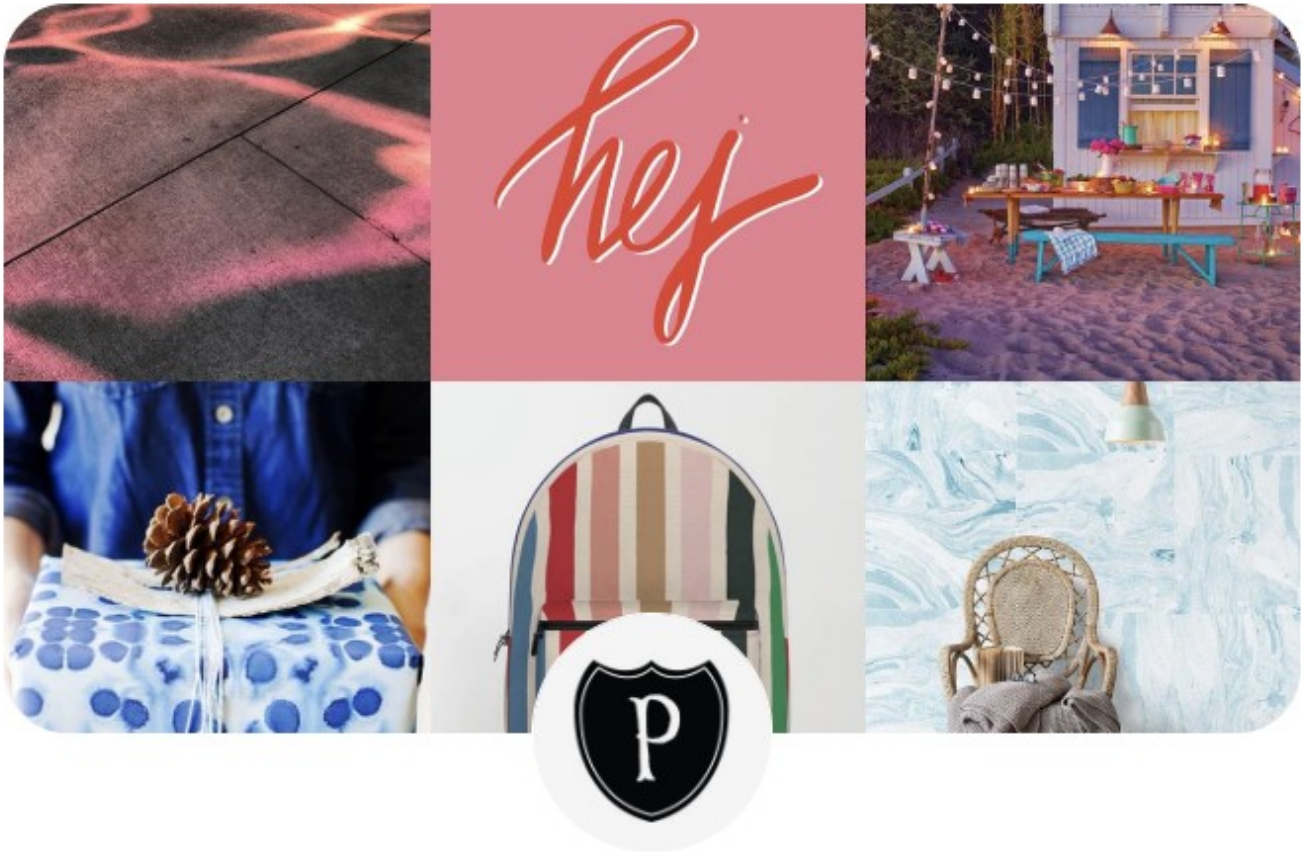
**Joy Cho** is an American blogger, designer, and entrepreneur, known for her vibrant and colorful style. She is the founder and creative director of "Oh Joy!", a lifestyle brand that produces content across various platforms, including blogs, books, and social media.

## **Why does Joy Cho (Oh Joy) have a large number of followers on Pinterest?**

She's been active on Pinterest for a long time (her profile description says 17 years in business), which allows her to build a following organically over time. Let's see what other reasons helped Oh Joy grow her followers to 15.1 million.

- **Consistent Visual Content:** Joy consistently produces high-quality, visually appealing content that aligns with her brand's colorful and cheerful aesthetic. This consistent output has helped her build a loyal audience.
- **Diverse Topics:** Joy's content spans a wide range of topics, including home decor, fashion, DIY projects, and lifestyle tips. This variety attracts a diverse audience and keeps them interested.
- **Diverse Topics:** Joy's content spans a wide range of topics, including home decor, fashion, DIY projects, and lifestyle tips. This variety attracts a diverse audience and keeps them interested.
- **Collaborations and Partnerships:** Joy has collaborated with various brands and companies, which has helped increase her visibility and reach. These partnerships have also expanded her audience.

## 2. Poppytalk



**Poppytalk** ✓

poppytalk.com · Founder/Creative Director at Poppytalk

 poppytalk

*Poppytalk Pinterest*

Current number of followers: **10.4M followers** , **701.6k monthly views** and **1.3k following**.

**Poppytalk** isn't actually a person, but a creative studio and lifestyle brand based in Vancouver, run by a Canadian couple, Jan Halvarson and Earl Einarson. Poppytalk focuses on design, craft, DIY, home decor, and lifestyle topics, presenting a curated selection of ideas and inspiration for creative living.

## Why does Poppytalk have a large number of followers on Pinterest?

- **Content Variety:** Similar to Oh Joy!, Poppytalk curates a broad range of content across design elements, DIY projects, entertaining, recipes, art, photography, and more. This variety attracts a large audience with diverse interests.
- **Engagement:** By creating boards specifically dedicated to themes like “**Entertaining + Fun**” (which has over 6 million followers!), they cater to users specifically looking for inspiration in those areas. This makes the users come back to see the pins for more ideas.
- **Cross-Platform Presence:** Poppytalk is active on multiple platforms, including its blog and other social media. This cross-promotion drives traffic to their Pinterest account, increasing their follower count.

Having a huge number of followers on Pinterest plays a part in getting sponsorship deals, more traffic and visibility to your profile. You can use Socioblend to **buy Pinterest Followers** if you have tried and tested other means and have not found any success.

### 3. Maryann Rizzo



## Maryann Rizzo

curatedstyle.tumblr.com · Interior designer with a great eye for everything beautiful. I hope these images inspire YOUR style! ~ Enjoy! ~ email...more

 maryannrizzo

*Maryann Rizzo Pinterest*

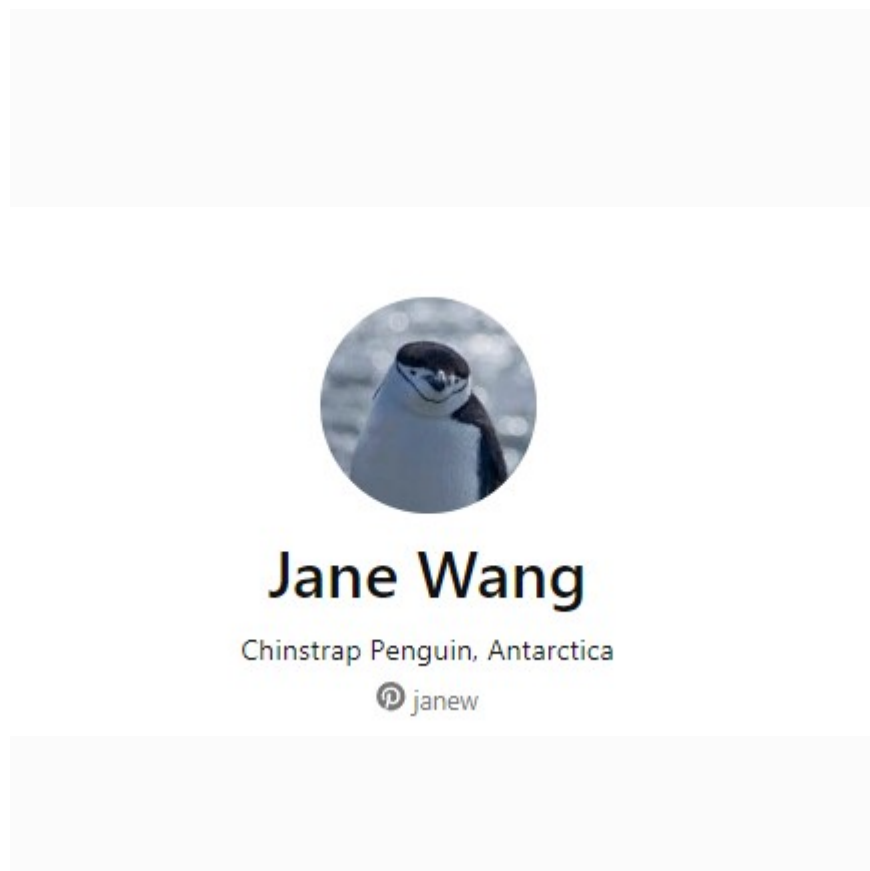
Current number of followers: **9M followers** , **2.2M monthly views** and **2.1k following**.

**Maryann Rizzo** is an interior designer and a popular Pinterest influencer known for her exquisite taste in interior design and decor.

**Why does Maryann Rizzo have a large number of followers on Pinterest?**

- **Expertise and Authority:** As an interior designer, Maryann likely possesses a wealth of knowledge and expertise in her field. Her followers may appreciate her insights, tips, and recommendations for creating beautiful living spaces.
- **Pinterest Optimization:** Maryann may utilize Pinterest's features effectively, such as using relevant keywords, optimizing image descriptions, and creating visually compelling pins. This optimization can help her content reach a wider audience and attract more followers.
- **Unique Style and Perspective:** Maryann's unique style and perspective in interior design may set her apart from other influencers in the niche. Followers may be drawn to her distinct aesthetic and design choices, leading to a loyal fan base.

## 4. Jane Wang



*Jane Wang Pinterest*

Current number of followers: **7.7M followers** and **586 following**.

**Jane Wang** is the most mysterious person not only on Pinterest but on the entire social networking platforms because nobody knows who she is, what she does and how she got 7.7 million followers on Pinterest. If we are to believe the speculation, she might be the mother of one of the co-founders of Pinterest Ben Silbermann because according to Wikipedia, Silbermann's mother's name is Jane Wang.

## **Why does Jane Wang have a large number of followers on Pinterest?**

No one knows the answer why Jane Wang has accumulated 7.7 million followers on Pinterest.

I could only find the detail that her oldest pin was saved nearly 14 years ago.

## **5. HonestlyWTF**





## HonestlyWTF

[honestlywtf.com](https://honestlywtf.com) · Curated by Erica Chan Coffman. I like to be blown away by anything extraordinary. Or anything that makes me say: Honestly...WTF?!?!?

 honestlywtf

7.2M followers · 423 following

10m+ monthly views

*honestlywtf pinterest*

Current number of followers: **7.2M followers** , **10m+ monthly views** and **423k following**.

**HonestlyWTF** Pinterest profile is curated by Erica Chan Coffman who is a blogger and an influencer mainly known for engaging content on Pinterest, including beautiful photography, inspiring DIY projects, and curated collections. As the name suggests, she curates content which will bring out the expression “Honestly WTF is this?”.

## Why does HonestlyWTF have a large number of followers on Pinterest?

- **High-Quality Content:** Like all the top famous users on Pinterest, Erica too, shares visually appealing and engaging content on Pinterest.

### 6. Bonnie Tsang



## Bonnie Tsang

[bonnietsang.com](http://bonnietsang.com) · Visual Artist and Mom of 2 girls. Time Magazine named her as one of the "Top 30 Pinterest Curators to Follow" ·

[twitter/instagram @bonnietsang](https://twitter.com/bonnietsang)

 [bonnietsang](https://www.pinterest.com/bonnietsang)

*Bonnie Tsang Pinterest*

Current number of followers: **7M followers** and **156 following**.

**Bonnie Tsang** is a well-known photographer and creative director based in Los Angeles. She has got a unique style and knack for snapping breathtaking shots, Bonnie's lens sees beauty everywhere. Whether it's fashion, lifestyle, or travel, she's got the magic touch to make every moment pop!

## **Why does Bonnie Tsang have a large number of followers on Pinterest?**

- **Own original content:** Bonnie Tsang's Pinterest account features her own photography, which is known for its high quality. Stunning imagery is often a key factor in attracting millions of followers on visual platforms like Pinterest.

## **7. Evelyn**



**Evelyn** ~

[instagram.com/puzzlingdelights](https://www.instagram.com/puzzlingdelights) · My guide for happy living: be kind, find joy in the mundane, be a life-long learner, be thankful, laugh, and love, always love...more

 evecpage

*Evelyn Pinterest*

Current number of followers: **6.8M followers** and **807 following**.

Another mysterious Pinterest user with over 6 million followers. She has curated Pins related to birds, animals, sculptures, nature, etc.

## **Why does Evelyn have a large number of followers on Pinterest?**

This is a mystery that is yet to be solved.

## 8. Pejper



[www.pejper.se](http://www.pejper.se)

🌐 pejper.se · En liten grön webbyrå för trädgårdsfolk och kreatörer.



*Pejper Pinterest*

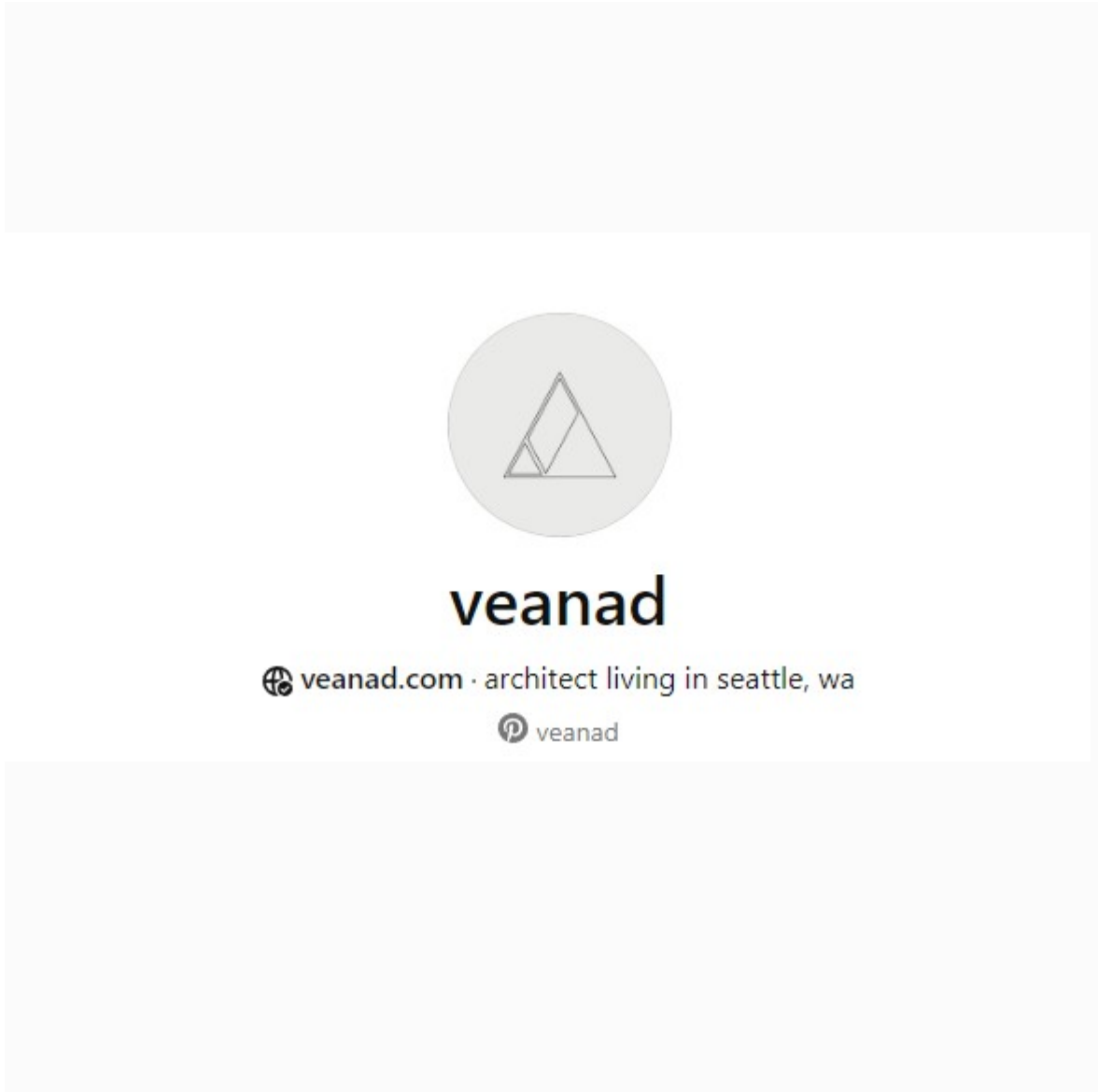
Current number of followers: **6.7M followers, 701.6k monthly views** and **1.2k following**.

**Pejper** is a web agency based out of Sweden. Their goal is to help small green businesses and creators establish an online presence. Their Pinterest is full of plants, greenery, eco-friendly and all that stuff.

### **Why does Pejper have a large number of followers on Pinterest?**

- Pejper pins images which have mainly 3 colors, Green, White and Black. May be this kind of theme and high quality images have made them stand apart from their competitors.

## 9. Veanad



*Veanad Pinterest*

Current number of followers: **5.2M followers** , **4.4k monthly views** and **281 following**.

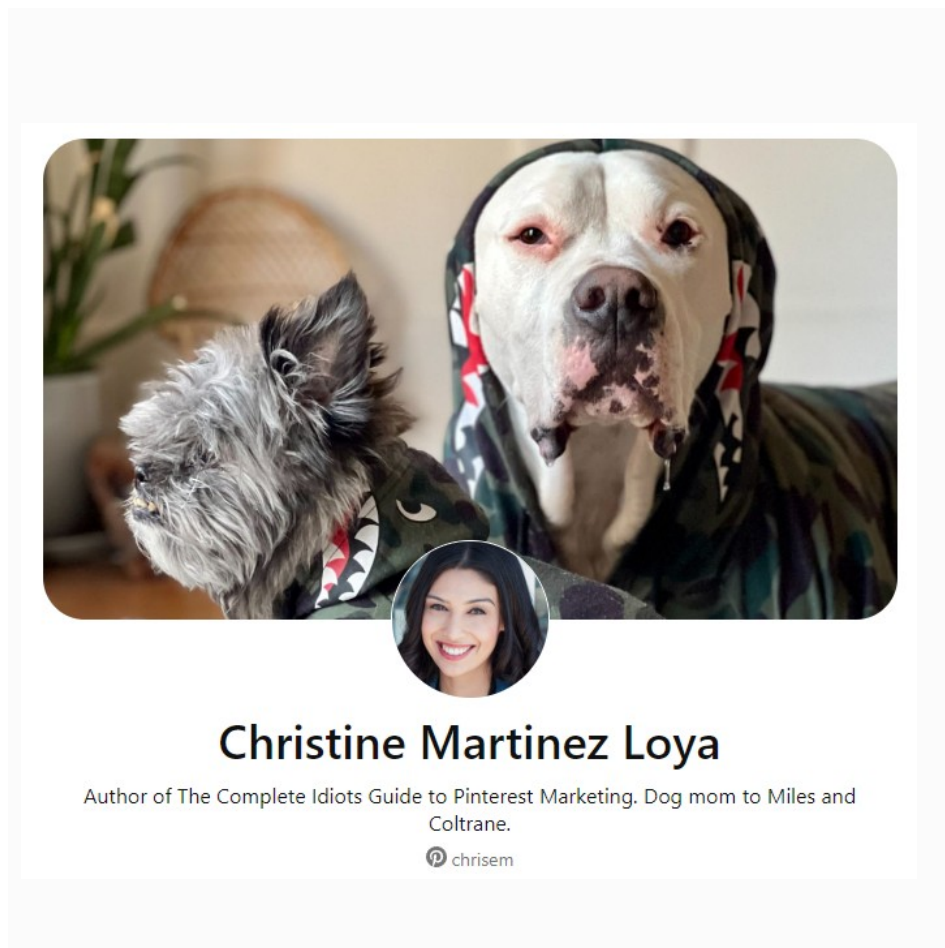
**Veanad** is a profile of an architect living in Seattle. We couldn't locate any other details.

## Why does Veamad Vokolos have a large number of followers on Pinterest?

Answer: Unknown.

### 10. Christine Martinez Loya

Current number of followers: **5M followers** , **20.9k monthly views** and **381 following**.



*Christine Martinez Loya Pinterest*

Christine Martinez Loya is a digital influencer, entrepreneur, and social media strategist known for her expertise in content creation, branding, and digital marketing.

Shas built a significant following by sharing lifestyle content, including fashion, beauty, travel, and wellness. She has curated boards for Gift Guides, Gadgets and Gear, Backpacking, Books I love and so on.

## **Why does Christine Martinez Loya have a large number of followers on Pinterest?**

- Old user: She has been posting on Pinterest for the past 14 years.
- Diversity: She has pins from Fonts downloads to Sweets and treats. No niche can hold her.

### **My conclusion:**

This was the list of top 10 most followed users on Pinterest with latest data. So, what's common among the above 10 users? All of them have posted visually appealing images, properly created and categorized them in their respective boards and have kept their Pinterest profile clean without spamming similar images within a single board.



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