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BROWN BAG *teacher* Grew A Dormant Pinterest Account
by **206% Followers in 6 Months**

Teachers have a lot on their plate. From organizing their classrooms, to engaging students to keeping up with technology. To help navigate all the classroom responsibilities, teachers turn to other teachers for ideas, inspiration and materials.

That's where The Brown Bag Teacher comes in.



Education blogger and 5th grade teacher Catherine Reed is one of many fantastic educators helping spread teaching tips for planning, instruction, classroom technology, and organization. Her site, The Brown Bag Teacher, helps to enrich the lives of teachers and students.

Through ramping up her Pinterest use, she's been able to **attract more than 20,000 teachers to follow her on Pinterest in the last six months**. These teachers love her simple yet effective tips, Repinning her content a total 56,117 times in those months.

For her fantastic growth, as well as inspiring so many followers to help spread her content, we are awarding Catherine a Tailwind Takeoff Award!

To help you see similar success, we are breaking down the science behind her impressive growth.



From leveraging pool noodles to exploring magnets, Catherine's Pinterest boards spurred innovation in her own classroom. Artistically blending practical tips with organization tools with creative no cost rewards for students, Catherine created a robust resource archive for elementary students. What started out as a 1st grade focus expanded as she moved to 4th grade and then 5th grade.

Tapping into the style of her audience base, Catherine leveraged playful images with various classroom themes to drive home the value of each Pin.



Pinterest is a way to connect with teachers, have a visual representation of what teachers connect with on my site, and ultimately drive traffic to my blog.

-Catherine Reed

Once engaged with her clever classroom tips on Pinterest, teachers worked their way onto The Brown Bag Teacher website. From there they discovered even more resources as well as purchasing tools that Catherine had for sale on Teachers Pay Teachers.

Adding Value to The Community

"I am all about enriching and adding value to the classroom. I offer high-quality, non-salesy, content-filled posts that give teachers actionable steps for improving their classrooms."

Browsing through The Brown Bag Teacher's Pinterest boards or exploring topics on the site, teachers found value at every turn. As promised, the content on the website provided ample resources breaking down topics not only by grade but also by subject matter. 1st grade teachers were directed to their grade level topics such as guided math and writing. 5th grade teachers could explore topics such as community building or on demand writing.

"Creating high-quality content that is visually engaging for teachers" remained the number one goal.

"Many times this means a teacher will purchase from me, but regardless, I want teachers leaving with a new idea, inspiration, or something to think about!"

This intention rippled throughout all of Catherine's efforts. Going beyond her own teaching experience, she worked diligently to broaden her knowledge base in order to provide even more value.

"Much of my learning has to center around professional development and becoming a better teacher. Teachers come to The Brown Bag Teacher because they want high-quality content. This means I have to spend a lot of time reading and staying on top of my teaching game!"

Seeing Value in Pinterest

“Honestly, I don’t love Pinterest. I’d been on it for a few years and did nothing with it.”

You might be curious how on earth Catherine earned one of our Pinterest Takeoff Awards. Last fall Catherine was reminded what a large role Pinterest plays in driving massive traffic to Teachers Pay Teachers. She revived her Pinterest account.

“Facebook is my jam and Instagram is fun... but **Pinterest seems like a non-negotiable part of my business plan.**”

Despite understanding how essential Pinterest was for her business, she didn’t want to invest a lot of time into another outlet.

“RealTalk - I spend almost zero time on Pinterest. I’m only able to do it because I can schedule and walk away. I find great content through Tailwind Tribes and my feeds. Then I schedule Pins through Tailwind. I don’t spend a lot of time browsing or ‘live’ Pinning.”

Committed to investing in Pinterest, without expending too much time, Catherine doubled down on scheduling out high quality content in short chunks of time. In six months she scheduled out 948 Pins. This almost doubled her all time Pin count. The resurgence in her account led to The Brown Bag Teacher increasing followers by 206%.

Driving People to the Blog

Catherine’s version of Pinterest success hinged on driving people to her website. Once there she measured website views and average length on site to determine the quality of content she provided.

“While I do sell and it is my primary income, I blog because professional development is my jam. **I love the support and learning that comes from the online teaching community.** It’s organic, it’s unique, and it’s powerful. Blogging makes me a better teacher.”

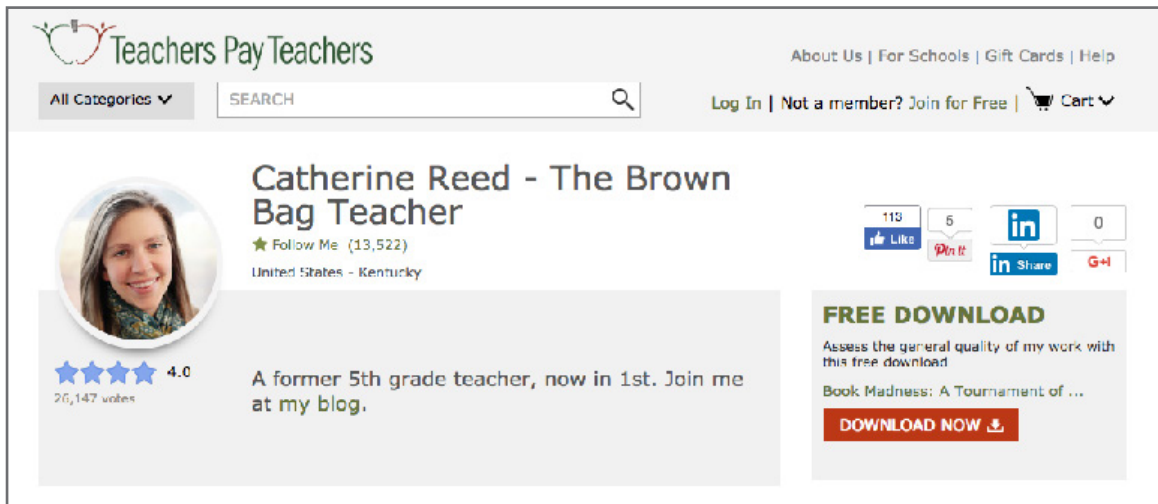
In addition to evaluating website views, Catherine leveraged Tailwind to identify what Pinner were actively Pinning that month. This identified trending topics to share through other channels.

“When I’m looking to refresh content or looking for content to post on Facebook, this is a GREAT source of information.”



Converting Traffic Through Promoted Pins

Seeing initial success on Pinterest, Catherine decided to amplify her Pinterest efforts even further through Promoted Pins.



“Since using Promoted Pins, I have seen a 23% increase in traffic to my site. Pinterest is now the 3rd highest referral site to my Teachers Pay Teachers store, behind the store itself and my blog. For me, **Pinterest converts higher than Facebook** (which I consider my best social media platform).”

It's Not About Love

Catherine proved that you don't have to love Pinterest to succeed. **Through combining quality content with Tailwind's robust scheduling tool, adding in Promoted Pins to drive sales, The Brown Bag Teacher rapidly increased to over 13,000 followers.**

That is how someone who doesn't adore Pinterest wins a Tailwind Takeoff Award. Congratulations Catherine! We are so proud of your rapid growth, as well as your dedication to inspiring teachers.

Catherine's final advice to fellow bloggers, particularly ones who enjoy other social media channels more, "Invest in Tailwind. I'm only able to use Pinterest because I can schedule and walk away. Since joining Tailwind in December, I have seen huge growth!"

*Want to achieve award winning growth like Catherine?
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Meet The Winners

Check out all the the tips, tricks, and best practices from our 2016 Tailwind Takeoff Award Winners

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