

Care & Consistency are the Secret Keys to 52% More Repins for *hej doll*

Inspiring wanderlust in all who follow, Hej Doll captures the beauty of far off places, compelling home design and superb style tips for travelers. As a loved travel, life and style blogger Jessica Doll fuels the imagination of young stylish women with everything from city guides to fashion packing lists to minimalist inspiration boards.



"I get a lot of traffic (to my website) that my blog depends on from Pinterest."

- Jessica Doll, Hej Doll

In just six months, Jessica amplified her Pinterest presence with an additional 3,727 followers. That 23% jump in followers created a ripple effect resulting in 62,127 Repins, a 52% increase for the travel and lifestyle blogger. All the extra momentum fueled Jessica's main goal of increasing website traffic.

For her rapid growth, not to mention filling Pinterest with stunning travel photography, we are awarding Jessica the Tailwind Takeoff Award!



Jessica's dedication to high-quality photography instantly draws you into her various Pinterest boards. Within no time, you'll be traversing the riverbanks of Amsterdam, wandering through the ruins of Peru or following the Ring Road in Iceland.

She paired stunning travel photography with round up fashion guides and home décor ideas to equip her audience to apply Hej Doll's cherished flair to all parts of their life.



I can't sit on Pinterest all day, as much as I would like to. That's where Tailwind comes in handy.

-Jessica Doll

Growing Into the Medium

Like many users, Jessica stumbled her way onto Pinterest as a user.

"At first I started using it to Pin things that I liked. At the time, my taste level wasn't what it is today. I'd find (and Pin) a recipe I'd want to try, but maybe the photo didn't look great. Eventually (my profile) turned into what I love with a more visually curated look."

When she joined Pinterest, Jessica was only looking for a medium to archive ideas or discover inspiration for her life. She wasn't searching for marketing outlets for her blog.

"My blog started out as a way to keep family updated. It's evolved over time, as has my Pinterest use."

Now Jessica's curated content emphasizes visually stunning images highlighting her distinctive sense of style.

"No one wants to try a dinner that looks like a mess."

Creating an Experience for an Ideal Follower

Once Jessica focused on providing a high-quality experience on Pinterest, she narrowed in on the profile of her ideal follower.

"I hope that the people who follow me on Pinterest are female, young, into travel, like stylish stuff and have a similar style to me. They are probably not going to be backpack travelers, more vacation travelers. They are also people who care about their home."

That last piece brought the whole blog together, giving followers a unique blend of style that applied to their travels, home, and life.

"I feel there's nothing worse than going and staying in a super nice well-designed hotel, and then coming back to your house and being a little sad."

Avid Pinterest User

When making the pivot from engaged user to leveraging Pinterest as a marketing channel for the blog, Jessica focused on joining the community. Commenting on Pins, sharing other's work and researching on Pinterest helped Jessica grow her audience.

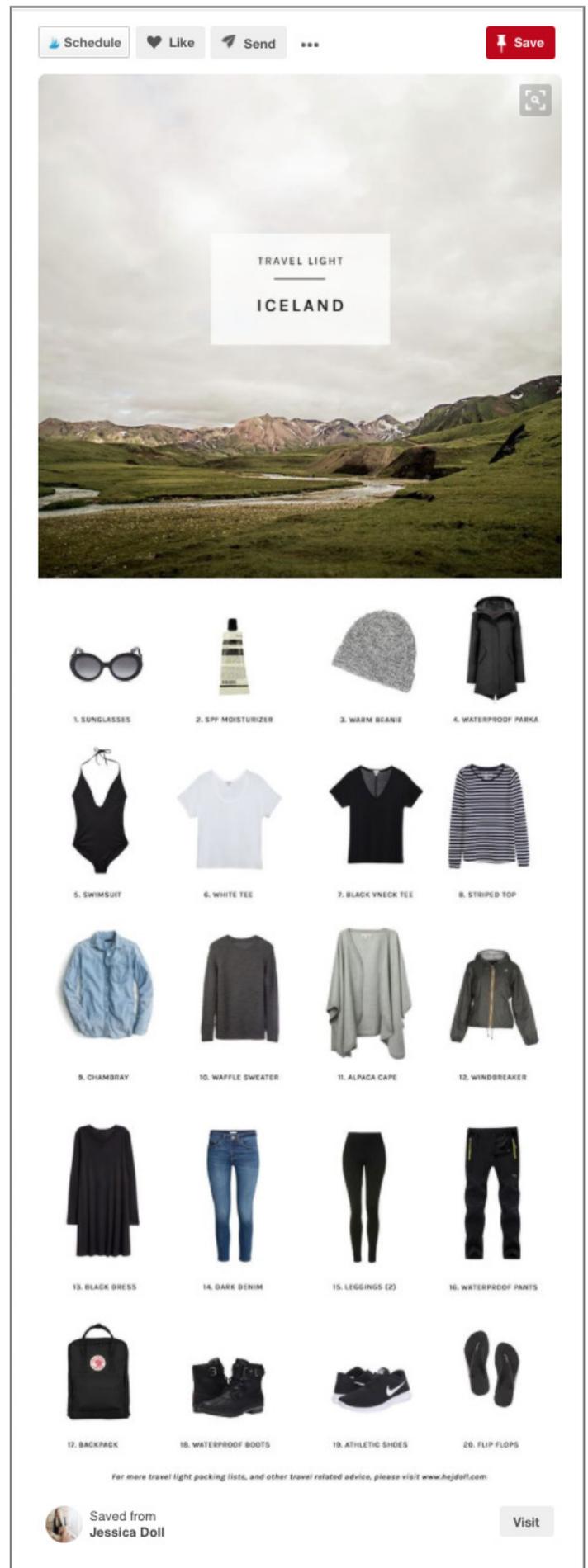
Jessica's initial passion for Pinterest hasn't faltered, even to this day. In addition to regularly attending to her queue of scheduled Pins on Tailwind, Jessica uses Pinterest to find tips for her own life and travels.

Touching on her recent excursion to Iceland, Jessica commented, "I was on Pinterest every day looking for things to do and places to go."

Not only did Jessica's own Pinterest browsing shape her travels, it helped her craft the type of content she wanted to create for Hej Doll following her trip.

"I can summarize my personal findings into more helpful and useful blog posts, not only to contribute to the Pinterest community but also to share my content"

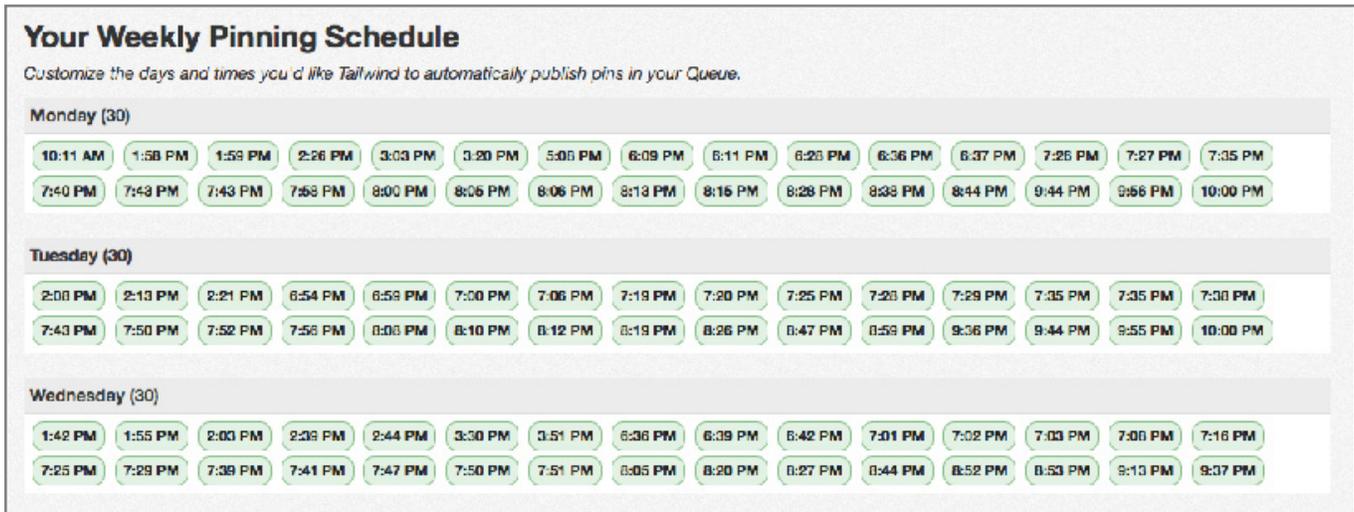
Not everything Jessica fancies makes it onto her public boards. She leaves those for stunning curated content designed to capture the imagination of her followers. For her own personal research, inspiration or to help with projects, Jessica keeps secret boards. She even has a secret board dedicated to Pinterest tips, which the Tailwind blog frequently appears on.



Creating an All Day Presence

Jessica attributes increased follower growth and Repins to timeframes where she is more active on Pinterest. Maintaining that type of activity didn't quite fit into Jessica's desired work-life balance.

"I knew that going in at the end of the day and Pinning for 10 minutes like a madman wouldn't help me. But now I go on for 10 minutes at night and schedule like a mad man on Tailwind."



Example of Jessica's Pinning schedule in Tailwind

Scheduling like a mad man pretty much covers it. In the last six months, Jessica increased her overall Pins by 10%. **Through leveraging Tailwind, those 1,082 Pins were evenly distributed throughout the day, despite Jessica only being active in the evening.**

Testing Out Materials

Jessica didn't leave her Pinterest strategy to chance. Instead, she leveraged her Pinterest and website metrics to determine which type of content would perform better on the blog.

"My followers on Pinterest are similar to the audience on my blog. If a Pin doesn't go over well with my followers, I can anticipate that it will be the same on the site. Then I can consider if I need to be doing different types of content."

Measuring the virality score in Tailwind highlighted popular boards. **Popular boards indicated that Jessica was Pinning good content.** Taking it a step further, she also pinpointed which Pins were bringing the site traffic.

"I find that with blog posts, you really can't tell (success on Pinterest) for a week or even a month out because it needs time to circulate."

"I have some Pins that are years old. For the first year or two, crickets. Then all of a sudden it's been Pinned 30k Pins. I'm sitting here going, 'What's going on here!'"

Eventually Jessica tracked the traffic back to an influencer who stumbled across her older Pin, most likely in the suggested content area developed by Pinterest smart feed.

Quick Tips for Success

Jessica implemented two other key components she attributed to her rapid growth.

First, she stressed the importance of high-quality photos. In her blog, **she posted vertical layout images to maximize the real estate once it lands on Pinterest.**

To ensure that the images look good in all sizes, she tested out different sizes in Photoshop. Any images that didn't make that quality mark in thumbnail size hit the chopping block.

Once on the blog, Jessica made sure to write an ALT text for every image. Pinterest pulled this information for the autofill description.

"I try to make it something that sounds useful and helpful. I want the caption to capture that."

In the End...

Ultimately Jessica's secret sauce, as well as her advice to new users, didn't hinge on anything groundbreaking. It came down to tripling down on consistency.

"You need to be consistent on Pinterest. **You need to be consistent on Pinning. You need to be consistent with your content.** You really need to buckle down and find what defines you on Pinterest."

Jessica's consistency, as well as her unique flair, has earned Jessica our Tailwind Takeoff Award!



Want to achieve award winning growth like Jessica?
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