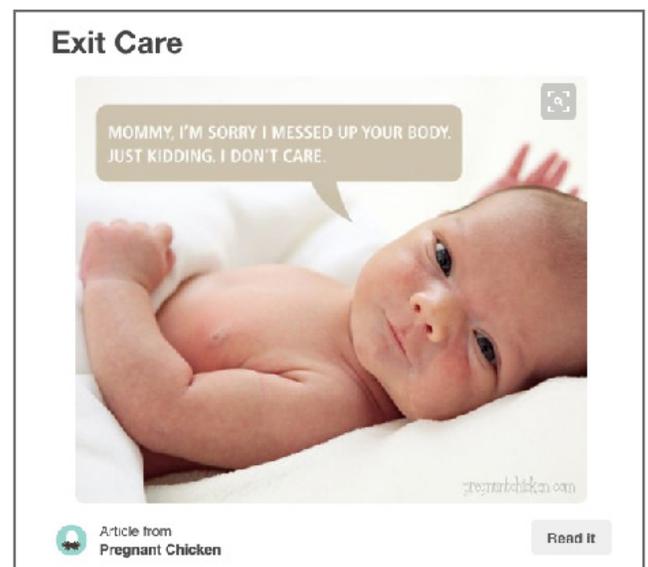


HOW PREGNANT CHICKEN Used Humor to Garner 126,169 Repins in 6 Months

Expectant moms everywhere know the power of community as they start their journey toward motherhood. Regardless of if it's their first baby or if they already have a brood, moms to be (and yes dads too) turn to Pinterest to curate tips and prepare for the path ahead.

It doesn't hurt if that advice comes spiced with a few good laughs.



"We're more interested in designing high-quality content and Pins that have the potential to go viral and reach a huge audience." -Amy Morrison, Pregnant Chicken

Tapping into the specific needs of this community, and dishing out humor along the way, Pregnant Chicken has spurred dramatic growth on Pinterest. In the last six months alone, this account catapulted to a whopping 56,515 followers, a 29% overall increase.

That's a lot of moms and dads to be learning and laughing on their way to welcoming a newborn.

For intensive community building, rapid growth and provoking countless laughs, we are awarding Pregnant Chicken with a Tailwind Takeoff Award!

Here's the science behind this account's massive growth.



If you know anything about pregnancy, you know that it's not all peaches and cream. In fact, there are times it's down right rough. Founder Amy Morrison, or as she would say, "the broad behind the burd," works to help keep "pregnancy sunny side up." Delivering relevant and down to earth information, she narrows in on providing useful tips, busting pregnancy myths and giving new parents permission to ride the imperfect roller coaster of parenthood.



Expectant and moms are always perusing Pinterest for tricks and tips, so we use it as a tool to drive traffic to our site where we offer plenty of advice along with a lot of laughs!

-Amy Morrison

To help stand out in a busy niche, Amy separates Pregnant Chicken by ramping up the funny in partnership with quality advice.

Pregnant Chicken takes this humor-based approach to Pinterest, leveraging the powerful community building aspects of the platform to get their advice in front of even more parents to be. This continues to drive traffic back to the website.

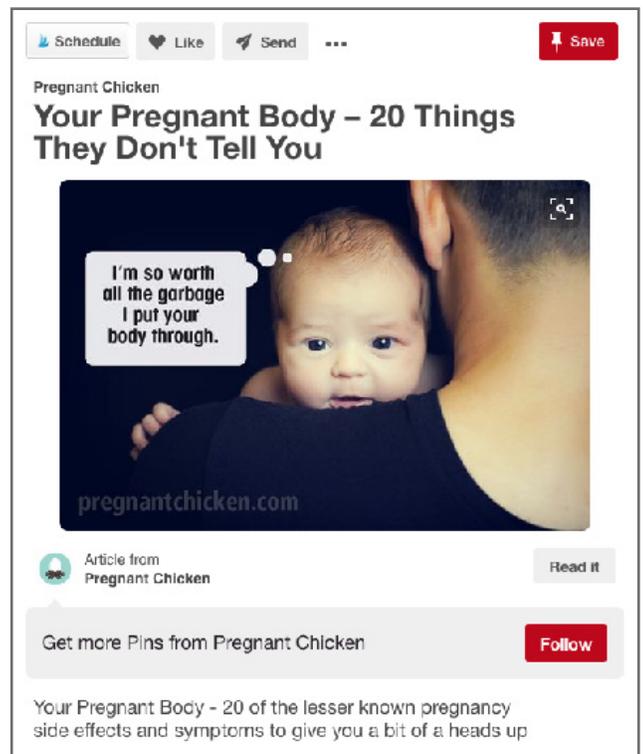
Doubling Down on What Works

"I sort of stumbled through in the beginning and basically Pinned anything I liked the look of. Once I noticed what Pins were doing well, I started trying to recreate that. Then I applied it to my other posts."

A key component to doubling down on the most effective strategy was measuring the results. In Tailwind Amy could specifically pinpoint which Pins caught the eye of moms and dads to be.

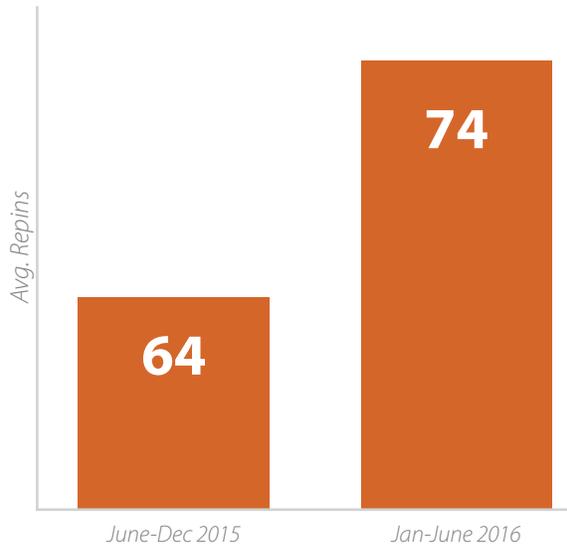
"We like Pins that look good. We are very particular about the photos used and the layout of our Pins. In our experience, a beautiful Pin with a great Pin description usually leads to success!"

Those great descriptions carry the same splashy, smile inducing and no B.S. style that viewers can expect on the blog, effectively bringing Pregnant Chicken's brand voice to Pinterest.



Determining Analytics that Matter

Highlighting a key step for every business minded Pinterest account, Amy defined analytics that mattered specifically for Pregnant Chicken. Through focusing on creating images with viral potential, Pregnant Chicken grew their average number of Repins per Pin from 64 to 74. This created an all time 680,492 Repins.



+ 126,169
Repins in 6 months

>680,000
All time Repins

An incredible feat, this put Pregnant Chicken in the top 1% of Tailwind users for Repins.

Growth in one area spurred growth in other key Pinterest metrics. While the main focus hinged on viral content, this strategy led to 12,559 new followers. It also positioned Pinterest as a key driver of new parents to the blog.

“We love to see Pinterest drive traffic to the blog. It’s one of our top sources of traffic.”

All of Pregnant Chicken’s growth was purely organic. Throughout the six months, Amy didn’t use any Promoted Pins. Instead, she relied on consistent Pinning high-quality content and ramping up what worked.

Mixing Evergreen with New Content

“We typically create a handful of new Pins each month and Repin our old content daily.”

Pregnant Chicken emphasized creating evergreen content. With new parents constantly entering in and growing out of the new parent space, Amy focused heavily on resurfacing past content. Pregnant Chicken has been livening up the pregnancy space with hysterical anecdotes and sanity saving tips since 2010, giving Amy a plethora of past articles to choose from.

In addition, all of the boards include curated content from other industry blogs, giving each board a variety of Pins.

Strategic Scheduling

Pinning every day was no small feat. Eventually Pregnant Chicken went shopping for scheduling support. "We were looking for a scheduling tool that would allow us to easily Pin from other blogs and one that would suggest the best times to Pin."

Amy found the perfect Pinterest partner in Tailwind. Combining robust Pinterest analytics tools, suggested posting times and helping to highlight trending Pins, Amy got Pregnant Chicken's Pinterest profile clucking at full speed in no time.

There was even one added bonus.

"I love the easy interval Pinning. If we create a new, pretty Pin our goal is to drop it on as many of our relevant boards as possible to get it circulating. Tailwind allows us to do this with only a few clicks in a couple seconds!"

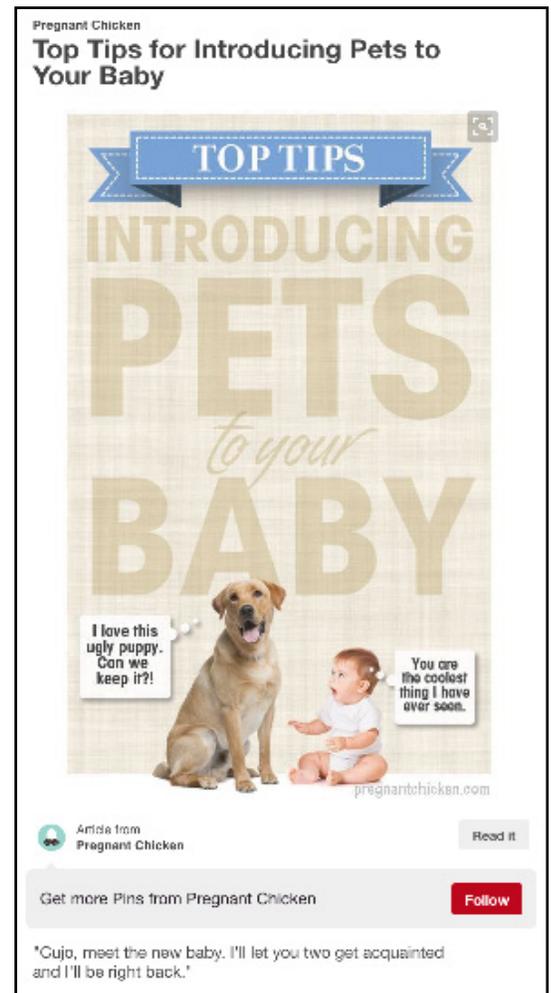
In the end...

Pregnant Chicken's special blend of humor-laced advice will keep parents chuckling for ages to come. Through Pinterest, Amy will be able to connect with even more "haggard parents stumbling out of the newborn trenches."

As she says, "It takes a village." We know every new parent can relate.

Amy and the whole herd at Pregnant Chicken earn double points for entertaining thousands of parents along the way.

We are honored to award Amy the Tailwind Takeoff Award to celebrate her massive growth on Pinterest!



Want to achieve award winning growth like Amy?
[Click here to signup for your free month of Tailwind!](#)



Meet The Winners

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

[Learn More](#)

