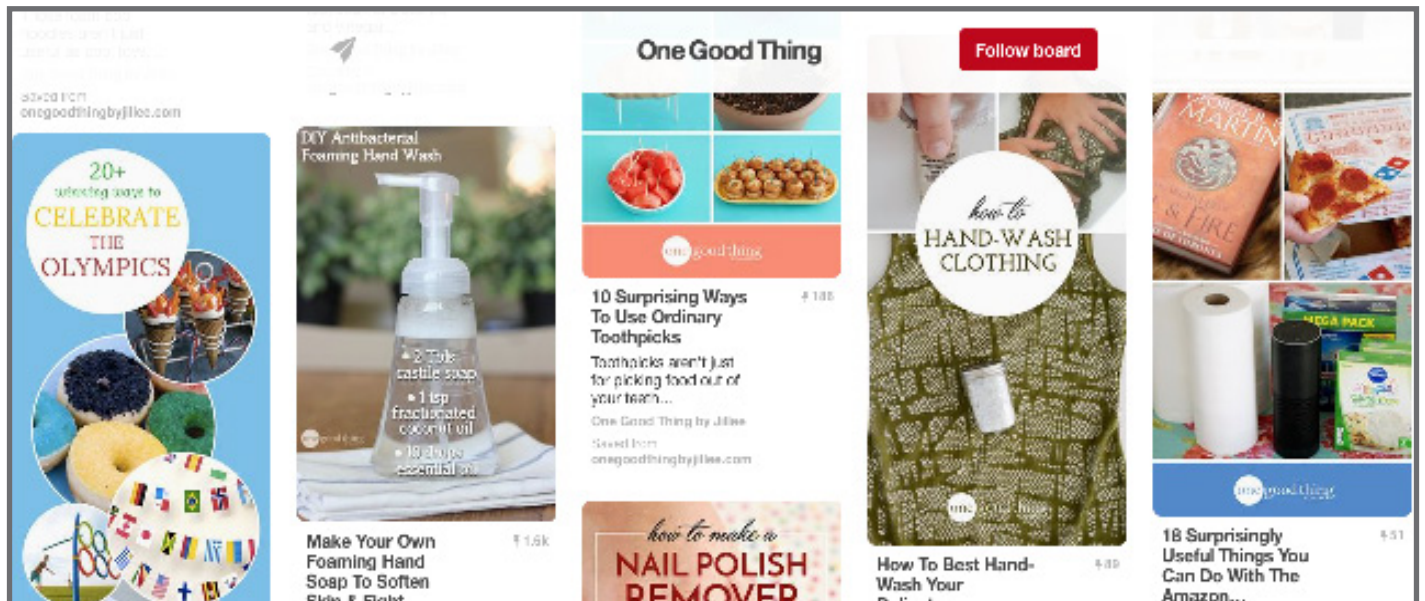


one good thing's Winning Pinterest Strategy: Great Pins, Drive Traffic, Get Email Addresses

Have you ever seen those countless “life hacks” on Pinterest only to question whether they really work? Sometimes it’s hard to differentiate between a Pin that will lead you to a win against one that ends you up on the “Pinterest Fail” wall of fame. Not all hacks are created equal.

That’s where Jill Nystul, creator of One Good Thing, steps in. Teaching followers to tackle one good thing at a time, Jill debunks the plethora of misleading hacks to give her audience tried and true tips to live the good life.



This simple approach has helped grow Jill’s already impressive Pinterest audience by 37% in six months. **Totaling over 500,000 followers, she hit a nerve in the blogosphere! Her clever, tried and true tips for life garnered 580,699 Repins over that six month timeframe.** Today One Good Thing officially ranks as a Pinterest Influencer.

To honor One Good Thing’s incredible accomplishments, as well as offer thanks for providing all of us some much needed life advice, we have awarded this Pinterest account with Tailwind’s Takeoff Award!

To dig into the strategy behind One Good Thing’s impressive Pinterest growth, we connected with Kate Ahl of Simple Pin Media who manages Jill’s Pinterest presence.



As an early adopter, Jill started on Pinterest Pinning all those hacks we mentioned earlier. Over time she started to question whether they even worked.

In the words of Kate, Jill, “takes on all that stuff we wondered, ‘Why didn’t I think of that?’ Then she formulates her own content and breaks down if that really works.”

Soon Jill realized that she could harness this type of content for her website. As we all know, genuine life hacks are huge.

She was right. **Pinterest drove approximately 30% of her website traffic.** In order to effectively manage her growing business, Jill brought in One Simple Pin Media to continue to grow her presence and help even more individuals navigate this journey we call life.



Stick with your niche and your vision, and that will pay off in the long run. Don't go chasing down rabbit trails. Stay focused.

-Kate Ahl, Simple Pin Media

Deploying a Simple Pinterest Strategy

In a similar way to how all these tips and tricks simplified our lives, Simple Pin Media approached One Good Thing's Pinterest account with a straightforward strategy.

Pin great content. Drive traffic to the website. Capture emails.

This strategy emphasized Pinterest traffic for lead generation. Increases in overall website traffic factor heavily into ad revenue as well.

In order to connect with Jill's audience, Kate focused on Pinning content giving real answers to genuine questions people have. This involved trying different content to see what resonated with audience members. Over the year she varied seasonal content with evergreen content.

From how to wash delicates to clever uses for a pool noodle to festive ways to celebrate the Olympics, One Good Thing covered it all.

Once on the blog, followers responded to Jill's authentic approach as she dug into what really worked. This built trust to encourage users to share their email, as well as to come back time and time again.

Repinning Evergreen Content

Keeping Jill's older evergreen content relevant, Kate recycled Pins on relevant boards. **In order to not overshare an individual Pin on a specific board, she relied on the Tailwind popup alerting her to how long ago she Pinned that image to that board.**

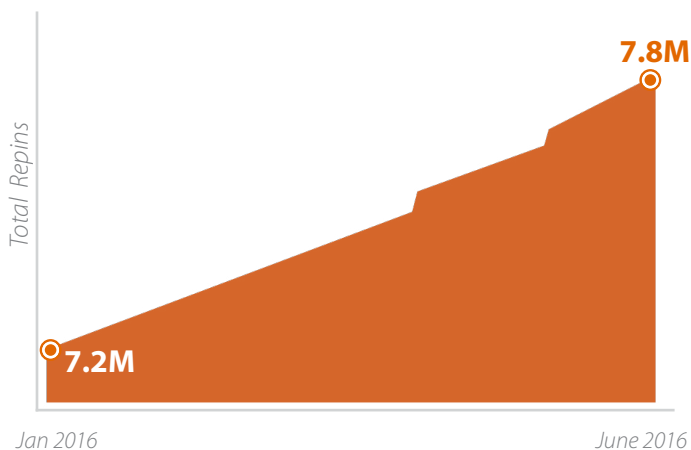
"It's a small but powerful feature."

With countless other things going on in her business, this "mind saver" freed up Kate to focus on measuring key analytics in the company and executing the overall Pinterest strategy.

Metrics that Count

"Just because you have a lot of followers doesn't mean you have a lot of pageviews. Take followers with a grain of salt."

Every Pinner needs to determine metrics that matter for their unique business. When evaluating One Good Thing's account, Kate emphasized the importance of website pageviews. Google analytics unlocked which Pins drove the most traffic to the site. Understanding which Pins were more successful, Kate could curate better content across all the boards.



+ 580,699
Repins in 6 months

> 7.8 M
All time Repins

While increasing pageviews was the ultimate goal, Repins and engagement factored heavily into growth on Pinterest. All of this helped keep those pageviews coming. **While 580,699 Repins spread One Good Thing's content to countless other Pinner, it also helped verify what the audience was looking for. By doubling down on content that mattered, this account attracted 128,244 more followers.**

Blending Analytics with Scheduling

Kate openly professed that she was, “an analytics nerd.” That nerdiness manifested as her love for Pinterest grew, ultimately leading her to open her own company. Her passion for numbers led her to Tailwind when we were just starting out as a company. While our analytics platform initially didn’t solve her management needs, once Tailwind launched smart scheduling, Kate, “signed up and never looked back.”

“It was that ‘Ah ha’ moment. I found what I was looking for.”

Running a Pinterest management company overseeing more than 40 accounts at a time, Kate needed an automated scheduling tool that worked for individual accounts as well as served the needs of her team. “Tailwind addressed both what I needed as a Pinner, but also what my team needed. At each crossroad, Tailwind has created great features and programs that not only serve basic users but also serve me as a management company and what my team needs.”

“It really has been such an easy effective solution. It can fit everybody. If anything, the analytics that tailwind provides makes it worth it. I couldn’t function without it. So don’t go anywhere Tailwind!” **Don’t worry, we’re not going anywhere.**

If you’re skeptical about Kate’s passion for Tailwind, [check out her course outlining the ins and out of using Tailwind](#). She comes up with some clever strategies that even have us schooled! Needless to say, you don’t make a course on the topic unless you are in love.

Testing Out Materials

One Good Thing started out with an already massive Pinterest audience. That doesn’t mean that new Pinner can’t succeed on Pinterest.

It’s easy to get lost in the sea of “should dos.” Instead, Kate recommends to, “Be authentic in what you are doing. Be authentic with your strategy. Be consistent. Be sound. When you stay that course, you really shine and people recognize that. They really attach to that and become invested with you.”

For all of their incredible results and dedication to genuine tips, we are honored to award One Good Thing a Tailwind Takeoff Award!

Want to achieve award winning growth like Jill and Kate?
[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

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