

Patience the Key to Cooking and Growing a Loyal Pinterest Following for *Mel's Kitchen* CAFE

Mel's Kitchen Café feeds our growing appetite for mouthwatering images of decadent desserts, succulent sweets, and tender meat dishes. As a prominent food blogger, founder Mel Gunnell uses her business to give the world delicious, tried and true recipes accompanied with meal plans that allow visitors to become the stars of their own kitchens.

Mel's Pinterest feed isn't only droolworthy, it's also effective.



In just six months Mel has been able to increase her following by 25,643 Pinners. All these new foodies helped this chef earn 268,595 Repins in that short timeframe.

Overall, this food blogger has enjoyed a **massive 72% follower growth on Pinterest**. Today her Pinterest following totals over 65,000, earning her a Tailwind Takeoff Award!

To celebrate, we're digging into Mel's Pinterest recipe for success.



Once quick glance at Mel's Kitchen Café's Pinterest profile and you'll instantly be sucked into the delightful culinary world Mel creates, eagerly browsing Mediterranean grilled sandwiches, seafood marinara and more.

It's rich with stunning photography, well-designed vertical Pins and keyword friendly descriptions. This down right delicious feed not only peaks our appetite, but it also lays the foundation for a thriving marketing strategy.



*“Be consistent! And be patient.
Loyal growth takes time and won't
happen overnight.”*

-Melanie Gunnell, Founder

Evolving Pinterest Strategy

Melanie jumped on board early with Pinterest, or as she says, “back when it was a simple world.”

“Because Pinterest was so new, there wasn't a lot of strategy out there. I did the basics, creating boards and identifying how often and what content I wanted to Pin.”

Fast forward to today and her thriving food blog strategically leverages Pinterest to drive referral traffic to the website. As the platform has evolved, so has Mel's approach to growing her audience base.

“My Pinterest plan is more robust now, including **creating long Pin-friendly images, joining group boards, and Repinning archived content.** I focus on building my following and by doing so, direct more referral traffic to my website.”

Intentional Pinning

“1 Pin between 5-10 times a day. Half of the content is from my website, and half is from other websites. Every new blog post I do gets Pinned 3-4 times a week.”

To consistently Pin content from her website, Mel Repins archived blogs posts. Having been blogging for the last ten years, she has a strong reservoir of content to pull from.

Perusing through many of her vibrant boards, you see that she curates high quality (and primarily vertical form) Pins from fellow foodies. This spices her boards with variety as she revives old Pins on her boards.

Encourage Sharing

As she grows her audience, Mel generates organic Pinning from her website as well. When audience members share content directly from her website, it helps amplify her own Pinterest efforts.

“The social sharing plugin on my website shows a lot of growth on Pinterest as people share my blog content.”

This approach helped fuel a dramatic 85% increase in Repins.

Planning Ahead

As a busy mother of five, Mel advocates menu planning and simplicity as a core component of her success.

“I harp on it all the time, but menu planning saves my sanity.”

Looking to apply that same core concept to her marketing strategy, Mel went on the hunt for a tool to help simplify her Pinterest marketing.

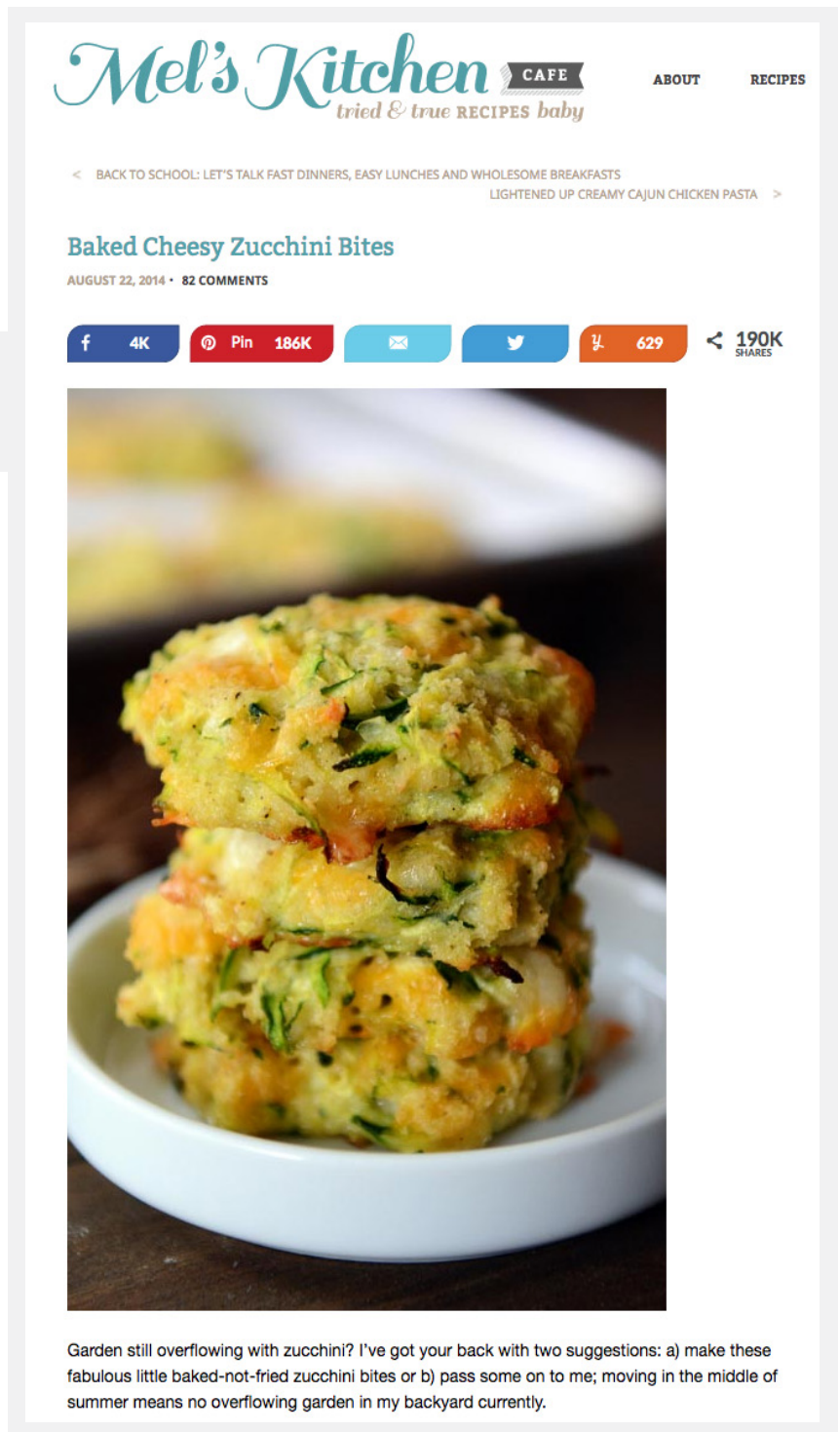
“I had tried other Pinterest services and was underwhelmed and often frustrated. A fellow blogger recommended Tailwind. I decided to give it a chance.”

Taking a chance on Tailwind paid off. Today she keeps her Pinterest queue filled with mouthwatering photos the entire day. She can also optimize her efforts by hitting times that her audience will be on the social network.

“Tailwind helps me keep Pins scheduled so that I don’t have to be on Pinterest every day.”

During Mel’s journey to attract an additional 25,643 followers, she Pinned 870 images. To do that without a scheduler would have left Mel chained to her boards nonstop. Instead, she leverages the Tailwind publisher tool to automate the process.

Sanity saver is right.



The screenshot shows the website for Mel's Kitchen CAFE, which is described as "tried & true RECIPES baby". The page features a navigation menu with "ABOUT" and "RECIPES" links. A breadcrumb trail reads: "< BACK TO SCHOOL: LET'S TALK FAST DINNERS, EASY LUNCHES AND WHOLESOME BREAKFASTS LIGHTENED UP CREAMY CAJUN CHICKEN PASTA >". The main content area displays the recipe title "Baked Cheesy Zucchini Bites" with a date of "AUGUST 22, 2014" and "82 COMMENTS". Below the title is a social sharing bar with icons for Facebook (4K), Pinterest (186K), Email, Twitter (629), and a total of 190K SHARES. The central image shows a stack of three golden-brown, cheesy zucchini bites on a white plate. Below the image is a short paragraph: "Garden still overflowing with zucchini? I've got your back with two suggestions: a) make these fabulous little baked-not-fried zucchini bites or b) pass some on to me; moving in the middle of summer means no overflowing garden in my backyard currently."

Consistency Pays Off

“Be consistent! And be patient. Loyal growth takes time and won’t happen overnight. **By consistently Pinning really valuable, great content, success will happen!**”

After all, long-term social media success follows the slow-cooker methodology, not the microwave approach. Just as you can’t microwave a good pork roast, you can’t shortcut the road to success.

The image shows a screenshot of a Pinterest profile for 'Mel {Mel's Kitchen Cafe}'. The profile includes a circular profile picture of a woman, a bio, and statistics: 85 Boards, 5.1k Pins, 0 Likes, 77.7k Followers, and 262 Following. Below the profile are several boards with food-related images and titles, each with a 'Follow' button.

Mel {Mel's Kitchen Cafe}
www.melskitchencafe.com
I'm a food blogging mom married to a great man raising four boys and one girl. And eating lots and lots of dark chocolate along the way.

85 Boards | 5.1k Pins | 0 Likes | 77.7k Followers | 262 Following

Boards shown:
- School Lunch Ideas (35 Pins)
- Halloween Food and ... (61 Pins)
- Mel's Halloween Food (2 Pins)
- All Things Fall (94 Pins)
- Mel's Pumpkin Recipes (0 Pins)
- Mel's No-Oven Requir... (76 Pins)

Mouthwatering, Intentional Strategy

Mel’s dedication to curating mouthwatering content keeps all of us foodies hungry for more. Luckily for Mel’s community, she backs all of her own content with a “tried and true” guarantee. This dedication to quality, along with an intentional strategy for growth, has earned Mel our Tailwind Takeoff Award.

Congratulations Mel!

Want to achieve award winning growth like Mel?
[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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