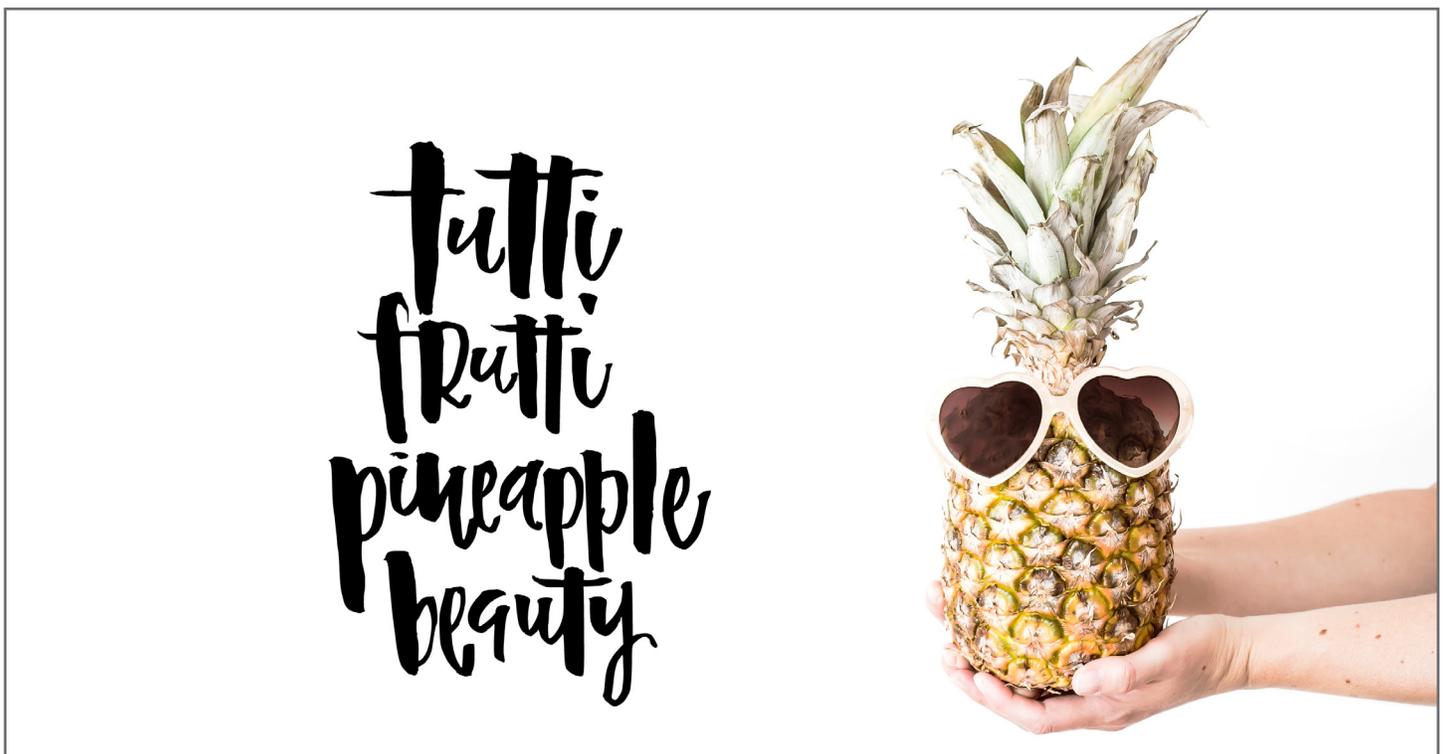


Pinterest Core to Building the Proper Post Brand from Scratch

Have you ever missed someone's birthday or come up empty handed when going to send a thank you note? Proper Post has you covered. This new card subscription company makes sure customers have delightful cards in stock every month to address all types of occasions.

With a visually pleasing product, Proper Post founder Rebecca Bradley knew the importance of building out a Pinterest presence. In fact, she started heavily investing time in the platform months before the company's June launch.



"I knew this was going to be a product and a brand that was very visual. Therefore Pinterest was a wise marketing solution for us."

Proper Post took to social media with incredible zeal! In the four months since opening their Pinterest account, this greeting card company **attracted 2,356 followers and inspired 1,748 Repins.**

This tremendous growth on a brand new account has earned Proper Post a Tailwind Takeoff Award! To showcase how other new accounts can spur massive growth, we connected with Rebecca to dig into the details behind this company's phenomenal success.



Proper Post's tremendous growth wasn't accidental. Drawing from other success on Pinterest, Rebecca outlined very specific goals for Proper Post.

"We are a new business. (We're on Pinterest) to tell our story. **It's visually putting across what our style is so that people know upfront just by looking at our images and our branding what we're all about.**"

Telling the brand's story laid the foundation to increase exposure, provide tremendous value to their ideal customer, attract new leads and gain new subscribers. Rebecca emphasized the importance of engaging with followers to hone in on current trends, identify their interests and discover what was important for them.

This mentality played into every aspect of Proper Post's highly effective Pinterest strategy.



I knew for us that Pinterest was a no brainer. It was essential.

-Rebecca Bradley, Founder of Proper Post

Defining a Brand

Creating a foundation for success started before Rebecca opened the Proper Post Pinterest account.

"We've done a ton of research building up to the launch of the business. We interviewed 200 potential customers."

Through their research Proper Post refined their target audience to 27-49-year-old women, predominately in the UK. Most likely business owners, these women were "time poor, meaning that they didn't have enough time in their week to fit everything in."

"Armed with that information, we were able to look at the interests those people would have."

With a detailed picture of their ideal customer, **Proper Post built out a picture of exactly what they wanted their brand to look like. It took into account the interests, challenges, and hobbies of their customers.** Then Rebecca translated that same information to define what she wanted to portray on Pinterest.

"Think about your Pinterest account and what you want to achieve. Really put thought into it. Build your account around that aim and tailor images and content to fit that theme."

"With that foundation, you can maximize your exposure and results."

Emphasizing Optimization

Foundation work didn't stop with defining the ideal client. Rebecca focused on optimizing images, descriptions, board names and keywords on Pinterest from day one.

"Putting that time upfront saves you a world of time in the long run. **You're building on a foundation that is really solid.**"

Scrolling through the company's 25 boards, card enthusiasts discovered visually captivating Pins all reflecting the sophisticated style the brand promoted. Images were paired with keyword rich descriptions. This created a professional looking feed specifically designed to target Proper Post's ideal customer.

These efforts fed into achieving Proper Post's ultimate goal, increasing monthly subscriptions. Through optimizing efforts targeted at their ideal customer, they increased the overall quality of their follower count, Repins and ultimately individuals visiting their website.

"It will pay dividends in the long run. Every time you're pinning things that are optimized, you're cutting out effort you would need to put in down the line."

Measuring for Success

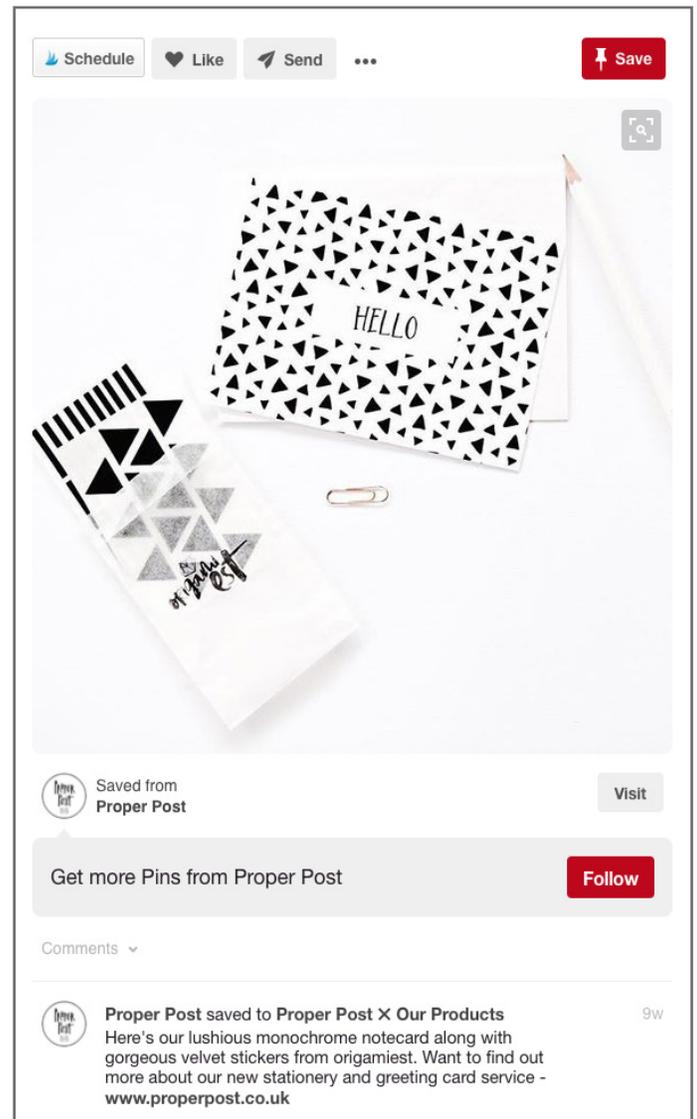
"We've looked at Repins and clicks because that's more important than followers. We want to know that the people who are following are actually our ideal customers, interested in our content, Repinning and clicking through."

Operating under a quality over quantity mindset, Rebecca leveraged Tailwind to decipher follower engagement and isolate traffic to the website. In addition to Pinterest's metrics, she also factored in website bounce rate to determine if she was reaching her ideal audience.

"The other thing that is really essential for us is the deep dive analysis with Tailwind. It isn't easy to understand in Pinterest analytics itself. **Tailwind makes it really to go in and see what Pins are working and what Pins aren't working.** And then you are able to literally go in and adjust your strategy based on what is working."

The other way Proper Post defines success can't be measured through traditional analytics. Working to gain momentum with their company launch, Proper Post wanted to increase exposure. Collaboration requests, inquiries from other brands and press requests confirmed that the company's name was reaching the right people.

"That's happening daily."



Expanding a Strategy

To date, Proper Post relied solely on organic traffic from Pinterest. As a new company, their Pinterest strategy continued to evolve as they learned more about their customers and the type of content they engaged best with.

“Right now we’re still filling in the foundation of our own content and building that up.”

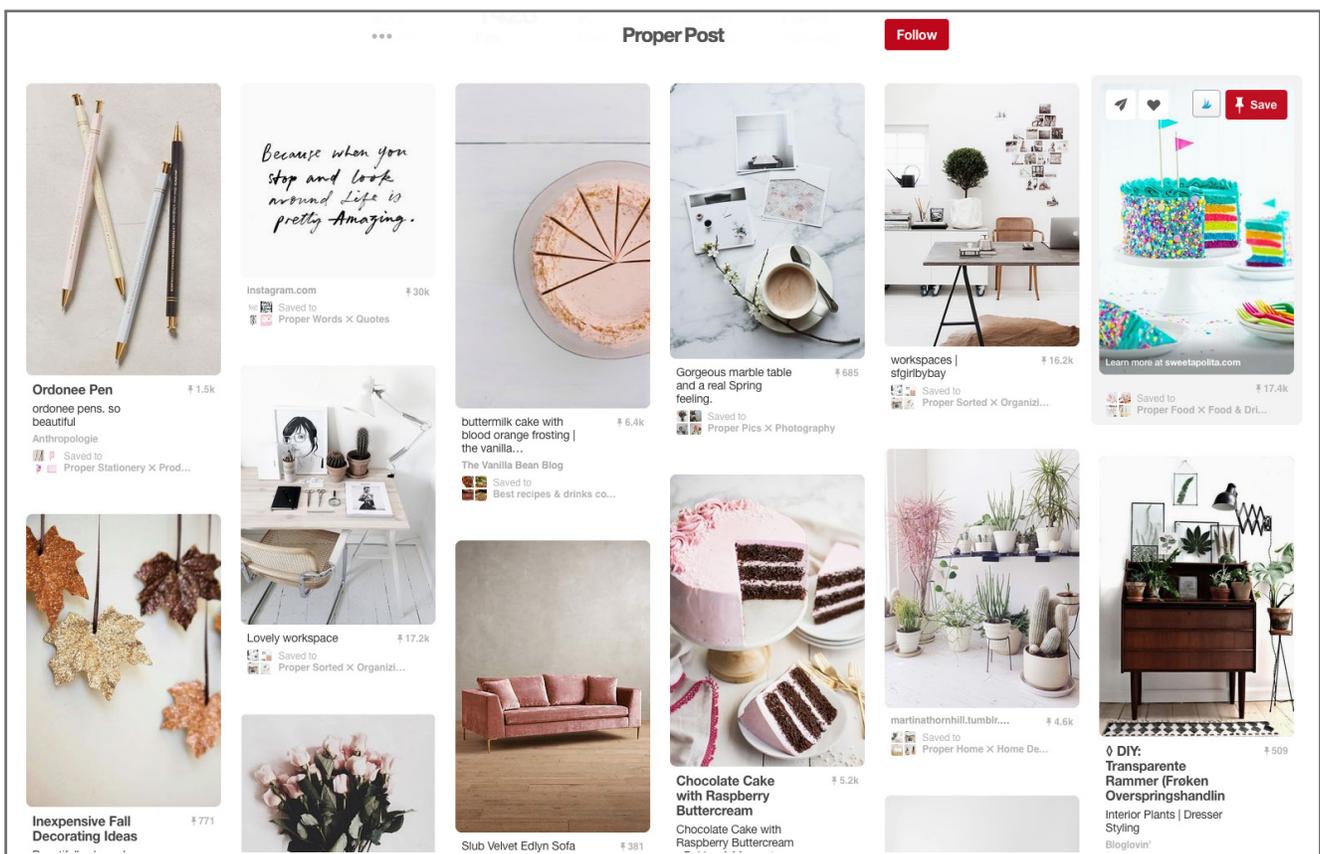
Once Rebecca can narrow in on exactly which optimized Pin drives the ideal client to the Proper Post website, she plans to amplify her reach.

“We will explode and magnify what we’ve already got by adding Promoted Pins in.”

Following the 80/20 Rule When Pinning

To drive additional traffic to the subscription site, Proper Post built out a lifestyle blog. Here the company provides tremendous value to their customer base, answering questions and watching what topics resonate best. This has created an ample well of content to share on Pinterest.

Despite having a plethora of their own content, Rebecca emphasized the importance of curating content from other sources.



“We use the 80/20 ratio when pinning, 80% Repins from other accounts that our audience would find useful, then 20% of our own content.”

All of the Repins and curated content honed in on their customers' interests. Some Pins even feature competitors.

Once outlining what content to promote, Rebecca turned to Tailwind.

"I load up my Pins in Tailwind once a week. That saves me masses of time. I know what content I've got coming up, so I can load that in at the perfect time. I can put intervals on Pins so it's not all coming out at the same time."

Curating relevant content and consistently Pinning made their feed interesting, entertaining and valuable. Once they achieved those three characteristics, they knew that their audience would be willing to come back and visit their Pinterest feed again.

"Our success and progress has proven that that strategy works."

Just Do It

To other new companies considering exploring Pinterest, Rebecca had one piece of advice.

"Definitely just do it. **Get on with it. Don't overthink it.** When you're a new business, marketing can feel overwhelming. That can cause a blockage. The best thing with Pinterest that you can do is just get started. Then you can see results and get motivated."

Every business owner, particularly ones in the launch process, knows that there are a thousand different things pulling at their time. Rebecca's tip for being able to navigate a company launch without dropping the ball on marketing was Tailwind.

"Tailwind was the perfect solution because it enabled me to do everything I wanted to do. I engage with people at the time they would want to engage with us by using the smart times. I do it with the minimum effort."

We are blown away by Proper Post's massive success in such a short time frame! For launching a new Pinterest account and attracting 2,356 followers in four short months, we are proud to award this innovative company a Tailwind Takeoff Award.

Want to achieve award winning growth like David?
[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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