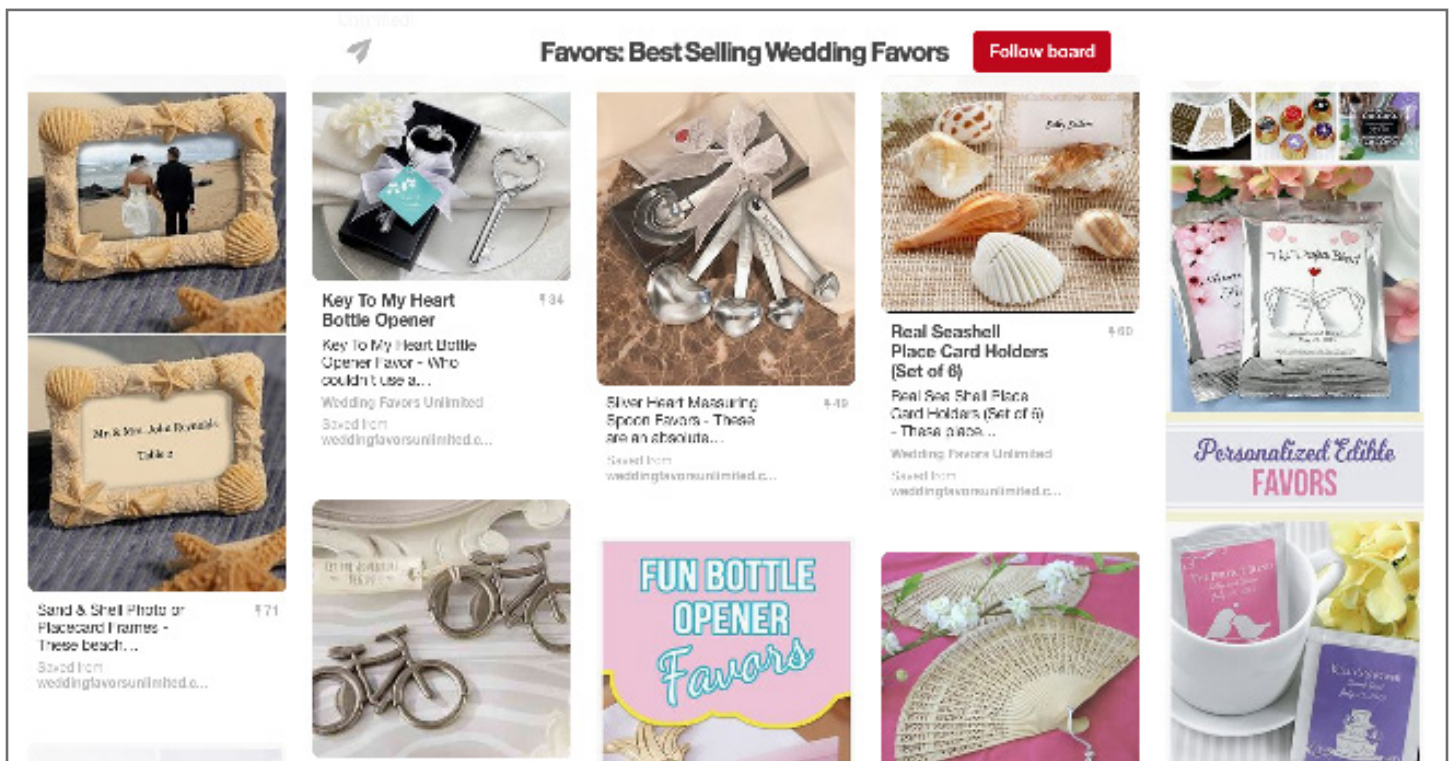


# Using Pinterest to Drive 80% of Website Traffic

## Wedding FAVORS • UNLIMITED Strategy for Success

It's likely if you got married in the last few years, you used Pinterest to help plan your big day. From jaw-dropping table decorations to moving playlists to heartwarming thank you cards, brides and grooms turn to the visual platform for inspiration every step of the way.

This is where countless brides and wedding planners encounter Wedding Favors Unlimited. Offering high-quality wedding favors at a low price, the company uses Pinterest to help bridal parties discover their affordable wedding accessories.



Over the last six months, this bridal resource has skyrocketed their Repin count by 98,117 Pins. This drastic growth in engagement spurred a 65% follower increase on Pinterest.

We are awarding Party Favors Unlimited a Tailwind Takeoff Award to celebrate their massive success!

To go behind the scenes on their path to success, we connected with team member David Shreni.



**“Pinterest helps our customers find unique ideas that match their decor themes and then purchase those items quickly.** Pinterest is also a great way to aggregate ideas around common themes, like bridal shower favors or wedding cake toppers.”

Wedding Favors Unlimited’s Pinterest presence serves to connect brides with all the pieces to create their dream wedding. Focusing on vibrant vertical photographs, they have carefully curated boards highlighting different wedding themes. From “Theme: Art Deco Wedding ” to “Theme: Bohemian Wedding” to the “Color: Blue Weddings”, the keyword rich board names allowed for easy navigation.

It also enhanced Pinterest SEO, a fundamental piece of helping increase the exposure of the company.

“A lot of brides haven’t been married before and there’s no other way for them to find out about us. It’s really about getting great content out there so people even know we exist.”



*It’s really about getting great content out there so people know we exist.*

**- David Sherni**

## Connecting with Brides

The foundation for expanding Wedding Favors Unlimited’s Pinterest marketing strategy didn’t start in the digital sphere. It started with customers.

**“We called up our customers and asked how they heard about us. A lot said they discovered us on Pinterest.”**

An often forgotten marketing tool, David picked up his telephone to call customers and learn more about their needs. He discovered that to better reach brides in the planning phase, he needed to be where they were. They were on Pinterest.

Not only did these conversations highlight the importance of Pinterest, they also outlined opportunities for the company to better serve their clientele, increasing the company’s exposure along the way.

“We talk to our customers. We hear a lot of what’s important to them, what messages resonate with them.”

Part of this included listening to what they weren’t talking about as well. If David was investing energy in building nautical theme boards, and he didn’t hear those themes from brides, he knew it was time to start focusing energy on different topics.

Listening to the customer paid off. **Wedding Favors Unlimited's Pinterest follower count grew over 4,000 people in the last six months to 11,000 followers. Their content resonated strongly, so much so that the company has 255,966 all time Repins, which plays a large part in their website traffic growth.**

"In the social world, **Pinterest is 80% of our traffic.** Instagram is great. Facebook is great. But 80% of our engagement is on Pinterest."



**255,966**  
TOTAL REPINS

## Evolving a Pinterest Strategy

When recounting how Wedding Favors Unlimited built their strategy, David commented, "It was hard at first. We started randomly Pinning. We Pinned things from our site. Then we Pinned from other sites. We had to find our vibe to see what worked."

When approaching Pinterest, the company created a "laundry list of 40 plus ideas." Many of these consisted of different Pin forms, rotating content or exploring ways to develop more unique content. Each week David and his team tried three different tactics. At the end of the week, they would evaluate, refine and plan for the following week.

**"It's a lot of trial and error because it's really tough to know what your customers will engage with."**

When trying so many different Pin strategies, measuring engagement on Tailwind played a key role in refining the best ways to move forward.

**"I love looking at published Pin performance. Tailwind is the only way I can see individual Pin performance."**

## Focusing on Pinterest Daily

"Everyday I spend 30 minutes scheduling and analyzing performance on Tailwind. And then I spend another 15 minutes optimizing. What are better performing Pins? What are better performing boards?"

Based on his findings, David would refine his Pinterest efforts. When evaluating data, David focused both on specific Pin information as well as overall trends.



“One of the things we’ve really loved about Tailwind is that it gives us these bigger metrics. For example, Repins per followers or Repins per Pin per follow. It really got down into what’s performing really well.”

While David focused the majority of his Pinterest time analyzing data, he emphasized that understanding the different metrics and reports wasn’t confusing or complicated.

“The Tailwind analytics are incredibly helpful. Whether you are a sophisticated analytics user or someone that couldn’t make a graph to save your life, **Tailwind does a great job surfacing the most important pieces of information on how different boards and Pins are performing and what I can do to improve performance.** I really appreciate how simple they’ve made the math for me.”

## Diversifying a Content Strategy

At its core, Wedding Favors Unlimited focused on high-quality content. The trial and error phase helped David refine their content to maximize efforts.

“We produce three kinds of content. The first is super obvious. We have product imagery. We make sure our products look great on Pinterest.”

**“The second thing we do is collage. Everyone is super familiar with these really long 15 image banners. We’ve started producing more of that type of content.”**

“The third is written material. We’ve started producing content for Pinterest around topics that people are interested in.”

Each of these three types of content strategies took a lot of additional energy and resources to create. It was worth the investment. Original content emphasizing unique images and resource rich blogs gained traction.

When diversifying content, David didn’t limit Pins to his own company’s resources. He also Pinned from other sites, including competitors.

“Be sure to share content that you find on Pinterest, even if it is your competitors. There’s no monopoly on amazing visual ideas. We found that sharing cheap wedding favors from other online competitors actually drove our own sales.”



Schedule Like Send ... Save

Travel Themed  
Wedding Favor Ideas

Save from  
Wedding Favors Unlimited

Get more Pins from Wedding Favors Unlimited

Visit Follow

# Driving Value - And Traffic

Wedding Favors Unlimited's dedication to captivating, unique content on Pinterest helps countless brides and wedding planners. It has also drastically increased their business, **driving 80% of the website traffic.**

The screenshot shows the homepage of Wedding Favors Unlimited. At the top, there is a navigation bar with categories: Wedding Favors, Wedding Accessories, Bridal Party Gifts, Bridal Shower Supplies, Other Event Supplies, and Our Blog. A search bar and social media links (Facebook, Google+, Twitter) are also present. A large green banner announces a 'SPRING SAVINGS!' offer: 'SAVE \$15 ON SHIPPING' with a 'HURRY! offer ends Monday code TAKE15' and a 'DETAILS' button. Below the banner, the 'Best Selling Wedding Favors' section is displayed. It includes a sidebar with 'Wedding Favors' sub-categories like 'Most Popular Items', 'Best Selling Favors', and 'Top Rated Favors'. The main content area shows three featured products: 'Let the Adventure Begin Airplane Bottle Opener' (priced at \$1.66 - \$3.38 with a 5-star rating), 'Carved Sandalwood Fan Favors' (priced at \$0.62 - \$1.19 with a 5-star rating), and 'Bicycle Bottle Opener Favors' (priced at \$1.66 - \$3.38 with a 5-star rating). The page also shows sorting options and a result count of '1 - 100 of 100 (Narrow/Filter Results)'.

For their strategic approach and commitment to providing value first, we are honored to award Wedding Favors Unlimited with a Tailwind Takeoff Award!

**Congratulations!**

*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

[Learn More](#)

