Using Pinterest to Drive Sales via 2M Repins –
Inside project nursery's Strategy

Imagine French vintage nurseries, nautical schoolhouse themes, magical clouds of cherry blossoms and elephant parks. No, we aren't exploring a children's book; these are all nursery themes brought to you by Project Nursery, one of the web's top tastemakers for all things nursery.

With almost 75 Pins on that board alone, we could continue wandering into enchanted room themes for days. Offering resources for growing little ones, social media manager Lauren Benson curates Pins delving into related topics such as birthday parties and playrooms.

Delighting a captivated audience, Lauren's carefully crafted Pinterest boards have seen impressive engagement in the last six months. Parents have Repinned these charming designs, birthday ideas and other content 636,441 times, creating an **all-time total of more than 2 million Repins**.

This massive spurt of Repinning helped increase Project Nursery's following by 5,119 in six months. **The entire following now totals 130,103**.

Celebrating Project Nursery's incredible Pinterest success, we are awarding them a Tailwind Takeoff Award!

Here are more details behind the success of the last six months.

TAKEOFF AWARDS
WINNER

It's easy to get lost in all of the magical ideas that Lauren paints across the company's Pinterest boards. Carefully curated by themes, the Pinterest page allows you to enter a world of dinosaurs, vintage embellishments and travel- or safari-themed rooms.

For the practical parent, there is even an Eco-friendly nursery themed board.

Not only does the organization make it easier for parents to navigate, **the strategic board titles, keyword-rich board descriptions and well crafted Pin descriptions also play heavily into Pinterest SEO**. While important, Project Nursery's main Pinterest strategy hinges on several other key components.

Pinterest drives a great deal of our traffic to our site and our shop, so we put a lot of time and energy into making sure it's working for us.

-Lauren Benson

Strategically Pinning Content

"Developing a content strategy was the first thing we did, which helped us determine what kind of content to post, how often, etc. We rely on Pinning inspiring lifestyle imagery and how-to articles. Our strategy depends on consistency. We've developed a formula where we Pin a set amount of Pins from various aspects of our website daily, Pinning 20 plus times per day. **The more you put in, the more you get out.**"

Pinning over 20 Pins a day added up. In the past six months alone, Lauren added 1,755 Pins to the boards. Rather than spending the entire day on Pinterest — something not even a social media manager can feasibly manage — she discovered the scheduling capabilities in a tool she already had.

"**We originally joined Tailwind to take advantage of the analytics dashboard but have since been heavy users of the scheduling tool**."

This also allowed her to spread Pins out throughout the day, targeting a broader audience.

Test, Test, Test

"Test, test, test, then evaluate. Rinse and repeat. **Because Pinterest (and every other social media channel) changes over time, it's important to stay flexible** and test new strategies to find out what will work."

With a lifetime total of 20,196 Pins, Lauren had a large base of Pins to evaluate. From this, she narrowed in on the best content strategy for her audience. An important component of testing anything comes down to metrics. Tapping into the Tailwind analytics tools, Lauren leveraged data-specific insights to fuel changes to the overall strategy.

"We continue to tweak our content. If a Pin falls flat, we look at ways to make it stand out (through collages, text overlays, new captions, etc.). If at first a piece of content doesn't succeed, test something new! **Through Tailwind we examine what's performing well so we can try to replicate those successes. It allows us to identify successes and areas of improvement (through tools like the Pin Inspector - Tailwind's tool for analyzing the engagement of individual Pins)** and make tweaks to our content."

Project Nursery's Pinterest strategy was never stagnant. They measured continually, changing and adjusting based on what preformed.

"Needless to say, with all the changes Pinterest has made, and the evolving way that people use the platform, we've made many changes to that strategy!"

Pinterest Fueling Business

"Pinterest drives a great deal of our traffic to our site and our shop, so we put a lot of time and energy into making sure it's working for us. We know that's where moms are hunting for nursery, kids room and party ideas, so positioning our content there is vital."

While traffic is great, Project Nursery used Pinterest to help achieve specific goals within the business. A large part was tied to the Project Nursery Shop, which launched in 2014. The store offers a carefully curated collection of items for nursery, baby, mom and more.

Similar to how Project Nursery created a specific strategy for Pinning, they also had a specific vision for how they want Pinterest to help the overall growth of the company.

"Our business goals are a combination of driving traffic to ProjectNursery.com and creating sales revenue for the Project Nursery Shop. We reach parents that are interested in home decor, children's design, celebrations, DIY projects and, of course, the nursery. **Success means having a constant flow of traffic from Pinterest, which allows us introduce Project Nursery to the world and capture new, loyal readers."**

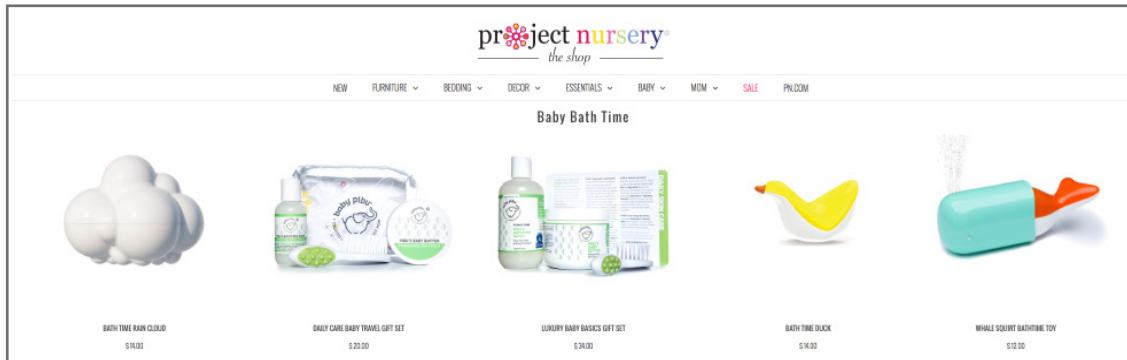Schedule   Like   Send   •••   Save

Project Nursery

Grayson's Modern Grey, Navy and White Nursery

Article from projectnursery.com

Read it

A grey, navy and white nursery that's neutral and modern with clean lines.

tailwind

Data that Counts: Clicks & Sales

"While we do look at a number of metrics, our most important metric is the almighty click. We want to make sure we are driving users back to our site, where they can find much more content and even shop their favorite items. More recently, with the launch of the Project Nursery Shop, we're measuring sales revenue from products discovered via Pinterest."

Lauren didn't judge a Pin's success based on its initial activity. Pinterest served as a long-term strategy for the company. There was no deleting a Pin if it didn't deliver results in a few days.

"We've found that good content speaks for itself, period. **Sure, it may take weeks to take off but we're willing to be patient**. We don't necessarily view Pinterest as an overnight success like some of the other social channels but rather a slow build."

Through demonstrating patience for each Pin, Lauren implemented a big picture approach to Pinterest. This played a large role in tailoring strategies that drove more traffic, more clicks and ultimately more revenue for the company.

Bottom line: Good things take time

"Tailwind is truly our one-stop shop for Pinterest. **We use Tailwind to not only schedule content, but also see what's preforming. Because it's an all-in-one platform, it's a huge timesaver, which is important for any social media manager!**"

Celebrating her efforts leading to a dramatic 28 percent increase in Repins for the company and over 5,000 new Pinterest followers, we are honored to award Project Nursery with our Tailwind Takeoff Award!

Want to achieve award winning growth like Lauren?
Click here to signup for your free month of Tailwind!

Meet The Winners

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

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