

made from Pinterest

In October 2012, sisters Tracy, Debbie, and Sherri began the blog “Made From Pinterest” as a way to keep in touch as they spread out around the country. On the blog the sisters recount their experience making recipes, crafts and DIY projects they found on Pinterest. “We try to let our readers know that if we can make something from Pinterest, then they can too!” says Tracy.

By December 2013, the sisters had transitioned from casual bloggers to full-time power bloggers. They decided it was time to get serious about **building a strong, engaged following on Pinterest**, so the sisters turned to Tailwind for help.

STRATEGY

Tracy, Debbie and Sherri quickly learned that they needed a strategy to make the most of their time on Pinterest.

First, they needed to **understand what content was resonating with their audience** in what categories, so they could duplicate that success.

Next, they needed to **pin when their audience was active** - not just at the times that were convenient for them.

Finally, they needed a way to **accurately track how their blog was performing** both on and off of Pinterest.



RESULTS

In just a few short months, Tracy, Debbie and Sherri were able to make a serious mark on and off Pinterest.

First, the sisters looked at what boards and content were already performing with Tailwind’s Board Insights. There, they found out which boards were resonating with fans, and which ones needed to go.

Once they understood what content to pin, they started scheduling pins around the clock.

“Before using Tailwind we were only pinning between the hours of 7am to 11pm,” says Tracy. “Tailwind has shown us how valuable is to pin on a 24 hour time frame and now we can pin all day thanks to pin scheduling.”

Now that the Made from Pinterest account was pinning engaging content around the

clock, Tracy, Debbie and Sherri needed a way to track their progress.

According to Tailwind’s analytics, Made from Pinterest gained **20,000 followers**, **223,000 repins**, **500,000 site visits** and achieved a **97.6% engagement rate** in just **5 months**.

“Prior to using Tailwind I used Viraltag and Pinterest’s analytics to guide my pinning strategy,” says Tracy. “This resulted in 30 to 70 followers per day. **After learning from the analytics, and scheduling our pins through Tailwind, I have been able to gain up to 450 followers a day.**”

With help from Tailwind, these three sisters have turned their fun way to keep in touch into a career.