

CASE STUDY

Custom Blog Content + Pinterest
Management

SITUATION

In 2016, the company was doing no content marketing at all. They were so busy running the business that there was no time for creating content. In 2016 company hired Jimmie Quick to provide 30 high quality blog posts. Those articles were turned over to the client and published gradually over time and shared on social media. The company's graphic designer created pinnable images for each blog post and managed the company's Pinterest account.

PINTEREST ANALYTICS

When the blog posts started being published in 2016, you can see Pinterest activity begin in the graph below. Spring of 2017, peak season for this company, saw the first surge of Pinterest traffic (indicated in the first orange rectangle).

In the spring of 2018 (specifically Feb. 15 to May 15, 2018), I managed the Pinterest account, resulting in a significant increase from the previous year's traffic from Pinterest. This period is the second orange rectangle.

Activity from company domain on Pinterest.

Feb. 15 - May 15	2017	2018
Avg. daily impressions	5,201	8,782
Avg. daily viewers	2,051	4,103



GOOGLE ANALYTICS

The graph and table below both show a comparison of traffic to company's website from Pinterest during the same peak period in 2017 and 2018. Users and new sessions nearly doubled. Unfortunately ecommerce conversion tracking was not connected until Dec. 20, 2017, so there is no baseline for comparison in the transactions and revenue. Note the income generated in this graph is only that *directly* attributable to Pinterest traffic during a three month period.

Feb. 15 - May 15	2017	2018
Users	1830	3185
New Users	1691	2922
Sessions	2486	3961
Ecommerce Conversion Rate	ecommerce was not connected	.88%
Transactions (via Pinterest)	ecommerce was not connected	35
Revenue (via Pinterest)	ecommerce was not connected	\$2,039.32