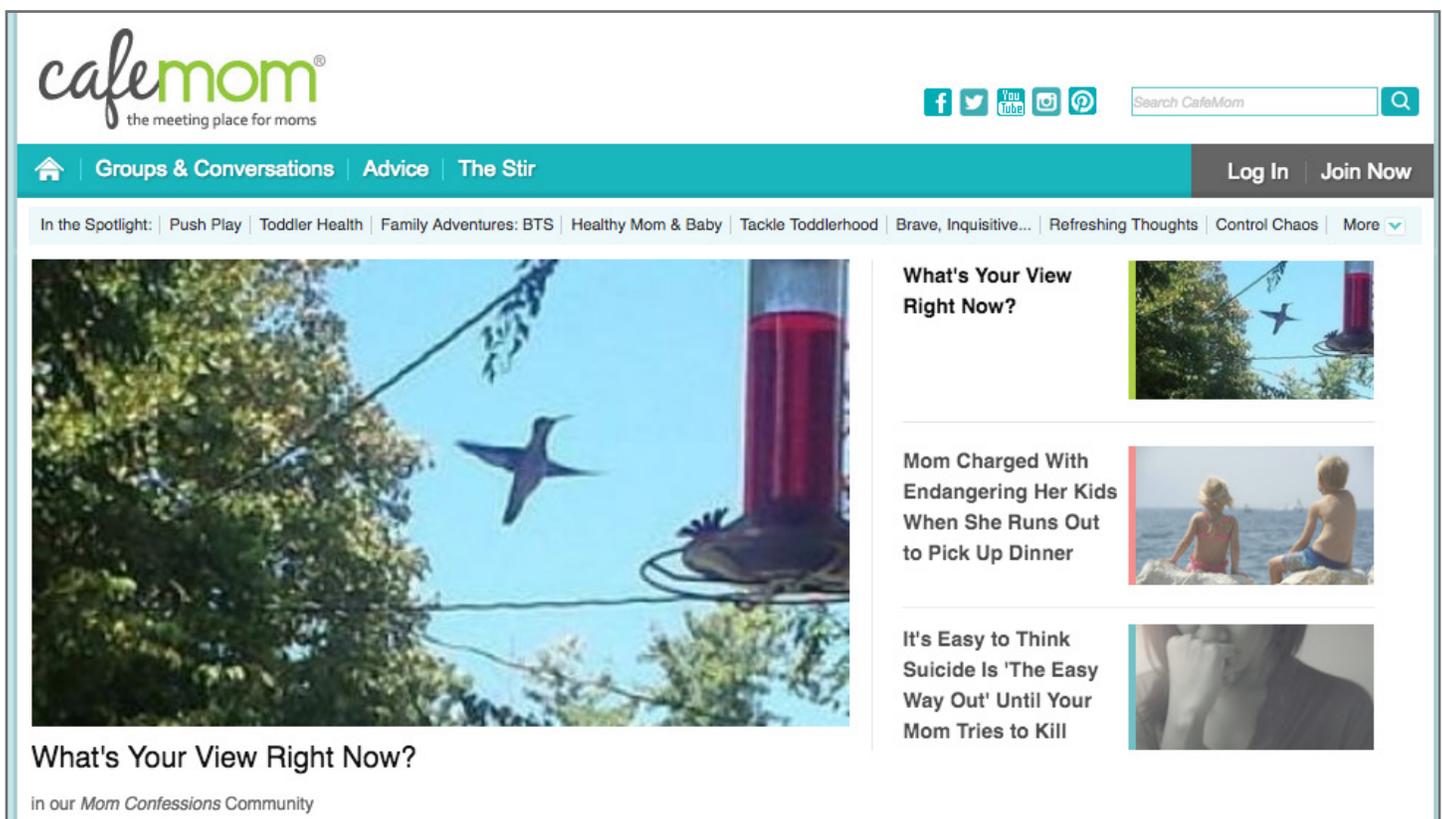


# Ranking High in Pinterest Search Aids cafe**mom**'s +51% Follower Growth

CafeMom creates a retreat for moms and moms-to-be to spark creativity, relate experiences and delve into topics that matter. From parenting to health, tech and careers, this website covers it all.

Should searching moms still have an unanswered question, they can turn to CafeMom's sister site The Stir. Mirroring a group of friends enjoying coffee, this conversational site adds a personal and humorous touch.



To help grow their audience and increase website traffic to both sites, CafeMom turned to Pinterest.

The vibrant community of moms and millennial women quickly gravitated towards CafeMom's strategically curated and highly relevant Pinterest boards. In the last six months, **CafeMom catapulted their follower base by 51%. This dramatic growth spurred an increase of 36,675 Repins.**

This rapid growth has earned CafeMom a Tailwind Takeoff Award. Congratulations!



Powered by the digital media group CafeMedia, CafeMom specialized in the content creation. As with every media company, creating and promoting content went hand in hand.

“New articles are published to our content site daily. Every day we Pin the evergreen articles that seem right for Pinterest. There we can reach CafeMom’s target demographic by Pinning content relevant to our diverse audience of moms.”

Whether they were tailoring content towards moms with Autistic children, giving insights to celebrating Hanukah or addressing topics related to every mom, their content never veered from the CafeMom’s mission.

“We share content that will educate and inspire moms, or just make their lives easier.”



*“Create Pins that are visually captivating and Pin descriptions that are full of keywords so that they can appear in Pinterest search results.”*

## Implementing Best Practices

Emphasizing the “visually captivating” component of Pins, CafeMom took advantage of vertical Pins. To entice Pinners to click through to the website, they created article specific Pins designed to stand out. With the title built into the image, Pinners could easily identify exactly what to expect when clicking through.

Once they’d ensured their Pins stood out from the competition, this media company focused on elevating their content to the top of the feed.

“Through **the use of keywords and Rich Pins, we made our content easily searchable on Pinterest.** We pinned content with long lifespans that could build engagement over time.”

“We consider ourselves successful when our Pins are at, or near the top, of search results on Pinterest and we see organic traffic coming from Pins that are getting a lot of engagement.”

Gaining traction didn’t stop with their own feed. Understanding that social media is a two-way street, CafeMom worked to become an active member of the Pinterest community. Through engaging and commenting with other Pinners, they added value while increasing awareness about their account.

## Scheduling, Metrics, and Timing

With two sites dedicated to creating articles, CafeMom had a lot of content to add to Pinterest. In the last six months, CafeMom posted 904 Pins.

“We decided to join Tailwind because we wanted a tool that acts as an easy way to schedule large volumes of content to Pinterest.”

Despite the continual arrival of new content, the media company blended new and old content throughout their boards.

“We also Repin older content from existing Pins to get those Pins back in our followers’ feeds. We do this for top-performing Pins and Pins for upcoming seasons. **Being able to schedule Repins is one of the most useful features in Tailwind!**”

When approaching seasonal content, CafeMom started planning well in advance to make sure they captured traffic.

“Holiday and seasonal content performs well on Pinterest. We started pinning months in advance to build engagement early.”

## Cross-Promotion

While part of the same umbrella brand, both The Stir and CafeMom had separate Pinterest accounts. That didn't stop them from working together. Striving to achieve the same goals, empowering women, the two accounts leveraged multiple group boards to cross promote content. Some group boards brought in other CafeMedia brands, such as the Baby Name Wizard.

Additionally The Stir and CafeMom populated all of their boards with content from both sites.



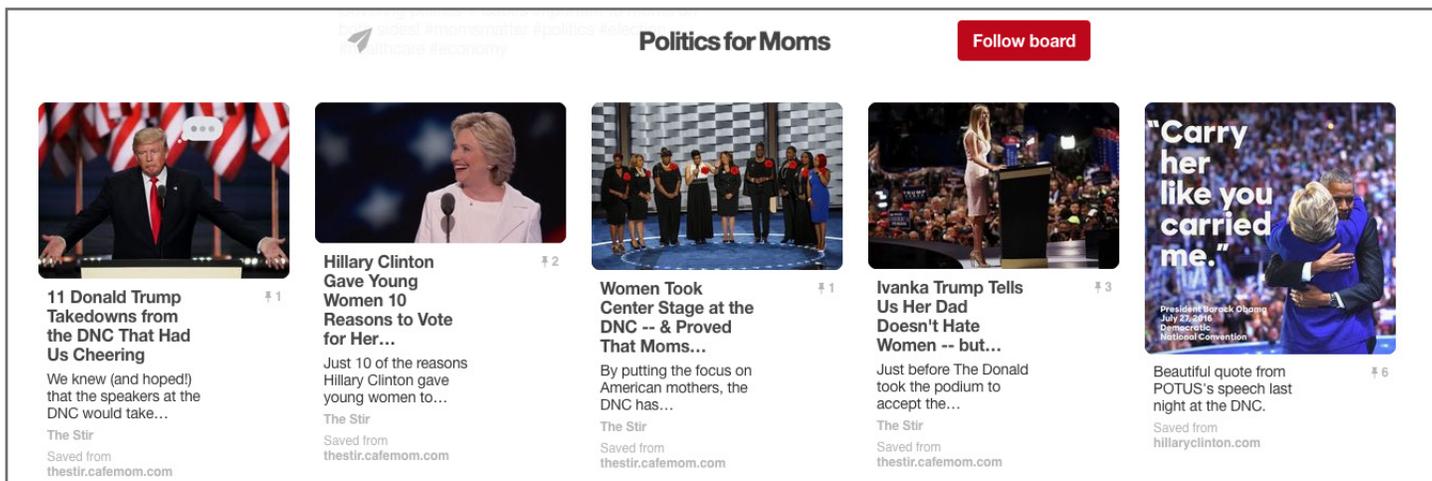
**303,304**  
TOTAL REPINS

This dedication to cross-promotion helped add fuel to driving an **all time 303,304 Repins** for CafeMom. Spreading the content across a broader audience worked well toward spurring the **51% spike in followers**.

# Diversifying a Content Strategy

While both CafeMom and The Stir primarily focused on developing evergreen content, they also capitalized on current trends and the political landscape with timely pieces.

The Stir hosts a board dedicated entirely to political Pins for moms. While Pins posted over the summer may not gain a lot of traction after November, it brought smiles to women watching an unusual election cycle.



Pinners perusing baby name boards owned by both sites discovered fan based ideas such as Pokémon inspired options or names paying homage to Game of Thrones. Blending both evergreen and current trends, Pinners saw classic Latin options nestled between Sparrow and Charmander.

## Best Practices Win

CafeMom's commitment to creating targeted content, combined with a dedication to **implementing best practices on Pinterest**, laid the foundation for their incredible growth. In the last six months alone this Pinterest account has really taken off, increasing followers, generating more Repins, and driving focused traffic back to both websites.

We are honored to award this team a Tailwind Takeoff Award. Congratulations CafeMom!

*Want to achieve award winning growth like CafeMom?  
**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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