



**Organic Pinterest
Marketing Techniques
That Increased
Wremedies Website
Visits to 40x in 30 Days**

CASE STUDY





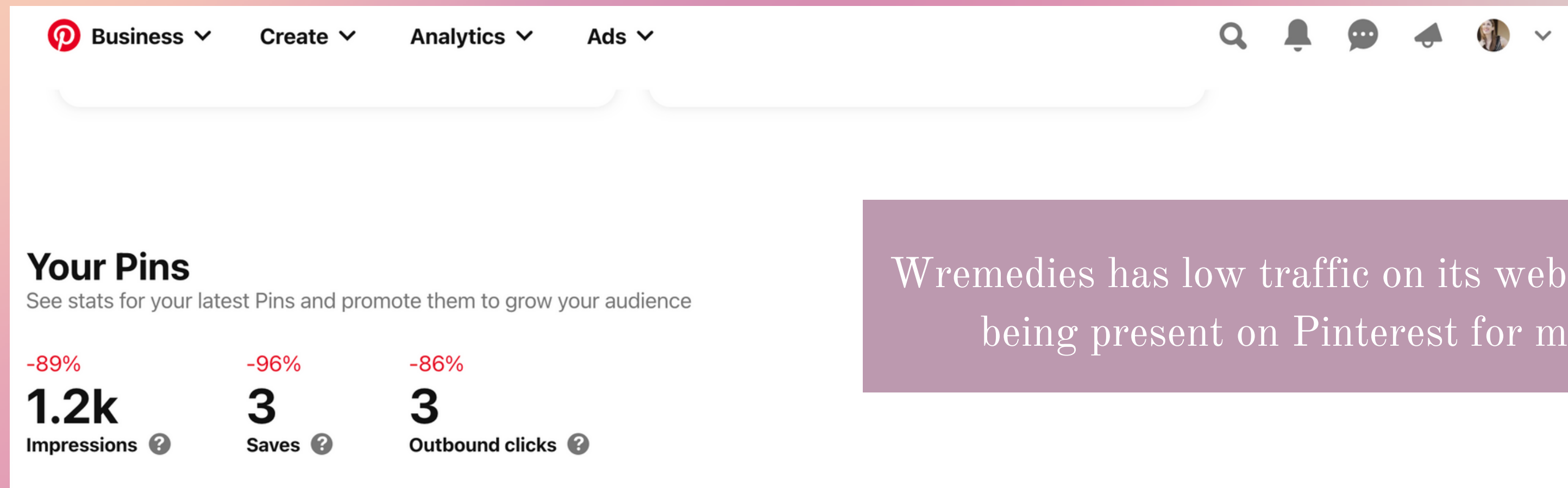
About Wremedies

Wremedies, or Home and Mores Store on Amazon UK is a family-friendly lifestyle brand that has been elevating the act of gifting with innovative products that flawlessly blend convenience, versatility, desire, and indulgence.

The brand has catered to thousands of customers on Amazon.

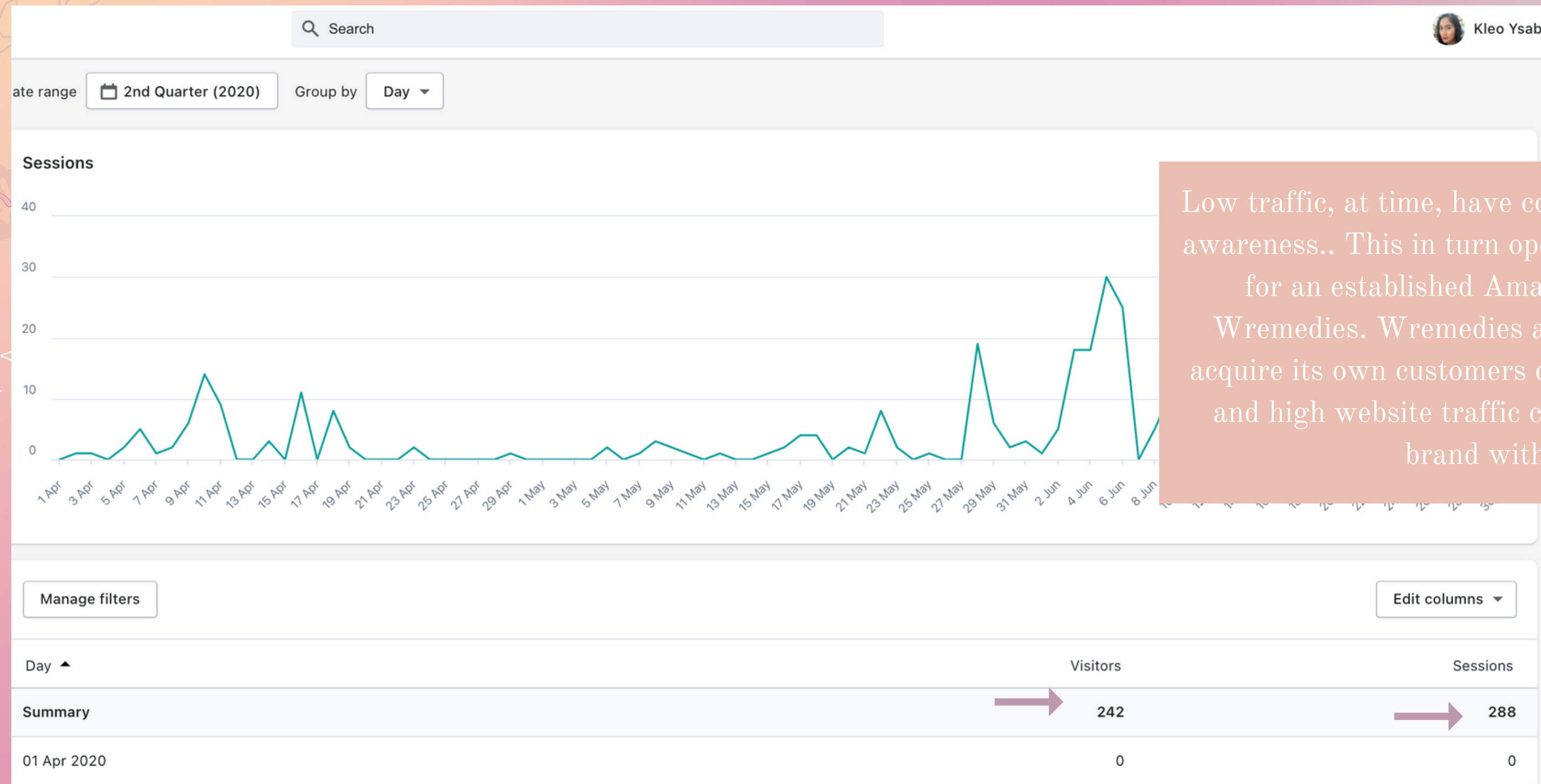


before we started working together..



Wremedies has low traffic on its website despite being present on Pinterest for months,

low website traffic = low brand awareness



Low traffic, at time, have contributed to low brand awareness.. This in turn opened up more problems for an established Amazon brand such as Wremedies. Wremedies at the time. wants to acquire its own customers outside of Amazon and and high website traffic could have helped the brand with that.

When we worked together...

I hypothesised that Wremedies success is somehow reliant to her presence on Pinterest, a wonderful platform for product-based business such as Wremedies to thrive on.





Here are what I found that worked:



Keyword Strategy

With the help of readily-available keyword research tool on Pinterest Advertising hub, I have incorporated a mix of Wremedies product keywords and high-converting keywords into the copy.

Profile Overhaul

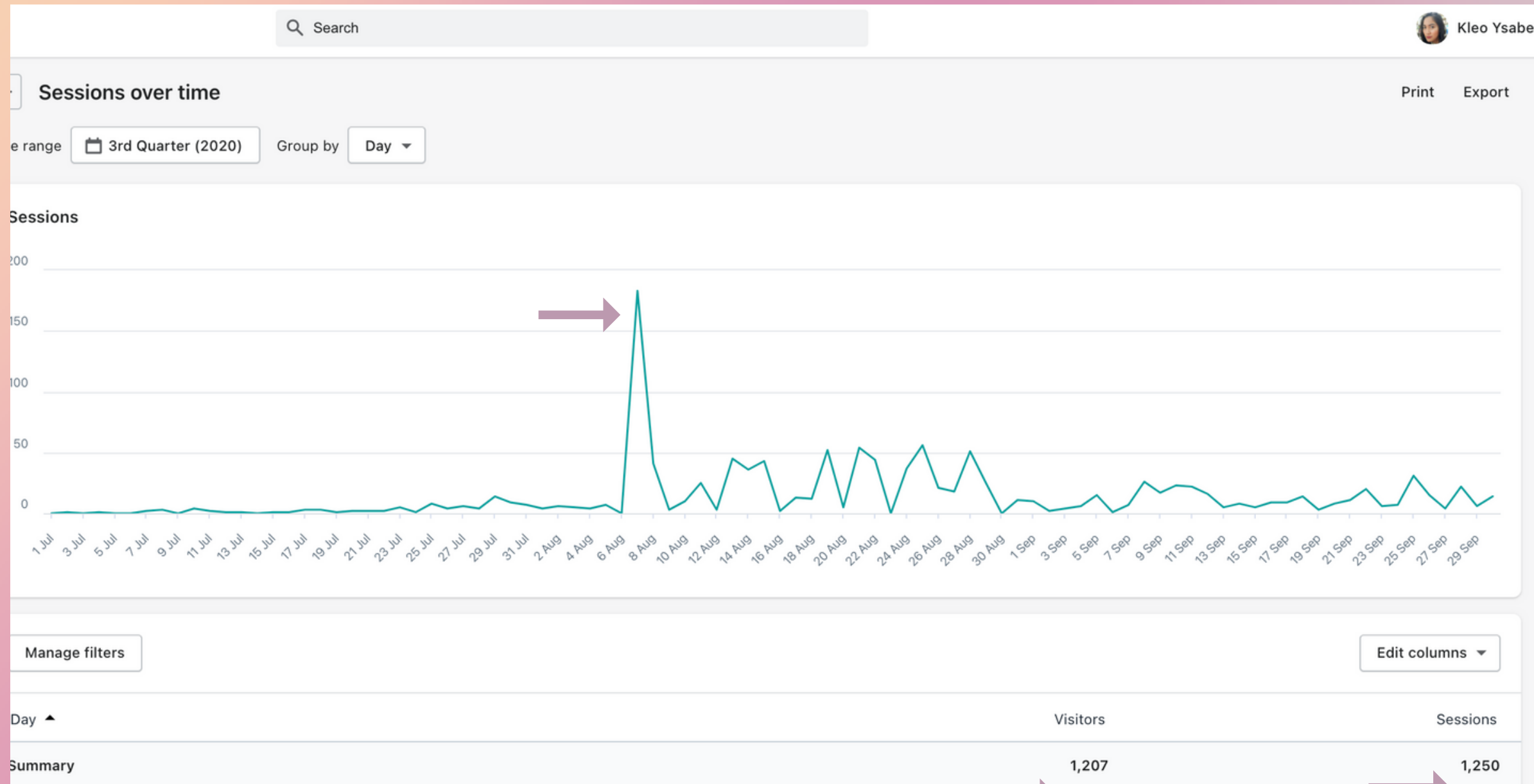
I added working links to the bio and organized the content into highlighted boards for organization and ease of navigation for the customer.

Content Optimization

I used a healthy mix of original content and curated pins to make sure that our Pinterest boards are filled up with interesting content.



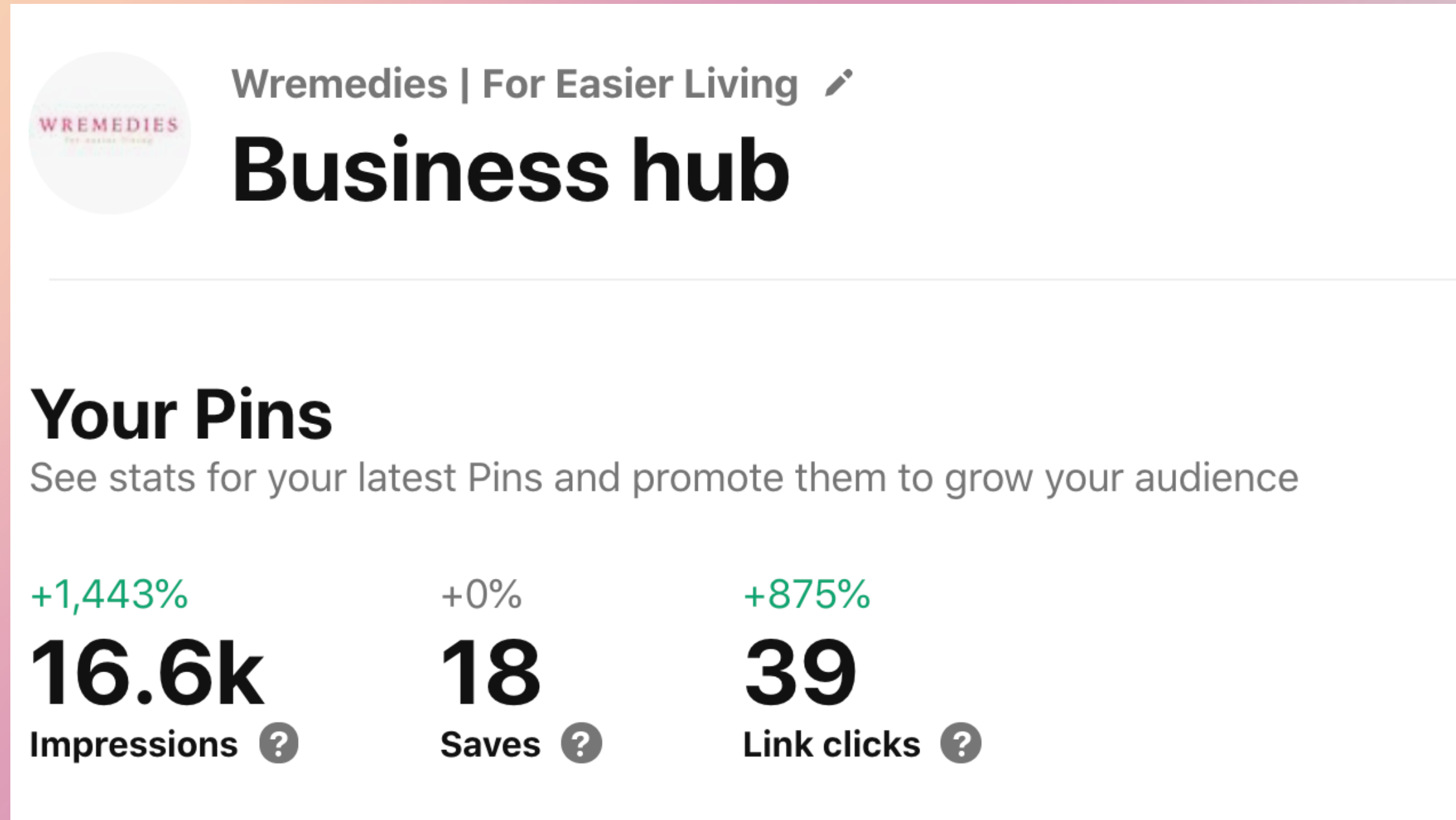
After we worked together..



✓ There has been a 398% increase in website visitors from 244 to 1207 vs. the previous month.

✓ In addition, a 334% increase in website sessions from 288 to 1250 vs. the previous month.

After we worked together..



✓ We noticed an 875% increase in organic link clicks from Pinterest to the website vs. the previous month

✓ In addition, an 1,443% increase in Pinterest impressions vs. the previous month

After we worked together..

Wremedies | For Easier Living

wremedies.com · @wremediesstore · 🛏️ Bed canopies, mosquito nets etc. 🏡 Family-owned, Family-friendly Products 🌟 Always HOT on Amazon 🔥 <https://amzn.to/2EAIW2K> (UK), <https://amzn.to/2ZYwUH2> (US)

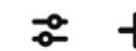
6 followers · 72 following

8.3k monthly viewers



Created

Saved



All Pins
219 Pins 2h



Positive Parenting
68 Pins 2h



Kids Space-Saving R...
83 Pins 2h



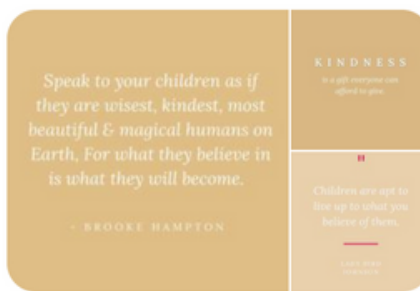
Momma Self Care
33 Pins 2h



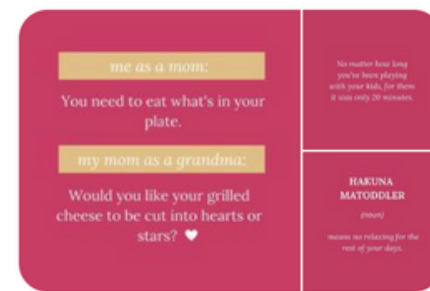
Wremedies Sequin B...
5 Pins 1d



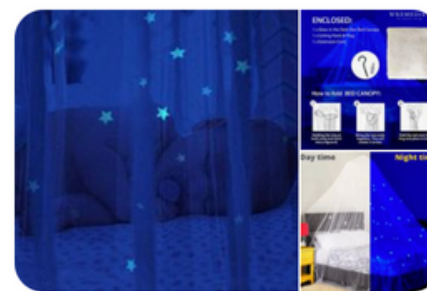
Wremedies Foot War...
4 Pins 4d



Inspiring Kid Quotes
4 Pins 7d



BEST Parenting...
5 Pins 2w



Wremedies Glow In t...
3 Pins 4w



Wremedies Pink Seq...
4 Pins 4w



Wremedies Large M...
3 Pins 4w



Wremedies Princess ...
7 Pins 13d

✓ a Pinterest presence that is optimised for conversions

Here's what my client has to say:



Thank you for the reports. The figures speak for themselves! The growth in impressions and clicks is astonishing!

Yvonne, Director of Wremedies





Conclusion

With the right profile optimization, a healthy mix of curated pins with original content and most importantly, great Pinterest keyword strategy, it is very evident that product-based brands can have noticeable and tangible success in doing organic Pinterest techniques.

In addition, the techniques outlined, if implemented, can be a great alternative for product-based businesses to increase its website visits without the help of any paid campaigns at all. For brands like Wremedies, who want to transition from an Amazon brand to their own online brand, it is recommended to focus its marketing efforts in Pinterest.





**Level up your presence
on Pinterest now.**

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[linkedin.com/in/kleoysabel](https://www.linkedin.com/in/kleoysabel)

