



CASE STUDY: Pinterest Growth Strategy for Hoffman & Ospina Landscape Architecture (HOLA)

Executive Summary

Over a three-month period, Simplified Media Agency implemented a strategic growth initiative on Pinterest for their client, HOLA. The campaign aimed to significantly increase engagement and expand HOLA's audience. Through the addition of high-quality content and data-driven adjustments, the initiative successfully boosted HOLA's Pinterest presence and established a foundation for continued growth.

Introduction

Hoffman & Ospina Landscape Architecture, a distinguished Landscape Architecture firm with offices in California, Texas, and New York, partnered with Simplified Media Agency to enhance its visibility and engagement on Pinterest. The objective was to increase brand awareness, assist SEO efforts, and drive traffic to the website by strategically adding high-quality content and considering potential advertising options. We used Pinterest impressions, engagements, and overall audience size to determine the effectiveness of the content being pinned.

Solution

To achieve the set goals, Simplified Media Agency employed a two-pronged approach:

- **Strategic Content Addition**

In June, Simplified Media Agency increased Hoffman & Ospina's Pinterest activity by adding a substantial number of high-quality pins. This surge in content creation aimed to boost the profile's visibility and engagement, highlighting the firm's expertise and value.

- **Data-Driven Adjustments**

In July, performance metrics from the previous month were analyzed, and the strategy was adjusted accordingly. Although the volume of new pins decreased, efforts focused on maintaining a consistent presence and preparing for future content additions.

Results

The results of the strategic efforts were noteworthy:

May Performance	June Performance	July Performance	August Performance
Impressions: 563 Engagements: 35 Outbound Clicks: 2 Saves: 5 Total Audience: 491 Engaged Audience: 27	Impressions surged to 2.43k (an increase of 332%) Engagements rose to 140 (a 300% increase) Outbound Clicks grew to 12 (a 500% increase) Saves increased to 22 (a 320% increase) Total Audience expanded to 1.78k (a 263% increase) Engaged Audience: 91 (a 237% increase)	Impressions reached 5.42k (a 116% increase from June) Engagements were 138 (a 1.4% decrease from June) Outbound Clicks were 11 (a 8.3% decrease from June) Saves remained steady at 12 (a 45% decrease from June) Total Audience was 2.8k (a 52% increase from June) Engaged Audience was 76 (a 16% decrease from June)	Impressions reached 12.82k (a 136% increase from June) Engagements were 408 (a 195% increase from July) Outbound Clicks were 20 (a 81% increase from July) Saves remained steady at 67 (a 458% increase from July) Total Audience was 8.02k (a 186% increase from July) Engaged Audience was 189 (a 148% increase from June)
Notes: Benchmark metrics.	Notes: This significant growth was driven by the influx of new pins created during June.	Notes: The decrease in metrics during July was attributed to the reduced number of new pins added compared to June	Notes: With consistency, optimized keywords, and quality images there was substantial growth compared to previous months

Lessons Learned

The Pinterest growth strategy provided several valuable insights:

- The Importance of Consistent Content**
 A significant increase in content creation directly correlates with improved performance metrics. June's influx of new pins resulted in substantial growth across all key areas.
- The Need for Regular Updates**
 Maintaining a consistent presence is crucial. The decline in new pins in July highlighted the need for ongoing content additions to sustain engagement and growth.
- Potential for Targeted Advertising**
 Exploring targeted ad campaigns on Pinterest can further enhance reach and engagement, driving even more significant results.

Conclusion

The strategic initiative managed by Simplified Media Agency successfully increased Hoffman & Ospina's Pinterest presence and engagement, setting the stage for future growth. By leveraging high-quality content and analyzing performance metrics, the effectiveness of a data-driven approach was demonstrated. Moving forward, Simplified Media Agency plans to continue adding new projects and consider targeted advertising to maintain and enhance Hoffman & Ospina's growth trajectory. The campaign's success has not only resulted in immediate improvements but also positioned Hoffman & Ospina for sustained engagement and visibility on Pinterest.

May Metrics:

Date range: Custom | Start date: 05/01/2024 | End date: 05/31/2024 | Content type: All | More filters

Overall performance

Metrics updated in real-time except for audience.

Impressions	Engagements	Outbound clicks	Saves	Total audience	Engaged audience
563	35	2	5	491	27

June Metrics:

Date range: Custom | Start date: 06/01/2024 | End date: 06/30/2024 | Content type: All | More filters

Overall performance

Metrics updated in real-time except for audience.

Impressions	Engagements	Outbound clicks	Saves	Total audience	Engaged audience
2.43k	140	12	22	1.78k	91

July Metrics:

Date range: Custom | Start date: 07/01/2024 | End date: 07/31/2024 | Content type: All | More filters

Overall performance

Percent changes are compared to 31 days before the selected date range. Metrics updated in real-time except for audience.

Impressions	Engagements	Outbound clicks	Saves	Total audience	Engaged audience
5.42k ↑ 116%	138 ↓ 1.4%	11 ↓ 8.3%	12 ↓ 45%	2.8k ↑ 52%	76 ↓ 16%

August Metrics:

Date range

Start date

End date

Content type i

Custom ▼

08/01/2024 📅

08/31/2024 📅

All ▼

More filters ⚙️

Overall performance

Percent changes are compared to 31 days before the selected date range. Metrics updated in real-time except for audience.

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