

Socially Targeted Email Marketing: Minimus.biz Case Study



From November 18th to December 20th, Minimus.biz saw their monthly average Pinterest followers increase by 304%, monthly average repins increase by 115%, and monthly average pins from their site increase by 68% with socially targeted email marketing from PinMail by PinLeague.

Minimus, the world leader in all things small, wanted to quickly grow their [Pinterest](#) presence and engagement. With PinLeague's socially powered [email marketing](#) tool, PinMail, Minimus saw incredible results in under one month!

Setting up the Campaign



The emails were sent out with the goal of increasing user engagement through follower and repin growth. A total of 5 email sends went out between November 18 and December 20. The first 2 emails invited subscribers to pin with Minimus. After that, two emails went out that promoted "Featured Boards" and one email directed subscribers to pin certain products.

The Results

The emails directing subscribers to pin with Minimus helped them achieve gains in followers on Pinterest.

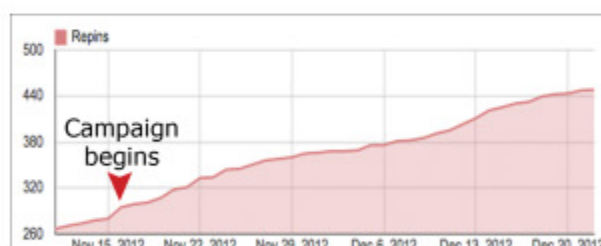
Audience Growth:



- Average monthly follower growth increased by **304%**
- Follower count jumped from **687** to **1,010**
- Total growth amounted to **323** followers, a **47%** overall increase

The focus of the last three emails was to boost repins and pins from their site (brand mentions).

Repin Growth:



- Average monthly repin growth increased by **115%**
- Repin count jumped from **345** to **443**
- Total growth amounted to **98** repins, a **28%** increase

Brand Mentions Growth:



- Average monthly brand mentions growth increased by **68%**
- Brand mention count jumped from **711** to **742**
- Total growth amounted to **31** pins from Minimus.biz, a **4%** increase

Paul Shrater, Co-Founder at Minimus, had this to say about the campaign:

"We were able to see significant direct sales from the customer engagement that occurred with the social media targeted newsletter emails. While a lot of social media services out there are hard to measure, we saw a strong direct ROI from the social media targeted newsletter emails that PinLeague spearheaded with us."

Throughout the campaign, Minimus was able to keep track of their growth with [PinLeague's Industry leading Analytics Suite](#).