

USING CONSUMER TRENDS & SOCIAL TACTICS TO MARKET AMERICAN PECANS

INTRODUCING INSTAGRAM STORIES

104.7
MILLION
INSTAGRAM
USERS IN THE US

Social media is constantly evolving, providing new ways for consumers to interact with content. One of the biggest trends is Instagram Stories – views of stories are growing 15x faster than regular, in-feed content.

*American Pecans has expanded social media marketing to Instagram Stories – and these segments generated our **top two highest video views of April!***



THE POWER OF RETARGETING

On social media, we “retarget” by showing American Pecans content to people who have recently visited our website or watched our videos. This strategy allows us to continue to lead consumers along the purchase journey, in an effort to convert content viewers to pecan purchasers through recipe inspiration.

The two best performing ads on social media this month were remarketed content.