



JANUARY 2019 MARKETING HIGHLIGHTS

KICKING OFF 2019 WITH AMERICAN PECANS

Through search engine advertisements (paid search), American Pecans is reaching consumers who are looking online for recipes. People searching for phrases like “chicken recipes” and “lunch recipes” were directed to dishes “super-fied” with pecans. This month, **paid search was the primary driver of traffic** to AmericanPecan.com.



We aim to make the website as engaging as possible. By tracking the bounce rate (how many visitors leave the site after viewing only one page), we know how many visitors stick around to see the many benefits and uses of pecans. Our January bounce rate for the Super-fy landing page **was 2X better than the industry average**, meaning that the recipes, videos and photos successfully inspired visitors to stay and explore.



POWER COUPLE



We knew “breakfast” and “chocolate chip cookies” were popular Pinterest topics, so we released a short recipe video of our Chocolate Chip Pecan Breakfast Cookies. That recipe pin generated **750,000 video views** this month – **83% higher than November’s popular Pecan Pie!**



WE LOVE SEEING CONSUMERS SPREAD THE WORD BY POSTING THEIR OWN PECAN CREATIONS AND TAGGING @AMERICANPECAN ON INSTAGRAM.

consciouslyletty I had pecans recently for the first time in forever and they're AMAZING def want to add them to the normal routine!

karendawkins @americanpecan very!!! We love our pecans! 😊

megwellness Yum I love pecans!!! I'm gonna check out the recipe!

ellecwolfe This looks delicious will have to try it. Pecans are my go-to snack. I'm sure I consume several pounds of them a week!! ❤️

aheartforfood Never thought to make pecan butter. Thanks for sharing the recipe. Will be awesome in a “PBJ” sandwich.

jacleen23 Same! Have an unopened bag from Costco sitting on the shelf and then BAM...see this recipe. I'm making it this weekend. Ty!!! ❤️❤️❤️

