

Produce Meets Pinterest

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Introduction

Social media use continues to rise among a variety of audiences (deVries, Gensler, & LeeFlang, 2012; Hambrick & Kang, 2015). Although late to the party, agriculture has witnessed the tool's power to connect businesses with consumers (Abrams & Sackmann, 2014). Companies use social media to build positive, long-lasting relationships by endowing the public with information concerning the products they purchase. Because of the weight social media carries as an influence on purchasing decision, agriculturists are using them at greater rates to promote their goods and services (Topp, Stebner, Barkman & Baker, 2014). In fact, the California produce industry has created a foothold across social media platforms, enabling large and small produce companies to create greater brand awareness and achieve a wider consumer response.

While Facebook leads in social media platforms, Pinterest continues to gain popularity. With over 150 million users worldwide, Pinterest shows no sign of slowing (Koh, 2016). The ability to explore content through rich visual images is the platform's charm. Food-related content is the most pinned category (Smith, 2015) and foodies aren't the only users capitalizing on the trend. Agriculture's contributions are helping to further shape the visual landscape (Topp et al., 2014).

Objective

The objective for this study was to analyze Tanimura & Antle's (T&A) Pinterest account using Pinterest Analytics and provide insight about Pinterest's impact on the company's digital marketing plan.

Methodology

Permission

- To complete an analysis of T&A's Pinterest account, permission and log in information was acquired through consultation with the company's marketing manager.

Pinterest Analytics

- Pinterest Analytics program was used to export and analyze engagement data (Banducci, 2014).
- Analytic reports were generated for the months of June, July, and August 2016. Analytics for this project included the amount of views, repins, likes, comments, and domain impressions.
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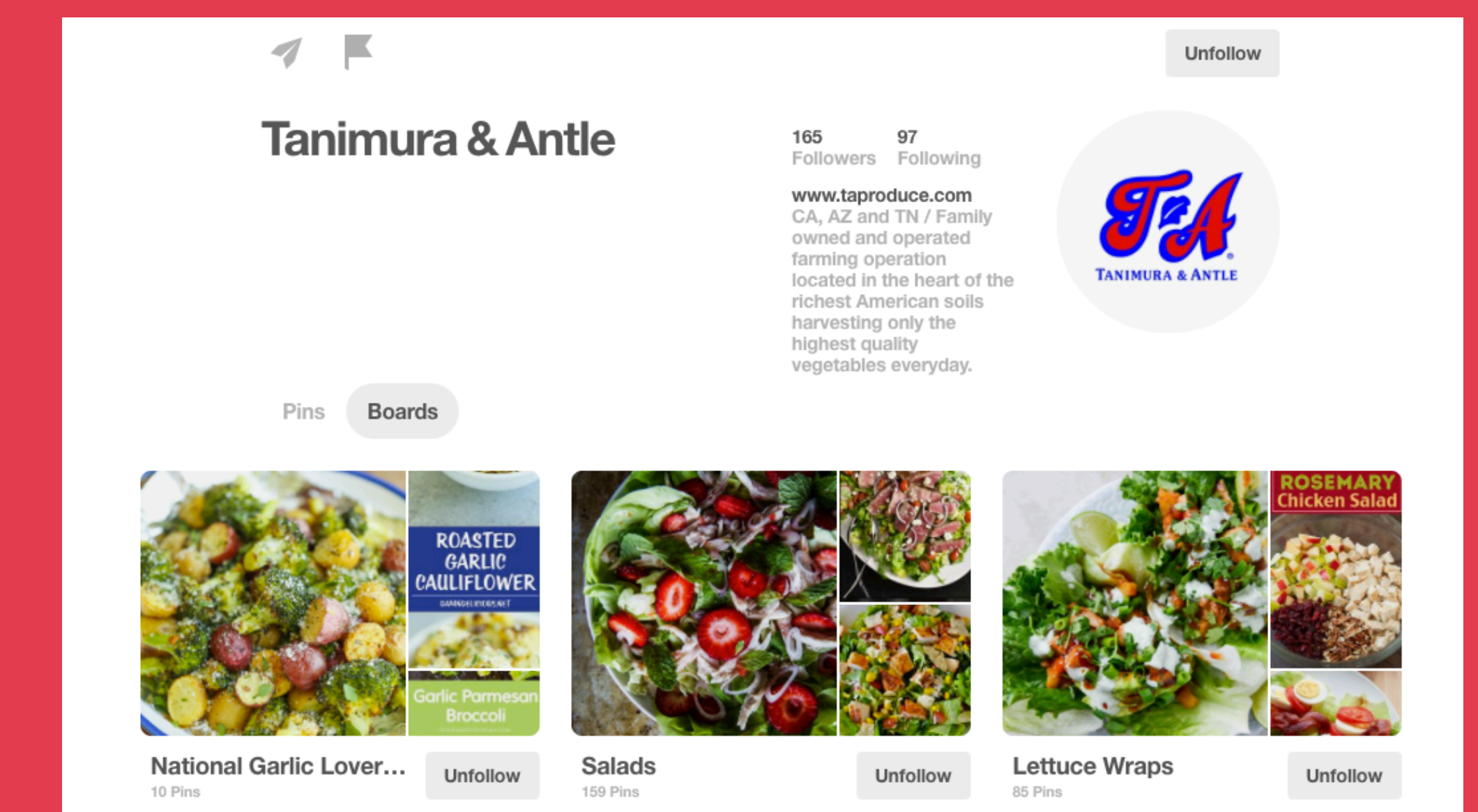
Analyze

- Based on the data analysis, motivation regarding consumer activity and digital traffic movement from Pinterest to the company's website were explored (Evans-Cairo, 2012; Honigman, 2013).

Results

T&A Pinterest Analytics were gathered and reviewed for a three-month span. When compared with the company's presence on other social media platforms, Pinterest use and content available were low. In August 2016, T&A's Pinterest account had 157 followers. The metrics captured repins and pin impressions, which include likes, reach and clicks. The average number of repins per month was a low of 10, while average monthly pin impressions were 2,008. Of the three months analyzed, T&A did not have consistent repin ratios. Using each month's average repins with 157 followers, T&A had a 4.77 in June, 1.757 in July and only a .65 repins ratio in August.

Isolated Pinterest successes were noted in August, when user repins of T&A content generated 1,119 impressions with 543 derived from the company's news post board alone. Specifically, a pin about red onions generated 344 impressions and the repins people saved from T&A's account generated 594 impressions with 376 from clicks on "A Special Buckaroos Rodeo" link.



Tanimura & Antle Pinterest Account

Conclusions

Implications

In order to improve Pinterest use for T&A, repins need to increase. While impressions can lead to pins, repining places the content on users' boards, and shares it with the users' networks (Pinterest, 2017). When a recipe featuring T&A produce is repined, more viewers are exposed to the ingredient list and have a greater likelihood of taking action to purchase the fresh ingredients. Extending the reach by finding the sales data associated with the timing of pins could formulate Pinterest use connections to sales generations.

Recommendations

The analytics measured and calculated determined Pinterest is a viable piece of T&A's digital marketing plan. Further research is recommended to showing engagement of specific pins and tracking return on investment of those consumer Pinterest users. While purposeful through consumer attraction, T&A will benefit knowing if Pinterest results in an increase of products purchased as a result of engagement with the pins they feature

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