A. C. MOORE + TAILWIND
## FINDING SUCCESS ON INSTAGRAM

BRAND OBJECTIVES

Major DIY and crafting retail brand, A. C. Moore, traditionally invested heavily in print advertising - but that has changed to the decline of print media. According to Director of Social Media and Mobile Marketing, Kristin Harp, "As print media consumption has fallen precipitously, [we] have a strategic imperative to reach new audiences through digital and social platforms."

In particular, A. C. Moore wants to reach two important demographics: **post-college aged and new-mothers**. According to Pew Internet, 53% of Instagram's 400 million+ monthly active users are between the ages of 18-29, making the platform a perfect fit for these demographics.

"As the most robust social platform serving that audience, **Instagram has taken on a huge priority for A. C. Moore**," Harp said.
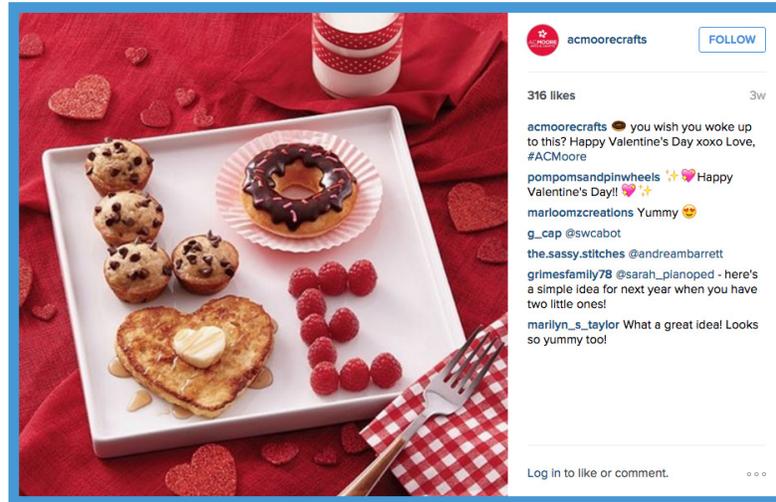
HOW TAILWIND HELPS

Tailwind helps A.C. Moore craft a more intelligent and performant campaign on Instagram in two key ways:
1. Learning from past content performance to inform future creative decisions
2. Connecting changes in performance to specific actions taken by A.C. Moore's team on and off Instagram

On learning from past performance, Harp said: "Tailwind allows us to identify top performing content at a glance and use the insight to inform future content development." With this knowledge, engagement on **A.C. Moore's engagement on posts has improved by over 53% in the past year; they now get 118 Likes per post on average, compared to just 77 a year ago. Community comments per post have also risen by 58%**.

Harp also uses Tailwind to gauge the impact of external actions such as email calls to action or cross promotion of A.C. Moore's Instagram presence on other platforms, such as Pinterest: " I love being able to see the patterns of follower growth and trace spikes to particular actions – so helpful in understanding not just what happened but why."

COMMUNITY BUILDING INSIGHTS

With Tailwind, A.C. Moore is also building community with the right influencers to resonate with their audience. Examples include celebrity wedding and party planner @davidtutera, prominent food blogger @bakerella and even craft-focused non-profits such as @crochetforcancer.

@DAVIDTUTERA	@BAKERELLA	@CROCHETFORCANCER
189k FOLLOWERS	**131k FOLLOWERS**	**62.2k FOLLOWERS**

"Tailwind helps us prioritize engagement with influencers, and also gives us insight into who we should be engaging (some surprises in there, for sure!). It's also great being able to understand who our followers are as individuals by being able to view their media easily."

Today, the top 10 influencers A.C. Moore's built relationships with combined for over 100 times their own organic reach. By cultivating these relationships, A.C. Moore's presence is getting to critical mass faster, enabling them to dedicate more resources to Instagram.

HOW TAILWIND HELPS

Ultimately, the biggest impact A.C. Moore's Instagram presence is having for the company is bringing new customers into their stores who may never have considered them as a destination in the past. "We are building our consumer pipeline by proving our relevance to the post-college aged to new-mother audience through delivery of aspirational, trend-forward content that increases the universe of consumers who consider A.C. Moore as a craft and décor destination."

tailwind
INSTAGRAM MARKETING

- Monitor hashtag trends & discover related tags

- Engage your community to increase activity on relevant topics

- Discover the best times to post on any topic

- Track key performance metrics & content performance

- Repurpose your Instagram content for use on other networks