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Instagram and Gramps

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Combing through my inbox of social media e-newsletters, I came across a headline that, I admit, truly surprised me: “Older Users Are Most Influenced by Ads on Instagram.” I think of teens and young adults as being the biggest Instagram fans, but as it turns out, those who are most likely to search out products after seeing a post promoted on Instagram are those folks between the ages of 65 and 74.

It's true that Millennials and Gen Zers account for Instagram's largest number of users. In recent years, though, Instagram has seen a widening of the age range of its users. And when it comes to ads on the visual social platform, it's Gram and Gramps who are the most receptive to marketing on the site.

All of this bodes well for you, garden centers and hort people. Sure, we want to attract younger generations to garden, but let's not forget we still have the older folks in our pockets. With beautiful photos of our combo containers, for instance, we can lure them into our stores to buy something desirable when they weren't planning on visiting anytime soon. Have you noticed a return on your time since you've been using Instagram? We'd love to hear your story. **GP**