

John Deere Takes on the Influencer World

The manufacturing company aims to be the first in the industry to incorporate influencer marketing into their campaign.

Moline, IL - April 15, 2023 - Leading the manufacturing industry in more ways than one, John Deere plans to continue their reign by tapping into a new, younger audience. In efforts to do so, the company is stepping into the influencer game. John Deere will begin this journey by partnering with Instagram influencer, Mark Pyle. With over 81 thousand viewers, Pyle has developed a strong audience base focusing on home improvement and landscaping content. The campaign is expected to launch in early May providing Pyle's audience with discount codes to get their summer lawn care tools lined up.

Although influencers are used across the marketing world today, John Deere is one of the first to utilize this approach to the landscaping and manufacturing industry. The company looks for this campaign to fight back against the stigma that accuses Millennials of lacking interest in landscaping and lawncare. With the use of influencers throughout this campaign, John Deere is hoping to break the barrier of communication, and develop long lasting relationships with their audience. The campaign is projected to reach thousands of millennials encouraging them to:

- Broaden understanding of lawn care products and companies
- Purchase and stay loyal to John Deere products, potentially making John Deere one of the first to this young market

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An astounding 72% of Millennials follow some form of social media influencers. This number goes to show how large the reach of these individuals are when it comes to younger markets. Research shows that millennials are also most likely to turn to the internet when looking for information on products or services they are looking to purchase. Looking at these two statistics, it is clear that this approach has been long overdue for the landscaping industry.

By giving this new and modern outlet to the millennial audience, they are far more likely to take interest in lawn care and landscaping. With John Deere being one of the first to do it, they are in a great position to build a strong millennial audience over other manufacturing companies.

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