



Content Planning for October & November, 2012

Written for Dig.Drop.Done Retailers, September 2012

Editorial Suggestions for October, 2012

Many of these topics will appear on the Dig.Drop.Done Facebook page. For content you can easily share with your customers, simply visit www.facebook.com/DigDropDone

October 1-5

This is an excellent month for purchasing bulbs. What varieties are best for your region? What tips can you offer your customers? Also, Monday, October 8 is Canada's Thanksgiving. Are you offering any holiday sales or specials?

Potential Post Content:

“Now is the time for buying spring-flowering bulbs! Check out www.digdropdone.com for bulb-buying, bulb-planting and bulb-decorating tips and ideas. What are your favorites bulbs to plant for spring?”

October 8-12

Fall is in full swing. What should customers be doing to prepare their gardens and homes for the coming winter?

October 15-19

Boss' Day is on Tuesday, October 16. Get your customers to show appreciation for their employers. What creative DIY projects can they produce at home?

October 22-26

Halloween is nearly here! Don't just focus on spooky products—what can your customers do to stay safe and happy during the holiday? And remember: flower bulbs make great trick-or-treat favors for chaperones.

October 29-November 2

Happy Halloween! Remind your customers about last-minute holiday items and tips for a chilling good time. Also, Daylight Savings Time ends this Sunday, November 4. They can use the extra hour to get their flower bulbs into the ground!

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November 5-9

How do you celebrate fall in your region? Share your favorite fall photos with customers and encourage them to do the same!

November 12-16

The United States' Thanksgiving arrives next week, and with it comes a variety of safety tips and decorating ideas. What know-how can you offer customers? Try suggesting flower bulbs as decorations for the dinner table!

Potential Post Content:

“Thanksgiving is nearly here! Pumpkins, fall leaves and cornucopias are classic decorative items and liven up any dinner table. This year, however, think about flower bulbs as place-card holders! Simply gather together 3 or 4 in the center of each place setting as a special favor for guests. Best of all, they can take them home and plant them for a lovely surprise the following spring.”

November 19-23

Happy Thanksgiving! Remind your customers about last-minute holiday items and tips for preparedness. Also, take a moment to promote whatever Black Friday deals you may be offering.

November 26-30

Reinforce your special tips, ideas and how-tos for customers preparing their gardens and homes for the coming winter.

For more information, please contact your supplier.

