



Content Planning for April and May, 2013

Written for Dig.Drop.Done Retailers, March 2012

Editorial Suggestions for April, 2013

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

April 1 – 5

It's the first week after Easter and gardens (bulbs, especially) are really starting to bloom, especially in places with warmer weather. What tips can you offer customers to help them improve the longevity of their flowers? Are you offering any specials on planting supplies, summer-flowering bulbs or bulb fertilizers that should be used now?

April 6 –12

Sunday, April 7 is World Health Day! Encourage your customers to spend time outdoors gardening as a form of exercise. Are you offering any products/specials that help make gardening outside more enjoyable?

Example Post Content:

“Happy World Health Day! What better way to be healthy than spending time gardening in the great outdoors? Gardening and yard care are unique forms of exercise that allow you to do something calming, creative and fun while you work various muscle groups, and even get a moderate cardio workout!”

April 15 – 19

The weather continues to warm to the optimal point for planting summer-blooming bulbs. What advice can you offer customers about planting techniques so that they maintain their vibrant colors throughout the season? Try extending a special on all summer-flowering bulbs that bloom in yellow (or another color for which you have excessive stock).

April 22 – 30

Monday, April 22 is Earth Day! What better way to celebrate than planting some bulbs in the ground and actually getting your hands in the earth? Are there any Earth Day garden projects in your community? How can your store get involved?

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May 1 – 5

Sunday, May 5 is Cinco Dd Mayo! Give customers the idea to accent their décor for their Cinco de Mayo parties with some colorful flowers! Encourage customers and followers to upload and share pictures of their garden gatherings to your profiles.

May 6 – 12

Sunday, May 12 is Mothers Day. Convey to customers that gifting flower bulbs is a great way to show appreciation and inspire any maternal figure to experience the calm, creative delights of gardening.

Potential Post Content

“Beautiful things belong in each other’s company, making flowers a natural choice for Mothers Day. But why not give a gift that keeps on giving? Don’t settle on bouquets. Flower bulbs are fun, simple and come in amazing varieties of color and shape. They’re easy to grow and will encourage Mom to explore her creativity!”

May 13 – 18

Saturday May 18 is Armed Forces Day. Do you have any patriotic arrangements for display?

May 22 – 31

Monday, May 27 is Memorial day and the unofficial beginning of summer. What sales or specials are you offering to celebrate the holiday? How about creating a 2-for-1 sale on all summer-flowering bulbs that bloom in pink (or another color for which you have excessive stock)?

For more information, please contact your supplier.

