



Boosting Your Facebook Strategy With Dig.Drop.Done™

This guide has been provided as a service to you, our valued retailer. In the pages that follow, you will find general best practices for Facebook.

What are we trying to do?

Increase bulb sales across the U.S. and Canada. Tweeting, posting, pinning and blogging about flower bulbs and the Dig.Drop.Done campaign, can help increase engagement with your customers, spread the campaign's overall message and augment YOUR sales.

Who are we talking to?

Generation X, Y and Boomer females throughout the U.S. and Canada.

What overall tone should we utilize?

Fun Informative
Warm Energetic



Facebook: the strongest social network,
best used for:

Brief, actionable content

Fostering community

Offering exciting promotions

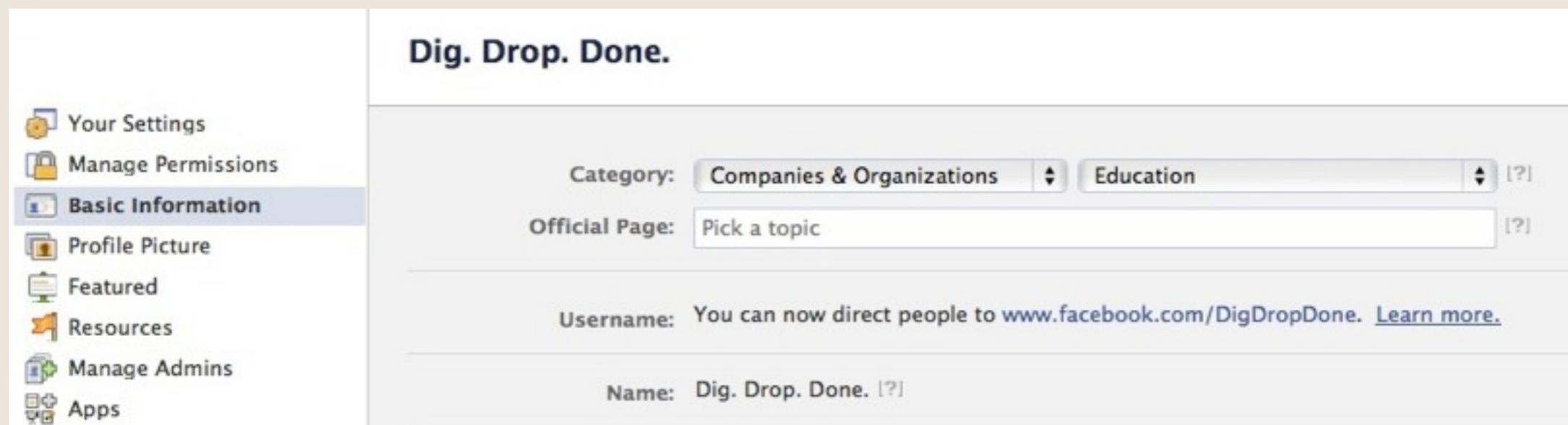
Best Practices: Facebook

Operating Your Brand Page

Continually encourage colleagues, partners and customers to lend their support to the page by offering Likes, sharing their own content or re-sharing the page's content.

Remember to set your page's *username* (custom URL). This can be done through your page settings once you've reached the fan minimum of 25. Doing so will make it easier for your customers to find your page.

As you can see here, the DDD username is www.facebook.com/DigDropDone.



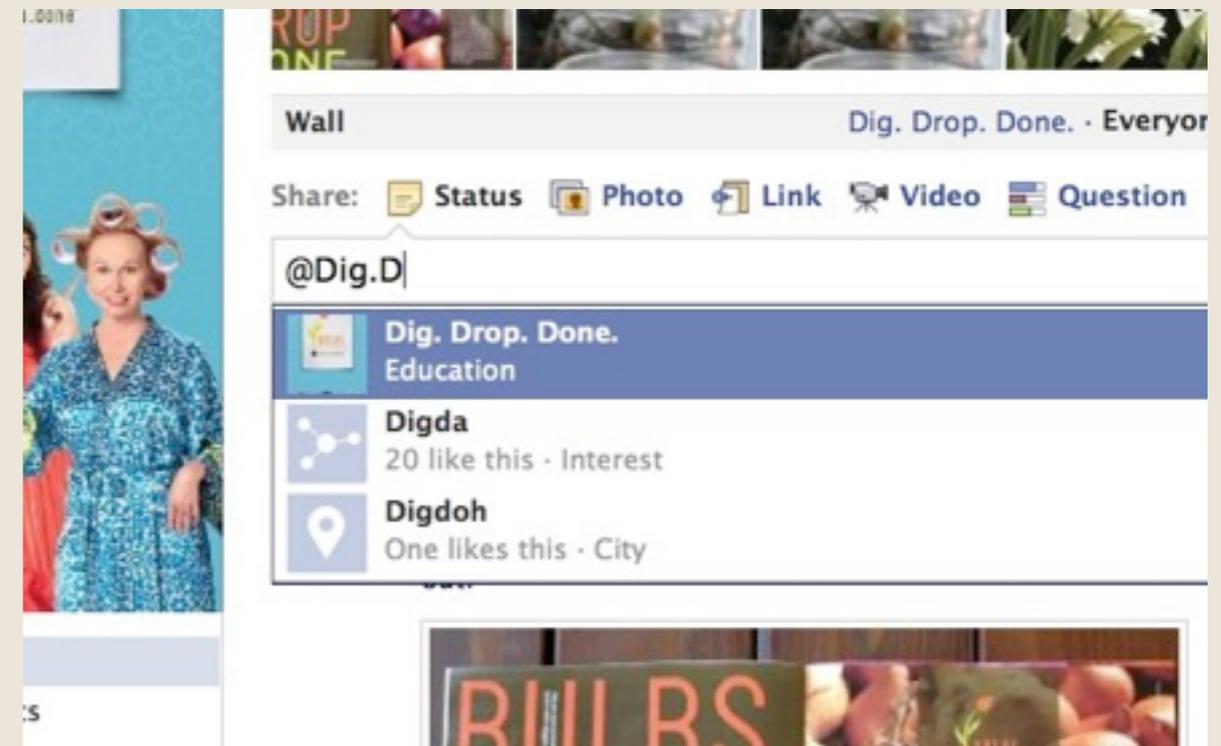
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Operating Your Brand Page

Create a “Favorites” list by adding the brand pages of partners, industry friends, relevant media and influencers. This will establish friendly connections in your community and industry.

“Tag” your Favorites (and other pages) in posts whenever possible by placing an “@” before the name of the page you wish to tag. If the name appears in the automated drop-down menu, select it. Users will now be able to click on the name of the page to visit it directly, and the chances of that page’s fans seeing your post are greatly increased.

Please note: If the page name does not appear in the drop-down menu, Facebook is simply unable to locate the page and you will not be able to tag it in your post. Include their name anyway - one of your fans may inform them of your favorable reference!



Best Practices: Facebook

Operating Your Brand Page

Keep your content focused and informative about your store(s), your promotions and seasonal tips and suggestions. Try to post at least twice (ideally, 3 to 4 times) per week, and remember to stay positive and helpful. This will encourage engagement with your fans and give them a sense of exclusivity.

Post content during peak social media traffic times to optimize sharing. Such times include 9:30 a.m. and 3:00 p.m. on Wednesdays and Fridays, though we recommend posting content more than twice weekly.

Don't avoid negative comments or questions from fans. Politely address their messages, and direct them to customer service when appropriate. Doing so will reinforce that you care about their concerns.

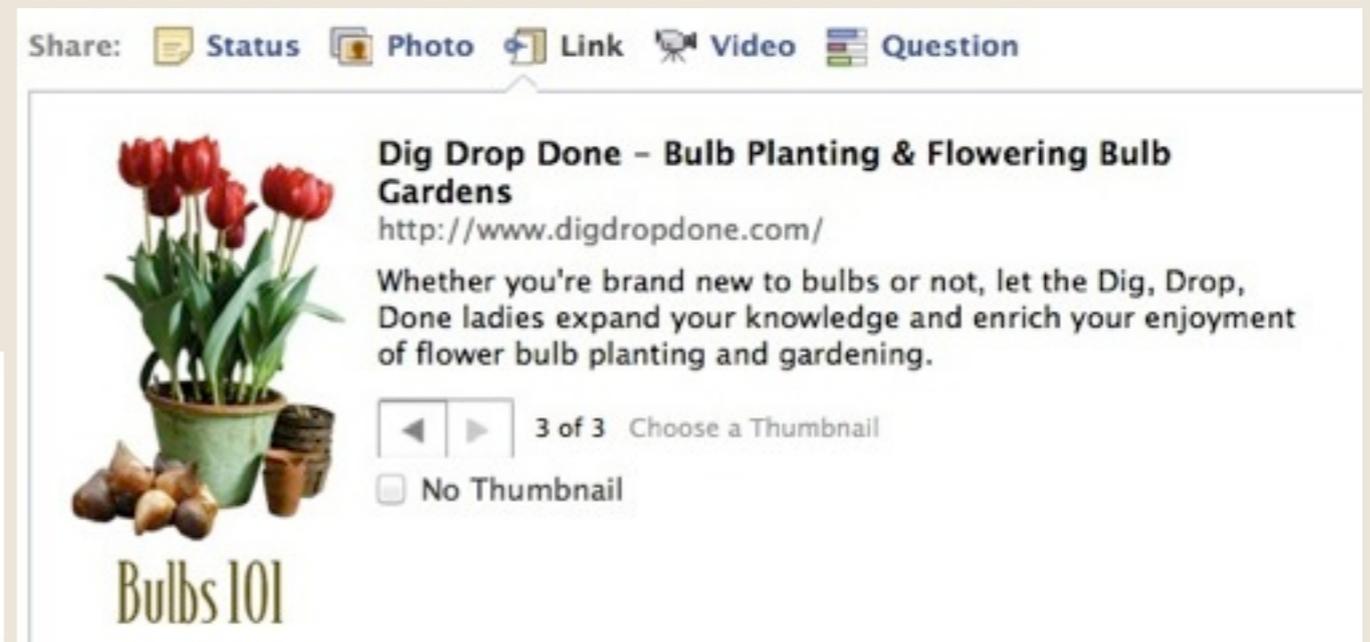
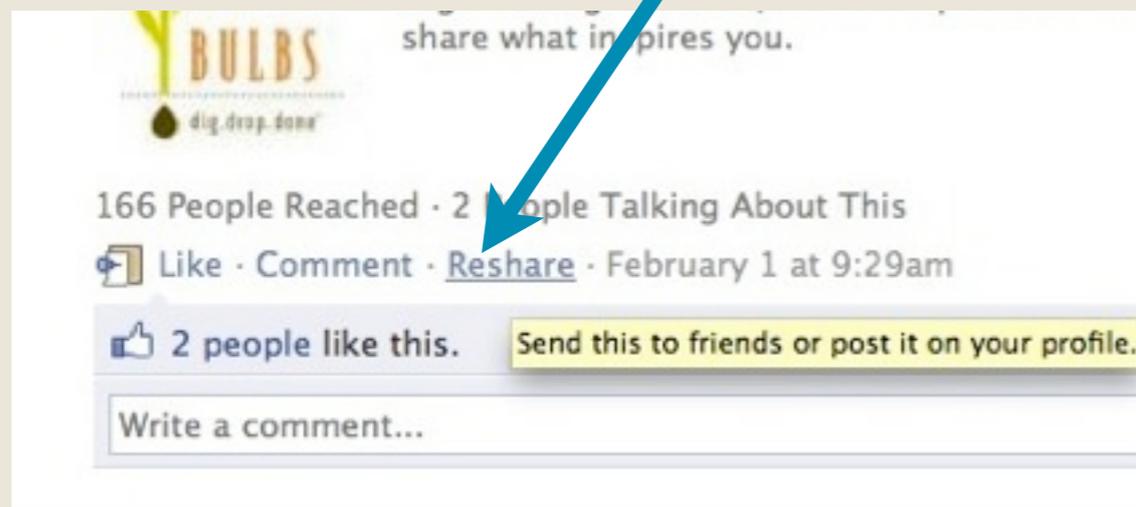
Respond to comments and messages within 3 hours (between the hours of 7:00 a.m. and 9:00 p.m.) to maintain timeliness.

Best Practices: Facebook

Operating Your Brand Page

Include links, videos or images with your content whenever possible. You will have the option of uploading files or simply attaching a link to your post. Augmenting your text with these forms of media will make it more visually appealing, encourage engagement from fans and give your page a polished feel.

Re-shares of relevant posts from “Favorite” pages should account for 20-30% of your content.



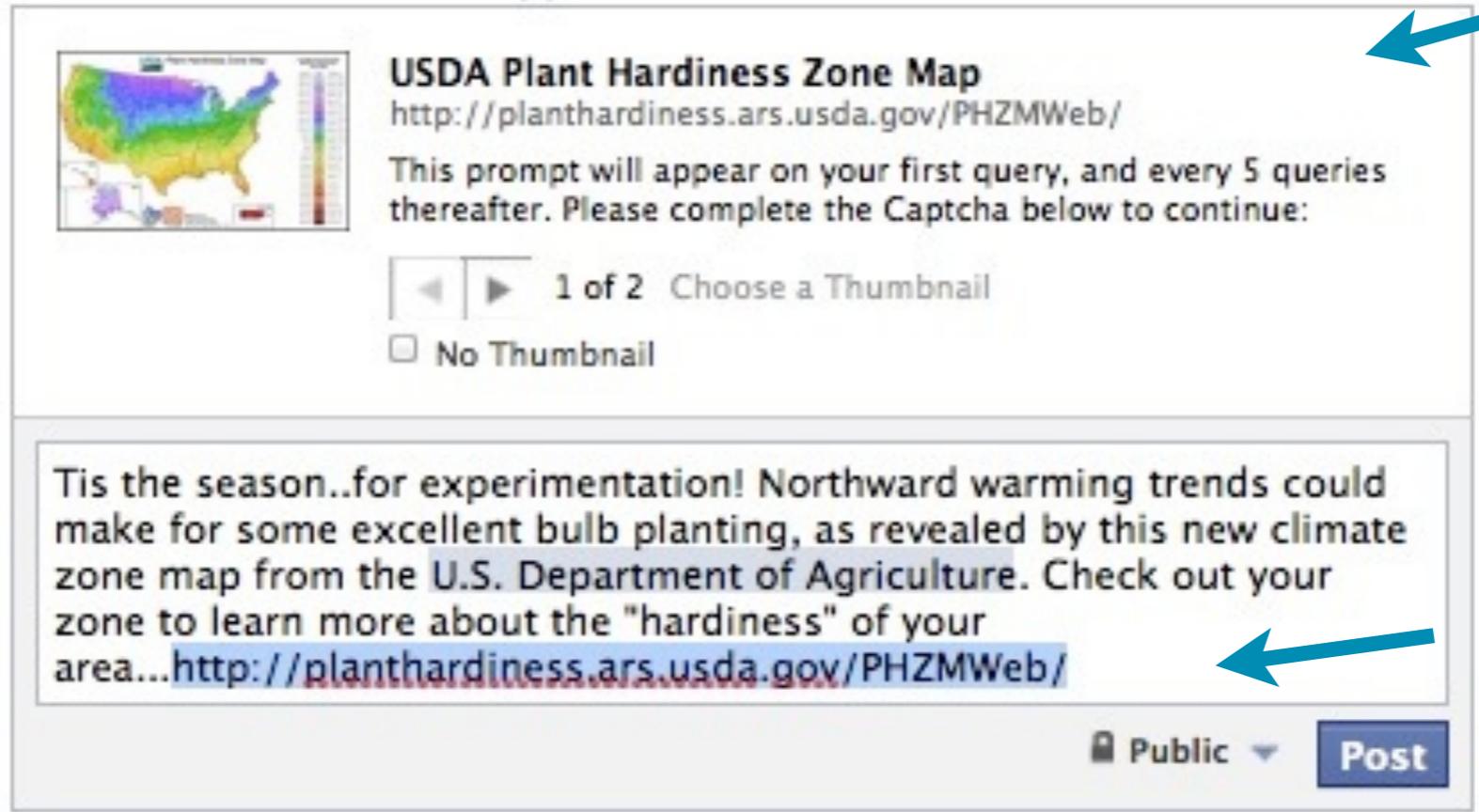
Best Practices: Facebook

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When sharing links, remember to:

1. Paste the link into the copy bar
2. Allow the dynamic display to generate
3. Select the most appropriate thumbnail image
4. Remove the link from the copy of the post so it does not appear in two places on the post

Once this content appears...



USDA Plant Hardiness Zone Map
<http://planthardiness.ars.usda.gov/PHZMWeb/>

This prompt will appear on your first query, and every 5 queries thereafter. Please complete the Captcha below to continue:

◀ ▶ 1 of 2 Choose a Thumbnail

No Thumbnail

Tis the season..for experimentation! Northward warming trends could make for some excellent bulb planting, as revealed by this new climate zone map from the U.S. Department of Agriculture. Check out your zone to learn more about the "hardiness" of your area...<http://planthardiness.ars.usda.gov/PHZMWeb/>

Public ▼ Post

...you can delete the link from this text box

Incorporating DDD into Your Content

“Like” and/or add the DDD page to your page’s “Favorites”.

When referencing DigDropDone in your posts, remember to tag our page by placing a “@” before our name and selecting our page from the drop-down menu.

If you have positive comments about the campaign that you’d like to share with DDD fans, please post them on the DDD wall.

Please feel free to make use of helpful DDD posts by sharing them on your pages whenever you feel it is appropriate for your audience. Hit the “Share” or “Reshare” button, and a text box will appear that will allow you to present the information to your fans with a custom message.

The image shows a screenshot of the Facebook page for 'Dig. Drop. Done.'. The page header includes the name 'Dig. Drop. Done.', the category 'Education', and an 'Edit Info' link. The cover photo features a logo with a tulip and the text 'BULBS dig.drop.done.'. The profile picture shows three women in colorful dresses. The main content area displays a post from 'Dig. Drop. Done.' with the text: 'Did you see our spread in Lawn & Garden Retailer Magazine? We're proud to be able to share how far Dig. Drop. Done. has come. Check it out:'. Below the text is a photo of a magazine spread titled 'BULBS BIG DROP DONE' with a blue arrow pointing to it. The post has 4 likes and 1 share. A 'Share this Photo' dialog box is open over the post, showing options to share on the timeline or to friends, a text box for a message, and a preview of the photo being shared. The dialog box has 'Share Photo' and 'Cancel' buttons. The page also shows a sidebar with navigation options like 'Wall', 'Hidden Posts', 'Info', 'Friend Activity', etc., and a list of likes from other users.

Please contact your bulb supplier for more information.

