



## **Content Planning for December, 2012 & January, 2013**

Written for Dig.Drop.Done Retailers, November 2012

# Editorial Suggestions for December, 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](http://www.facebook.com/DigDropDone)

## *December 3-7*

December is the month for buying gifts. What creative ideas can you offer consumers? DDD has a video specifically about gifting bulbs:

### *Example Post Content:*

“Have you seen this video from Dig.Drop.Done? They have some great ideas for gifting bulbs—perfect for inspiring you this holiday season as you look for creative gifts. And we just received a new shipment of amaryllises and paper whites!”

[insert link: <http://www.youtube.com/watch?v=AsSzSeSGptg&feature=plcp> ]

## *December 10-14*

Temperatures are dropping everywhere, and some may be dealing with winter weather. What should customers be doing to prepare their gardens and homes for the next couple of months? Consider highlighting your favorite holiday home/garden displays for inspiring customers.

## *December 17-21*

Days are numbered for last-minute shoppers! Are you offering any holiday sales, specials or packages?

## *December 24-28*

Wish your customers a Merry Christmas! Try sharing photos of your staff celebrating the holidays, or offer some inspirational thoughts for welcoming the new year.

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### *December 31-January 4*

Wish your customers a Happy New Year! Ask about New Year's resolutions and offer some home/garden-themed ideas.

### *January 7-11*

Winter is in full swing, and most are staying indoors. Do you have any creative decor ideas for customers looking to spruce up their homes?

### *Potential Post Content:*

“Now that you're bundled up at home, we bet you're looking for ways to brighten your interior. We have some beautiful display items that will help extend the holiday cheer [insert link], and we also have a great assortment of amaryllises, paper whites, hyacinths and daffodils. Just check out [www.digdropdone.com](http://www.digdropdone.com) for how-to's on forcing bulbs!”

### *January 14-18*

Being indoors doesn't mean you have to be bored. What are your favorite winter activities you can share with your customers? DDD's Family Fun section has a number of project suggestions: <http://www.digdropdone.com/ready-to-plant-family-fun.html>

### *January 21-25*

Poll your staff for their favorite gardening tips and share them with your customers. Soon they'll be preparing for spring!

### *January 28-31*

What are the gardening trends for 2013? What items will be hot this spring? Give your customers a head start!

## Executional Tips

- Keep posts positive and to-the-point.
- Respond to comments, questions or complaints within 3 hours. Remember to be courteous and compassionate, and if necessary, invite the customer to continue the conversation through email or a phone call.
- Don't abuse exclamation marks. On Twitter, for example, they result in 8% fewer clicks.
- Messages on Twitter receive 82% fewer clicks if they include a hashtag, but hashtagged messages are 193% more effective for B2B.
- Posts on Facebook perform significantly better when they include a video, image or link to outside content.
- The best times to tweet are Mondays and Wednesdays between 10:00 a.m. and 12:00 p.m.
- The best times to post on Facebook are Wednesdays between 1:00 p.m. and 4:00 p.m.
- The best times to pin on Pinterest are Saturday mornings.

*For more information, please contact your supplier.*

