



## **Content Planning for February & March, 2013**

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

### *February 4-8*

This is the first week after Groundhog Day! What was the prediction? Should your customers prepare for more cold, or the coming of spring?

### *February 11-15*

This is a full week! Family Day is followed by Mardi Gras, which is followed by Ash Wednesday, which is followed by Valentine's Day, which is followed by National Flag of Canada Day. Are you offering a seasonal specials? Do you have any decorative or celebratory tips for customers?

### *Example Post Content:*

“Getting ready for Valentine's Day? Many people will be stocking up on flowers—especially roses. Why not think outside the box? Consider gifting your special someone with summer flowering bulbs. They're beautiful, fragrant, last far longer than a bouquet, and some will bloom year after year! Check out [www.digdropdone.com](http://www.digdropdone.com) to learn more.”

### *February 18-22*

The U.S. is starting the week with Presidents Day! Make your customers aware of your fresh new selection of summer-flowering bulbs in stores now.

### *February 25-28*

Many people have been experiencing a warm winter, and could be readying for spring early this year. This is the perfect time to start growing begonia and caladium tubers indoors to give them a head start. You will be surprised at the amazing displays summer bulbs can offer. What other tips can you share?

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### *March 4-8*

Friday is International Women's Day. Do you have any striking products or promotions that would make for great demonstrations of appreciation?

### *March 11-15*

This weekend is St. Patrick's Day! How is your store celebrating? What seasonal items really hit a festive chord?

### *March 18-22*

The official start of Spring is on Wednesday. The time is now for spring and summer planting! Consider the companion planting approach—mixing bulbs and perennials—for continuous garden color.

### *Potential Post Content:*

“Spring is officially here! We bet you're as excited as we are to start delving into our home gardens. Here's an idea: try companion planting—mixing bulbs with annuals and perennials—in your garden so you will have a wider range of colors and longer lasting blooms.

### *March 25-29*

Good Friday and Easter are coming up this weekend. This is the perfect time for gifting flowers and cheerful decor. What ideas can you share for making the holiday bright and cheerful?

### *Potential Post Content:*

“Few things capture the spirit of Easter weekend like bright, beautiful flowers. How about surprising a friend or family member with a selection of lily or calla bulbs this year? The blooms will remind them of you all summer long!”

## 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.*

