



Content Planning for June and July, 2013

Written for Dig.Drop.Done Retailers, May 2013

Editorial Suggestions for June, 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

June 3-7

National Gardening Exercise Day is this week. Emphasize the fun and ease of flower bulb planting, and be sure to share some healthy tips with your customers about ways to stay limber, hydrated and sunburn-free as they enjoy their day outside in the garden.

June 10-14

Father's Day is coming. Are you carrying any special products, or offering any promotions? How can your customers show their appreciation for Dad?

June 17-21

Tuesday is International Picnic Day and Summer kicks off on Friday! Encourage your customers to spend some time enjoying the outdoors with friends and family.

Potential Post Content:

This is an amazing week to get outside and enjoy the weather! Today is International Picnic Day, and Friday marks the official start of summer. Here's an idea: surprise your friends and family with a picnic lunch out near your blossomed garden, to enjoy a delicious meal with a beautiful view.

June 24-28

Suggest stories, products or instructions for bringing summer inside when the weather is disagreeable.

Editorial Suggestions for July, 2013

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July 1-5

Monday is Canada Day, and Thursday is the Fourth of July! Are you running any specials on products to celebrate these holidays?

Potential Post Content:

Happy 4th of July! We hope you have exciting plans, and we have a ton of products that are spot-on for fun in the sun ([link to relevant products]). If you're looking for easy and fun outdoor project ideas, check out the activity over at Dig.Drop.Done[tagged]: [link to digdropdone.com/ready-to-plant-family-fun-summer-fun-gallery]

July 8-12

Plenty of kids don't get to attend summer camp, but that doesn't mean they have to miss out. Highlight some of the items in your store that bring summer camp activities home.

July 15-19

Does your store cater to DIY projects? What are the "Top Ten Best DIY Projects" that you can recommend to customers?

July 22-26

This Sunday is Parents' Day. What items can you recommend to children looking to show appreciation for their moms and dads?

July 29-31

Fall may be the big season for buying flower bulbs, but it's also a season for seeing them bloom. What flower bulbs in containers do you carry that customers can plant now to see in the fall?

For more information, please contact your supplier.

