



## **Content Planning for June & July, 2012**

# Editorial Suggestions for June & July 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)

## *June 4-8*

Summer begins this month! What activities or products are perfect for prepping for summer break?

## *June 11-15*

A lot of children are away at camp. What should they take with them? Share a humorous article or anecdote about camp fun in the sun.

## *June 18-22*

Monday is International Picnic Day, and Wednesday marks the beginning of summer. What can customers do/use to enjoy summer adventures?

## *Potential Post Content:*

This is an amazing week for getting outside! Today is International Picnic Day, and Wednesday marks the official start of summer. Grab your friends and family and get outside—here are some perfect tools for enjoying the outdoors. [link to relevant products]

## *June 25-29*

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

**Note:** Remember to pair ongoing promotions or specials with topical content. What promotions are you running that are most relevant to the focal points of each week?

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## *July 2-6*

Wednesday is the Fourth of July! Are you running any specials on products for enjoying the holiday?

### *Potential Post Content:*

Happy 4th of July! We hope you have exciting plans. We have a ton of products that are spot-on for fun in the sun ([link to relevant products]). If you're looking for beautiful decorative ideas, check out the cut flowers activity over at Dig.Drop.Done[tagged]: [link to Family Fun section of [www.digdropdone.com](http://www.digdropdone.com)]

## *July 9-13*

Trying to beat the heat? Suggest some easy DIY (indoor) projects that'll keep customers happy.

## *July 16-20*

Feature a "Top Ten" of great at-home projects - gardens, playhouses, swimming pools, etc.

## *July 23-27*

Inform customers about some local events that focus on enjoying the outdoors.

**Note:** Remember to pair ongoing promotions or specials with topical content. What sales are you running that are most relevant to the focal points of each week?

*For more information, please contact your flower bulb supplier.*

