



## **Content Planning for August & September, 2012**

## Editorial Suggestions for August, 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)

### *July 30-August 3*

A lot of customers are likely returning from summer vacations to dull, wilted gardens. What can they do to brighten them up?

#### *Potential Post Content:*

“Back from summer vacation? If your gardens and houseplants are looking a little worse for wear, consider the following items for sprucing up your space. [link to relevant garden items] Another simple idea is cutting blooms from flowering bulbs and placing them around the house!”

### *August 6-10*

Fall is coming soon. Is there anything your customers can do to begin preparing for the change in weather?

### *August 13-17*

Different regions often have different environmental qualities—e.g. New England for fall colors, southern states for spring and summer flowers, etc. What do you celebrate about your area?

### *August 20-24*

The school season is about to begin! What items make for great back-to-school (student or teacher) gifts? Spring-flowering bulbs are an excellent idea. Check out [www.digdropdone.com/ready-to-plant-family-fun](http://www.digdropdone.com/ready-to-plant-family-fun) for shareable, easy-to-do activities and ideas using bulbs and other gardening materials.

### *August 27-31*

Bulb shipments should also be arriving now, and Labor Day Weekend is the biggest weekend to buy. Tell customers what varieties you have in store, the benefits of shopping early, and the versatility of flower bulbs.

# Editorial Suggestions for September, 2012

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## *September 3-7*

Continue to emphasize the arrival of fall flower bulbs.

### Potential Post Content:

“Guess what? We’re officially fully-stocked with spring-flowering bulbs, available in all varieties and colors. Shopping early will guarantee you the best choices, whether you’re looking for your home and garden, creative gifts or family planting activities! Here’s a snapshot of the beauties we have in-store: [link to bulb selection]”

## *September 10-14*

This Sunday is the International Day for the Preservation of the Ozone Layer. What environmentally-friendly activities can your customers do to lessen their carbon footprint? One idea is getting a head-start on spring by planning/planting spring-flowering bulbs!

## *September 17-21*

Reiterate some of the more popular tips you’ve previously shared about preparing for drops in temperature and changes in precipitation.

## *September 24-28*

Help your customers begin planning for Halloween. Are you offering any specials? What decorations, craft ideas or plants can you recommend? Festively-wrapped spring-flowering bulbs, for example, are fun and unexpected takeaways for parents chauffeuring trick-or-treaters.

*For more information, please contact your supplier.*

