



Grow Beautifully

Case Studies: Cross-Platform Social Campaigns

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#socialsummit16

What does Monrovia do?

- Leading plant grower in United States since 1926.
 - Shrubs
 - Trees
 - Perennials
 - “Investment” plants
 - 3,000+ types
- Find our plants in garden centers around the U.S. and on shop.Monrovia.com.
- Busiest season is Spring (Feb.-June).
- We donate plants to educational programs, healing and therapy gardens, and arboretums.



What happens in winter when gardening isn't a priority?

- Many plants go dormant (fall asleep).
- Some plants actually come alive.
- Outdoor gardening takes a recess until Spring.
- People still think about gardening in winter but what's the need we can fill?

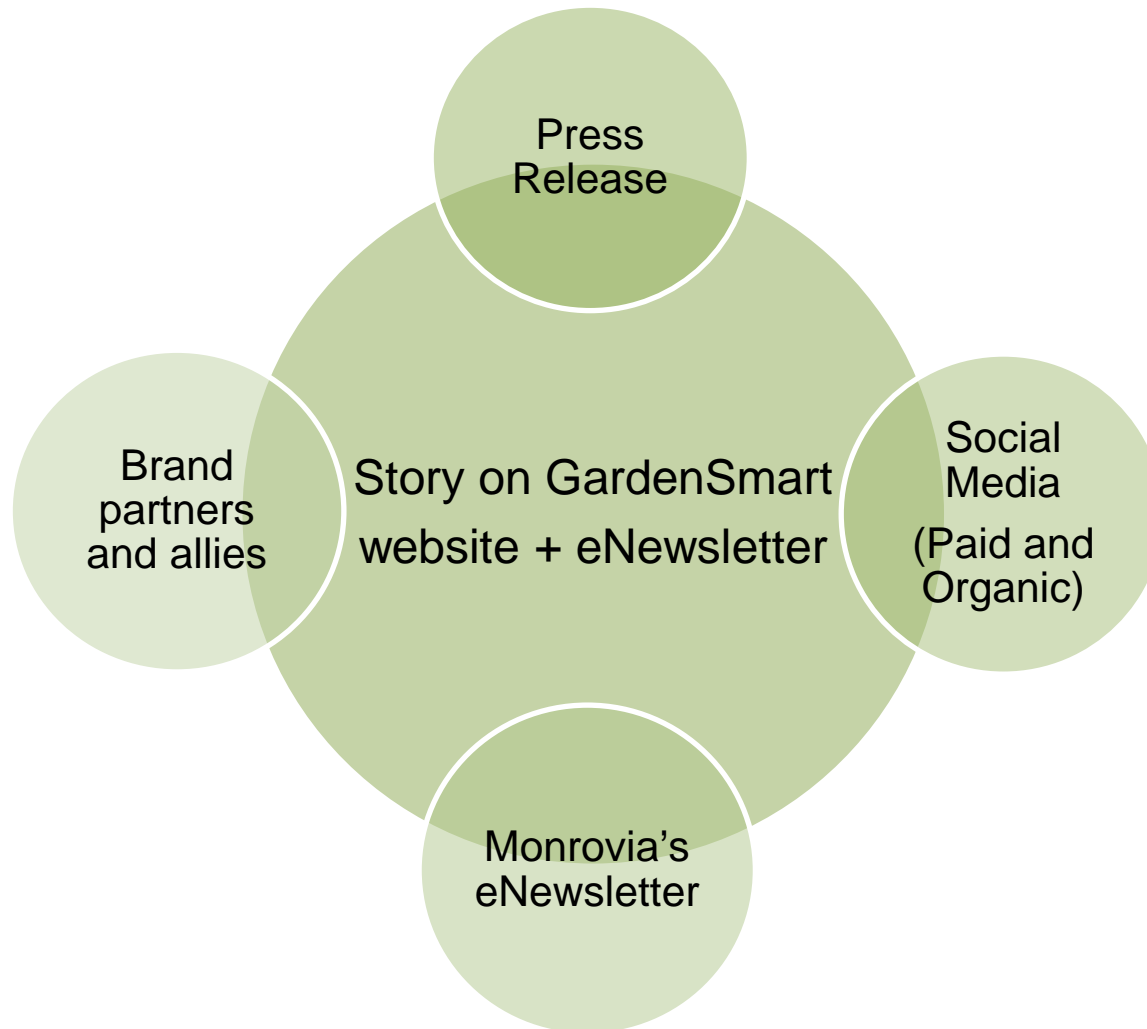
HOLLY!



Goals

- “Holly” or “Ilex” in top 10 search on Monrovia.com.
- > 1K reads of press release.
- > 1M impressions on social media.
- > 5K engagements on social media.
- > 2K clicks to story on GardenSmart website.
- Inform and inspire.

Tactics



Social Media



Saved from
gardensmart.tv

Visit

While most often thought of when decking the halls, glossy, glamorous hollies are shrubs for all seasons. From elegant, dense hedges and spectacular stand-alone specimens to shapely foundation anchors, hollies are useful, tough, fuss-free shrubs. And, that's not even talking about those jewel-like, bright berries! Here are five ways to use hollies (Ilex) in your landscape.

13w



Following

Simply put, hollies are show-stoppers! 🥰 5 ways to use holly (#Ilex) in your garden → ow.ly/VDTod



Monrovia

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No. 3: Naturalizing! - Want to attract wildlife to your garden? Native winterberries are deciduous hollies that lose their pretty leaves in winter. What remains is a breathtaking display of thousands of brightly colored berries clinging to every stem. 4 more ideas → <http://bit.ly/hollyideas>



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Results

- “Holly” or “Ilex” in top 10 search on Monrovia.com
 - “Holly” was #3 in website search. “Ilex” was #34.
- > 2K reads of press release
 - Overshot goal by 51%
- > 300K impressions on social media
 - Overshot goal by 5%
- > 5K engagements on social media
 - Overshot goal by 42%
- > 3K clicks to story on GardenSmart website
 - Overshot goal by 18%

Tools used to Measure

Simply Measured

<http://simplymeasured.com/>

Google Analytics

<https://www.google.com/analytics/>

Cision

<http://www.cision.com/>

Facebook, Instagram, and Pinterest Ad Dashboards

Learning Moments

- Explore different ways to package content.
- People love numbers! (5 ways, 7 reasons, etc.).
- Use “slow period” to educate and inspire.
- Feed into passions and causes.
- Asking brand partners and allies to support message.

Do Different?

- Create a video (30 sec. and 60 sec.).
- Partner with a lifestyle or garden blogger.
- Include a visual like an infographic.
- Explore media opportunities (i.e. NBC Today Show, Good Morning America, etc.).
- Create a hashtag (i.e. #Holly5Ways).



Best Takeaways

- Try new things!
- Create realistic goals first and then start to create benchmarks.
- Social media ads help amplify content.
- Ask brand partners and allies to help.
- “Slow periods” are a ripe opportunity to get consumers thinking and dreaming.



Thank you!

<https://www.facebook.com/monroviagrowers/>

<https://www.pinterest.com/monroviaplants/>

<https://instagram.com/monrovianursery/>

<http://twitter.com/MonroviaPlants>

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