

2023 Content Calendar

MONTH	OVERALL THEME	PLANT CATEGORIES HIGHLIGHTED ESPECIALLY ACROSS ALL MARKETING (BLOG, EMAIL, SOCIAL)		DESIGN LESSONS/SOLUTIONS AND BLOG AND SOCIAL	SPECIAL PROMOTIONS
JANUARY	Fresh Looks, New Plants	2023 New and Rare Plants Distinctive Selections Houseplants Camellias		Be Inspired: Monrovia's 2023 Garden Awards that reflect this year's trends Top New and Rare Plants for 2023 Low-Maintenance Houseplants	New for 2023 Plant Promo Distinctive Selections Planning For Spring: Trends
FEBRUARY	Spring Preview	Houseplants First-flowering trees, shrubs, and perennials Examples: • Forsythia • Hellebores • Daphne		Be Inspired: How to Lay Out a Garden with Lisa Nunemaker Plan Your Edible Garden Now Top 10 Spring Color Plants	Shop.Monrovia Ultimate Spring Planning Guide with Planting Plans (Mini Online Magazine) Spring Color Preview Pinterest Monrovia Dream Garden Giveaway
MARCH	Updating Spring Classics	Early-flowering trees, shrubs, and perennials Examples: • Lilac • Sand Cherry • Cherry Laurel • Dianthus • Osmanthus • Rhododendrons • Azalea • Potentilla		Be Inspired: Rain Garden Favorite Scented Plants Updating the Classics	Shop.Monrovia Shades of Beautiful (Best Spring Color Combos) Distinctive Selections Instagram Giveaway
APRIL	Small wonders	Small trees Calla Lilies Compact Rosess	Compact, narrow shrubs Heuchera Spirea	Be Inspired: Easy Tricks to Maximize Small Garden Spaces Plant This, Not That: Compact alternatives to ordinary plants Shade Garden	Shop.Monrovia Small Weekend Projects (Online Mini Magazine) Small Trees Event Compact Plants Promotion

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MAY	Outdoor Living	Roses Lavender Penstemon Edible plants Agapanthus Daylily	Grasses Salvia Hydrangeas Hibiscus Weigela	Be Inspired: Outdoor Room with Project Plan Scented Roses are Back! How to Grow Strawberries in Containers	Roses for All Reasons Outdoor Living Projects (Online Mini Magazine) Special Collections/Series promotion
JUNE	Backyard Habitat: Birds and Pollinators	Pollinator and wildlife garden plants Examples: • Salvia • Agastache • Hesperaloe • Asclepias • Cape Fuchsia • Coreopsis • Coneflowers • Penstemon • Sedum		Be Inspired: Meadow or Prairie Garden Plants that Attract Hummingbirds Milkweed (Asclepias) for Monarchs	National Pollinator Month Backyard Habitat Guide (Online Mini Magazine) Bee a Winner Campaign
JULY	Upscale Retreat and Relaxation	Heat- and drought-tolerant plants Long-blooming perennials/shrubs Panicle hydrangeas Salvia Tropical plants	Coneflowers Lantana Hibiscus	Be Inspired: Simplify Your Plant Palette Tropicals in Containers Heat-Loving Plants	Hydrangeas (Cape Cod Festival Sponsorship) In-store events: Summer Perennials
AUGUST	Early Fall Planning	Edibles to harvest now Long- or late-blooming perennials/shrubs Herbs Coneflower Caryopteris Dan Hinkley Collection	Heuchera Rudbeckia Firewise plants Houseplants	Be Inspired: Woodland Garden Fall Container Refresh Late-Season Plant Combos	Back to School Houseplants Color Crushes

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SEPTEMBER	The Art of the Fall Garden	Shrubs/Trees Grasses Late-season color Hypericum Dan Hinkley Collection Houseplants – plants to bring indoors	Be Inspired: Mediterranean Garden Boxwood Replacements Grasses: Unusual colors in plumes, movement, backlit	Ultimate Guide to Hedges (Online Mini Magazine) Holiday Program (Wraps, Displays)
OCTOBER	Autumnal Color	Fall color shrubs, late-season bloomers Small trees Japanese Maples Grasses Golden/orange color Dark foliage plants Houseplants	Be Inspired: Using small trees to anchor a garden Vibrant Fall Shrubs	Holiday Displays
NOVEMBER	Gather Together	Bright conifers and shrubs Holiday Plants Japanese Maples Houseplants	Plants as Gifts and Holiday Decor Plants for Winter Interest Gift/Holiday Guide	eGift Cards Holiday
DECEMBER	Holiday Beauty and Year-End Wrap-Up	Conifers Hollies Camellias Topiaries Houseplants Gift plants Favorite plants of 2023 2024 Sneak peeks	Decorating with Topiaries Celebrating Conifers	Gift of Shop.Monrovia Holiday