

Make Our Marketing Work for You

A QUICK-START GUIDE FOR RETAILERS

1. Start Here

go.monrovia.com/shareable-content-for-retailers



Resources for Retailers is your one-stop-shop for marketing content you can use. From project planning guides to digital graphics to our complete content marketing calendar, you can find it all here.

PRO TIP
You can find these same resources in the Garden Gateway retailer portal. Ask your sales rep for login help if you do not already have an account.

2. Share Our Blog Content

www.monrovia.com/be-inspired



Use Monrovia's popular *Be Inspired* blog, plant care guides, design stories, and "best of" lists to your advantage.

HOW TO
Copy and paste the links to the blog posts

you want to use into your own emails, website, social media posts, or staff training resources.

PRO TIP
Don't copy and paste our entire blog post into your own content. Instead, as a best practice, write a quick blurb to introduce the topic, then share our link to the full post. This also better maintains your own website search ranking.

3. Do More With Planning Guides

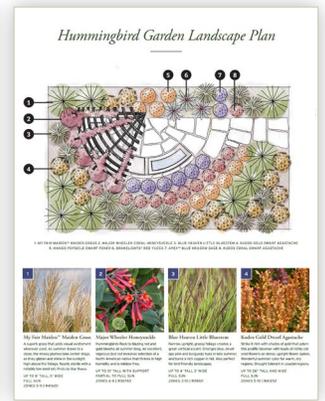
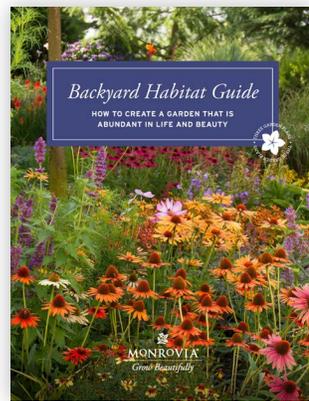
Monrovia's award-winning Planning Guides with free landscape plans are always popular with gardeners.

HOW TO

- **Share the links to download or view online.** Find them all at www.monrovia.com/digital-guide-library.
- **Create a display using the ideas in the guide.** Use the plans and plants in our guide as a starting point, then add in your own regional recommendations.
- **Host an in-store event to dig deeper.** Host a seminar or hands-on planting project using the ideas in our guides. Ask us for help turning our guides into handouts or signage you can use in your event.

PRO TIP

Want to offer a print version of one of our guides to your customers? Contact marketingservices@monrovia.com.



More Marketing Tips and Resources:

