

**NHPGA | NHLA**

**JOINT WINTER MEETING 2018**





# OUR DIRECTION

2017 | Building Awareness



2018 | Gathering Intelligence



The Future

# MARKETING PLAN

2017  

Building Awareness

Industry & Consumer

- ▶ Resource Library
- ▶ Media Campaigns
- ▶ Public Relations & Events

# KILLIN' IT WITH CONTENT

## PLANT SOME THING

### TeFacts

WHY PLANT SOMETHING?

**FOR YOUR WELLBEING**

NATURE IMPROVES PHYSICAL AND EMOTIONAL HEALTH

INCREASE YOUR VITALITY ATTENTION SPAN MEANINGFULNESS POSITIVE MOOD

DECREASE YOUR HEART RATE BLOOD PRESSURE MUSCLE TENSION ANGER

FEAR STRESS

**FOR THE VALUE**

GARDENING FOR AGES 60+ CAN PROLONG LIFE UP TO 30% AND REDUCE STROKE & HEART ATTACK RISK.

PLANTS CAN IMPROVE YOUR PRODUCTIVITY AND FOCUS. POSITIVE EFFECT ON WORK.

**FOR THE ENVIRONMENT**

TREES CAN REDUCE AIR CONDITIONING NEEDS BY 30% AND SAVE 20-50% IN ENERGY USED FOR HEATING.

A HEPL TIP: HOMES LANDSCAPED WITH TREES ARE MORE VALUED AND ARE WORTH 6% TO 15% MORE THAN HOMES WITHOUT TREES.

A HEPL TIP: POLLINATORS: FRIENDLY GARDENS & LANDSCAPES TO HELP RELIEVE THEIR HEALTH AND NUMBERS.

POLLINATORS ARE RESPONSIBLE FOR 1/3 OF THE FOOD WE TAKE EACH DAY.

**Bird Attraction** - TREES AND GREEN SPACE PROMOTE BIODIVERSITY, SILENCE AND HARMONY.

**Smile to the economy** - TREES CAN ATTRACT NEW BUSINESS, TOURISM, VENUES AND RETAIL TRAFFIC.

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**YOUR COMPANY NAME**  
TAG US @COMPANYHANDLE

**PLANT SOME THING**

**PROUD SPONSOR OF PLANT SOMETHING NH!**  
*Show Us What You Plant!*  
#PlantSomethingNH

FOR THE Environment  
FOR YOUR Health  
FOR YOU  
FOR VALUE  
FOR THE Community

PLANT SOMETHING FOR Your Health | PLANT SOMETHING FOR The Environment | PLANT SOMETHING FOR Your Wellbeing | PLANT SOMETHING FOR Your Value | PLANT SOMETHING FOR The Community | PLANT SOMETHING FOR Your Wellbeing | PLANT SOMETHING FOR The Environment | PLANT SOMETHING FOR Your Value | PLANT SOMETHING FOR The Community

PLANT SOMETHING NH  
plant-something.org



Plant Something NH

Do you know that trees around your home can save you 20-50% in heating costs? Learn more about the variety of benefits when you @PlantSomethingNH - go, grabbin' @PlantSomethingNH. Follow our page for more great info as we approach spring!

PLANT SOMETHING FOR THE VALUE

Like Comment Share



## CAMPAIGN IN A BOX

### PLANT SOMETHING NH DAY!

**SATURDAY, MAY 20**  
Join Us!

PLANT SOMETHING NH DAY



DECK THE HALLS WITH fresh cheer

WREATHS CHRISTMAS TREES BOXWOOD MINI TREES YOSHIKI BALLE POPPING HOLLY MISTLETOE FLOWERS PONSSETIA

PLANT SOMETHING NH



PLANT SOMETHING For Pollinators

PLANT SOMETHING NEW HAMPSHIRE

ARE YOU ABOUT Pollinator Plants!

#PlantSomethingNH #PlantSomethingNH

PLANT SOMETHING healthy

SEEDS

PLANT SOMETHING NH

PLANT SOMETHING healthy

ALOE VERA

PLANT SOMETHING NH

PLANT SOMETHING Succulent

PLANT SOMETHING NH



1,570,117  
**impressions**

Wow! That's greater than the NH population!



1,500+ **followers**

Our audience is growing!

**Tip of the iceberg** 

There is more we can do!

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Intelligence

Public Education

- ▶ Benchmark Group
- ▶ Consumer Survey
- ▶ NH 4-H Collaboration
- ▶ Consumer eNews



**JUNE 2-3,  
2018**

**PLANT  
SOMETHING NH  
WEEKEND**

**SAVE THE  
DATE**



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**Future**  

- ▶ Sustainability
- ▶ Strategic Engagement
- ▶ Industry Participation





# GREATER INTELLIGENCE

MORE  
STRATEGIC

# GREATER



# PARTICIPATION





# THANKS!

## 2018 SPONSORS



R.C. BRAYSHAW & COMPANY  
the LEADER in innovative MARKETING SOLUTIONS

