Sweetest Day Promotion Materials

Here are our suggested ideas for your email and social media content, corresponding to the images, sent separately.

For best results, only use the PDFs and GIFs for the body of your email blasts, and the JPEGs for Facebook & Instagram. Consider paying to boost your social posts for a wider, targeted reach!

EMAIL drop #1 (send to your customers on Sept 27)

Pull PDF or GIF image into the body of your email (constant contact, or other): "sweetest_day_2017_ver1.pdf" or "sweetest_day_2017_ver1.gif"

Subject: Sweetest Day is Sat. October 21st
Header Copy: Get a jump on the second-most important flower holiday for your sweetheart!
Body Copy: (follow with your own shop's promo text, offers, etc).

SOCIAL drop #1 (post to your shop's social media on Sept 29)

Post the following JPEG to your Facebook and Instagram account: "SweetestDay_2017_1.jpg"

Post Copy: Sweetest Day is Oct 21st! (your own shop's promo text, offers, etc)
Hashtags: (be sure to add the following hashtags at the end of the post) #SweetestDay #romance #flowers #gifts

continued

SOCIAL drop #2 (post to your shop's social media Oct 3)

Post the following JPEG to your Facebook and Instagram account: "SweetestDay_2017_2.jpg"

Post Copy: Don't forget Sweetest Day! (your own shop's promo text, offers, etc)
Hashtags: (be sure to add the following hashtags at the end of the post) #SweetestDay #romance #flowers #gifts

SOCIAL drop #3 (post to your shop's social media on Oct 7)

Post the following JPEG to your Facebook and Instagram account: "SweetestDay_2017_3.jpg"

Post Copy: TWO WEEKS UNTIL SWEETEST DAY! (your own shop's promo text, offers, etc)
Hashtags: (be sure to add the following hashtags at the end of the post) #SweetestDay #romance #flowers #gifts

SOCIAL drop #4 (post to your shop's social media Oct 10)

Post the following JPEG to your Facebook and Instagram account: "SweetestDay_2017_4.jpg"

Post Copy: Order now for the best Sweetest Day surprise! (your own shop's promo text, etc)
Hashtags: (be sure to add the following hashtags at the end of the post) #SweetestDay #romance #flowers #gifts

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EMAIL drop #2 (send to your customers on Oct 12)

Pull PDF or GIF image into the body of your email (constant contact, or other):
"sweetest_day_2017_ver2.pdf" or "sweetest_day_2017_ver2.gif"

Subject: Just over one week until Sweetest Day!
Header Copy: There's still time to let us create a custom floral arrangement for your sweetheart!
Body Copy: (follow with your own shop's promo text, offers, etc).

SOCIAL drop #5 (post to your shop's social media on Oct 14)
Post the following JPEG to your Facebook and Instagram account: "SweetestDay_2017_5.jpg"

Post Copy: Sweetest Day is next Saturday! (your own shop's promo text, offers, etc)
Hashtags: (be sure to add the following hashtags at the end of the post) #SweetestDay #romance #flowers #gifts

SOCIAL drop #6 (post to your shop's social media on Oct 16)
Post the following JPEG to your Facebook and Instagram account: "SweetestDay_2017_6.jpg"

Post Copy: Call us today for delivery on Sweetest Day! (your own shop's promo text, offers, etc)
Hashtags: (be sure to add the following hashtags at the end of the post) #SweetestDay #romance #flowers #gifts

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SOCIAL drop #7 (post to your shop's social media on Oct 18)

Post the following JPEG to your Facebook and Instagram account:
"SweetestDay_2017_7.jpg"

Post Copy: Time is running out… order your Sweetest Day flowers now! (your shop's promo, etc)
Hashtags: (be sure to add the following hashtags at the end of the post) #SweetestDay
#romance #flowers #gifts

SOCIAL drop #8 (post to your shop's social media on Oct 19)

Post the following JPEG to your Facebook and Instagram account:
"SweetestDay_2017_8.jpg"

Post Copy: Got a Sweetest Day Emergency? Let us help! (your shop's promo text, offers, etc)
Hashtags: (be sure to add the following hashtags at the end of the post) #SweetestDay
#romance #flowers #gifts