



**CREATED BY THE HTA RETAIL COMMITTEE,  
YOUR GARDEN YEAR IS A SEASONAL INITIATIVE  
TO INSPIRE GARDENERS ALL YEAR ROUND.**

**THIS SPRING:** National Gardening Week • Chelsea Flower Show • National Children's Gardening Week

# Your Garden Year

**TURNING INSPIRATION INTO CUSTOMERS**

It starts with a



## HOW DOES IT WORK?

Your Garden Year provides a shared schedule of gardening activities and themes. From spring planting to autumn lawn care, it helps remind and encourage gardeners at just the right moment. Download the free copy and assets to use on your channels to promote gardening and align with industry messaging.



It Starts with a Pot is a sales-driving opportunity for the industry. Inspiring customers to begin with a pot it encourages purchases of compost, plants, containers, and accessories. By showcasing simple planting ideas for all gardening abilities, this can boost basket spend and create a united approach for the entire industry. **Download now!**



**It Starts with a Pot**



**Social Media Toolkit**



## Plant of the Moment ...and complementary plants

Turn browsers into customers with ready-made seasonal plant promotions. Each season, we feature key plants, complete with free copy and assets to download in advance. Use the content on social media, websites, in-store signage, email marketing, or anywhere you need it. Download the free social media toolkit and give customers the inspiration they need to buy now. If you can, use your own photos of the plants to showcase what you have on offer.

**Download now!**



## Events this Season

When major gardening events capture the nation's attention, customers are already inspired and ready to buy. Align your in-store displays, social media, and promotions with these moments to convert that enthusiasm into sales while the buzz is at its peak.

**Download now!**



## WANT TO GO FURTHER?

Take a deeper dive into the blog copy and enhance your website with SEO support to reach even more customers. Find title tags, meta descriptions and URL suggestions.

**Download now!**



## Projects to Do Now

### Pots of Difference

Inspire bold container planting with creative ideas and flexible content for blogs, websites, social and in-store use long copy for blogs, medium length copy for websites or handouts and use the short copy for socials and signage.

**Download now!**



### Patios that Stun

Inspire customers to create stunning summer patios with practical design ideas and ready-made content that drives sales. Use tailored copy for social media and in-store signage to drive sales of patio plants, furniture, pots, and outdoor accessories.

**Download now!**



### Envious Hanging Baskets

Inspire customers to create stunning hanging baskets with expert content from compost selection to daily care. Use flexible copy across blogs, websites, social media and in-store signage to drive sales.

**Download now!**

