

Top Five

Easy, Affordable, and Effective Marketing Tools

ENTICE • ENGAGE • EARN

Our Top 5 Marketing Tools:

- Planting Guides
- EDDM Postcards
- Email Blasts
- Digital Ads
- Text Marketing



Why are they

- Easy?
- Affordable?
- Effective?

Well, let us tell you...



Planting Guides

Easy

- Browse and edit our templates.
- Customize them to your brand.
- Teach cashiers the pitch: "Do you have what you need to plant today?"

PLANTING ANNUALS & PERENNIALS

BEFORE YOU PLANT

Water your plants thoroughly in their containers. Stage them in the planting area while they are still in their pots, having first taken into consideration their mature height and width as well as the sun or shade requirements.

PLANTING

For each plant, dig a hole as the container and just the excess soil. Organically create Kelp Meal, Epsom Salt, and additional plant growth development. Remove plants by inverting them and supporting the root ball. Gently remove any pot-bound roots using...

For large, densely rooted perennials, it will be necessary to make several shallow cuts through and bottom of the root ball to encourage new root development. Place the plant in the hole at its original planting level and backfill with soil.

It is best to water and focus on the annuals and perennials. Miracle Gro is an abundant source of nutrients, it's best for plants every day. Epsom salts respond to plants on a regular basis. It is a natural, balanced blend of nutrients to prevent plants from becoming stunted. Make sure to water at least 2 times per week or crowns risk of disease.

SOME OF THE PRODUCTS WE RECOMMEND FOR SUCCESSFULLY PLANTING ANNUALS & PERENNIALS

HERITAGE FARM & GARDEN

ANNUALS & PERENNIALS PLANTING GUIDE

HERITAGE FARM & GARDEN

6050 Northern Blvd. Muttontown, NY 11782
(516) 922-1026
heritagefarmandgarden.com
Former location of *Martin Vetto*

WE ARE PROUDLY A FAMILY-OWNED BUSINESS,
OWNED AND OPERATED WITH OVER
50 YEARS IN THE GARDEN AND
HORTICULTURE INDUSTRY

Planting Guides

Affordable

- Cheaper than printing copies yourself.
- Pays for itself with tie-in sales.
- Off-set with co-op money — vendors LOVE Planting Guides!



PLANTING TREES & SHRUBS

BEFORE YOU PLANT
It is important to select the proper plant for your site. Take into consideration the amount of space available for the plant, amount of light the plant will receive, and type of soil at the site. All these factors should weigh call 811 at least 2 days before planting.

WHEN TO PLANT
If the soil is moist and kept sufficiently watered, planting can be done anytime the soil is not frozen. If possible, plant your tree or shrub in the fall. Otherwise, 2 may be the best time to plant. If you cannot plant at an ideal time, choose a sheltered location.

THE PLANTING
To plant a tree, dig a hole 2-3 times as deep as the root ball. Dig a hole 2-3 times as deep as the root ball and depth as the root top of the root to be level with the ground or slightly above level with the ground. Dig a hole 2-3 times as deep as the root ball and depth as the root top of the root to be level with the ground or slightly above level with the ground.

PLACING YOUR PLANT
Ease the pot off of any circling roots. The roots are easy to make a few sharp and bottom of the

LIMITED WARRANTY
We will supply once at one half of the purchase price for all trees, shrubs, vines, and creepers provided the plants have received proper care and payment of the account has been paid in full when the purchase year only. No other plants or materials are guaranteed. We assume no responsibility for any damage to stock caused by animals, storms, neglect, or any other acts over which we have no control.

CALL BEFORE YOU DIG!

DELIVERY & INSTALLATION SERVICES
Plant delivery and installation services are available for purchases made at Baker Garden & Gift. Please email landscapenet@bakernursery.com for pricing.

FOR SUCCESSFUL PLANTING, WE RECOMMEND...

ENRICHING YOUR SOIL & BACKFILLING
The clay soil of the Red River Valley will benefit with organic amendments. Add organic matter such as Dakota Sedge Peat, FoxFarm® Soil Conditioner, or Black Gold Organic Compost. Mix 50% native soil with 50% soil amendments. Mix well for proper drainage and water absorption. Backfill the hole with amended soil mix until about half full, straighten and level the plant the rest of the hole with the amended soil. Use access soil to build a ring 4-10" from the outside of the hole to create a holding well. Water will have the ability to zone of the plant as well as moisture runoff. Fill several times until the ground is saturated.

WATERING
The moisture for watering newly planted trees, shrubs, and perennials is infrequently, but deeply. Your plant's watering needs will vary greatly depending on the size of the plant, the soil, the temperature, and wind. Use the following guidelines to help determine watering needs.

Water deeply. Use the same amount of water as the container the plant came in. For example, a 10-gallon tree pot requires 10 gallons of water. 2-gallon shrub pots require 2 gallons of water.

Check for water needs every 2 to 3 days. This will also allow you to

STAKING & TREE PROTECTION
All newly planted trees should be supported by at least two stakes and two straps. This will prevent trees from being dislodged by high winds. Stakes should be driven firmly into the ground outside of freshly dug hole. Attach tree to stakes with straps approximately in the middle or slightly below the middle of the trunk. Straps should be attached to stakes with wire or non-stretch string. Make sure straps are snug, but not too tight. Allow tree room to grow. Remove stakes after one year.

Tree guards placed on the trunk are important to protect and sun shield. The tree guard should fit loosely on the trunk; over time, a larger tree guard may need to be installed.

Evergreen plants such as arbutus should be watered deeply before frost and wrapped in burlap to prevent sun scald in winter months.

MULCHING
Add a 2" layer of shredded mulch or bark chips around the plant. This will prevent water loss and keep mowers from getting too close to the plant. Avoid mulch going against the trunk or stems of the plant as this can promote disease or pest injury.

FERTILIZING
If need to fertilize your plants in the first year after you can fertilize your plants using slow-release fertilizer (Osmocote) or water-soluble fertilizer (Fertilex). It is recommended to fertilize weekly for 15 days. Fertilize weekly (usually in May) for 15 days. Do not fertilize woody plants right 15th. Do not fertilize woody plants 15 to allow for them to harden before water. Annual plants can be fertilized into the fall.

YOUR GUIDE TO SUCCESSFUL PLANTING

BAKER GARDEN & GIFT

2733 University Drive S | Fargo, ND 58103
bakernursery.com | 701-237-6255

Planting Guides

Effective

- States your guarantee, and you can double it with the recommended product purchase!
- Added value for the customer.
- Less planting failure — you're showing them how to plant!

Warranty Program

When you plant your ornamental shrubs and trees you purchased from our nursery, and plant them according to our instructions, suggested care and with our proven quality products listed, we will warranty them for the first growing season (March-October). This warranty does not cover damage for dieback caused by severe seasonal conditions, mechanical injuries, animal browsing, insect damage or obvious neglect. This warranty also excludes annuals, perennials, vines, small fruits (berries, grapes), ornamental grasses and fruit trees. The warranty is voided on discounted sales. Only one replacement will be made at our convenience.

For Successful Planting We Recommend...

Ferti-Lone Root Stimulator®
Soil Pop®

Planting Trees & Shrubs

Before You Plant
It is important to select the proper plant for your site. Take into consideration the amount of space available for the plant, amount of light the plant will receive, and type of soil at the site. All these factors should weigh into the plant selection process.

What Plant Form Are You Transplanting
Your tree or shrub will come in one of three forms: fiber pot, balled & burlapped (B&B), or containerized. If the soil is moist and kept sufficiently watered, planting can be done anytime the soil is not frozen. If possible, plant your tree or shrub as soon as you get it home. Otherwise, it may dry out and become injured. If you can't plant it immediately, place it in a shady and/or sheltered location. Keep the soil moist until planted.

The Planting Hole
To plant a tree, dig a hole at least 2-3 times the width of the root ball. Do not dig the hole too deep! The hole should be the same depth as the pot or slightly lighter—seven deeper. The top of the root ball should be slightly above level with the surface of the ground. For shrubs, dig a hole 2-3 times as wide as the root ball and the same depth as the root ball. The top of the root ball should be level with the surface of the ground or slightly raised.

Placing Your Plant In

Fiber Pot
Place depth hole into edges portion (cut slit for half) into hole. Partially backfill the mistan, continue to cut the fiber through at top. Work the fiber pot. Once the pot is removed, the hole finish backfilling making sure to maintain too tightly as this prevents good drainage and aeration.

Balled & Burlapped Plants:
Place the plant into the hole. Do not remove any rope or strap until the tree is at the proper planting height (2" above surface of soil) and is positioned in the desired direction. Partially backfill the hole. Then remove all rope or nylon straps—fold down top half of the basket and top half of burlap. Synthetic burlap material must be removed. Do not attempt to remove the burlap from under the plant—this could damage the root ball. Finish filling the hole with backfill.

Container Plants:
Use the pot off without disturbing the root ball. Cut any circling roots and place the root ball in the hole. If the roots are extremely compact, you may need to make a few shallow cuts through the roots on the sides and bottom of the root ball.

Water your newly planted watering method. Ball roots dry out faster important to monitor attain deep water per root development. Dig Deep, thorough and generally one deep if properly mulched. Watering for the first two growing seasons.

Staking
All newly planted trees should be supported by at least two stakes and two straps. This will prevent trees from being dislodged by high winds. Stakes should be driven firmly into the ground outside of freshly dug hole. Attach tree to stakes with straps approximately in the middle or slightly below the middle of the trunk. Straps should be attached to stakes with wire or new stretch string. Make sure straps are snug, but not too tight. Allow tree room to grow. Remove stakes after two growing seasons.

Mulching
Add 2-3" layer of shredded mulch or bark chips around the plant. This will prevent water loss and keep mowers and trimmers from getting too close to the plant. Avoid overly deep mulch up against the trunk or stems of the plant as this can promote disease or pest injury.

Mt. Garfield Greenhouse & Nursery
1162 180 Grand Junction, CO 81504
mtgarfieldgreenhouse.com | 970.434.2788

EDDM Postcards

Easy

- No mailing list? No problem! We've got you covered.
- Statistically analyzed routes with the most gardeners — done for you!
- Hundreds of editable templates for every season.



EDDM Postcards

Affordable

- 19¢ postage — that's a steal!
- Mail from 500 to 35,000 — with no minimums, you can target the customers you want.
- 8.5" x 11" postcard size — an extreme value!



EDDM Postcards

Effective

- Less mail in the mailbox means more views.
- Younger generations LOVE mail.
- Colorful, eye – catching designs will grab attention.
- Supplement with QR codes to drive customers to wherever you want!



Email Blasts

Easy

- Customizable Topical Emailer templates.
- Create your own email with an editable article, tip, and your company information.
- Call or email us what YOU want; then sit back and let us do the work!



Email Blasts

Affordable

- Only \$75 to \$250 to communicate with ALL your customers!
- No extra fees for sending the email out for you.
- Need an email host? We host up to 2,500 subscribers for **FREE!**



Email Blasts

Effective

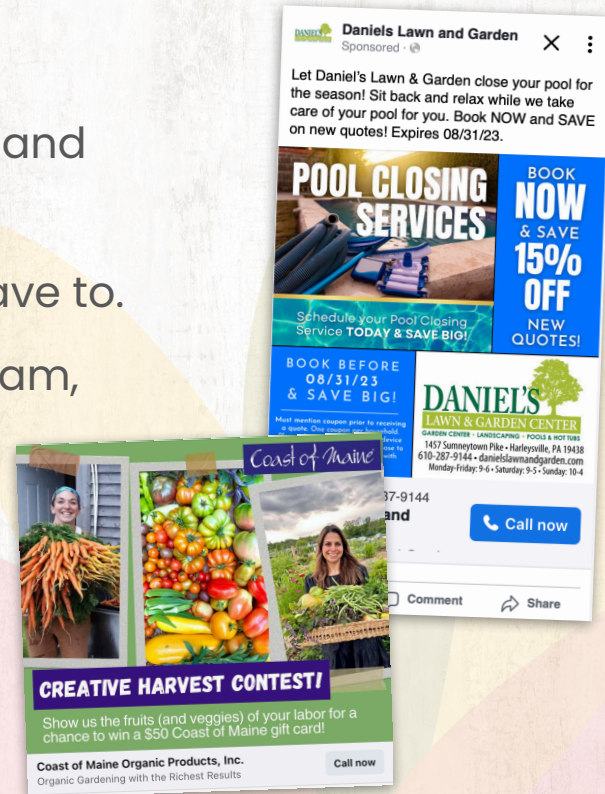
- Amazing open rates!
- Create loyalty with consistent communication – showing you care about their success.
- DON'T stop when your season's over – this says, "I only care about you when you spend money with me!"
- Not always about the coupon – but special offers help!



Digital Ads

Easy

- Simple design process — send us your ideas, and we put them together for you!
- We worry about the schedule, so you don't have to.
- Advertise your business on Facebook, Instagram, Google Ads, NextDoor, and more!



Digital Ads

Affordable

- Pick your daily spend amount.
- No extra fees for scheduling or managing your ad account.



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54 3 comments 13 shares

Like Comment Share

Digital Ads

Effective

- Target the customers YOU want to reach.
- Create a look-a-like audience to reach similar customers to those you already have.
- Designate a radius around your store, choose specific interests, and more!



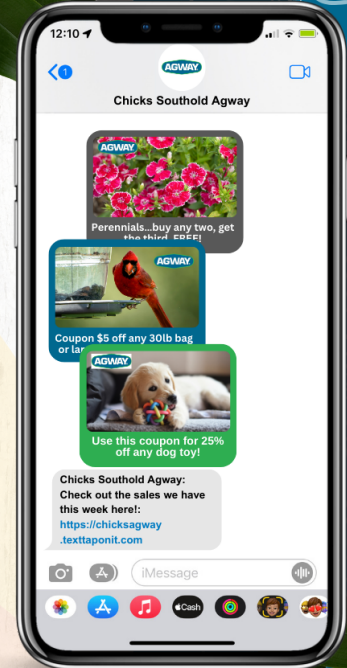
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www.roundshardware.com

Bring your frames down before 6pm. Round's Hardware Screen Repair Service.

Text Marketing

Easy

- Simple design process — send us your ideas, and we put them together for you!
- Include custom imagery to grab customers' attention.
- Call or email us what YOU want; then sit back and let us do the work!



Text Marketing

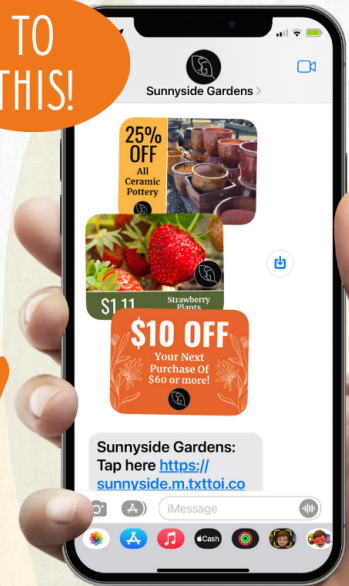
Affordable

- Plans from \$500 set up/\$150 per month + texting fees (\$0.05 each)
- Include up to 9 images, GIFs, and short videos.
- Receive a linked branded landing page and custom microsites to drive customers to your website.

FROM THIS...



TO THIS!



Text Marketing

Effective

- Reported open rates of up to 99%!
- Reinforce your brand with an opt-in database of customers who want to receive information and offers via text.
- Get more reach when customers share your offers and content via Facebook, Instagram, Twitter, text, etc.



CONTACT US TO GET STARTED TODAY!

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info@gardencentersolutions.com