

~ MEMBER EXCLUSIVE ~

Garden Centre Heroes

FEATURE PACKAGE

ARE YOU A GARDEN CENTRE HERO?

Do you provide garden advice, solve plant problems, guide and help with plant selection, inspire your customers about gardening and share your passion for plants? Are you a Garden Centre Member on the front line of innovative greenlife promotion?

Garden Centre Heroes is an initiative of Greenlife Industry Australia's social and digital consumer marketing program, Plant Pals.

The website, www.plantpals.com.au, now plays host to over 280 garden centres in a store locator and the new Garden Centre Heroes feature stories are designed to boost your exposure to new and emerging gardeners to provide them with inspiration and advice for their garden adventures.

Garden Centre Heroes is an amazing 'member only' opportunity to work with media professionals to expertly craft a feature which tells the story of your business to attract more customers to your store and greater engagement online.

NOW IS THE TIME FOR
YOU TO TELL YOUR STORY!
BE SEEN HERE:



- Be seen by over **5,000 potential customers in your area**
- Visitors to the Plant Pals website are some of the most engaged on the internet with a bounce rate of only 3.21%
- Gain new social media followers
- Boost social engagement exponentially.
- Tell your story!



GIA is providing an exclusive opportunity to retail members to become a featured Garden Centre Hero, adding additional firepower to your marketing strategy.

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- An expertly written feature story on your business, prepared by a public relations expert.
- National exposure of your Feature Story, with prominent placement at the top of the Plant Pals website.
- Perpetual inclusion on the Garden Centre Heroes page.
- Link your feature story to your listing in the store locator.
- Sharing of your story on the GIA Facebook page and the Plant Pals Instagram page.
- \$250 of demographically targeted social boosting (advertising) of your social story.

AND

- Expert advice and support on content storytelling to maximise the reach of your Hero profile, all tailored to and prepared in consultation with you.

MORE FEATURE STORY BENEFITS

Feature your staff, incorporate your business branding, or launch a new initiative or promote a partnership.

Share it widely – post it socially and on your website, include it in your eNews, send it to media and tag everyone.

THE FINE PRINT

This is an exclusive member offer where your investment is subsidised by Greenlife Industry Australia. Valued at over \$1,000 the package is available at the substantially reduced price of \$795. The price includes GST and conditions apply.



WANT MORE INFORMATION?

To join the Garden Centre Heroes program please contact **Kobie Keenan** (Kobie.keenan@greenlifeindustry.com.au) or **Sam Cox** (Samuel.cox@coxinnall.com.au). Alternatively contact **Greenlife Industry Australia** toll free directly **1800 252 468**.

Plant Pals
Building a Greenlife Community

