February 2024

Garden Media Group

Monthly Report

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Highlights

Media Momentum

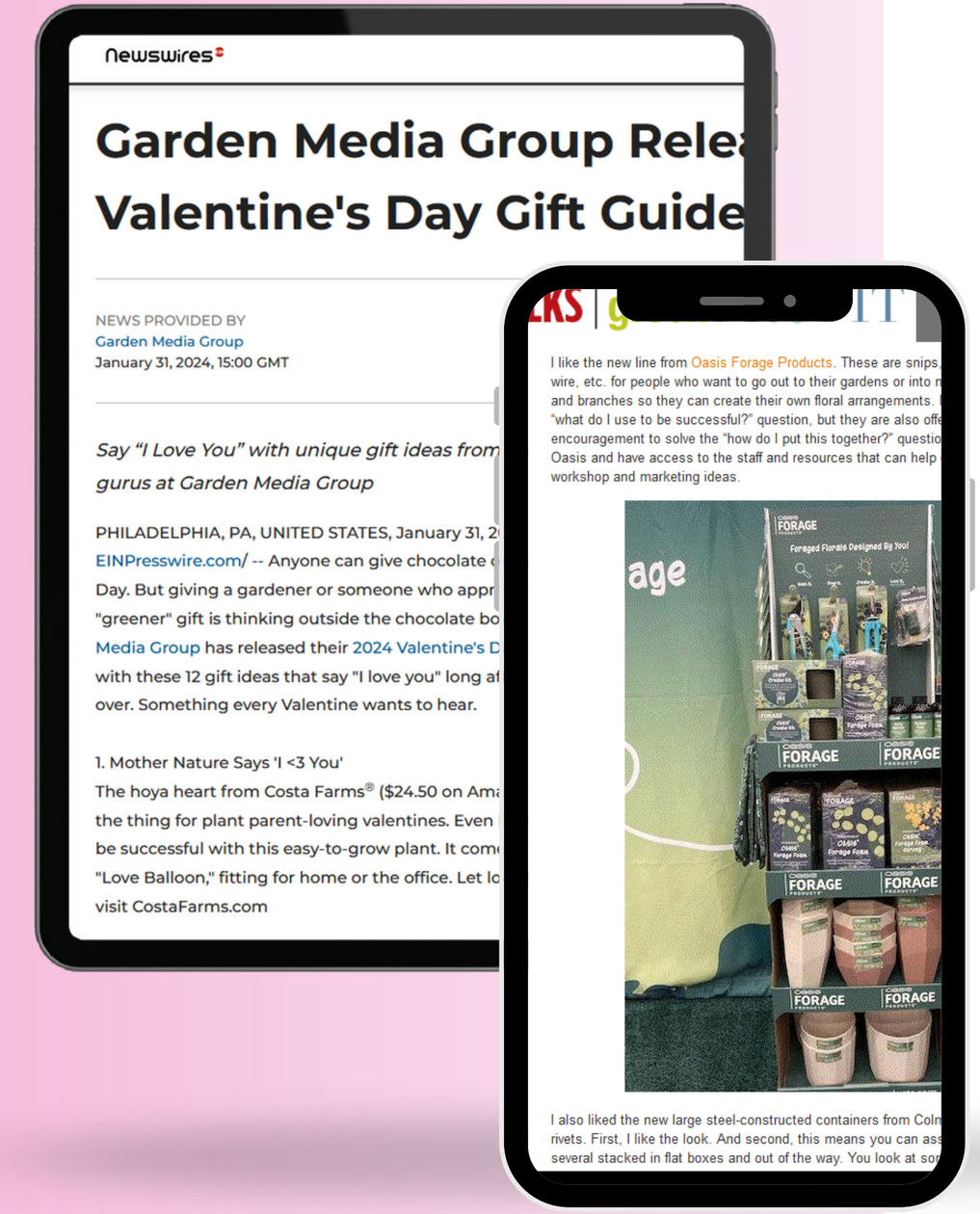
We continued generating MANTS coverage, securing prominent placements in both industry and consumer outlets. These efforts will help expand brand and product awareness, reaching and engaging new audiences.

PR Pitching Strategy

As we enter the spring season, we will continue focusing our efforts on target pitching to key media outlets concentrating on gardening and floral design topics. We will be expanding our scope to include themes of home decor and nature enthusiasts. This strategic alignment ensures a cohesive approval across all channels.

Influencer Strategy

We have compiled a substantial list of gardening and home decor influencers to review, select, and explore the next steps for campaign concepts and establishing connections. Our goal with the campaign will be to drive brand awareness through inspiration and education.



You've reached over **70M** in **Jan-Feb 2024!**

Reporting period:
1/ 15/ 2024 - 2/ 15/ 2024

Media Hit Highlights:

- Included in 2 GMG syndicated press releases for Valentine's Day
- MANTS Coverage in GrowerTalks & GreenProfit newsletters and DougOster.com

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Monthly Media Hits

Overall Reach 2023-2024: 165,710,709

I like the new line from Oasis Forage Products. These are snips, pots, foam, collecting bags, wire, etc. for people who want to go out to their gardens or into nature to harvest flowers, foliage and branches so they can create their own floral arrangements. Not only are they answering the "what do I use to be successful?" question, but they are also offering instructions and encouragement to solve the "how do I put this together?" question, too. Plus, they are backed by Oasis and have access to the staff and resources that can help garden centers run with workshop and marketing ideas.

GreenProfit/GrowerTalks Newsletters

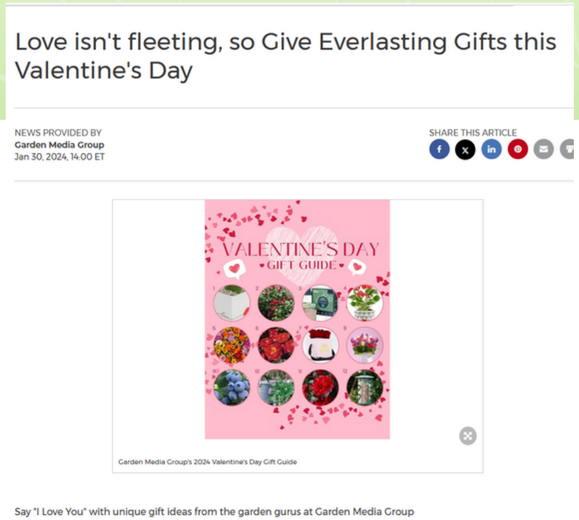
DATE: 1/17/24

REACH: 52,932

ACRES | BUZZ

GrowerTalks' Acres Online

Green Profit's buzz



Love isn't fleeting, so Give Everlasting Gifts this Valentine's Day

NEWS PROVIDED BY
Garden Media Group
Jan 30, 2024, 14:00 ET

SHARE THIS ARTICLE

Garden Media Group's 2024 Valentine's Day Gift Guide

Say "I Love You" with unique gift ideas from the garden gurus at Garden Media Group

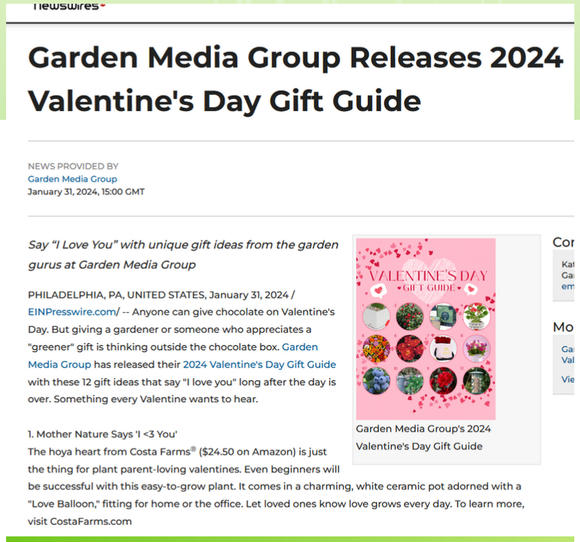
PRWeb

DATE: 1/30/24

REACH: 17,300,000

VIEW HIT

CISION PR Newswire



Garden Media Group Releases 2024 Valentine's Day Gift Guide

NEWS PROVIDED BY
Garden Media Group
January 31, 2024, 15:00 GMT

Say "I Love You" with unique gift ideas from the garden gurus at Garden Media Group

PHILADELPHIA, PA, UNITED STATES, January 31, 2024 / EINPresswire.com/ -- Anyone can give chocolate on Valentine's Day. But giving a gardener or someone who appreciates a "greener" gift is thinking outside the chocolate box. Garden Media Group has released their 2024 Valentine's Day Gift Guide with these 12 gift ideas that say "I love you" long after the day is over. Something every Valentine wants to hear.

Garden Media Group's 2024 Valentine's Day Gift Guide

1. Mother Nature Says 'I <3 You'
The hoya heart from Costa Farms® ($24.50 on Amazon) is just the thing for plant parent-loving valentines. Even beginners will be successful with this easy-to-grow plant. It comes in a charming, white ceramic pot adorned with a "Love Balloon," fitting for home or the office. Let loved ones know love grows every day. To learn more, visit CostaFarms.com

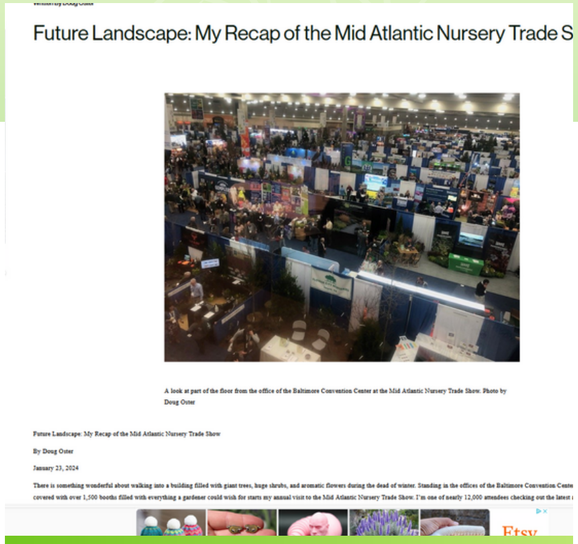
EIN Presswire

DATE: 2/1/24

REACH: 53,530,000

VIEW HIT

Newswires EIN



Future Landscape: My Recap of the Mid Atlantic Nursery Trade S

A look at part of the floor from the office of the Baltimore Convention Center at the Mid Atlantic Nursery Trade Show. Photo by Doug Oster

Future Landscape: My Recap of the Mid Atlantic Nursery Trade Show

By Doug Oster

January 23, 2024

There is something wonderful about walking into a building filled with giant trees, huge shrubs, and aromatic flowers during the dead of winter. Standing in the offices of the Baltimore Convention Center covered with over 1,500 booths filled with everything a gardener could wish for starts my annual visit to the Mid Atlantic Nursery Trade Show. I'm one of nearly 12,000 attendees checking out the latest

Doug Oster

DATE: 2/1/24

REACH: 1,500

VIEW HIT

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Pending PR

- Garden Center Mag | Patrick Coleman
- PureWow – Gift guide
- Livingetc. – Backyard sheds
- Family Handyman - Garden tool bags

Pitching

- Superstars for Spring
- Mother’s Day
- National Gardening Day

Thank you!

–Jennifer, Katie & Bridget