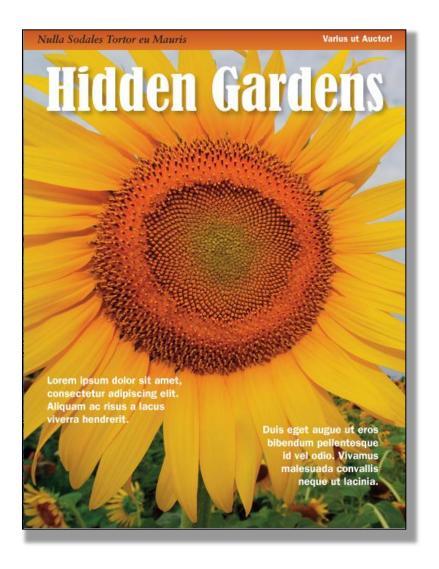
Social Media Marketing

Using Content to Drive Website Traffic, Sales & Profits

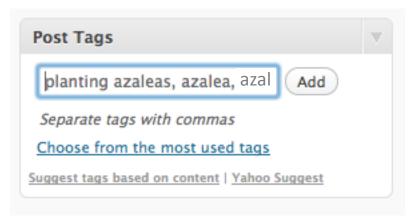


Case Study: Hidden Gardens magazine



Creating a Feature Post

Wordpress CMS



Article Page

- care for azaleas
- care for rhododendrons
- pruning azaleas

- · pruning rhododendrons
- shrub care



Code View

<meta name="keywords" content="Azalea Planting, azalea vs. rhododendron, azalea selection, site and soil, correct azalea planting" />

<meta http-equiv="X-UA-Compatible" content="IE=edge" />

Choose a Keyword Cluster

Petunias Annuals 21 39 936,240 860,684 93 Zinnias Annuals 22 111 546,960 40,330 Alliums Bulbs 23 151 1,052,628 37,227 Crocus Bulbs 24 104 1,142,628 94,965 Daffodils Bulbs 25 170 1,221,672 19,035 Dahlias Bulbs 26 272 1,548,816 276	
Current Data Current Data Current Data Annual Annual Annual Impressions Current Data Current Data Current Data Current Data Annual Annual Current Data Curre	
Gardens Daily Topics Uber Summary # Universe Keyword Universe Annual Searches Annual Impressions Petunias Annuals 21 39 936,240 860,684 9 Zinnias Annuals 22 111 546,960 40,330 Alliums Bulbs 23 151 1,052,628 37,227 Crocus Bulbs 24 104 1,142,628 94,965 Daffodils Bulbs 25 170 1,221,672 19,035 Dahlias Bulbs 26 272 1,548,816 276	
Gardens Daily Topics Uber Summary # Universe Searches Impressions Petunias Annuals 21 39 936,240 860,684 9 Zinnias Annuals 22 111 546,960 40,330 Alliums Bulbs 23 151 1,052,628 37,227 Crocus Bulbs 24 104 1,142,628 94,965 Daffodils Bulbs 25 170 1,221,672 19,035 Dahlias Bulbs 26 272 1,548,816 276	
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Alliums Bulbs 23 151 1,052,628 37,227 Crocus Bulbs 24 104 1,142,628 94,965 Daffodils Bulbs 25 170 1,221,672 19,035 Dahlias Bulbs 26 272 1,548,816 276	1.93%
Crocus Bulbs 24 104 1,142,628 94,965 Daffodils Bulbs 25 170 1,221,672 19,035 Dahlias Bulbs 26 272 1,548,816 276	7.37%
Daffodils Bulbs 25 170 1,221,672 19,035 Dahlias Bulbs 26 272 1,548,816 276	3.54%
Dahlias Bulbs 26 272 1,548,816 276	8.31%
	1.56%
Hyacinths Bulbs 27 110 1,035,408 53,595	0.02%
	5.18%
Narcissus Bulbs 28 130 985,608 46,495	4.72%
Tulips Bulbs 29 161 1,833,588 18,220	0.99%
Azaleas Shrubs 30 446 1,695,708 0	0.00%
Hydrangeas Shrubs 31 397 3,308,616 63,833	1.93%
Lilacs Shrubs 32 345 1,844,712 63,470	3.44%
Rhododendrons Shrubs 33 267 573,468 0	0.00%
Viburnums Shrubs 34 305 1,385,004 443,664 33	2.03%
Weigelas Shrubs 35 107 399,948 14,226	3.56%
Forsythia Shrubs 36 94 552,252 46	0.01%
African Violets House Plants 37 69 561,144 18	0.00%
Amaryllis House Plants 38 127 1,325,700 1,142,094 8	5.15%
Bromeliads House Plants 39 114 1,305,456 7,489	
Cacti & Succulents House Plants 40 116 3,969,792 61	0.57%

Although there is little control over the wind, rain and air temperature, there are many important decisions to make when selecting the planting site for your Azaleas.



Planting Azaleas



atlanticum. (above) the Coastal Azalea is a common understory plant along the south eastern coastal plains of the

Feller, New York Chapter president of the MINIMIZE REPEATED FREEZING Areas that have tall trees with lower limbs American Rhododendron Society to his AND THAWING current home on Long Island, Bruce didn't go into the house.

the property, calculated the slope of the bark to peel and stems to split. land and checked the composition and drainage of the soil. Then, he told the realtor he would take it.

Bruce's two-acre property provides an °To avoid winter sun, choose a site with a ideal setting for growing azaleas, which he has been doing for over 30 years. The property is situated on a northeast-facing slope with good drainage. It is on Long *Use walls, fences, hedges, windscreens, COMPETE FOR MOISTURE AND temperatures cooler in summer and provide shade in winter and minimize warmer in winter. It has mature 70-foot temperature changes. locust and oak trees that provide light canopy shade.

Over the past 18 years, Bruce has planted over 1,000 plants on his property. This TIPS FOR SUN AND HEAT includes approximately 400 varieties of PLANT IN AREAS WITH FILTERED nutrients. azaleas and rhododendrons. Bruce tells SUNLIGHT gardeners and home owners to know your Azaleas grow best in areas with filtered maple, ash, and elm trees. your site. Track the path of the sun over for sun and heat vary by cultivar. the course of a year. Pick a suitable site because it's hard to materially change o Choose a site with as much sun as the SOIL, GOOD DRAINAGE AND things over the long term." Bruce was specific cultivar can tolerate. Sunlight STEADY MOISTURE gracious enough to share these tips.

WHEN THE REALTOR brought Bruce TIPS FOR FROST AND COLD

Azaleas vary in their cold hardiness and frost tolerance. Repeated freezing and ° Filtered sunlight is ideal, but morning Instead he determined the orientation of thawing is very damaging, causing the sunlight with afternoon shade is

> temperature, and minimizes repeated Low-limbed evergreens and deciduous freezing and thawing.

northern exposure. Avoid planting with a southwest exposure.

Island Sound, which keeps the temporary shelters and buildings to NUTRIENTS

° Choose a woodland setting, an ideal setting for azaleas.

property and its microclimates. "Learn sunlight. The requirements and tolerance TIPS FOR SOIL

produces plants that are more compact Azaleas thrive in loose, well-aerated soil and with more flower buds.

° Choose a site with filtered sunlight. removed are ideal because the high branches provide variable shade.

satisfactory.

° Choose a site that maintains an even ° Avoid sites with dense shade. trees create a shade that is too dense. Too much shade produces fewer flower buds and fewer, spindly branches.

TIPS FOR FINDING COMPETITION AVOID SITES WITH TREES THAT

Azaleas have a shallow root system. They require steady moisture and get most of their nutrients from the soil. Choose a site away from trees with shallow roots to avoid competition for moisture and

° Avoid planting azaleas near trees such as

CHOOSE A SITE WITH ACIDIC

JULY 2012 HIDDEN GARDENS

201



Write and Title Post

5 Tips for Planting Azaleas in Any Climate

5 Tips for Planting Azaleas in Any Climate

Look for filtered suninging steady moisture and protection from wind when planting azaleas

When planting azaleas, there will always be little control over the wind, rain and air temperature. Still, there are important decisions to make when selecting your site. Azaleas can be found on mountains, beside streams and in woodland settings around the country. There are thousands of varieties of azaleas and they grow in a wide range of locations and climates. These tips will help you find the right spot for planting azaleas in any climate.

Planting Azaleas Tip #1: Minimize repeated freezing and thawing

Azaleas vary in their cold hardiness and frost tolerance. Repeated freezing and thawing is very damaging, causing the bark to peel and stems to split. To avoid winter sun, choose a site with a northern exposure. Avoid planting azaleas with a southwest exposure.

Planting Azaleas Tip #2: Plant in areas with filtered sunlight

Azaleas grow best in areas with filtered sunlight. The requirements and tolerance for sun and heat vary by cultivar. Avoid planting azaleas on sites with dense shade. Low-limbed evergreens and deciduous trees create a shade that is too dense. Too much shade produces fewer flower buds and fewer, spindly branches.

Planting Azaleas Tip #3: Avoid sites with trees that compete for moisture and nutrients

Azaleas have a shallow root system. They require steady moisture and get most of their nutrients from the soil. Choose a site away from trees with shallow roots to avoid competition for moisture and nutrients. Avoid planting azaleas near trees such as maple, ash, and elm trees.

Planting Azaleas Tip #4: Choose a site with acidic soil, good drainage and steady moisture

Azaleas thrive in loose, well-aerated soil that is high in organic matter. They prefer acidic soil with a pH level between 4.5 – 6.0. Azaleas suffer with extended drought or flooding. Steady moisture and good drainage are critical to maintaining a healthy root system. Some species prefer warmer, wetter climates and some prefer cooler, dryer climates. Make sure you know which you have before planting azaleas.

Planting Azaleas Tip #5: Provide protection from the wind

Azaleas require protection from the wind. Wind destroys flowers and new growth, and accelerates dehydration of the plant. Wind is more likely to cause damage during times of extreme heat or cold when the plant is already at risk of dehydration. Avoid planting azaleas on the corners of buildings where the wind tends to be stronger.



Blog Post



help you find the right spot for planting azaleas in any climate. Planting Azaleas Tip #1: Minimize repeated freezing and thawing

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Learn little-known secrets to planting the most beautiful azaleas when you download our free guide: Azalea Care Secrets: When to Plant Azaleas and How to Grow Them for a Lifetime

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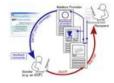
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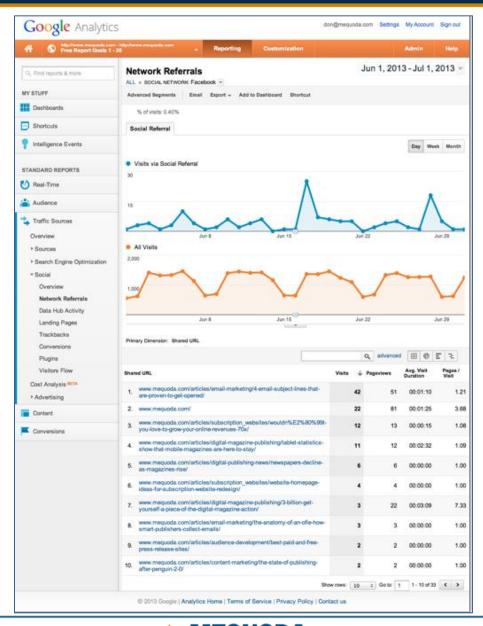
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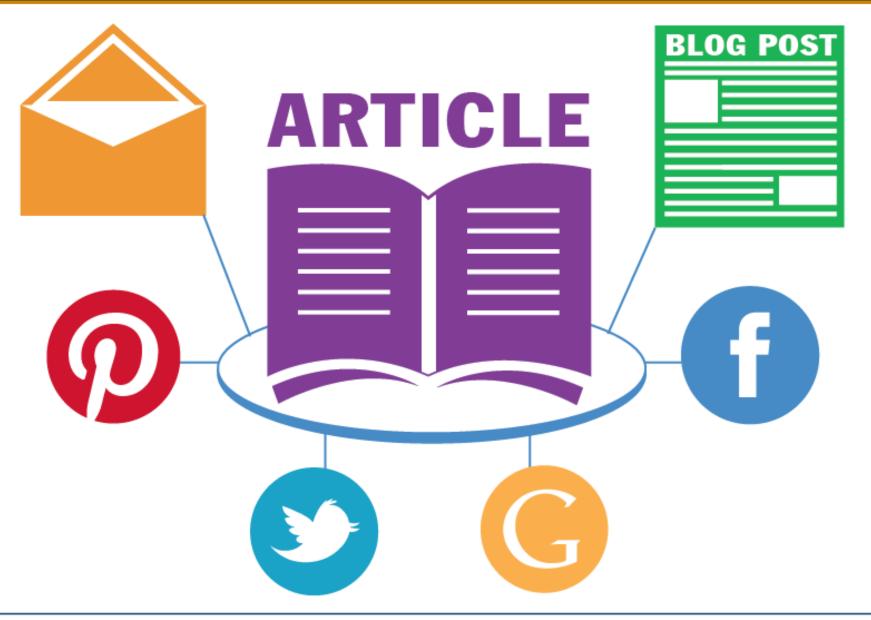


6 Tips for Using Social Media

- 1. Update the paid product landing page to include a limited-time offer.
- 2. Publish the blog post.
- 3. Empower social sharing & comments.
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- 5. Write a Tweet promoting the blog post.
- 6. Write a Tweet promoting the paid product.



Content Drives Social Media Posts



Thank You