

Proven Winners 2023 Advertising Calendar

Jan Feb Mar Apr May Jun Jul Aug Sept Oct Nov Dec

<i>Targeted Advertising</i>												
+	Google Search and Display Ads	Southern & Coastal Regions										
			Central & Mid-Atlantic Regions									
			North, Northwest & Northeast									
+	Facebook and Instagram Ads	Southern & Coastal Regions										
			Central & Mid-Atlantic Regions									
			North, Northwest & Northeast									
	Billboards	Southern & Coastal Regions										
			Central & Mid-Atlantic Regions									
			North, Northwest & Northeast									
	SMS/ MMS	Southern & Coastal Regions										
			Central & Mid-Atlantic Regions									
			North, Northwest & Northeast									
+	Streaming Audio - Pandora, iHeart, and NPR	Southern & Coastal Regions										
			Central & Mid-Atlantic Regions									
			North, Northwest & Northeast									
	MLB Sponsorships			All Regions								
<i>Social Media</i>												
+	Facebook, Instagram, Pinterest, TikTok				Supertunia® Summer Campaign							
+	Influencers	All Regions										
+	GardenDesign.com											
<i>Inspiring and Educating Plant Lovers</i>												
+	The Gardener's Idea Book	All Regions										
	SMS/ MMS	Southern & Coastal Regions										
			Central & Mid-Atlantic Regions									
			North, Northwest & Northeast									

Calendar Key: High Frequency Low Frequency

Connect+ allows IGC customers to localize marketing efforts using these media. +