



**THE** *Bouqs* **co.**  
**WEDDINGS**



**SOCIAL MEDIA PLAYBOOK**

November 2020



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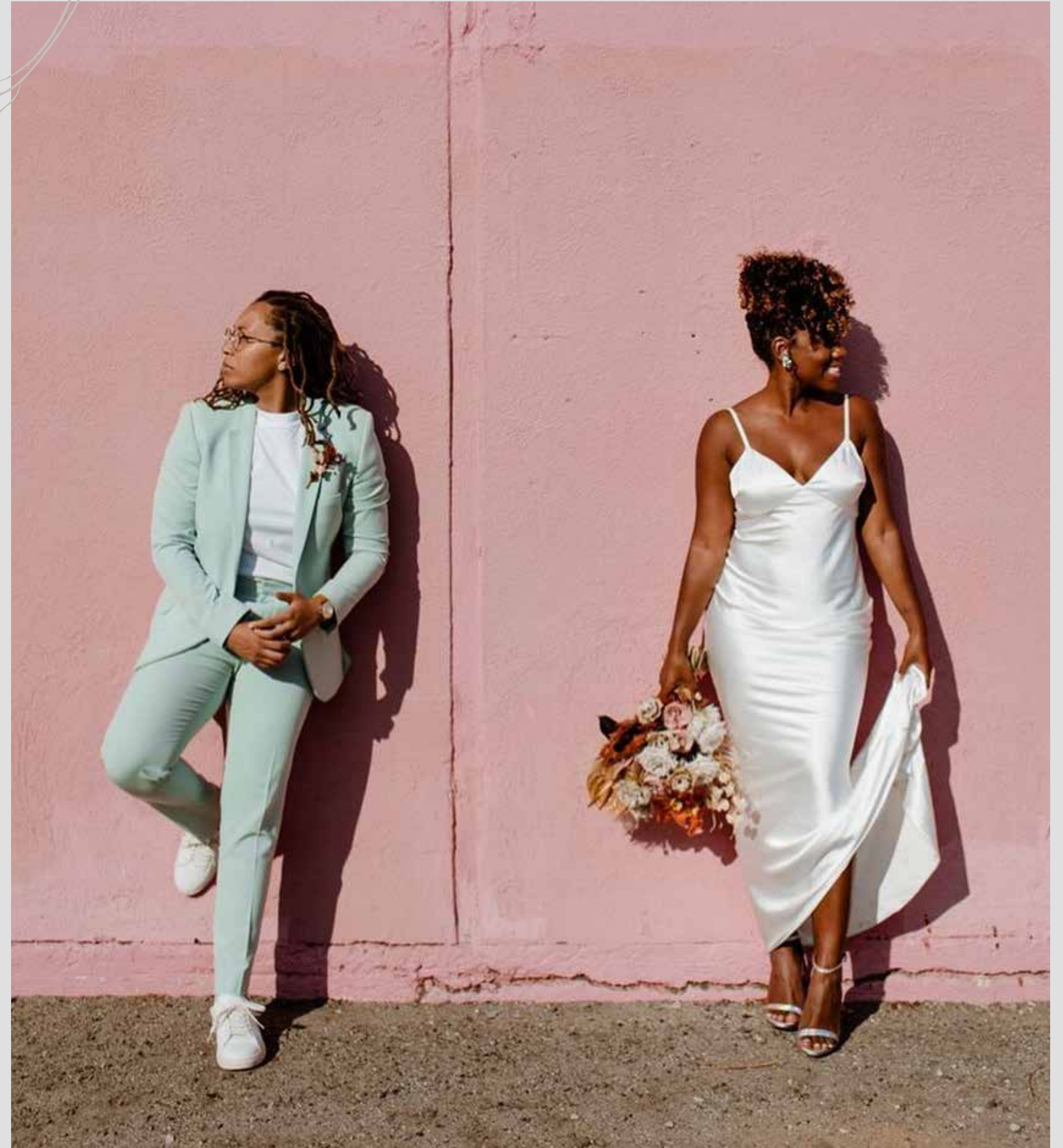
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# Overview & Strategic Goals



# Overview & Strategic Goals

The Bouqs Co Weddings, like The Bouqs Co, is rooted in kindness and compassion, radiating positivity and authenticity through every petal (and every post). It's the simple, seamless, and drama-free wedding solution so many are looking for, and we're here to tell its story — thoughtfully and delightfully — on social media.

This playbook outlines a social media strategy for The Bouqs Co Weddings, the objectives of which include:

## **BRAND BUILDING & AWARENESS:**

- Creating awareness for The Bouqs Co Weddings and its convenient, quality, and cost-effective event florals.
- Growing an audience of brides and grooms-to-be who look to The Bouqs Co Weddings for wedding and event ideas, the latest and greatest in florals, and unabashedly joyful content.
- Focusing key messaging pillars to ensure we're driving home The Bouqs Co Weddings' most compelling value propositions.

## **CONTENT OWNERSHIP & ENGAGEMENT:**

- Establishing evergreen themes that exemplify The Bouqs Weddings' core values, brand story, and key differentiators through a consistent drumbeat of programmatic content.
- Capitalizing on seasonal moments and trends in weddings and events through creative and interactive campaigns.
- Tailoring content to platforms to ensure we're telling a captivating story across channels and maximizing engagement opportunities.

## **ESTABLISHING RAPPORT & LOYALTY:**

- Refining The Bouqs Co Weddings' visual identity to maintain a consistent, inclusive, and uplifting aesthetic that mirrors the joy and elegance each arrangement brings its brides and grooms.
- Honing The Bouqs Co Weddings' tone to ensure messages are true to the brand and relayed in a consistent voice.
- Maintaining an engaged audience on both Facebook and Instagram through active community management and engagement.

Brides  
(and Grooms!)  
by the Numbers



# A Few Facts & Figures

These days, the majority of engaged (and even soon-to-be-engaged) couples take advantage of online and mobile tools to guide them through the wedding planning process. Social media is an important part of that process, which is why it's vital for The Bouqs Co Weddings to have a quality, consistent, and thoughtful presence on each platform. Need more convincing? Here are a few stats from [Wedding Wire's 2020 Newlywed Report](#):



The **#1 pre-engaged planning action** is creating inspiration boards



**88% of all planning** is done online



**70% of couples** research wedding vendors on their mobile device



**75% of couples** follow vendors on social media



**70% of couples** say reviews and photos have a major impact on their decision making process



Social media is among the **top five resources** couple use to determine budget

# Messaging Pillars



# The Bouqs Co Weddings Social Messaging Pillars

The following pillars lay the groundwork for The Bouqs Co Weddings social messaging strategy, reinforcing the brand's commitment to quality, dependability, and kindness. Additionally, all content should be passed through the brand's tone & voice filters to create a narrative that is consistent and compelling, and extends beyond the bouquet.



**BEAUTIFULLY  
CONVENIENT.**

**YOUR BIG  
DAY IS OUR  
FAVORITE DAY.**

**LIKE A GOOD  
BRIDESMAID,  
THE BOUQS CO  
WEDDINGS IS  
THERE.**

**YOUR VISION,  
OUR FLOWERS.**

**QUALITY TAKES  
THE CAKE.**

**LOVE FIRST.  
FLOWERS  
SECOND.  
KINDNESS  
ALWAYS.**



# Content Themes



# Content Themes

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## THE FOLIAGE

The following categories include The Bouqs Co Weddings' evergreen themes — the ongoing drumbeat of social media content that highlights the brand's key differentiators and value propositions:

**THE PRODUCT:** Through a collection of original photography and videography, The Bouqs Co Weddings will highlight the breadth and depth of styles and options its weddings and events packages offer.

- **Pre-Arranged Perfection:** Posts featuring pre-arranged options will demonstrate how The Bouqs Co Weddings' skilled team of experts do the work for you, adding a layer of convenience and peace of mind to the planning process.
- **DIY Packages:** Completely customizable options allow couples the freedom and creativity to design their dream floral arrangements in their own way, on their own time. Content within this series will include DIY how-tos as well as mix and match options, showcasing how different flowers can work together for a variety of color schemes and themes.
- **Design Details:** Whether brides and grooms are looking for simple and subtle or big and bold florals, The Bouqs Co Weddings delivers. A design series will highlight the attention to detail that goes into creating each bouquet and will also give couples the inspiration they need to decide on their dream wedding day package. Both short and long-form video content, as well as images with animated text overlay can offer insight into the bouq creation process, provide a breakdown of flower arranging best practices, detail what seasonal varieties play nice together, and more.
- **Transparency:** Like its parent brand, The Bouqs Co Weddings uses farm-direct sourcing to bring brides and grooms more sustainable, affordable, and longer-lasting blooms. Content in this series will highlight the simplicity and transparency of The Bouqs Co Weddings' offerings and how both come together to help bring your dream wedding to life beautifully and responsibly.

**THE PROOF:** Reviews and testimonials will let The Bouqs Co Weddings' customer service experience speak for itself, and will not only build rapport with existing customers whose stories we share, but also entice prospective customers who might otherwise be wary to take the leap of faith. Content within this series will exist in graphic form, including quotes from customer reviews that provide a first-hand glimpse of what working with The Bouqs Co Weddings' top-tier customer service team, skilled floral designers, and easy-to-use online ordering system is like. Posts will also include customer-generated still and video content, highlighting bride's and groom's feedback while also showcasing florals in context.

# Content Themes

## THE FOLIAGE



**BOUQS IN THE WILD:** Key to the visual identity of The Bouqs Co Weddings, user-generated content will add a real and relatable element for prospective customers while also upholding the brand’s commitment to diversity and inclusivity. Content within this series will incorporate images and video from couples & bridal parties and will be sourced through tagged photos and brand-focused hashtags that are promoted through evergreen content as well as campaigns and giveaways.

**SUSTAINABILITY:** The Bouqs Co Weddings’ commitment to sustainability and farm-direct sourcing stands as a key differentiator, not only because consumers are drawn to purpose-driven brands now more than ever, but also because these practices result in fresher, longer-lasting blooms. By offering insight into the journey of each bouq — from farm to wedding venue — users will be able to get an inside look at The Bouqs Co Weddings’ simple and transparent operations and feel even better about their decision knowing that their flowers do better by people and the planet. Content within this series will highlight florals from varying regions, the farmers with which The Bouqs Co Weddings’ works, the high standards for quality and freshness they uphold, and more.

**COOL HUNTING:** Wedding inspiration is everywhere, and to stay relevant and on top of the latest and greatest in trends, The Bouqs Co Weddings should regularly share UGC and lifestyle photography and video of creative and cutting-edge wedding content — from innovative venues and cakes that are \*almost\* too pretty to eat, to non-traditional attire and ingenious engagement photoshoot ideas.

**PICTURE THIS:** While the majority of posts from The Bouqs Co Weddings should include photo and video assets, interactive, educational, or inspirational graphics should also be incorporated into the content mix. Content within this series will include The Bouqs Co Weddings-branded tongue-in-cheek quotes, reviews, illustrations, DIY instructions, anatomy of a bouq diagrams, and more. There is also ample opportunity to partner with illustrators and artists to bring the spirit of The Bouqs Co Weddings to life on paper, canvas, or other mediums.

# Content Themes

## THE TEXTURAL FLOWERS

The following categories include The Bouqs Co Weddings' surprise and delight themes — the recurring social media content that injects a little humor, pop-culture, and whimsy into the planning process and builds brand affinity and loyalty among target audiences:

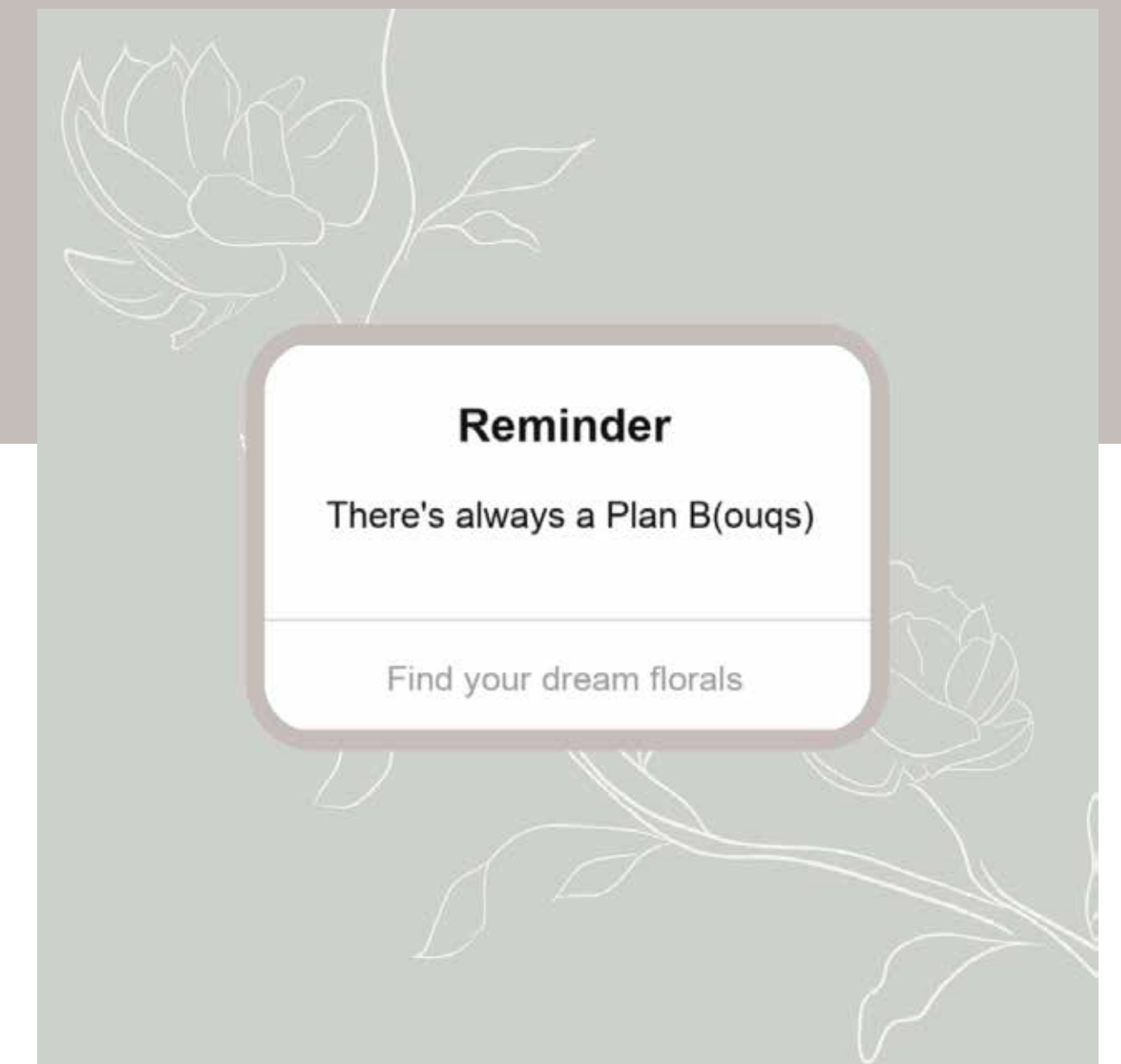
**IRL LOVE NOTES:** The events of 2020 and the rise of TikTok have helped usher forth a focus on reality in social media content. By sharing notes with sweet, relatable messages, posts in this series will build brand affinity with users who prefer a more accurate and everyday depiction of love and relationships. Notes could include sayings such as, “Your iced coffee is in the fridge,” “I plugged your phone in,” or “The gas tank is full.”

**SENT FROM MY IPHONE:** We're all guilty of being glued to our phones. Content in this series will mimic app reminders, text conversions, Google calendars, and more to promote The Bouqs Co Weddings current promotions, announcements, and new product launches in a clever, camouflaged way.

**WEDDING MEMES:** Laughter (and a little solidarity) is the best medicine, particularly when one is in the throes of planning a wedding. Accordingly, posts within this series will poke fun at wedding and engagement tropes, in-law dynamics, and trending meme themes, such as “How it started vs. how it's going,” to connect with brides and grooms who could use a laugh.

**QUIZZES:** If BuzzFeed has taught us anything, it's that everyone loves a good quiz. This series will include interactive diagrams, charts, and quizzes featuring The Bouqs Co Weddings florals, introducing users to the brand's breadth of offerings in a fun and personalized way.

**SELF-CARE CHECKLISTS:** Instead of all-business wedding checklists, The Bouqs Co Weddings will offer up wedding planning self-care checklists with items like “Take a long bath,” “Turn off your notifications,” and “Take a break from Pinterest.” Posts within this series will further position The Bouqs as a trusted and understanding ally in the wedding planning process, rather than another source of stress.



# Content Themes

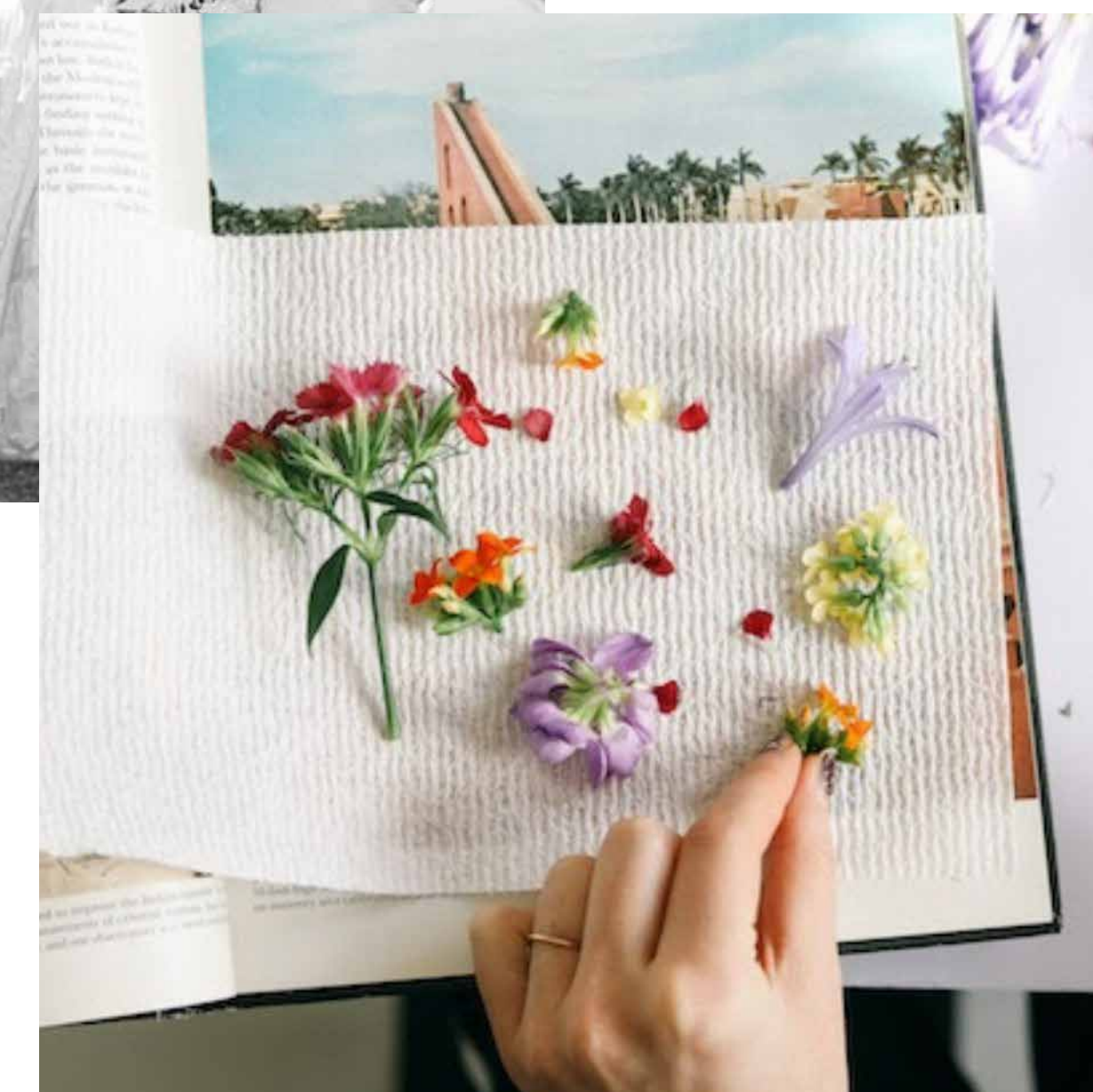
## THE TEXTURAL FLOWERS

**CELEBRITY WEDDINGS & ENGAGEMENTS:** A-listers, athletes, and other prominent pop culture figure engagements present a perfect opportunity to insert The Bouqs Co Weddings into the conversation and capitalize on trending moments across social media. Posts within this series will congratulate newly engaged couples, offer floral suggestions based on their personal style, and more.

**#ROYALSFLORALS:** The ongoing intrigue that surrounds royalty — specifically the British Royal Family, thanks to *The Crown* — also present an opportunity for The Bouqs Co Weddings. To take advantage of this trend, the brand can share details of bouquets and floral arrangements chosen for recent and historic royal weddings. These can be both vintage (Queen Elizabeth II, Grace Kelly) and modern (Kate Middleton, Meghan Markle) and include members of “American royalty” (Kennedys, Vanderbilts), as well.

**FLOWERS ARE FOREVER:** Pictures aren't the only way to capture your big day — brides and grooms can also hold onto their wedding florals (and the memories tied to them) with a DIY preservation project. Content within this series will include how-tos for drying and pressing your wedding flowers, turning them into resin ring holders, and repurposing bouquets and arrangements in other creative ways.

**THE AFTER PARTY:** The ceremony and reception are important, but the wedding fun doesn't stop there. This series will be a catch-all for the \*vital\* decisions and details, from signature cocktail and midnight snack ideas to honeymoon packing lists and more.



# Content Themes

## THE CENTERPIECES



The following categories include overarching themes that The Bouqs Co Weddings' major campaigns will fall within — the social media content surrounding \*BFD\* announcements, activations, and promotions that we want target audiences to get excited about:

**COLLECTION LAUNCHES:** Campaigns around new product launches will be an important aspect of The Bouqs Co Weddings' social content. Series surrounding launches will tease out, announce, and promote new products and collections to build anticipation and demand for these novel offerings. Through photos, videos, Instagram Stories, and influencer partnerships, each new collection should make a sizable splash on social media and be featured prominently on The Bouqs Co Weddings' feed.

**HOLIDAYS AND CULTURAL MOMENTS:** When relevant and appropriate, The Bouqs Co Weddings will establish campaigns around important cultural events and moments, including major engagement and wedding seasons, national holidays such as Valentine's Day, Halloween, and New Year's Eve, larger month-long observances including Pride, Black History Month, and Women's History Month, as well as more niche social media holidays such as National Donut Day, Star Wars Day, National Dog Day, and more.

**GIVEAWAYS:** Regular giveaway content should be a fixture within The Bouqs Co Weddings' content strategy throughout its first year to continuously grow the account. With an emphasis on expanding both the following and email list, giveaways will create multiple touchpoints with prospective customers and develop an audience of organic brand ambassadors.

**INSTAGRAM TAKEOVERS:** By partnering with wedding-related influencers, from micro to macro to celebrity, The Bouqs Co Weddings can exponentially grow its organic reach within its target audience. Partner content could include how-to videos where influencers put their own unique spin on arrangements, series offering a glimpse into an influencer's wedding planning process, unboxing moments, collection launch sneak previews, and more.

# Content Themes

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## THE SEASONAL BLOOMS



The following categories include The Bouqs Co Weddings’ themes that evolve throughout the year — the ongoing social media content (of which visuals are determined by the month at hand and the flowers in bloom) that will help establish The Bouqs Co Weddings as a tastemaker in seasonal wedding trends:

**ENGAGEMENT SEASON:** Every season is engagement season, but we know proposals tend to ebb and flow around major holidays. Accordingly, we’ll use this series to highlight the creative ways brides and grooms-to-be are popping the question. We’ll also use it as an opportunity to offer advice for getting the wedding planning process rolling.

**TEMP CHECKS:** To stay timely and relevant, The Bouqs Co Weddings will select and share photos from aspirational weddings that took place within the current season. Similarly, posts within this theme will detail wedding tips that relate to the month at hand, such as securing a mobile wardrobe for a winter wedding or giving guests handheld fans for an outdoor summer ceremony.




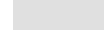
**TABLESCAPE INSPO:** The Bouqs Co Weddings’ offering doesn’t stop at bouquets and boutonnieres. To raise awareness of the variety of packages offered, content will incorporate seasonal tablescapes that feature statement-making florals to showcase how bouqs can be incorporated throughout the venue to set the scene for your perfect day.

**BOUQUET BREAKDOWNS:** Some blooms are timeless, but The Bouqs Co Weddings is also on top of seasonal trends, colors, and flowers. To demonstrate this prowess, this series will showcase seasonal bouquets and educate users on the blooms within them with diagrams, flower spotlights, and more.

**COLOR STORIES:** To further establish The Bouqs Co Weddings as a wedding trend connoisseur, content within this series will highlight the “colors of the season,” demonstrating how various hues may translate to florals, attire, venue decorations, makeup, and other key details.

**STEM WORDS:** A picture’s worth a thousand words, but sometimes you need to spell it out. Writing witty, relevant, or heartfelt phrases using florals is a simple and statement making way to get a point across and highlight seasonal blooms.

# Sample Editorial Calendar

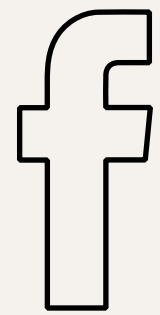
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>COLOR CODING:</b>  The Foliage  The Textural Flowers  The Centerpieces  The Seasonal Blooms		<b>December 1:</b> FB/IG Giveaway Promo	<b>December 2:</b> IG Bouqs in the Wild	<b>December 3:</b> FB/IG Design Details	<b>December 4:</b> IG Celebrity Weddings	December 5: FB/IG Temp Checks
<b>December 6:</b> FB/IG Tablescape Inspo	<b>December 7:</b> FB/IG Giveaway Promo	<b>December 8:</b> IG Self-Care Checklists	<b>December 9:</b> FB/IG Cool Hunting	<b>December 10:</b> IG IRL Love Note	<b>December 11:</b> FB/IG Bouquet Breakdowns	December 12: IG Quizzes
<b>December 13:</b> FB/IG Pre-Arranged Perfection	<b>December 14:</b> FB/IG Transparency	<b>December 15:</b> IG #RoyalsFlorals	<b>December 16:</b> FB/IG Giveaway Promo	<b>December 17:</b> FB/IG Flowers are Forever	<b>December 18:</b> IG Color Stories	December 19: FB/IG Design Details
<b>December 20:</b> IG The After Party	<b>December 21:</b> FB/IG Giveaway Promo	<b>December 22:</b> FB/IG The Proof	<b>December 23:</b> FB/IG Sustainability	<b>December 24:</b> FB/IG Holidays	<b>December 25:</b> FB/IG Tablescape Inspo	December 26: IG Bouqs in the Wild
<b>December 27:</b> FB/IG Engagement Season	<b>December 28:</b> IG Stem Words	<b>December 29:</b> IG Sent From My iPhone	<b>December 30:</b> FB/IG Giveaway Promo	<b>December 31:</b> IG Wedding Memes		



# Strategy Per Platform



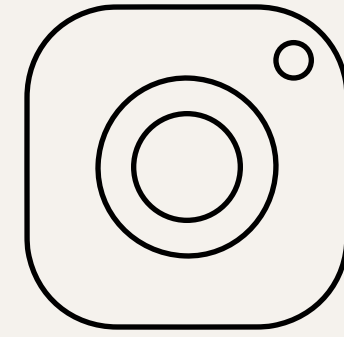
# Strategy Per Platform



## Facebook

- Speak to The Bouqs Co Weddings' key differentiators, including product-focused themes, such as flower quality and affordability, customizable DIY options, and pre-arranged offerings, as well as mission-driven themes, such as dependability and The Bouqs Co's commitment to compassion, kindness, and sustainability.
- Capitalize on seasonal trends, cultural moments, and relevant holidays, tying them back to floral-worthy events, weddings, and The Bouqs Co Weddings brand.
- Incorporate video often, not only because it performs better on average than still content, but also because it's a great way to show, not tell, and provide DIY how-tos.
- Link to The Bouqs Co Weddings website and its longer-form content frequently, inviting users to learn more about the breadth of options available.
- Amplify positive press and relevant articles surrounding The Bouqs Co Weddings and trends in weddings and events.
- Create campaigns around product launches, announcing their arrival and showing new bouquets and packages in context.
- Share customer testimonials and UGC to showcase quality and reliability and establish trust with new and prospective customers.
- Cover news and events relevant to The Bouqs Co Weddings and The Bouqs, offering a unique perspective on florals to followers.
- Respond to and interact with users who have questions or leave positive comments on posts to build a reputation for responsiveness.
- Consider creating a Facebook Group where customers can share their tips for DIY projects, day-of arranging, and event planning.
- Post cadence: 3-7x/week

# Strategy Per Platform



## Instagram

- Maintain a cohesive visual identity, including more subtle and delicate tones as well as seasonal pops of color, using compelling photo and short-form video content, including high-quality original and user-generated assets.
- Incorporate graphics that highlight testimonials and reviews, DIY instructions, and helpful tips & tricks, as well as meme and cultural trends as they relate back to The Bouqs Co Weddings.
- Tailor the content mix to balance product placement with lifestyle imagery and graphic elements.
- Capitalize on seasonal themes, cultural moments, and relevant holidays by launching thoughtful campaigns, using hashtags and captivating imagery to highlight The Bouqs Co Weddings' key differentiators.
- Use local, national, trending, industry-specific, and unique-to-The Bouqs Co Weddings hashtags to increase discoverability and track UGC and influencer content. These include but are not limited to:
  - Brand-focused: #mybouqswedding #brideandbouqs #bouqedwithlove #thebouqscowedding #bouqswedding #bouqsbride #herecomethebouqs
  - Product-focused: #seasonalflorals #floraldesign #diyflowers #prearrangedflowers #flowerdecor #bridalpackage #flowerarrangements
  - Industry-specific: #bridalbouquet #weddingflowers #microwedding #2021wedding #2021bride #weddingdesign #weddingplanning #elopement #smallwedding #backyardwedding
- Post cadence: 5-7x/week

## Instagram Story Highlights

- Create Instagram Highlights that provide users with a snapshot of The Bouqs Co Weddings key differentiators, including its product offering, customer testimonials, how-tos, and partnerships.
- Share content from customers, influencers, and partners who tag The Bouqs Co Weddings in their posts.
- Incorporate interactive Instagram Story features frequently to increase engagement. These include but are not limited to polls, questions, quizzes, and countdown reminders.
- Serve as an avenue for customer, influencer and/or ambassador takeovers to both support relevant campaign initiatives and showcase authentic first-hand experiences with The Bouqs Co Weddings' product lineup and customer service.
- Amplify and promote positive press coverage surrounding The Bouqs Co Weddings, using the swipe up feature to link to articles.
- Post cadence: often

# Strategy Per Platform

## IGTV

- Launch IGTV as a series-focused platform, using long-form video content to showcase The Bouqs Co Weddings product offering, DIY projects, arranging tips and tricks, and instructional and informative content surrounding how The Bouqs Co Weddings service works.
  - How-to video content can be as simple as information on the basics of bouquet building to visualizing floral design in your venue with an expert. These series should not only lean on the internal Bouqs Co designers, but also partners, notable influencers, and other players in the floral industry to reach new audiences.
  - Additional series concepts:
    - #BouqedWithLove: In a multiple-episode series, The Bouqs Co Weddings can utilize IGTV to highlight a couple's pre, during, and post-wedding experience, detailing the seamless planning process and commitment to customer service The Bouqs Co Weddings upholds from start to finish.
    - #TheBouqShop: This ongoing series could serve as a virtual workshop featuring tips from the team on sustainable practices and ways to reuse, preserve, or recycle the product.
- Post cadence: 2x/month

## Reels

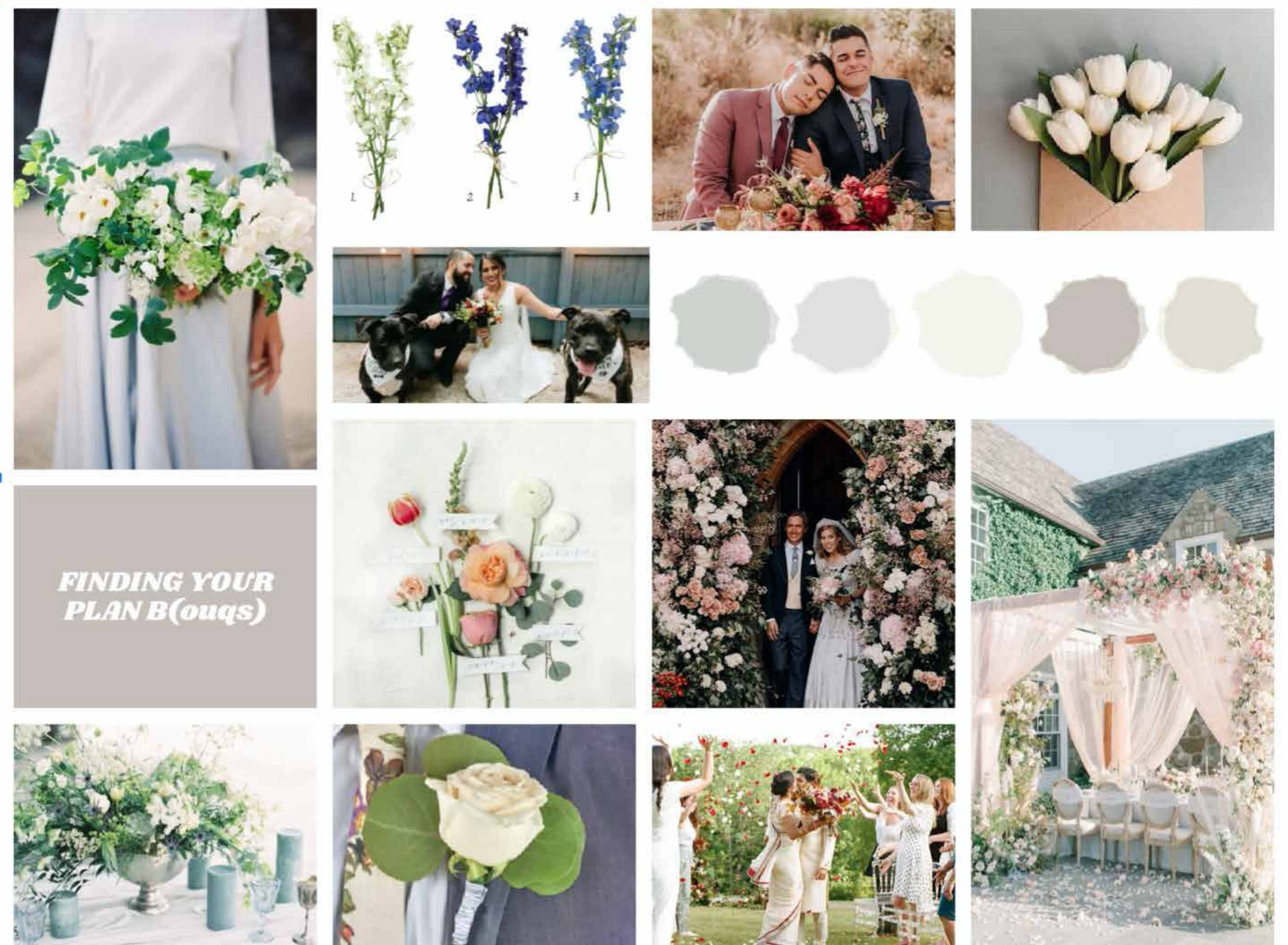
- Use short-form video content to create Reels to capitalize on trending and relevant cultural themes, including holidays and viral moments, tying them back to The Bouqs Co Weddings and wedding events such as engagements, parties, showers, and luncheons.
- Share short-form, relatable content that encourages audience engagement, such as flower and color pairings, quick how-tos, timelapses and design transformations.
- Partner with influencers and/or brand ambassadors for 'unboxing' moments that build excitement around new product offerings.
- Post cadence: 1x/week

# Visual Identity



# Visual Identity

Through the thoughtful creation of graphics and selection of original and user-generated photography and video, The Bouqs Co Weddings has the opportunity to curate a cohesive, refreshing, playful, and authentic visual identity that radiates inclusivity while also delighting and inspiring. To accomplish this, we recommend sticking to a more subdued, light, and airy palette, with occasional pops of more vibrant hues and seasonal shifts in the color story. We also recommend varying imagery to include a balance of graphics and macro, in-context, and UGC and lifestyle photography and video.



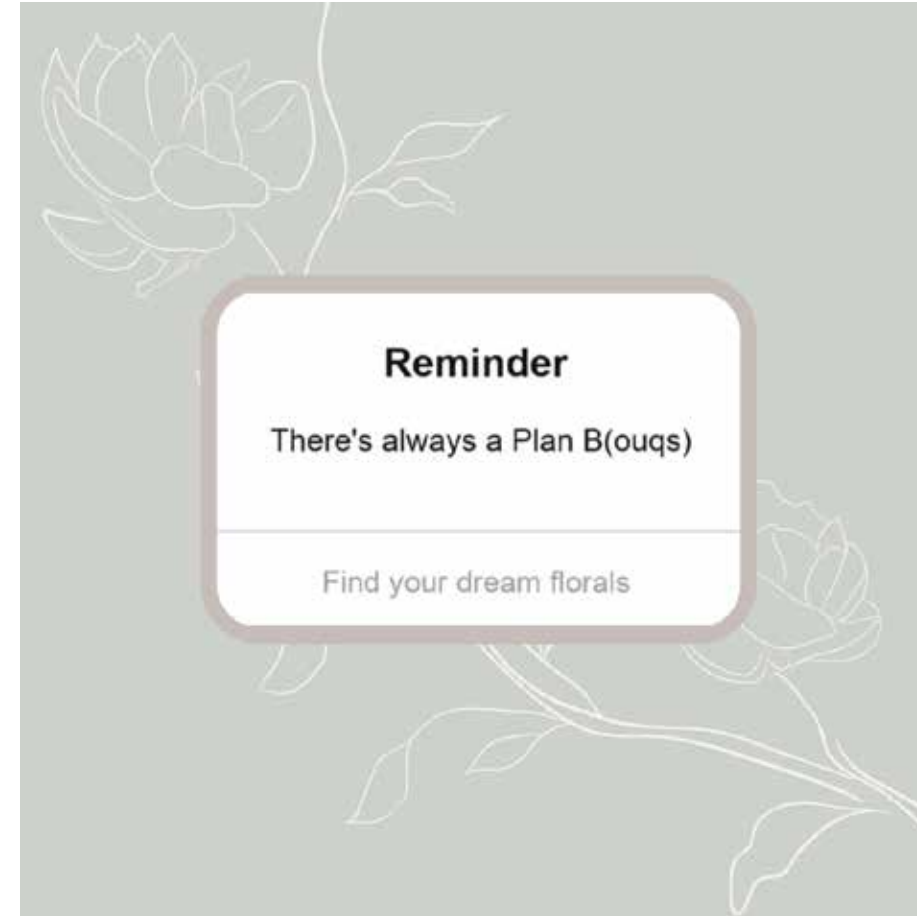
# Sample Posts



**CAPTION:** As the world of wedding flowers evolves, roses remain a constant. 🌹 We love the dramatic elegance deep purple calla lilies and classic red roses add to our Romance Bouquet — a perfect pair for your #winterwedding. ❄️



**CAPTION:** When you finally say “I do” (plus two!). 🐶 We’re loving this sweet #bouqsfamily snap from @everoxphotography. 🐶 Bringing our blooms along for the big day? Tag @thebouqscoweddings so we can see your photos! 📸 #herecomethebouqs



**CAPTION:** When you’re at the end of your stem with wedding woes, The Bouqs team is here to lend a hand. 🌸 From pre-arranged packages to DIY collections, our florals can transform spaces small and large into your dream venue. ✨ Visit the link in bio to reimagine your big day. 📱



**CAPTION:** #RoyalsFlorals 👑 The bouquet carried by Catherine, Duchess of Cambridge during her 2011 nuptials provided iconic elegance with a hint of secret sentimentality. 🌸 With Lily of the Valley blooms used as the base, the princess-worthy arrangement also included Hyacinth, Myrtle leaves, and a few stems of Sweet William (😊) tucked in the middle. What do you think of #KateMiddleton’s muted and meaningful bouquet? Tell us in the comments below.



**CAPTION:** Let’s talk venues. 📍 When it comes to natural light and ambiance, @botleyhillbarn brings the drama, and strikes the perfect modern-rustic balance. ⚖️ What sold you and your boo on your wedding locale? The aesthetic? ✨ The memories? 🤔 The price? 📄 Sound off in the comments. 🙌

# Tone & Voice





# Tone & Voice

The Bouqs Co Weddings caters to the consumer who is fun-loving, resourceful, and loves a good DIY project. They are knowledgeable and curious about all things wedding and are constantly on the lookout for inspiration for their big day. Accordingly, to cater to this audience and authentically represent The Bouqs Co Weddings brand, all social media copy should pass through the following tone filters to ensure posts are crafted with a consistent voice.

## **HEARTFELT, BUT NOT HOKEY**

We love love, but we're never overly earnest or cliché. Instead, we embrace the imperfect and the nontraditional because, to us, authentic moments are the sweetest and most special.

## **CALM AND COLLECTED, BUT WARM**

We're here to radiate the put-together and reassuring energy you need during the wedding planning process, but we're never robotic. Instead, we meet the ups, downs, and everything-in-betweens with a positive attitude and a healthy dose of humor.

## **CHARISMATIC, BUT CANDID**

Everything wedding energizes us, but we know that not every step in the planning process is glamorous. Instead, we acknowledge the elephant in the room (hey there, 2020) and make the most of not-so-perfect scenarios.

## **KNOWLEDGEABLE, BUT APPROACHABLE**

When it comes to weddings and florals (and wedding florals), we've been around the block a time or two. And, while we are an authority on farm-fresh blooms, we don't pretend to have a monopoly on taste. We're also always hungry to learn more from our followers, and hope they're hungry to learn from us, too!

## **CONVERSATIONAL AND CURRENT**

A conversation with The Bouqs Co Weddings should feel like a conversation with your best friend — it's never formal or forced, but instead casual, friendly, and laced with a pop-culture reference or two. We are not, however, out of touch with our more mature audiences. A reference should always be recognizable, digestible, and delightful.

# Community Management & Engagement



# Community Management & Engagement

Social media is a social space, even for brands. Accordingly, to maintain and build an engaged audience, The Bouqs Co Weddings has to not only create and post compelling content, but also know and engage with its followers, spark conversations, respond to inquiries and comments thoughtfully, and build one-to-one connections. The following strategies present opportunities to keep the conversation going, build rapport, and encourage engagement:

- Engage with users who mention The Bouqs Co and The Bouqs Co Weddings.
- Seek out users and influencers who have recently gotten engaged and engage with their content to keep The Bouqs Co Weddings top of mind.
- Leverage the The Bouqs Co's established reputation and audience by engaging with and sharing its content frequently.
  - Additionally provide content to The Bouqs Co channels to cross promote Weddings campaigns and announcements
- Engage with users who comment on The Bouqs Co's posts to capture relevant audiences who might not know about The Bouqs Co Weddings.
- Monitor content from key wedding influencers (publications, brands, bloggers, influencers, photographers) for engagement and sharing opportunities.
- Use hashtags (particularly on Instagram) to increase organic reach.
  - **Do:** Hashtag relevant and selective keywords
  - **Don't:** Bait users with hashtags that aren't relevant to your content
- Seek out posts using #TheBouqsCoWeddings, #TheBouqsCo, #TheBouqs, #WeddingFlowers, #WeddingFlorals, #WeddingBouquet, #BridalBouquet, #DIYBride, and more to engage with and share from The Bouqs Co Weddings' channels.
- Spark conversations about wedding styles, event planning, DIY projects, engagements, floral arrangements, and more among target audiences with thoughtful questions and calls-to-action.
- Find conversations to engage in by searching for trending topics in weddings, engagements, and events.
- Monitor content performance to see what posts resonate most with users, and then tailor content strategy based on these insights.

Thank You

