

Marketing Ideas International Women's Day 2015

International Women's Day, celebrated annually on March 8th, is a day to celebrate and honor women's achievements. Around the world, many people give flowers and other small gifts to their mothers, daughters, wives, as well as co-workers, teachers and friends. Use the following marketing tips to capitalize on the momentum of this special holiday in 2015!

- 1 Create a signature International Women's Day bouquet, and give it a fun name that fits the holiday. Be sure to merchandise the bouquet prominently on your website and in-store.
- 2 Create a flyer for your shop. Place them on your checkout counter or in a visible location. For a ready-made solution, be sure to check out our customizable PDF flyer in the Women's Day Toolbox on MyTeleflora.com!
- 3 Get involved locally. A variety of events are being held for International Women's Day, so be sure to research events in your local area and contact the organizers to get involved.
- 4 Host a fun event in your shop. International Women's Day lends itself to many great thematic opportunities such as a girls' night out, or a floral design class where attendees can make arrangements for some of the inspiring women in their lives.
- 5 Host a social media competition. Create a theme that encourages social sharing, such as sharing personal stories about influential women in people's lives and communities.
- 6 Make floral corsages for local TV Anchors. This could help spread the word about International Women's Day, and they might mention your shop on-air.
- 7 Utilize Partnerships. If you have partnerships with any local spas, restaurants or movie theaters, talk with them about partnering for a Women's Day promotion.
- 8 Hold a local hero contest. Ask Facebook followers to nominate inspiring women in their lives, or partner with a school. The winner gets a bouquet to give to their hero.

