



2024 Weekly Promotion Calendar

MONTH	THEME	WEEK	SPECIAL EMAIL/SOCIAL PROMOTIONS
JANUARY	New Year, New Garden	1 12/31/23	New for 2024 Plants; Monrovia's 2024 Be Inspired Design Awards
		2 01/07/24	ShopMonrovia, Camellias
		3 01/14/24	Distinctive Selections Guide
		4 01/21/24	Houseplant Appreciation Day
FEBRUARY	Spring Garden Planning	5 01/28/24	Valentine's Day promos; Webinar: Spring Preview
		6 02/04/24	Dormant Peonies Promotion to IGCs
		7 02/11/24	Spring Color Preview
		8 02/18/24	The New Front Yard Guide release
MARCH	Spring Color Trends	9 02/25/24	Early-spring blooming plants
		10 03/03/24	Distinctive Selections Instagram giveaway
		11 03/10/24	Easter/spring holidays
		12 03/17/24	First Day of Spring, Shades of Beautiful Guide release
		13 03/24/24	ShopMonrovia: Plants for big spring color
APRIL	Spring Makeovers: Big & Small	14 03/31/24	DIY Influencer success stories
		15 04/07/24	Grow Confidently: Roses
		16 04/14/24	Arbor Day, Weekend Project Guide Release
		17 04/21/24	Mother's Day SunBelievable® Promotion (ongoing), Grow confidently: Lavender
MAY	Ultimate Outdoor Living	18 04/28/24	Rose and Hydrangea special collections promotion
		19 05/05/24	Grow Confidently: Hydrangeas
		20 05/12/24	Hydrangeas and hydrangea companions
		21 05/19/24	Grow Confidently: Bougainvillea , Summer-ize Your Garden guide release
		22 05/26/24	#My Monrovia Makeover feature

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JUNE	Pollinators and Friends	23 06/02/24	Grow Confidently: Coneflower; Bee-A-Winner Program
		24 06/09/24	Father's Day, pollinator plants
		25 06/16/24	Backyard Habitat Guide release
		26 06/23/24	Pollinator resource content collection
JULY & AUGUST	Lazy Days of Summer	27 06/30/24	4th of July
		28 07/07/24	Beneficial Insects & Bug Month
		29 07/14/24	Cultivate
		30 07/21/24	Heat-loving/long-blooming plants
		31 07/28/24	Late summer relaxing in the garden
		32 08/04/24	Back to School Houseplants
		33 08/11/24	Fall Planting Combos; Shrub sale Promotion
		34 08/18/24	Plant trees and shrubs; FarWest
		35 08/25/24	Customer webinar
SEPTEMBER	The Art of Fall Planting	36 09/01/24	Fall Planting Guide release
		37 09/08/24	Fall planting continued; 2025 Trends Report
		38 09/15/24	Shrubs and Trees
		39 09/22/24	Colorful trees and shrubs; Holiday Program Kickoff
OCTOBER	Fall Garden Color	40 09/29/24	
		41 10/06/24	Halloween inspiration
		42 10/13/24	Holiday displays
		43 10/20/24	Holiday program continued
NOVEMBER & DECEMBER	Holiday Inspiration	44 10/27/24	
		45 11/03/24	Holiday program continued
		46 11/10/24	eGift cards
		47 11/17/24	Thank you letter
		48 11/24/24	Vote for 2025 Monrovia Be Inspired Design Awards
		49 12/01/24	Favorite plants of 2024
		50 12/08/24	
		51 12/15/24	Holiday letter
		52 12/22/24	Best new plants for 2025