



THE PINK PROTEA

The Pink Protea

Kelsey O'Leary

Company Overview

The Pink Protea is a small business in the floral industry, out of West Chester, PA. Meredith O'Leary has done prom bouquets for years and recently began working with event planners and other florists to create bouquets and tablescape for weddings, bar-/bat-mitzvahs, graduation parties and more. The goal is to increase the number of people who know about The Pink Protea and as more business is being done, the company will be in a unique position for growth. Primary competitors include local flower shops like Kati Mac Floral Designs, Matlack Florist and West Chester Florist. The Pink Protea stands out because Meredith has a unique ability to adapt her floral style and cater directly to an event or client's needs. After starting work in a flower shop over 15 years ago, Meredith has learned how to improve the overall design and longevity of the floral arrangements she creates. Meredith has worked with many different event coordinators and florists, adapting as she builds relationships and works different freelance jobs.

The target audience for The Pink Protea ranges from around age 20 to 60. The Pink Protea can cater to a younger demographic. People ages 20-30 might be just getting out of college and need arrangements for graduation parties. However, this age range might also include young adults needing arrangements for weddings or surrounding events. This audience can be reached through Instagram or TikTok. They are likely interested in family, community and personal growth. They might be college students or post-graduates and new to the workforce. Ages 30-50 might also be looking for wedding florals, but could be parents interested in flowers for their child's party, ordering prom bouquets or ordering flowers for other parties or events. This audience can be found more on Instagram and Facebook. The target audience would focus on mothers coordinating these events and decisions. Moms are always busy, so easy communication from a social media page can be a game-changer in bringing in business. Ages 40-60 could include business owners looking to add a freelance florist for larger events. This audience would be found through Facebook and LinkedIn. Business owners tend to be success-focused. Showcasing the work done through pictures and descriptions of the events on these platforms will draw in business owners looking for help with the next event they are planning.

Social Media Recommendations

	Insatgram	Facebook	TikTok	LinkedIn
Content Type	User-generated photos and videos - maybe reels cross-posting with TikTok, using stories	User-generated content, photos, and videos	Videos following current trends - can cross with Instagram reels User-generated (prom)	Posts with pictures and descriptions when working for or with a flower shop or event planner
Content Tone and Style	Promotional and entertaining	Promotional	Entertaining more casual	Promotional and formal/informational
Schedule	3-4 posts per week, extra posts leading up to proms and holidays (Mother's Day, Valentine's Day, etc.), stories before and during events	3-4 posts per week, extra promotion before prom season and peak holidays. Informational posts on flower upkeep or arrangement tips.	Posting when trends are relevant, using user-generated prom videos featuring the flowers.	Posts when doing a big event or working a big event as a freelancer.

Interaction Recommendations

The Pink Protea should follow accounts of any flower shops or event planners that Meredith works with or for. Additionally, accounts that are followed can include event venues, flower distribution companies and any clients or potential clients. There is nothing that will help or hurt from turning likes or comments off. Leaving comments and likes on for all posts is recommended, unless there is an alternate reason to turn them off for a particular post. The Pink Protea should respond to any questions in the comments, or can interact with very enthusiastic people in the comments as well. Not every comment needs to be addressed or responded to, but building community through responding is still important.

Hashtags:

#ThePinkProtea #Prom #Bouquets #Tablescapes #Flowers #Arrangements #Wedding

- Any other hashtags can be relevant directly to the event that is being posted about.

Collaboration Recommendations

The Pink Protea can partner with Longwood Gardens, a botanical garden, in Kennett Square, PA. Longwood is a local garden showcase, but it is also widely known across the country and even around the world. Additionally, Meredith has already worked for Longwood for some time. Longwood is more than just flowers; it is an experience, from the conservatory to the restaurants, the various treehouses that kids and adults alike can run through, and the year-round festivities like the fountain and firework shows, to the Christmas light displays. All of the features are well displayed through social media. The company uses images and reels to share the different flowers of the season, the events coming up and the food highlights from the restaurants. The social media directly connects with the agenda of Longwood Gardens, allowing people to experience the beauty of nature while enjoying themselves. Longwood does not have an average comment rate, but has an average of 4.8k likes. The Instagram engagement rate is .75%, which is on the lower side for Instagram; however, the majority of followers are real. There are 11.5% suspicious mass followers and only 5.96% "bots & fakes."

Longwood Gardens recently collaborated with Felix Doolittle (@fxdoolittle). Felix is an artist who creates illustrated papers and gifts. To highlight Longwood's current display of blue poppies, Felix created paintings of the poppies to be sold in the garden shop in the form of note cards, stickers, art prints, and more. This is a creative way to showcase the talent of an artist and have a lasting impression of the seasonal blue poppies. Meredith would be able to work with Longwood to create bouquets or tablescapes using the featured flowers, plants or events/themes Longwood has on display. She can use her unique knowledge to give tips for how to make the displays or how to complement the featured flower at any one time.

Collaboration Pitch

Nick D'Addezio, Vice President, Marketing & Communications

E-mail: marketingoffice@longwoodgardens.org

Media Relations

Phone: [610.388.5442](tel:610.388.5442)

Hi Nick,

I hope this message finds you well! My name is Kelsey, reaching out on behalf of Meredith O'Leary and her business, The Pink Protea. Meredith specializes in creating bouquets, tablescape, floral arches and event arrangements.

I am reaching out to explore the idea of a social media collaboration with Longwood Gardens. Given the shared passion for nature and showcasing its beauty, Meredith would be able to create arrangements based around Longwood's featured flower or theme. The vision is a series of posts, either video posts on how to make the arrangement, tips on best practices, tablescape that could be shown in the restaurants, or beautiful bouquets to showcase the flowers.

I look forward to discussing this further and exploring how to bring people into the experience of the seasons. Thank you for your consideration.

Best

Kelsey O'Leary

The Pink Protea

Pinkproteaflorals@gmail.com

Social Strategy- Instagram

Objective

Use social media to increase The Pink Protea Instagram by 100 followers over the next two weeks and to increase the number of events booked by 20% in the next 6 months.

Tactics

1. Use NFC tags on each bouquet or vase linked to the Instagram so that the company can be shared with people who want to see more flowers immediately, or so whoever receives the flowers can scan and see where they came from.
2. Ask event/party clients to tag the social media handles for The Pink Protea if/when they post about the event themselves.
3. Work with the students who are going to prom, asking them to tag The Pink Protea or share pictures or TikTok transitions featuring the flowers to be a collab post.
4. Post more collab posts when doing freelance work or working with an event venue to increase visibility
5. Post more consistently across a full range of social media platforms
6. Use Instagram stories to post countdowns when proms are two weeks away
7. Use Instagram stories to post a live link to an order form/event request form for people to see an event and inquire about their own
8. Seasonal posts, using flowers of the season, and reels with tips on how to best arrange them
9. Use trends to create reels or posts that engage users of different demographics
10. Pass out business cards to clients for them to keep, and some to hand out to friends who might be interested in florals that include the social media handles and encourage them to follow.

Profile



thepinkprotea

Following ▾

Message



51 posts

62 followers

131 following

Meredith O'Leary

Floral Consultant

Specializing in bouquets, event centerpieces, and floral archways

Contact pinkproteaflorals@gmail.com for more information

Followed by [thedailyeats_](#), [car.eats.dc](#) + 3 more

POSTS

TAGGED



Content Calendar – Two-week lead up to/in the thick of Prom season
[The Pink Protea Prom Season Content Calendar](#)

Mock-Ups



Post



Story



Thumbnail for a Reel -
Timelapse of the Bouquet
being made**



Post



Carousel



Reel
Thumbnail for a girl doing
a transition into her dress,
using her flowers**



Reel
Thumbnail for this trend



Need flowers
for prom?
Click to request
an order!

[LINK](#)



Story



Post



Weekend 2

There is still time to
order for next week!

Story

Monitoring

KPI's

Objective Pt. 1- Increase Followers over two weeks

- Watching follower count and using social tools like Sprout Social to keep track of real followers and engagement rates.
- Success would look like seeing followers increase to 162 over the course of the two-week prom campaign period. Even seeing followers double would be a strong increase in followers for The Pink Protea.

Objective Pt. 2- Book more events over 6 months

- Increasing followers can lead to increased awareness and the ability to book more events. To track this objective, a count of the events completed over the last six months would be taken. Keeping track of the bookings for the next six months (up to October) to create a comparison.
- Success would look like seeing at least a 15% increase in the number of events booked. While 20% is the ideal number to reach, with this being the first time trying to increase event numbers, the ability to handle the workload could be an obstacle, causing a lower number to be booked.

Tools

1. Sprout Social- Tracking follower count and keeping up to date to ensure followers are engaging with the content being posted.
 - a. Free Trial (30 Days) - enough to get an understanding of the consensus and track how well the campaign runs during its period.
2. Excel/Google Sheets- Tracking event bookings to ensure proper scheduling and keeping track of any increases.
 - a. Free use of Google Sheets or an existing Microsoft Office subscription
3. Canva/Adobe- Use in creating content and building posts and stories
 - a. Free use of Canva/current free use of Adobe Suite through SU

AI Disclosure

AI was used in this project to create two images acting as thumbnails in the content mockup section. Each use is marked using two asterisks in the description of the content.