

2022 Content Calendar

MONTH	OVERALL THEME	PLANT CATEGORIES HIGHLIGHTED ESPECIALLY ACROSS ALL MARKETING (BLOG, EMAIL, SOCIAL)	SPECIFIC PLANTS INCLUDE...	DESIGN LESSONS/ SOLUTIONS AND OTHER BLOG ARTICLES	SPECIAL PROMOTIONS
JANUARY	Self Care in the New Year New Plants for 2022	2022 New Plants (Craftsman favorites) Rewarding blooms: Rose, Peony, Dahlia Relaxing foliage: Jurassic™ Ferns, Sunny Daze® Japanese Laurel	Distinctive Selections 2022 <ul style="list-style-type: none"> • Velvet Viking™ Japanese Maple • Double Shot® Azaleas • Ruby Colonnade® Holly • Chansonette Camellia • Golden Duke® Eastern Hemlock • Sunny Daze® Japanese Laurel 	Be Inspired: Creating a peaceful year-round oasis On Trend: Feel-good plants: rewarding blooms/relaxing foliage Top new plants for 2022	New for 2022 Plant Promo Wishlist Shop Monrovia
FEBRUARY	New Beginnings: Dreaming of Spring	Early-flowering trees, shrubs, and perennials Easy-care plants for new gardens Early springtime perennials	<ul style="list-style-type: none"> • Springshine™ Forsythia • Whetman Stars™ Dianthus • Plum Passion® Improved Hydrangea • Evolution™ Chocolate Fountain Sedum • Sirens' Song™ Heuchera • Heavenly Ascent® Holboellia Vine • Helleborus varieties 	Be Inspired: Designing a new landscape Easy-care plants for beginners Rare/unique finds for experts On Trend: Opposites attract – dark foliage/bright blooms	Shop Monrovia promotions begin New Garden Makeover Giveaway/Contest (TBD)
MARCH	Coming Alive: Embracing Spring	Early-flowering trees, shrubs, and perennials Azaleas Grasses	<ul style="list-style-type: none"> • Bountiful Delight™ Blueberry • Darkstar® Purple Leaf Sand Cherry • Double Shot® Azaleas • Little Darling® Lilac • Grasses • Sparkler® Viburnum • Jade Enchantress® Cherry Laurel • Flamingo Dappled Willow 	Be Inspired: Planting “En Masse” – how, why, when Early bloomers for pollinators On Trend: Azaleas	Monrovia Exclusives Shades of Beautiful Digital Guide: Best Color Combos
APRIL	Functional Spaces: Edible and Small Gardens	Small trees, fruiting trees and vines, berries Compact, narrow evergreens Roses for all reasons: Containers, groundcovers, shrubs	<ul style="list-style-type: none"> • Nitty Gritty™ & Grace N' Grit™ Roses • Bountiful Delight™ Blueberry • Kiwi Magic™ Hardy Kiwi • Zestful™ Grapes • Velvet Viking™ Japanese Maple • Ruby Colonnade® Holly • Golden Duke® Eastern Hemlock • Winged Phoenix™ and Goldfinger™ Scheffleras 	Be Inspired: Small gardens Compact alternatives to ordinary plants (exclusives) Small trees for small spaces/urban gardens On Trend: Living with abundance	Rose promotion or Small tree promotion



MONROVIA®

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EVOLUTION™ COLORIFIC™ CONEFLOWER

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MAY	Artistry in the Garden: Distinctive Plants	Cutting garden plants Unique plants Grasses Herbs Variegated foliage Topiary Hydrangeas	<ul style="list-style-type: none"> • Evolution™ Coneflowers • Seaside Serenade® Hydrangeas • Colorita® Peruvian Lilies • Jazzy Jewel® Hibiscus Series • Indigo Pearl New Zealand Flax • Purple Potion® Agapanthus • Skye™ Daylilies 	<p>Be Inspired: Architectural simplicity in the garden</p> <p>On Trend: Moon garden Bouquets and cut flowers – unusual pairs Plants for cutting gardens/drying flowers</p>	<p>Mother's Day Gifts (Remember Yourself)</p> <p>Special Collections promotion: Hydrangeas promotion Butterfly or Bird Collection</p>
JUNE	Backyard Habitat: Birds and Pollinators	Pollinator and wildlife garden plants Pollinator chat plants Plants for birds	<ul style="list-style-type: none"> • Blue Boa Agastache • Colorburst™ Cape Fuchsias • FloralBerry® St. John's Wort • Sparkler® Petite Butterfly Bushes • Sparkler® Viburnum • Summerlasting™ Crape Myrtles 	<p>Be Inspired: An inviting habitat garden Plants that attract hummingbirds Plants for birds Milkweeds for monarchs</p>	<p>National Pollinator Month Save the Monarch Butterfly Backyard Birding Guide</p>
JULY	The Garden's Most Precious Feature: Water	Edibles harvesting now Drought-tolerant plants Feast or famine (with water) plants Succulents Long or late-blooming perennials/ shrubs	<ul style="list-style-type: none"> • Burgundy Queen® Bougainvillea • Harlequin™ Penstemons • Skye™ Daylilies • Double Shot® Azaleas • Panicle Hydrangea • Chateau™ Rose of Sharons 	<p>Feast or Famine Plants: Plants that tolerate very wet AND very dry conditions Drought-tolerant edible plants</p>	
AUGUST	Celebrating Shade: Cool Oasis	Shade plants for every zone/every water need Bright or variegated foliage plants Edibles harvesting now Firewise plants	<ul style="list-style-type: none"> • Hosta • Heuchera • All Gold Japanese Forest Grass • Golden Variegated Sweet Flag • Dan Hinkley Collection • Sunny Daze® Japanese Laurel 	<p>Be Inspired: Shady oasis/woodland garden Low-water shade plants Bright foliage for shady gardens Bountiful edibles</p>	

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SEPTEMBER	Layering the Garden: Problem solving with fall planting	Shrubs/Trees Hedge plants Grasses Late-season color Houseplants – plants to bring indoors	<ul style="list-style-type: none"> • FloralBerry® St. John's Wort • Prairifire Crabapple • Brilliant Red Chokeberry • La Barbe Bleue™ Bluebeard • SunBelievable™ Helianthus • Sweetmaroon™ Myrtle • Beautyberry 	Be Inspired: Layering the garden Design/plants for privacy Fast-growing flowering vines	Fall Planting Combos Digital Guide
OCTOBER	Cool-season Color: Autumn Glow	Fall color shrubs, late-season bloomers Golden/orange color Houseplants	<ul style="list-style-type: none"> • Japanese Maples • Lilla Smoke Bush • Ninebark • Ember Waves® Arborvitae • Purity Pieris • Tupelo • Barberry • Spek-tacular Cast Iron Plant 	Be Inspired: Firepit feature Vibrant fall trees and shrubs Houseplants for low light Preparing for winter	Houseplants
NOVEMBER	Giving Back	Plants to move indoors Evergreen easy-care conifers and shrubs Grasses Houseplants	<ul style="list-style-type: none"> • Juniper • Pinus and Picea • Jade Waves™ False Cypress • Guardian® Indigo Cypress • ReJoyce Coast Leucothoe • Orangena™ Vaccinium 	Be Inspired: Monrovia's 2022 Garden Awards and Plants of the Year (Gardener survey) Plants that give back (plants to leave up over winter for birds/insects) Plants for winter interest	Honoring Gardens That Give Back – Public space gardens
DECEMBER	Winter Beauty and Year-End Wrap-Up	Conifers Lasting evergreens Gift plants "Interesting" plants Favorite plants of 2023 and 2022 Sneak peeks	<ul style="list-style-type: none"> • Icee Blue® Podocarpus • Holly • Asian Essence® Osmanthus • Guardian® Indigo Cypress • Sunburst™ Black Hills Spruce • JeanGenie™ Colorado Blue Spruce 	Be Inspired: Winter in the garden – distinctive bark, structure Bringing the outdoors in – décor Celebrating conifers – close-ups, arrangements	Gift Guide (Don't Forget Yourself) Gift of Shop Monrovia Holiday