

**BLOOMING  
ADVERTISING  
PACKAGES!**

## We can help you tell your company story and grow your sales!

You might have a great product or a show coming up that you want to tell the floral industry about, but the size of your audience is limited. Let AAF&NBS help you! We offer advertising opportunities for floral businesses so they can put their marketing efforts in front of potential customers, floral industry professionals, and decision-makers. Find out how we can help you promote your story and reach thousands of potential customers in the flower industry throughout the US and throughout the world!



NEW BLOOM  
SOLUTIONS

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Get the word out about your brand, products, services, and events to highly targeted and specific audiences. Let our floral industry clients speak of their successes with our help.



**CLAUDIA MUNOZ**

FRESH-O-FAIR



"With their help, Fresh-o-Fair was able to improve its image, make strategic changes in the brand and put together a marketing plan to keep growing. From February 2021, when we just started our operation in USA and Canada to February 2022 we have a growth of 150% and we expect this to continue."



**RENE RODRIGUEZ**

SPEAKING ROSES



"It's been a tremendous privilege to work with New Bloom Solutions. Their leadership, ethics, network, connections, and integrity are absolutely impeccable. Through their strategy and resources, we have been able to close on close to 10 transactions, two of which are extremely strategic for the future of our company. Definitely a dream team that is hard to find these days!"



**MOREY MOSS**

BERKELEY FLORIST  
SUPPLY



"I would like to tell you about two companies that have been an incredible help in improving my business with sales, website enhancement, buying from important farms, connecting with other industry members, and generally bringing more awareness of Berkeley Florist Supply Company to the world."



**ADAM MACE**

BLUMUNDI



"I've been in this industry for over 20 years, but when it came to starting my own company, no one was more influential and supportive than Sahid Nahim of New Bloom Solutions. Sahid quickly reached out to me to learn more about how I could help within the industry, and then went out of his way to connect me with stakeholders in order to effectively amplify their marketing efforts."



**AGUSTÍN CALISTO**

MAGNIFICA



"They showed our product in their newsletters; they talked personally about it; and they sent emails to a wider audience, very well segmented according to our specific needs. I couldn't have found a better partner for this launch. They have increased my success probabilities by 300% or more."



**CLAUDIA SAENZ**

MAGIC FLOWERS



"With New Bloom's addition to our friendship, we have enlarged our possibilities, reached great projects and opportunities, and met fantastic people. They are always in the spirit of making an open, friendly, and well-connected industry, open to new channels and technologies."



[www.newbloomsolutions.com](http://www.newbloomsolutions.com)



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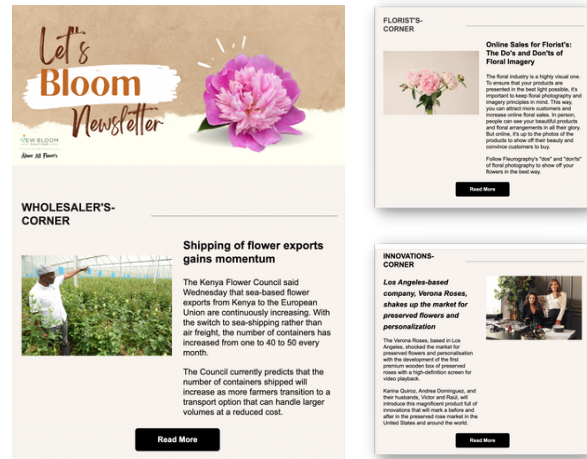


@newbloomsolutions

# NEWSLETTER ADVERTISING SERVICES

## WHAT IS NEWSLETTER ADVERTISING?

Promote through the AAF&NBS newsletter, which is sent monthly to our email subscribers, which include floral associations, growers, importers, wholesalers, distributors, florists, and other clients and relationships. You can target a specific floral sector, putting your message in front of the right prospects. A grower, for example, can purchase ad space and target an audience of wholesalers and distributors—we certainly can do that.



## Why should you consider placing an ad in the AAF&NBS newsletter?

### MAXIMIZE THE POTENTIAL OF YOUR PROMOTION.

Unlike other advertising companies, we are not sending our newsletters to high-volume yet general and unspecific audiences. When you advertise through our newsletter, you can be sure that your ads will reach the right people in the floral industry to get the most out of your promotion.

### GROW YOUR SALES AND BUILD YOUR BRAND.

Advertise through our **monthly newsletter** to reach our loyal floral industry audience, build authority in the floral industry, increase brand awareness, acquire new leads, increase sales, and more. It is super easy, affordable, and full of value.

With regards to the content, you have two options: we design your ad for you, or you send us your own.

Finally, we'll provide you with analytics and explain what they mean so you can gather ideas for your next advertising campaign.





## AAF&NBS Newsletter Advertising Options:

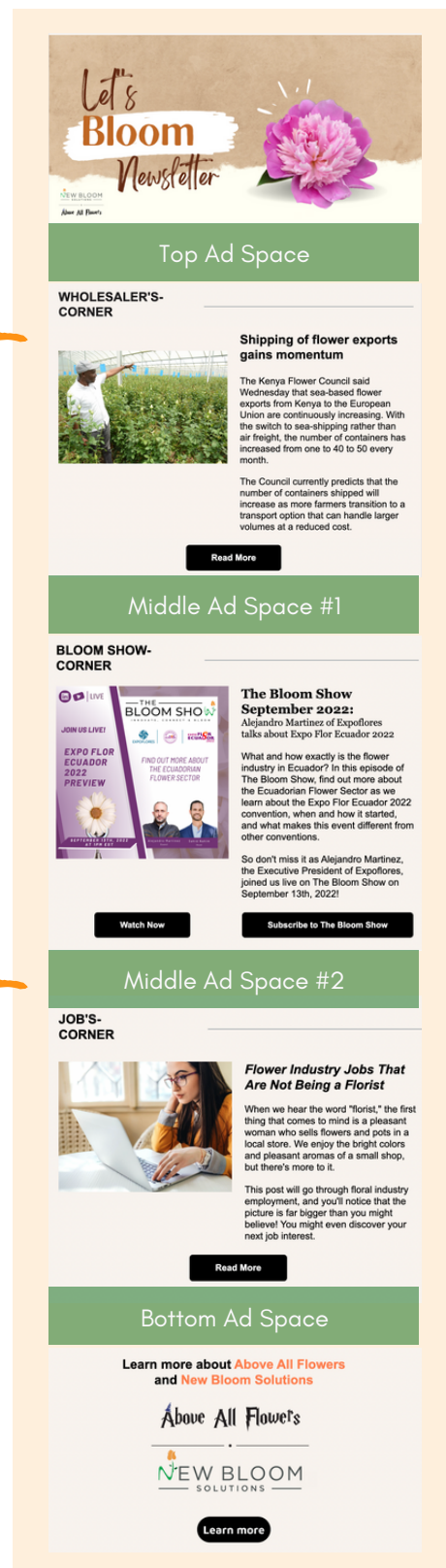
### Featured Blog Piece

Send us your blogs or press releases and we will create a snippet for it, place it in our newsletters, and add a button with its link so readers can continue reading it on your site. On top of bringing more eyes to your content, it will also drive more traffic to your site.

### Newsletter Ad Spaces

Promote through our advertising spaces, where we link each ad to your sign-up, landing page, or website.

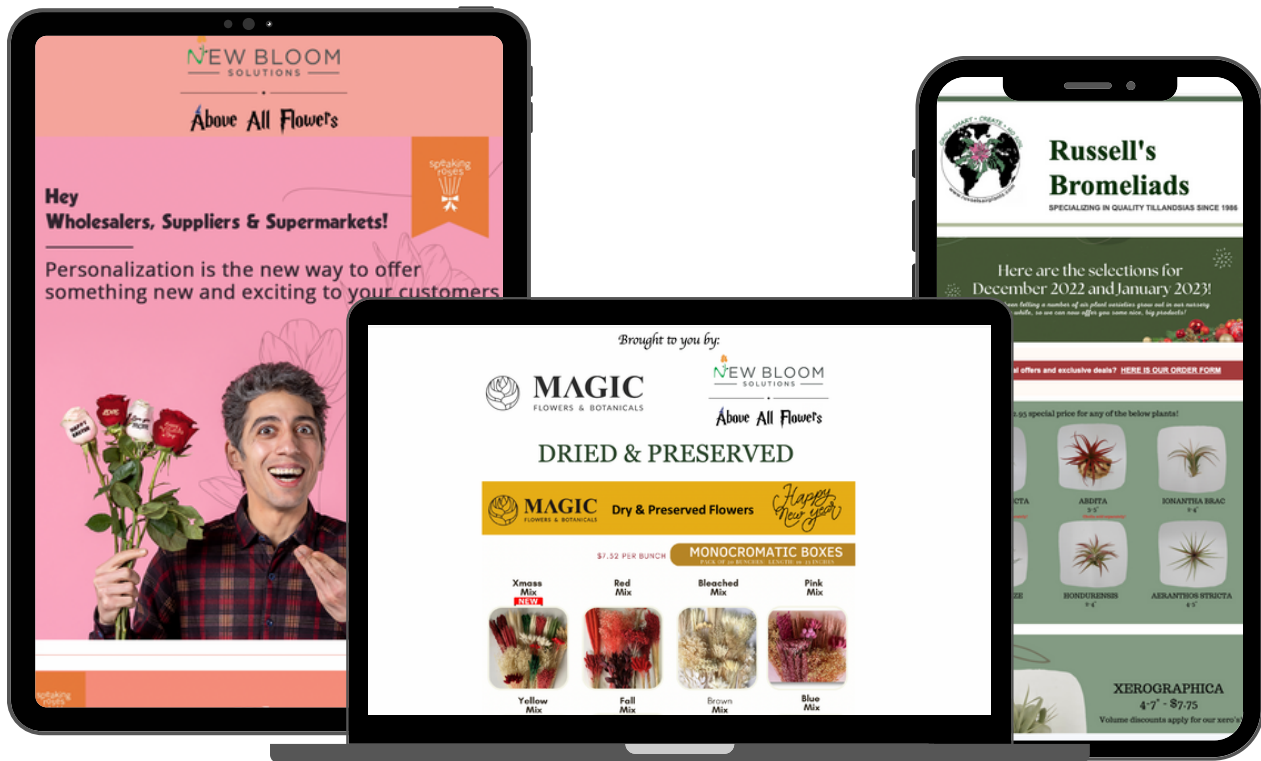
***Our email list is a network of highly-engaged floral industry professionals and decision-makers. Don't miss the chance to be in front of these potential customers, and let us be your portal for your products, shows, stories, and more to reach the North American floral market in one easy ad purchase.***





# PROMOTE THROUGH OUR DIRECT EMAILS

If you are interested in promoting your product, event, or brand in a single email that will be made just for you and sent to our thousands of email subscribers, contact us today! Instead of spending hours and hours writing a sales pitch that may never be read, you can use this service to send an email to our thousands of email subscribers.



## Why advertise on our direct emails?

### WE CUSTOMIZE AN EMAIL JUST FOR YOU.

Save time, energy, and money while increasing your brand's exposure. It will contain your offer plus links to your social media accounts or websites, images, calls to action, and more. This strategy is proven to give floral business owners like yourself a great return on investment.

*magnífica* **AGUSTÍN CALISTO**  
MAGNIFICA  
★★★★★

"They showed our product in their emails; they talked personally about it; and they sent emails to a wider audience, very well segmented according to our specific needs. I couldn't have found a better partner for this launch. They have increased my success probabilities by 300% or more."



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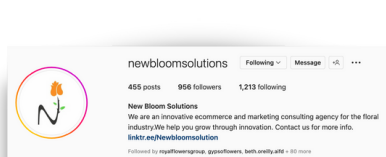


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# PROMOTE THROUGH OUR SOCIAL MEDIA CHANNELS

## WHY PROMOTE THROUGH OUR SOCIAL MEDIA NETWORKS?

Promoting through AAF&NBS's social media channels is a marketing tactic that you should not overlook. Our more than 14.5K combined followers are active floral enthusiasts making it a sweet spot to promote your brand and product or announce upcoming events. Let the numbers below tell you more.



## What are the benefits of advertising on the AAF&NBS social media platforms?

### INCREASE BRAND AWARENESS & REACH.

With technology becoming so handy, social media is a go-to platform for most people. This includes people in the flower industry who are looking for trends, new products, upcoming events, and relevant content.

Are you reaching them?

Our thousands of highly engaged social media followers are always on the lookout, so make sure to get their attention by placing your promotional content on our feeds, stories, and reels.

# 20.5K+

COMBINED FOLLOWERS

(13.3K from @nyc\_flowermarket, 800+ from @newbloomsolutions, and 2500+ New Bloom Solutions LinkedIn)



RENE RODRIGUEZ  
SPEAKING ROSES



"It's been a tremendous privilege to work with New Bloom Solutions. Their leadership, ethics, network, connections, and integrity are absolutely impeccable. Through their strategy and resources, we have been able to close on close to 10 transactions, two of which are extremely strategic for the future of our company. Definitely a dream team that is hard to find these days!"

### EXPAND YOUR CUSTOMER BASE.

After increasing your content's visibility, it's time to expand your customer base. In addition to content insights and analytics, we can provide you with a list of followers who interact with the posts you promote on our social media channels, allowing you to get to know them better and engage with them.



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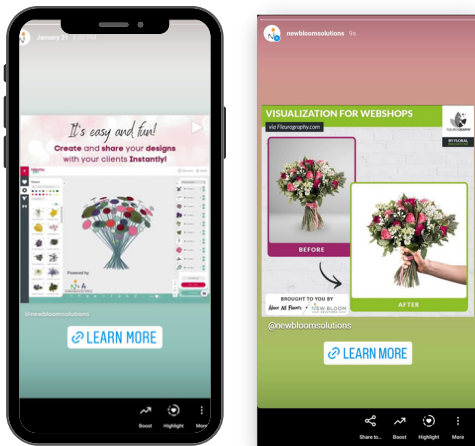
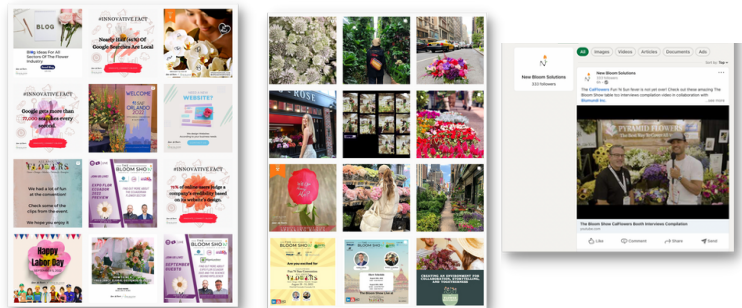


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## NBS Social Media Advertising Services options:

### Social Media Feed

Promote through our social media feeds and be seen by and interact with our highly targeted audiences, who may also be your target audiences. This could help you build meaningful relationships with them.

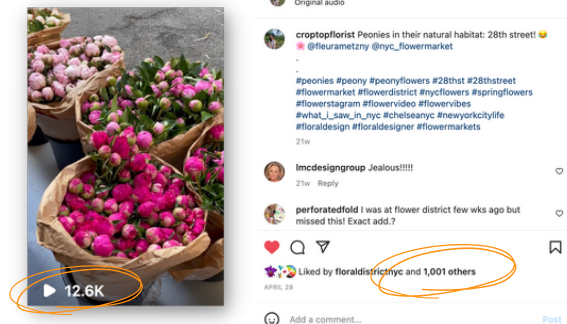


### Instagram Stories

Advertise on our Instagram stories and increase your brand visibility, generate leads, and stay top of mind with our followers. When we post to our Instagram story, our followers are automatically notified. This makes it harder to miss than a regular Instagram post.

### Instagram Reels

With the ever-changing IG algorithm, the Instagram reel is the latest trend, making it a goldmine for promotion. So, use our IG Reels to show off your branded content, let people know about upcoming shows, and have it seen by more people in the floral industry.



### Instagram Polls

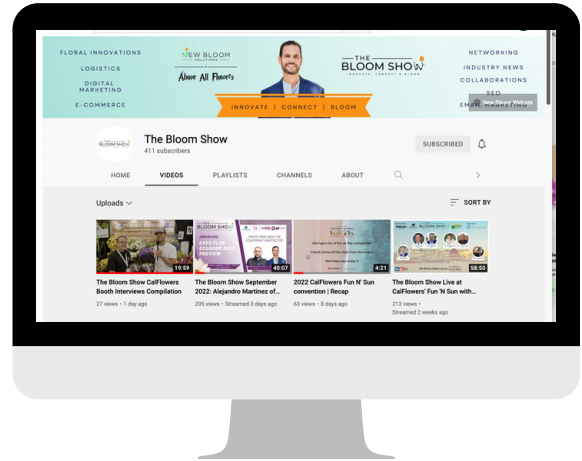
Need to know what your customers or potential clients are thinking about your product or future project? Use our real-time survey to discover your customers' interests. For example, if you are unsure of what rose variety to grow or sell for the fall season, you can run a survey on our IG story and receive relevant and helpful responses from our highly-engaged audience.



# ADVERTISE ON THE BLOOM SHOW

## WHAT ARE THE BLOOM SHOW'S ADVERTISING OPPORTUNITIES?

The purpose of The Bloom Show is to inspire innovations, collaborations, and community within all sectors of the floral industry. AAF&NBS strives to support the entire floral industry community with The Bloom Show while creating a platform where all floral sectors can come together to generously share insight, vision, and passion for the flower industry. Get in front of experts, peers, and leaders in the floral business by being featured or a sponsor of "The Bloom Show."



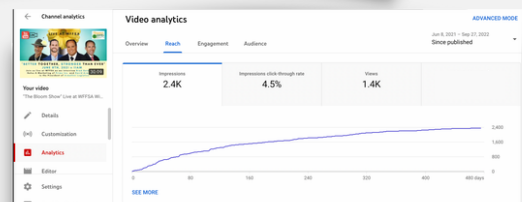
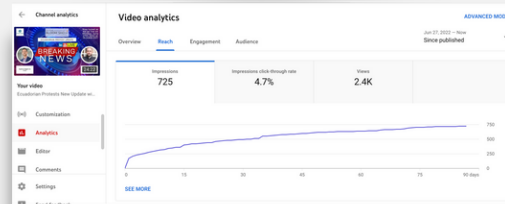
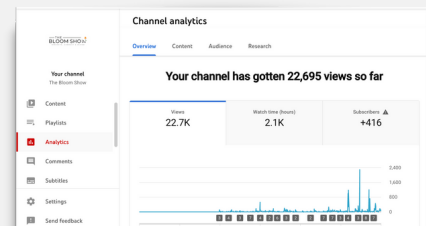
## Why should you consider advertising on The Bloom Show?

### GAIN LONG-TERM SUPPORT.

Building brand loyalty begins with making an emotional connection with your customers. Gain long-term support from flower industry sectors by collaborating with The Bloom Show's great cause—to innovate, connect, and bloom, and boost your flower industry reputation by leveraging the influence you gain by being featured or a sponsor of The Bloom Show.

### LET YOUR STORY BE TOLD AND YOUR BRAND BE RECOGNIZED.

Tell the floral industry about your brand and product by being featured or interviewed on The Bloom Show. Plus, by becoming a sponsor, your logo will be shown throughout the entire show and will be included as well in the promotional campaign before and after the show.



Some of the actual screenshots of The Bloom Show's YouTube Channel insights..



## The Bloom Show Advertising options:

### Live Demo/Featured on "The Bloom Show"

Get the chance to be featured and let the rest of the floral sector learn more about your products and expertise.



### Sponsor "The Bloom Show"

Be the sponsor for the entire month of The Bloom Show and be promoted at the beginning and end of the show. You will also be promoted in the newsletter and on social media as sponsors for The Bloom Show for that month.

### Sponsor "The Bloom Show" show at conventions - choices may include (FDC, SAF, Fun In The Sun, Pro Flora, ExpoFlores, IFTF and others)

Be the exclusive sponsor of a bigger production and get your name out in front of a bigger audience (online and real-live) for more marketing opportunities and to show your support of growing our industry.



# ADVERTISE

# THROUGH

Above All Flowers

NEW BLOOM  
SOLUTIONS

**You need exposure, but sometimes it's hard to get out there and let people know your product exists. Moreover, advertising your upcoming events or shows can also be daunting.**

Let AAF&NBS put your advertising efforts in front of potential customers and decision-makers in the floral industry! We have great advertising opportunities for your floral business..

## CONTACT US!



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