



10 Top PR Tips for Flower Farmers



1. Photography

Invest in Professional Photography – Showcase Your Craft and Connect with Your Audience

Your floral arrangements are undoubtedly beautiful, but to truly captivate your audience, it's essential to highlight the person behind the blooms. People connect with people, not just products. High-quality, authentic images can significantly enhance your brand's presence and credibility.

Portraits That Tell Your Story

Capture compelling portraits of yourself amidst your creations. Aim for shots where you're holding armfuls of flowers, engaging directly with the camera. These images are invaluable for:

- Your website's 'About' page
- Media features and press releases

Behind the Scenes Visuals

Offer a glimpse into your creative process. Include candid shots of you:

- Planting and nurturing your garden
- Harvesting fresh blooms
- Designing and arranging bouquets

These images provide authenticity and allow potential customers to connect with your journey.

Ensure High-Resolution Quality

Low-resolution images can appear pixelated, especially in print. Invest in a good camera or hire a professional photographer to ensure your images are crisp and clear. Utilise natural light whenever possible, as it enhances the vibrancy of your flowers and reduces harsh shadows.

Remember, your flowers reflect your passion and dedication. Let your photography tell that story.



2. About Us/Your Story

Crafting Your 'About Us' Story: Connect, Captivate, and Cultivate Trust

Your 'About Us' page is your opportunity to share your journey, values, and passion with your audience. A well-crafted narrative can engage potential customers and attract media attention. Here's how to make your story shine:

Who Are You?

Introduce yourself by name and share a personal touch, what inspires you?

Your Journey to Flower Farming

Explain what led you to become a flower farmer. Whether it was a childhood passion, a career change, or a desire to connect with nature, your story can resonate with others.

Your Background and Skills

Highlight any relevant experience or training that enhances your flower farming or floristry expertise. For example, any on going personal development or courses you have undertaken.

Your Farm and Practices

Describe your flower farm's location, size, and the sustainable practices you employ. For instance, do use organic practices with minimal environmental impact.

Your Offerings and Audience

Detail the products and services you provide, and who your customers are.

Pro Tip: Prepare your 'About Us' story as a PDF, accompanied by high-resolution photos of your flower farm. This ready to share package can be invaluable for media inquiries, press releases, and promotional materials.

Remember, your 'About Us' page reflects your passion and dedication. Make it authentic, engaging, and a true representation of your flower farming journey.





3. Media release

How to Write an Effective Media Release

Every media release will have a slightly different tone, reflecting your unique voice, brand, and style. Whether you're choosing to include images or arranging your content in a specific order, the key is clarity, relevance, and professionalism. Here's a recommended structure to help your story stand out:

Format and Delivery

- Embed everything directly into the email body. Avoid attachments wherever possible some recipients may not open them due to security settings or time constraints.
- Place your logo at the top for instant brand recognition.
- Clearly mark the release with:
MEDIA RELEASE - followed by the date of distribution.

Headline and Highlights

- Craft a strong headline that captures attention and sums up the story in one punchy line.
- Add 3 - 4 bullet points just below the headline to highlight the key angles or facts, this acts like a quick elevator pitch.

Visuals

- Include a low-resolution image that's directly relevant to the story. It should be visually engaging and suitable for previewing in email.

Main Story Content

- In the body, cover all the essential journalistic details: Who, What, When, Where, Why, and How.
- Weave in a human interest element or angle, something that makes your story relatable and newsworthy.
- Add compelling figures if relevant: acreage, years in business, stem count, seasonal varieties, etc.

About Sections

- Include a concise "About Us" paragraph: 1 - 2 short paragraphs describing your flower farm, your ethos, and what makes you unique.
- Follow this with a standardised "About Flowers from the Farm" paragraph (available in the PR toolkit or your FftF resources).

Media Contact Info

Finish with a clear contact section including:

- Your name
- Business/farm name
- Mobile and landline numbers
- Email address
- Website
- Full farm location (including county or region)

Final Thought

Journalists are always looking for timely, engaging stories especially ones with a local, seasonal, or human interest twist. Your story might be exactly what they need. Don't hesitate to share it with confidence!



4. Be targeted

Personalise Your Pitch: Build Genuine Connections with Journalists

While emails are a standard method for pitching stories, a well-timed phone call can set you apart and establish a personal connection. Here's how to approach it effectively:

- **Research Before You Reach Out**

Identify journalists who cover topics relevant to your story be it lifestyle, gardening, floristry, or rural affairs. Tailor your pitch to align with their interests and recent work.

- **Timing is Key**

Journalists are often busiest during afternoons. Aim to make your call in the morning or early afternoon when they might be more receptive.

- **Be Concise and Respectful**

Start by asking if it's a good time to talk. Introduce yourself and your story in a brief, compelling manner. If they're interested, follow up with a detailed email.

- **Tailor Your Approach**

Customise each pitch to the journalist's beat. Highlight why your story is relevant to their audience and how it adds value.

- **Know When to Decline**

If a journalist approaches you with a story idea that doesn't align with your brand or values, it's okay to politely decline. Maintain professionalism to keep the door open for future opportunities.

5. Proof-read

Everyone, without exception, benefits from a thorough proofreading process. Whether you're crafting a blog post, updating your website, drafting a media release, or designing a brochure, taking the time to review your work, it can make a significant difference. Errors in your writing can undermine your professionalism and the trust your audience places in you. A polished document reflects attention to detail and commitment to quality.



6. Sell our British Flower USPs

As flower farmers, we often take for granted the exceptional qualities of our British-grown blooms. Here's why they stand out:

- **Minimal Carbon Footprint:** Our flowers are grown locally, reducing transportation emissions and supporting sustainable practices.
- **Freshness Guaranteed:** Hand-picked to order, our flowers are delivered at their peak, ensuring longer vase life and vibrant displays.
- **Seasonal Variety:** Embracing the natural rhythm of the seasons, we offer a diverse array of blooms that change throughout the year, bringing new and unusual varieties to your arrangements.
- **Natural Beauty and Fragrance:** Our flowers are cultivated with care, often without chemicals, resulting in naturally scented and beautiful garden style blooms.

By choosing British-grown flowers, you're not only enhancing your floral arrangements but also supporting local economies and sustainable practices. Let's celebrate the beauty of homegrown blooms!

7. You're not alone - you're part of the Flowers from the Farm movement

When discussing your flower farm with media professionals, emphasise your involvement in **Flowers from the Farm**. Established in 2011, as a trade association with over 1,000 members, ranging from small-scale growers on allotments to those cultivating up to six acres or more.

Our mission is clear: to revive and promote British-grown flowers, ensuring they regain their rightful place in the UK market.

Our Core Aims:

- **Encourage Domestic Flower Farming:** Inspire more individuals to cultivate cut flowers for the UK market.
- **Promote British Flowers:** Raise awareness about the beauty and benefits of locally grown blooms.
- **Foster Community and Knowledge Sharing:** Create a network where members can connect, share experiences, and support one another.

By highlighting your membership, you not only showcase your commitment to sustainability and local agriculture but also align with a programme that's reshaping the UK's floral landscape.



8. Plan ahead

- **Plan Your Event with PR in Mind**

Whether you're hosting an open day, workshop, British Flowers Week celebration, photoshoot integrating public relations (PR) into your planning from the outset is crucial.

- **Define Your Audience**

Identify who you want to attend your event and determine where they typically get their information. This will guide your promotional efforts and help you reach the right people.

- **Early Promotion is Key**

Share event details on your website and social media platforms well in advance. This not only informs your audience but also boosts your event's visibility online.

- **Craft a Compelling Media Release**

Prepare a concise media release that includes:

Who is hosting the event

What the event entails

When it takes place

Where it will be held

Why it's significant

- Accompany the release with a high-quality photograph that captures the essence of your flower farm. This visual element can significantly enhance media interest.

- **Distribute Strategically**

Send your media release to local magazines, newspapers, radio stations, blogs, and event listing websites. Many local publications plan their content months in advance, so early submission increases the likelihood of coverage.

- **Build Relationships with Local Media**

Establishing connections with local journalists and media outlets can lead to more personalised coverage. Consider reaching out to them directly to discuss your event and its potential interest to their audience.

- **Utilise Event Calendars**

Many communities including ours have online event calendars where you can list your event. Submitting your event to these calendars can increase its visibility.

By proactively integrating PR into your event planning, you can maximise attendance and media coverage, ensuring your event's success.



9. Social Media

In today's digital landscape, social media isn't just a platform it's your personal PR agency. You have the power to shape your narrative, control your messaging, and present your brand's story exactly as you envision.

Think of your social media posts as a dynamic marketing brochure.

Each image, caption, and video should reflect your brand's identity and resonate with your audience. High-quality visuals are paramount. Consistency in your visual elements such as colour schemes, fonts, and logo placement reinforces brand recognition and trust.

Craft engaging and concise copy.

Your captions should be clear, compelling, and tailored to your audience's interests. Incorporate storytelling to humanise your brand and create emotional connections. Remember, the first few words are crucial capture attention early to encourage further engagement.

Encourage interaction and community building.

Social media is a two-way street. Prompt your audience to engage by asking questions, sharing their experiences, or participating in polls. Responding to comments and messages fosters a sense of community and loyalty.

Analyse and adapt.

Regularly review your social media analytics to understand what resonates with your audience. Use this data to refine your content strategy, posting schedule, and engagement tactics to continually improve your social media presence.

By approaching social media with the same strategic mindset as a marketing brochure, you can effectively communicate your brand's story, engage your audience, and build a loyal community around your brand.

10. Stay in touch

Once you've had some coverage, write and thank your media contact and be sure to keep in touch. Let them know of any changes on your flower farm or drop them a note when you have an event coming up. Promptly respond to media inquiries and provide accurate information. Being a reliable source builds trust and encourages journalists to turn to you for future stories. Consistency in communication reinforces your professionalism and commitment to the relationship. Perhaps send them some beautiful British flowers from time to time.

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