A little bit about Tagawa Gardens...

Established in 1982 by the Tagawa Family. Originally was a long-stem rose growing facility.

On 10 acres, with 150,000 sq ft greenhouse space (100,000 open to the public) with 30,000 sq ft outdoor nursery.

2,500 sq. ft. Classroom/Entertainment area, featuring classes every weekend and at least one main event each month!

Garden Outreach program started in 2008 with former TV news reporter turned Master Gardener! 12 months a year of community interaction!

Approx. 8 million in annual sales, up to 140 employees seasonally, 38 year-round. Our staff has over 700 years combined gardening experience helping our community GROW!
Tagawa Gardens’ 15 minutes of fame...

Featured in Sunset Magazine April 2009, two page article and listed as the “Best Place to Buy Plants in Denver.”

Voted Best Garden Center in Denver 2007, ‘08, ’09 and ’10 by 7NEWS/TheDenverChannel.com’s Alist

Awarded Honorable Mention and 2nd Place for the Colorado Business in the Arts Award

Multiple year listings in Top 100 Revolutionary Garden Centers by Today’s Garden Center and Top 100 Garden Centers in Garden Center Magazine

Grey Kitty® Mascot featured in advertising since 1987— in 2011, Grey kitty 5 was the star of a short documentary video about a Denver-based veterinary neurologist
http://www.weareanimalsurvivors.com/

Social Media...Tagawa style!

Facebook, Twitter and You Tube –OH MY!
And Groupon and other ways to be “More than Just Pretty” to build relationships!
having fun on facebook(?)

Facebook faux pas!

- Our first Facebook page was attached to a personal account, as we jumped the gun and started a page just before the business pages were launched.
- To detach from the personal page, we had to recreate a new page, then invite our fans to come over to the new page! We did this earlier in Spring 2011.
- A drawing for a $100 gift card was offered for new fans who came to the new page.
- A great conversation was started when we asked what would YOU get if you won the $100 gift card!
Why is there a cat on Tagawa’s Facebook page?

• Or, why is there a cat EVERYWHERE in Tagawa Gardens advertising?
• Grey Kitty history—since 1986!
• Building relationships through a warm fuzzy
• Building our “brand” with Grey Kitty® Purr-furred products
• Building relationships with local animal shelters through Grey Kitty® Birthday Party/Animal & Pet Rescue/Adoption Event every July! Over 25 shelters participate! Also building brands through Simply Beautiful® Container Gardens Silent Auction for a Simply Purr-fect Cause, 100% of proceeds to participating groups (thanks to generosity of Ball/Simply Beautiful®!)

Tagawa fun on facebook!

We use Facebook to start fun conversations with our fans!!

One never knows exactly what will get everyone talking, so we have tried many, many different topics!

Keep it fun and light

Not a place to always be touting our laurels or our sales (unless they are really good!), just a place to chat, answer questions, have some fun with fans

Tagawa Gardens - One of Colorado’s Largest Garden Center
Getting a little impatient for Impatiens?
May 3 at 4:26pm • 4 people like this.
  • Greg Marquez petulant for Petunias? May 3 at 4:40pm •
  • Nancy Johnson Aldridge Anxious for annuals? May 3 at 6:00pm •
  • Katrina Eike Desirous of daisies? May 3 at 6:24pm •
  • Renee Nef rapturous for roses? May 3 at 7:24pm •

Laurie G Blanchette OK...Uncle! I'm coming down and buying some flowers...Impatiens...petunias...daisies all all. May 3 at 8:48pm •

Tagawa Gardens - One of Colorado’s Largest Garden Center Greg, Nancy, Katrina, Renee.... it's a contagion! Zauschneria? May 4 at 10:09am

Tagawa Gardens - One of Colorado’s Largest Garden Center Laurie...Great! Although... you didn’t mention Echium amoenum! May 4 at 10:21am •

Laurie G Blanchette Ok...I'll get one of them too. I think hummingbirds like those don't they? May 4 at 5:30pm •
Instant Q & A!
This was in reference to an article about herbs in The Denver Post 'Grow' section

- **Vincent Jaconski**
- hey i was wondering what varieties of mint you guys sell?
- **May 14 at 4:20pm**
  - **Tagawa Gardens - One of Colorado's Largest Garden Center**
  - I've seen peppermint, Candy peppermint, Spearmint, Kentucky, Chocolate & Orange mints... making a batch of Mojitos, Vincent? May 15 at 12:59pm
- **Vincent Jaconski** more than a batch haha May 15 at 4:49pm

Fun facebook contests...
Besides the $100 gift card giveaway, we also give away some weekly prizes on Saturday mornings!!

- **Tagawa Gardens - One of Colorado's Largest Garden Center**
- First person who tells Guest Services on Sat. May 14 that they saw this Garden Phlox 'Red Eyes' on FB gets to plant it in their own garden, free! (We open Sat at 8AM)
- **May 14 at 7:55pm** · LikeUnlike · Share
- **Lina Fletcher** and 2 others like this.
  - **Helen Moore** nice promo. May 14 at 4:54am · LikeUnlike ·
  - **Maamie Peterman** shh don't tell anyone! May 14 at 7:07am · LikeUnlike ·
  - **Mustang Sally** We were just there for the first time yesterday...had a wonderful 'sensory' experience...too late to find out about this offer though :) May 15 at 9:32am · LikeUnlike ·
  - **Tagawa Gardens - One of Colorado's Largest Garden Center**
  - Helen or Maamie how was your luck? Don't give up... there's next Saturday the 21st hint, hint... May 15 at 12:58pm
  - LikeUnlike
  - **Tagawa Gardens - One of Colorado's Largest Garden Center**
  - Sally, another chance is coming... May 15 at 2:07pm · LikeUnlike
Sometimes
“just pretty” does work!

Fans become advocates!

We have many fans that post photos of their visits to Tagawa Gardens!

We have had posting from parents that had Fairy Garden Birthday parties at our garden center, thereby “advertising” this unique offering!

Our community partners post on our website to alert when they will be at our store or doing a special community event, ex. Denver Taiko Japanese Drums doing benefit concert for Japanese earthquake victims posted on our site (permission) then posting their concert at our store on Mother’s Day, thereby inviting all their fans to our store!
facebook
Our next ideas...

Pets in the Garden Photo contest
Grey Kitty in Your Garden
Traveling Grey Kitty
Ideas?

twitter
Yes we twitter! Our twitter account is linked to our facebook page...

Would love to hear how others use their twitters! So far, we find facebook more interactive and fun 😊
**You Tube**

Tagawa Gardens uses You Tube to post garden tips videos.

We began in 2010 with simple videos done in-house

In April 2010, we had a Flash Mob singing event at our Night of Wine & Roses event, which was captured on video and posted on You Tube

In June 2011, we debuted 14 new garden tip videos that were professionally produced for our use on You Tube as well as posted on our website in our Video page

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**You Tube with others...**

IN 2009, Our Grey Kitty® Mascot was diagnosed with a spinal tumor that threatened his life.

Mr. Tagawa chose surgery and Smokey Grey Kitty is a happy and healthy kitty now.

We were contacted by the American Collage of Veterinary Internal Medicine to be included in a documentary about Smokey Grey Kitty and his surgery and recovery as part of the ACVIM’s national meeting in Denver and all the documentaries would be posted on their You Tube page with permission for us to use their channel to show our guests!

http://www.youtube.com/watch?v=Hk66nuqVn8U&feature=related

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- **Animal Survivors (American College of Veterinary Internal Medicine)**
- **Smokey Grey is one of the Grey Kitty® mascots from Tagawa Gardens - One of Colorado's Largest Garden Center. Smokey began to lose mobility in his hind legs & started missing the litter box. His family vet referred Mr. Tagawa & Smokey's team of "Nannies" to Dr. Stephen Lane, an ACVIM Board-certified Neurologist, at the Veterinary Referral Center of Colorado (VRCC). Watch the rest of his story he**
- **Smokey Grey – Overcame Paralysis | Animal Survivors**
- **www.weareanimalsurvivors.com**: Does this face look familiar? Denverites may recognize this famous cat - Smokey Grey, one of the Grey Kitty® mascots from Tagawa Gardens, a popular...
Groupon
To Groupon or Groupon, that is the question!
We Grouponed! And sold 5000 Groupons on March 18, 2011. We sold out at 2:40 pm and our offer was supposed to last through March 18, 19 & 20
Redemption so far: 25% of Groupon customers are New Visitors to our store!!

Tagawa GROUPON offer:
$25 for $50 Worth of Plants and Gardening Supplies at Tagawa Gardens in Centennial
Fine Print
Expires Sep 22, 2011
Limit 1 per person. Not valid for special or existing orders, delivery or labor charges, gift cards or fundraiser purchases. Must use in 1 visit, no cash back. Tax not included. Not valid with other offers.
See the rules that apply to all deals.
Price Points
- Price to Customer: $25
- Retail Value: $50
- Savings: $25
- Discount: 50%

Social Media—does it add value & show we are “More than Just Pretty”
It is not measurable by the usual means
It is fun and builds relationships with your community and adds another level of communication
The jury is still out but according to our sales for we think Social Media is helping!
Successfully being “More than Just Pretty” is not just one or two things but a combination of many, many little things, social media being a new and important one of them!