



Content Categories

- Weddings
 - Colors
 - Price
 - Flowers (Types)
 - ~250K types of flowering plants
 - How to Make a Flower Arrangement
 - Trends in Wedding Flowers
 - How to Choose the Right Florist
- How to Keep Your Flowers Alive
 -

General Topics You Can Use to Generate Content Ideas in Any Business

- News / Current Events
 - Florist:
 - Celebrity weddings
 - What type of flowers? (What do they signify?)
 - If I were the florist for the royals, here's what I would recommend...
 - compose the arrangements
 - hire Jake from Mavella to take pictures
- Lists
 - Top 10, Top 5...
 - Florist:
 - Top 10 most expensive flowers
 - 10 least expensive flowers
 - 3 Most Creative Ways to send flowers
- Q&A Format
 - What are your customers asking you about?
- Employee Spotlight
 - Highlight what they're doing
- Reviews / Contests
- The Story of Your Business
- Favorite Customer Service Stories
- Worst Customer Service Stories (and how I learned from it)
- Reviews of Your Favorite Things
 - e.g. Books within your sphere