



Increasing Sales and Profitability in the Nursery Industry Utilizing Technology and Website Marketing

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A leader in assisting growers in improving profits through technology

Tennessee State University Nursery Research Center

472 Cadillac Lane

McMinnville, TN

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8:30 am - 3:30 pm

Topic	Comments
Website Checklist & Content Management Systems	Determining the type of website you need, the required functionality and how to make it happen as painlessly as possible.
Leveraging your Plant Information Via a Web-Based Database to Reduce Costs and Increase Sales.	Once your plant information is in a database you can easily use it for your website, plant tags, e-newsletters, bench cards, catalogs, hang tags and sales sheets. We will review how a medium size wholesale grower and a small grower retailer do it.
Lunch	Provided on site.
Content is King	We'll discuss key concepts for having relevant, engaging website content that benefits your customers and prospects as well as search engines.
Use of Video	It's easier than you think. In fact we'll prove it by shooting a video and uploading to a website right before your very eyes.
QR Codes Those funky little squares are popping up everywhere; do I need one?	There is a lot of buzz about QR and 2d bar codes, but does it matter in the horticulture industry? Yes and no. We will discuss how the codes work and where it applies in both the short term and longer term for Garden Centers, Growers and Landscapers. You will also see how easy it is to create your own codes at no cost.
The Skinny on Mobile Sites	Unlike Pet Rocks, Mobile Sites are not a fad. We'll review what they are and their increasing importance. If you have a smart phone, please bring it so you can review the examples on your own phone.
Questions & Comments.	Speaker will answer additional questions and review your website or other marketing materials to let you know where he thinks you can make improvements.

Registration: There is no charge for this workshop.

Call Holly Hodges at 931-815-5140 and provide your name.

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