

CULTIVATE NETWORKS

We are a boutique horticultural marketing firm specializing in new plant introductions and gardening-related products. Our horticultural roots run deep, which lets us help your products, projects, and business grow!

Let UpShoot create great content, gorgeous graphics, winning websites, and stellar social media campaigns—while you focus on running a profitable horticulture business. We eliminate your marketing angst and turn it into customer-building, sales-driven product campaigns. Whether you're focusing on trade or consumer customers—or both—UpShoot provides peace of mind by managing all aspects of marketing. From producing timely, positive publicity placements to building Instagram followers, creating carefully managed promotions, and writing perfect product copy, we handle all of your marketing needs so you can focus on your most important goal: growing your company.

SERVICES

- **Press Release** writing, distribution, and follow-up to produce positive media coverage—and sales leads.
- **E-newsletter** creation and distribution to keep your new products, innovations, and company news in front of customers and decision-makers.
- **Social Media Management** that builds brand awareness, generates followers, and increases sales.
- **Website Development and Management**, from content writing and design to SEO and branded microsites that reach your audience and industry decision-makers.
- **Catalog and Flyer Writing and Design** for B2B and B2C, updating existing material to maintain brand consistency or creating an entirely new aesthetic for a fresh look.
- **Garden Media Test Plant Management**, identifying key influencers to promote your products for social media exposure, photography, and editorial publicity.

WHAT CLIENTS SAY ABOUT UPSHOOT:

"Maria and her team have taken care of our companies' online and offline marketing for several years now. We enjoy their fast communication, proactive mindset, and tailor-made approach. Most importantly, we receive a lot of compliments from our clients who enjoy everything Maria and her team publish for us!"

**Kim van Rijssen, PBR/
Patent, Plantipp**

"Maria is my 'Girl Friday'—but also Thursday, Wednesday—and every day. She brings order into all I do and spreads the word to potential users of my books, app, and online activities. Not having Maria with me is simply unthinkable."

**Dr. Allan Armitage,
Professor Emeritus of
Horticulture, University
of Georgia**

BRINGING
PEOPLE, PLANTS
& IDEAS TOGETHER

plantipp

Concept Plants

THE LATEST NEWS AND INFORMATION FROM PLANTIPP (GLOBAL) AND CONCEPT PLANTS



Twice as Nice

Hey growers and plant lovers have you heard? Salvia Feathers Peacock won two awards at the KVBC Spring Challenge! There were 11 varieties in



BOOK DR. ALLAN ARMITAGE FOR SPEAKING ENGAGEMENTS TO

ARMITAGE'S GREATEST PERENNIALS & ANNUALS

BY ALLAN ARMITAGE



Dr. Allan Armitage
Website and Blog



Armitage's Greatest Perennial
and Annual Garden App



Armitage Book Tip
Published by Timber

Dr. A. is perfect to promote Perennials Any Time of the Year.

June is **Perennial Month** and will be here sooner than we know.

What better time to book Dr. Allan Armitage for a guest appearance? Schedule him to speak on your radio, podcast, social media platforms or blog event to about his favorite perennials suited for your local listeners and viewers. Email him to

Dr. A recently launched his **Greatest Perennials and Annuals** garden app that lists local independent garden centers for FREE! Consider creating a joint marketing venture with your favorite IG of time to cross-promote Dr. A on your show, his app and drive listener traffic to their store purchase perennials you've discussed on air.

The phone app by Sutor Media is designed for both iPhones and Android platforms

Other popular books and topics by Dr. Allan Armitage speaks on include:



Specialty Cut Flowers:
The Production of Annuals,
Perennials, Bulbs and
Woody Plants for Fresh
and Dried Cut Flowers



Armitage's Vines
and Climbers:
A Gardener's Guide
to the Best Vertical Plants



Armitage's Native
Plants for North American
Gardens

THIS IS EXPENSIVE, RIGHT? WRONG!

We work within your budget, starting from \$500 per month for basic services to a customized quotation for full-service marketing. Want to chat? Email us at maria@upshoothort.com

CONSISTENT QUALITY CONTENT THAT GETS RESULTS

Want to increase publicity, followers, customers, and profits? Let UpShoot's marketing expertise benefit your company. You name it—we do it. And, we get results. More followers, new accounts, and better brand recognition all lead to the ultimate goal: a more profitable company for you.



MARIA ZAMPINI

Known as the "Queen of Green," Maria's incredible connections and green industry expertise ensures profitable exposure and growth for her clients. Horticulture is in Maria's blood. With her family background in plant development and licensing, along with years spent managing a 1,000 acre wholesale nursery and destination attraction garden center, Maria understands the intricacies of bringing plants to market—and making them profitable. Whether you're looking for publicity in the trade press, influencers to reach consumer markets, or an integrated marketing campaign to cover all your channels, Maria reigns with her knowledge, connections, and foresight to spot profitable industry trends. Along with her horticulture degree from Penn State University, Maria's prolific writing and speaking engagements put her in front of the most influential industry decision-makers—a good place to be when promoting horticulture products and services! Her positions with HGTV HOME plant collection and HIP Label made her a powerful networker unrivaled in the green industry. In 2019, Maria began working with Proven Winners® to launch the ColorChoice® tree line. Maria rules over the green industry, connecting people to plants, from consumers to retailers to distributors to breeders. She lives, loves, and breathes horticulture—and it shows in her dedication to her clients.



JULIE THOMPSON-ADOLF

Julie Thompson-Adolf is an award-winning, results-driven marketing and communications professional with proven expertise in building awareness, increasing market share, and improving profitability for organizations, focusing on the green industry. Not only does she create content and develop social media campaigns for clients, Julie's a gardening expert, author, and plant addict. (One year, she grew 168 varieties of heirloom tomatoes from seed. It was a delicious summer!) Her solid horticulture experience ensures that her clients' social media campaigns and online content are always relevant, accurate, and engaging. Additionally, she's worked in senior positions in public relations and advertising agencies, as well as corporate marketing departments for both consumer and B2B brands.



KATHY SMITH

Resident geek Kathy Smith works on the technical and graphic design aspects of our newsletter and website projects. With hundreds of website and newsletter designs in her portfolio, Kathy's been honing her skills and helping clients communicate since 2002. Previously, she worked in the controls industry. Kathy graduated with a BSEE from the University of Akron. Commonly used tools include MailChimp, Constant Contact, and WordPress. Kathy is proficient in many website CMSs and performs graphic design with Adobe Creative Cloud Suite.