

Pre-Launch Buzz

Caption: Something new is blooming at our flower shop! We're excited to announce a fresh collection of floral designs launching soon. Stay tuned for sneak peeks and exclusive updates!

#NewCollection #ComingSoon

Graphic: A graphic that coordinates with the theme of the collection

Caption: The countdown begins! Only one week until we launch our new collection. We can't wait to share these beautiful designs with you. Mark your calendars and stay tuned!

#NewCollection #Countdown #[TOWNNAME]FlowerShop

Graphic: A photo of a calendar with your launch date circled

Caption: Here's a little sneak peek of what's coming! Our new collection features vibrant colors and unique arrangements perfect for any occasion. What colors or flowers are you hoping to see?

#SneakPeek #FreshDesigns #[COLLECTIONHASHTAG]

Graphic: A "close up" shot of a single bloom or texture from one of the designs

Launch Day/Week

Launch Day Announcement Caption: 🌸 It's here! Our new collection of fresh floral designs has officially launched. Explore the vibrant, unique arrangements now available in our shop and online. Which one is your favorite?

[WEBSITE LINK]

#NewCollection #ShopNow #OnlineFlowers

Graphic: A screenshot of your new collection page on your website

Caption: Introducing [DESIGN NAME]! This stunning design features [FLOWERS/COLORS]. Perfect for adding a pop of color to any space. [WEBSITE LINK]

#NewCollection #FreshDesigns #[TOWNNAME]Florist

Graphic: A photo of Arrangement

Caption: Say hello to [DESIGN NAME]! With its vibrant colors and unique mix of flowers, this arrangement is a true showstopper. Available now in our shop and online. [Insert website link]

#NewCollection #FloralBeauty

Post-Launch Promotion

Caption: Go behind the scenes with us as we create the [BOUQUET NAME] from our [THEME/SEASON] collection! Our talented florists are working hard to bring you the most beautiful arrangements. Follow our stories for more sneak peeks!

#BehindTheScenes #[TOWNNAME]Florist #[COLLECTIONHASHTAG]

Graphic: A photo of one of your designers creating a bouquet

Caption: We love seeing our flowers in your homes! Share a photo of your purchase from our new collection and tag us for a chance to be featured.

#CustomerPhotos #FloralFavorites

Graphic: A lifestyle style photo of one of your designs

Caption: Cast your vote! Which is your favorite - [DESIGN NAME] and [DESIGN NAME]? They are both featured in our latest collection, available for delivery or pick up. Shop online here > [LINK]

#ThisOrThat #FlowerVote #[COLLECTIONHASHTAG]

Graphic: Two or three photos or a collage featuring 2-3 different designs