

15 GREAT VIDEO IDEAS by Crystal Vilkaitis

Need some inspiration for video? Try one of these ideas:

- Have employees do a short Valentine's Day skit, and end it by saying Valentine's Day is better with {Store Name}
- Invite people to a Valentine's Day open house
- Show people how to DIY a personalized bouquet using flowers from your shop.
- Or invite people to come in and have you design a customized bouquet for them
- Show people how to DIY a Valentine's Day wreath using flowers from your store
- Do a flower of the day series and highlight popular flowers for Valentine's Day
- Interview employees and have them give their favorite flowers
- Have employees tell their love stories
- Give away a dozen roses on the street and have someone film the process
- Remind people that flowers aren't just for romantic partners
- Do a video explaining how to keep Valentine's Day flowers freshest the longest
- Share how customers can save their flowers - pressing them, putting them in a shadow box, using them in potpourri
- Share gifts in your store for people who may not want flowers
- Interview customers and ask them why they LOVE your store
- Do a funny video on how to write the best Valentine's Day message

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