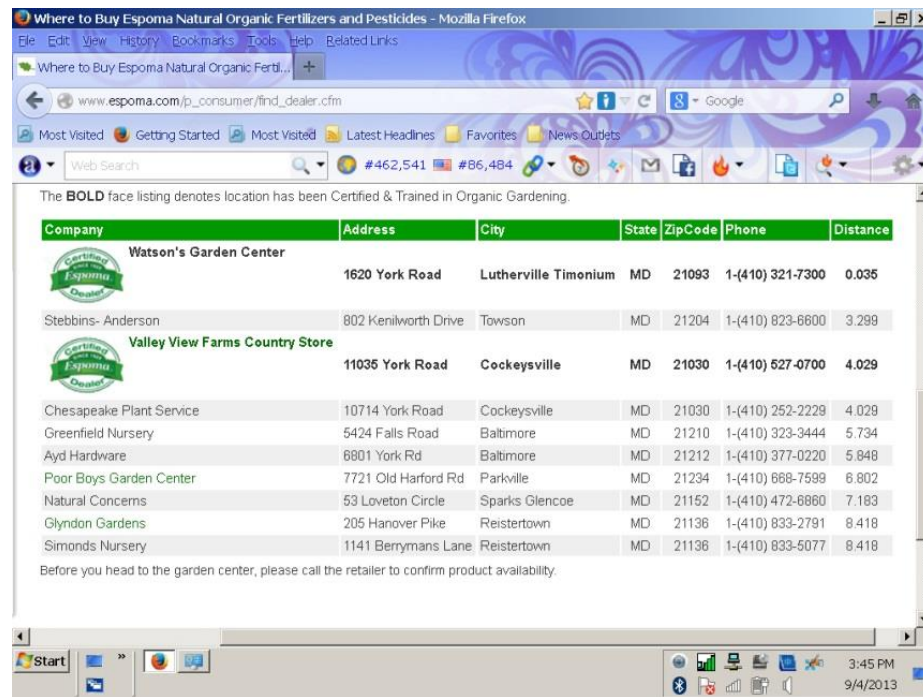


Espoma Certified Dealer Program

www.espomadealer.com/certified

What is this Program?

- Online video training for staff
- View on mobile devices
- Train at your convenience



How Will This Help You?

- Access to training 24 / 7
- Trained associates sell more
- Enhanced listing @ espoma.com
- Certified apparel and POP

Espoma Certified Dealer Program

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Program Success

- Over 950 dealers now Certified
- Over 1500 Store Associates Certified
- Certified stores had an average sales increase of 9.4 %
- Certified Dealers now taking advantage of exclusive value & added features like:



Digital Marketing

Email and Social Media Materials:

- Easy – copy & paste into your emails and Social media platforms
- Inspiring – get people in their gardens
- Educational – fun & informative copy
- Free
- Reach Gen X & Y shoppers

Topics Include:

- 5 Tips for Seed Starting
- Growing an Organic Lawn
- 5 Reasons to Apply Mulch Now
- Many more...



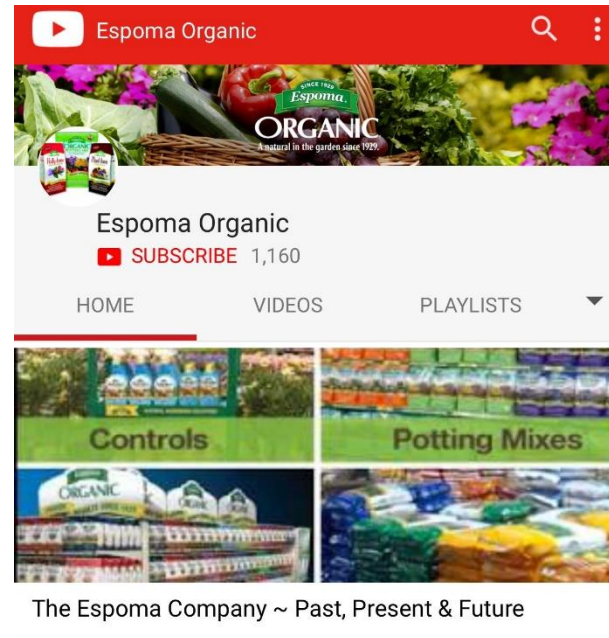
See Retailer Example

YOUTUBE VIDEOS:

- Espoma Organic
- Garden Answer
- Dealer Created

BLOG CONTENT:

- African Violets
- Houseplants
- Citrus
- Succulents



Uploads



Christmas Cactus
57 views



Quick Succulent Snow Globe
DIY
119 views



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