



[endowment.org](http://endowment.org)

A GUIDE TO

---

HOW TO MAKE THE MOST OF

**#FLOWERMARKETINGMONDAY**

VIDEOS

---

BY AMERICAN FLORAL ENDOWMENT

---

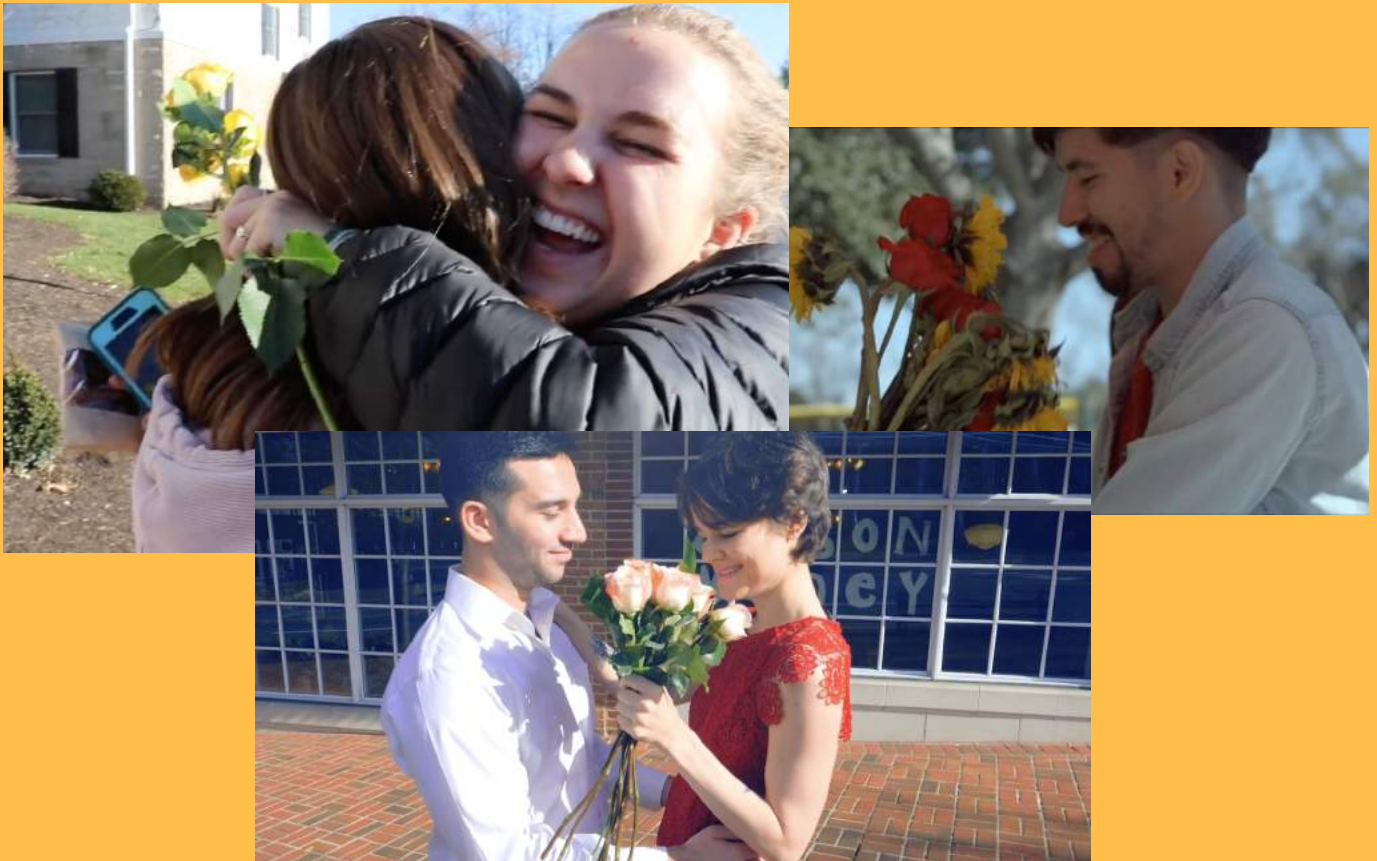


How to Make the Most of

# #FlowerMarketingMonday

Videos

In April 2018, AFE launched #FlowerMarketingMonday — a weekly campaign showcasing a short flower-loving video every Monday through December. By the end of the year, over 50 videos will have been released.

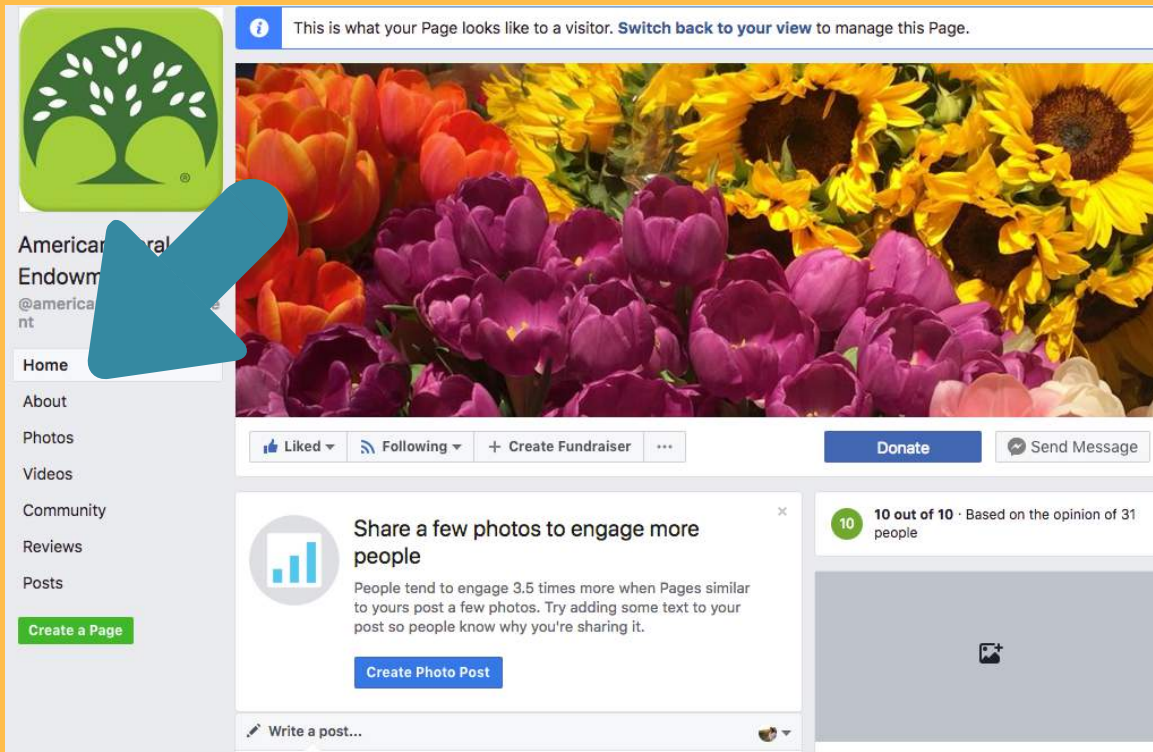


To ensure that everyone is getting as much out of our video campaign as we are, we have created a step-by-step guide to successfully utilize #FMM videos as marketing materials.

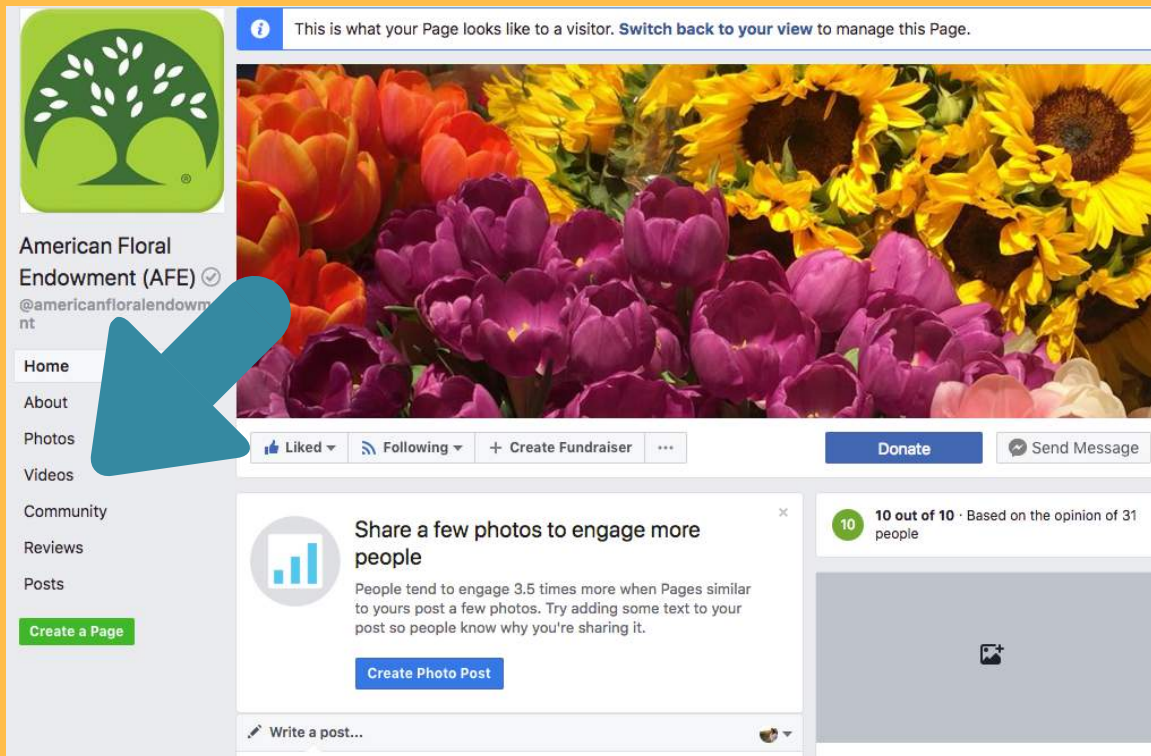
# Choosing your #FMM video

All of our videos are suitable to be used as online marketing materials for anyone in the floral industry to promote flowers and flower buying, from small shops to large businesses. We encourage everyone to use any and all of our videos for your own floral-related purposes, but let's start with showing you how to find these videos in the first place.

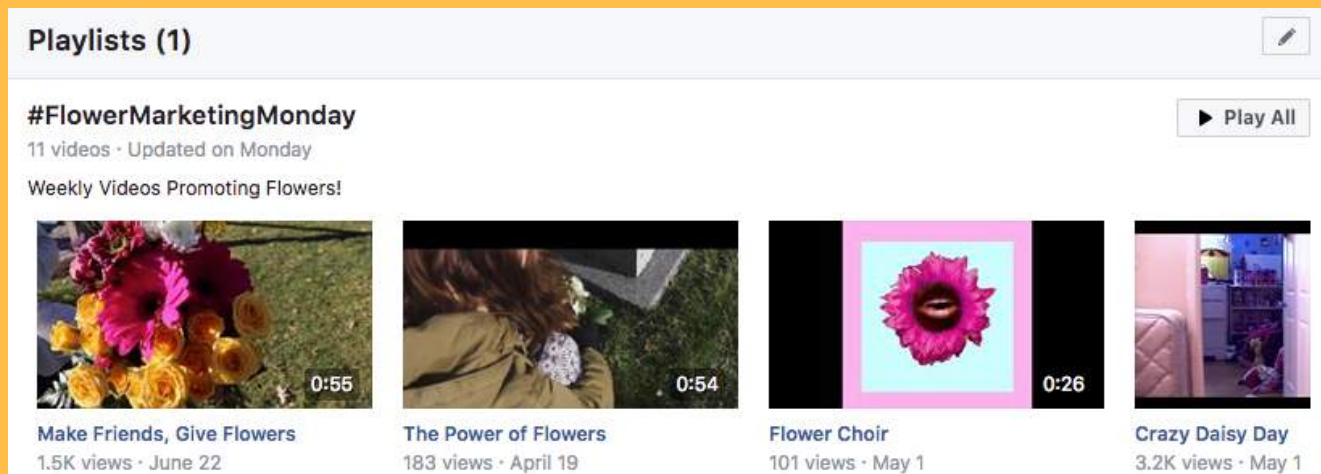
First, visit AFE's Facebook page. You can search "American Floral Endowment" once on Facebook or click [this link](#).



Click the “Videos” tab in the left column. All of AFE’s videos will appear.



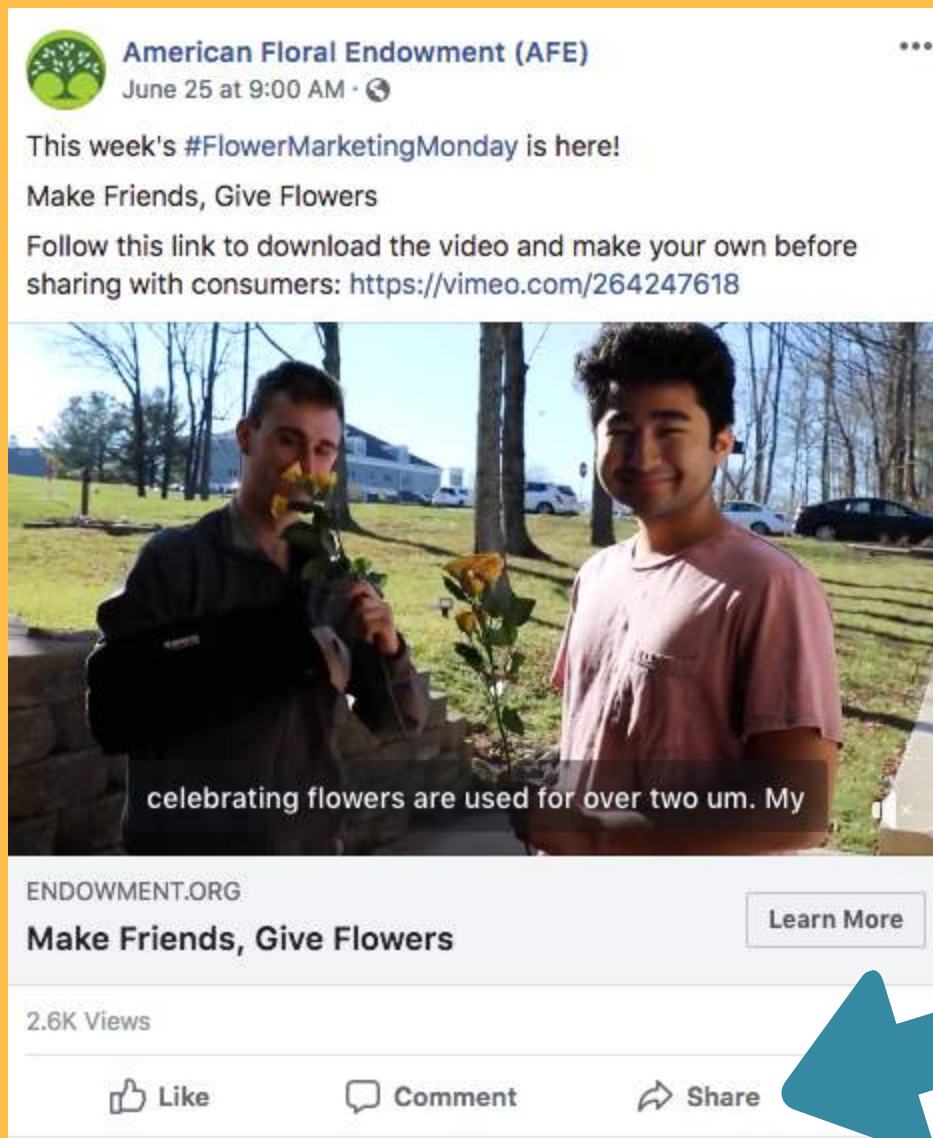
Right under the top “featured” video, you will find a video playlist titled “#FlowerMarketingMonday.” Here is where you will be able to view all the videos we have included as a part of our series. Take a look and see which one you think would work best for your promotional purposes!



Once you’ve decided on the video you want to use, you have a few options on how to use it.

# Sharing the videos

Facebook makes sharing the video straight to your company's Facebook page easy, as long as you are a manager.



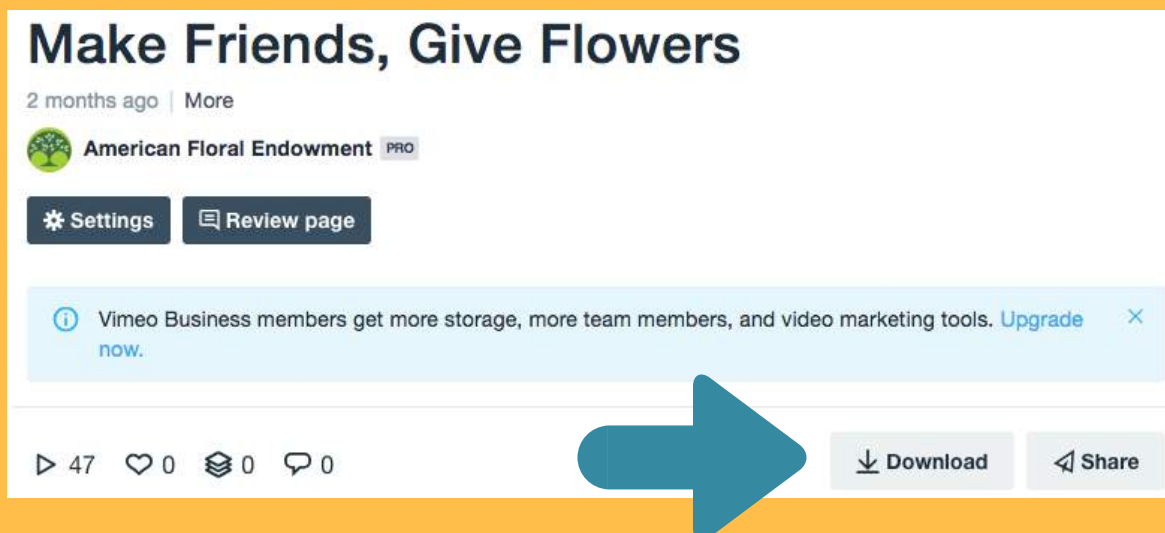
This is one option, but we believe the best way to use this video campaign to your company's greatest advantage is to download the video before sharing. By doing this you will have the opportunity to customize the video any way you want. You will also be able to easily upload the video onto your website or share on any social media platform.

# Downloading Videos

Let's go back to where you found the #FMM video that you wanted to share. Once you have that video playing on Facebook, you will see we included a Vimeo link in the video description. Click the Vimeo link and the same video will appear, but in Vimeo (another video-hosting platform.)



Below the video, right above the comment section, there is a “download” button. This is how you will download the video. We recommend downloading videos in HD, for the highest quality.

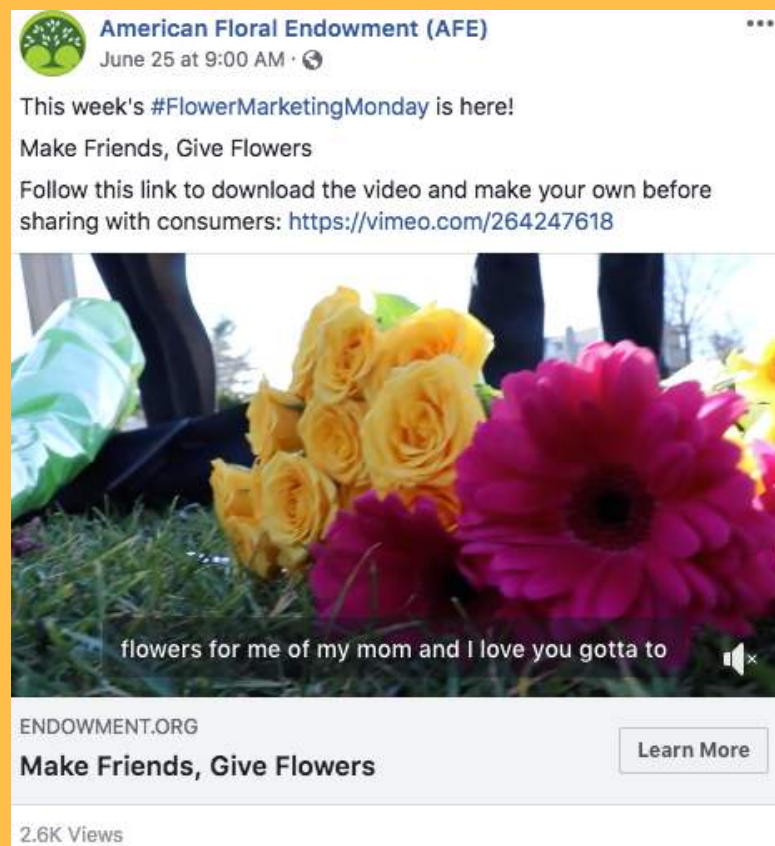


Once you've completed the download, you will be able to save the video anywhere you like. You now have the video.

# Customizing & Re-Uploading

Now that you have the videos saved, you can use any video editor (Adobe Premiere, iMovie, or any of [these video editors](#)) to add your company logo, add an intro or anything else you want to include!

Or you can simply use the video as-is. Once you've saved your copy, you can upload the video like you would any other video to Facebook, Twitter, on your company website – anywhere you would like!



We hope you found this helpful and please do not hesitate to reach out if you have any other questions about how to make the most of AFE's #FlowerMarketingMonday video series!

## CONTACT AFE

afe@endowment.org  
(703) 838-5211