

Lauren Davies  
Date: Monday, April 22, 2019  
PR Pitch to Blogger

## Memo

### Summary of ICC Client

Table & Tulip is a full-service floral studio located in Boston's South End. In the years since its opening, Table & Tulip has differentiated itself among Boston florists through an unrivaled dedication to customer service fueled by creative passion. Owner Andrea Halliday's mission of client-centered creativity has earned Table & Tulip a place in the hearts of flower fanatics throughout the Greater Boston area. From its humble beginnings as a flower stand on Newbury Street, Table & Tulip now specializes in large scale events, local deliveries to restaurants and businesses and personal orders. Table & Tulip also offers same-day delivery and seasonal floral design workshops.

### Name of Targeted Blog

"Petal Talk" by 1-800-Flowers

[www.1800flowers.com/blog](http://www.1800flowers.com/blog)

Facebook Fans: 964,888

Twitter Followers: 45,494

### Why This Blog

I have chosen to target this blog because Petal Talk boasts one of the largest online followings in the florist blog community. Each year, blog gatekeeper and floral expert Julie Mulligan invites florists to discuss trends and share inspiration in one-on-one interviews published to the blog's Local Artisan Corner page. Chosen florists collaborate with 1-800-Flowers merchandising teams and their arrangements become available for sale nationwide. This media exposure would provide my client with an opportunity to receive publicity, increase brand awareness, and expand customer base beyond the Boston area. Collaboration with other leading florists and expert marketing teams would also be invaluable to a small business like Table & Tulip.

Subject Line: Everything's Coming up Roses at Table & Tulip

Hello Ms. Mulligan,

I wanted to reach out and introduce myself as the PR specialist for Table & Tulip, a full-service floral design studio located in Boston, Mass. I recently enjoyed your blog post "Petal Talk Chats" from April 1, 2019 and believe the following will be of interest to you.

This month, Table & Tulip is launching several services that would make our business an asset to your Petal Talk Chats feature. These services include:

- same-day delivery for our most popular arrangements throughout the Greater Boston area
- new additions to our rotating selection of pre-arranged bouquets for the spring season
- shipping fee deducted for all Mother's Day orders
- Mother's Day 2019 floral design workshop hosted at Table & Tulip's historic South End studio

Table & Tulip would very much appreciate your media coverage. I would be happy to supply a press release or connect you with Rafanelli Events coordinator and longtime client Kaitlin Arcario or Table & Tulip owner Andrea Halliday for further information. I look forward to hearing your thoughts soon.

Best,  
Lauren Davies