

Marketing Ideas for Maldonado Nursery

Since you already have a website and a Facebook page, the goal is to shift from just "existing" online to driving actual foot traffic. In New Braunfels, the "Hill Country" identity is strong, so positioning your nursery as the local expert on what survives our rocky soil and summer heat is your best low-cost weapon.

Here is a cost-effective digital plan for **March 2026**:

1. Optimize Your "Digital Storefront" (Free)

Before spending a dime, ensure your **Google Business Profile (GBP)** is perfect. This is how locals find you when they search "nurseries near me."

- **Weekly Photos:** Post 3–5 photos every Friday of what just bloomed or arrived (e.g., Texas Sage or Red Yucca). Google rewards active profiles with higher rankings.
- **Q&A Section:** Manually add and answer common questions like, "Do you carry deer-resistant plants?" or "Do you have native Texas milkweed?"
- **Nextdoor:** Claim your free Business Page. Unlike Facebook, Nextdoor is strictly local. Post once a week about a "Plant of the Week" specifically for New Braunfels zip codes (78130, 78132).

2. High-Engagement Facebook Strategy

Don't just post on your page; go where the people are. Join these high-traffic local groups (read the rules on "Business Days" first):

- **New Braunfels Word of Mouth**
- **I Love New Braunfels**
- **New Braunfels Community Group**

The Content Formula: Use "Edutainment."

- **"What to Plant Now" Videos:** March 25th is the perfect time for a 60-second video on transplanting tomatoes or peppers before the April heat hits.
- **Pollinator Focus:** Mention that the **Native Plant Society of Texas (NPSOT) New Braunfels Chapter** has a sale on **April 11th**, and you carry the "companion plants" or soil they'll need. This builds goodwill with local enthusiasts.

3. Hyper-Local Collaboration

Partnering with other local businesses is free and doubles your reach.

- **The "New Homeowner" Hook:** Reach out to 2–3 local realtors. Offer them a "Welcome to New Braunfels" digital coupon (e.g., *15% off your first native tree*) that they can email to their clients. New Braunfels is growing fast; these are your highest-value customers.
- **Master Gardener Synergy:** Promote the **Comal Master Gardeners' Agri Fest (May 2nd)** on your page. Tag them. When you support local gardening education, they are more likely to recommend your nursery during their "Ask a Master Gardener" sessions.

4. Low-Budget Paid Tactics

If you have **\$50–\$100/month**, don't waste it on broad "Brand Awareness."

- **Facebook "Boost" for Events:** If you host a "Saturday Morning Succulent Workshop," boost that specific event post. Target a 10-mile radius around New Braunfels only.
- **Meta Search Ads:** Use the new "Leads" or "Store Traffic" objective to show your ad only to people who have searched for "landscaping" or "garden center" in Comal County.

Seasonal Content Ideas (March/April 2026)

Target Plant	Why Now?
Texas Sage / Cenizo	Perfect for low-water "Xeriscaping" in NB.
Autumn Sage (<i>Salvia greggii</i>)	Hummingbirds are migrating through Central Texas now.
Vegetable Starts	Tomatoes, Peppers, and Squash need to be in the ground by early April.

Example of a specific "Welcome to the Neighborhood" coupon or a script for a 60-second "What to plant in New Braunfels" video?

Here are two ready-to-use assets tailored for a New Braunfels nursery. These focus on local pain points—like that famous Hill Country caliche rock—to build immediate trust with your customers.

Asset 1: The "Welcome to the Neighborhood" Coupon

Designed to be sent to local realtors or posted in "New Resident" Facebook groups.

From Maldonado Nursery - Welcome to the Neighborhood! 🌿

New Braunfels soil can be a "rocky" start for any gardener. Let us help you get settled! Bring this digital coupon into the nursery to kickstart your Texas oasis.

OFFER: 15% OFF YOUR FIRST NATIVE TREE OR SHRUB > *(Includes Texas Redbuds, Mountain Laurels, and Desert Willows)* >

Why Shop Local? > * Plants acclimated to Comal County weather.

- Expert advice on planting in "Hill Country Concrete" (rocky soil).
- Deer-resistant recommendations that actually work.

📍 **Find us at: 120 E. Zipp Rd., New Braunfels** <https://www.maldonadonursery.com/>
Valid for new customers. One per household.

Asset 2: 60-Second Video Script

Title: "Don't Fight the Rock: What to Plant in NB Right Now"

Format: Vertical video (Reels/TikTok/Facebook)

Vibe: Friendly, expert, and a little bit "boots-on-the-ground."

Time	Visual	Audio (Script)
0:00-0:05	Hook: You standing in front of a blooming Texas Sage or Mountain Laurel.	"Hey New Braunfels! Are you tired of watching your garden struggle in this Hill Country heat and rocky soil?"
0:05-0:20	The 'What': Quick cuts of 3 plants: Red Yucca, Autumn Sage (Salvia), and a Tomato start.	"It's late March, which means it's showtime. If you want color that survives August, you need Autumn Sage . If you want 'set it and forget it,' go with Red Yucca . And if you want salsa by June? Get those tomatoes in the ground <i>this week</i> ."
0:20-0:40	The 'Pro-Tip': Show yourself holding a bag of compost or a pickaxe/shovel near some rocks.	"Pro-tip for our zip codes: Don't just dig a hole in the caliche. You've got to amend that soil with compost and expanded shale if you want those roots to breathe. Otherwise, you're just planting in a rock bowl!"
0:40-0:55	The CTA: Walking toward the camera with a smile, showing the nursery rows in the background.	"Stop by [Nursery Name] this weekend. We've got the natives, the veggies, and the secret sauce for beating the Texas heat. Mention this video and I'll personally help you pick the right spot for your new plant."
0:55-1:00	Outro: Text overlay with address and "Open Sat 9-5."	"See you at the nursery!"

Quick Tip for the Video:

Don't worry about high-end production. In New Braunfels, people respond better to **authenticity** than "polished" commercials. Using your phone and showing the actual plants you have in stock right now will drive more traffic than a professional film crew ever could.

Additionally you should post a "Monthly or Annual Planting Calendar" graphic for your Facebook page that shows exactly what to do in Comal County month-by-month (see example below)

