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Trends & Tips From NGB

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This is something new we're starting with the National Gardening Bureau (NGB). Every month we'll highlight pertinent digital trends the folks at NGB are spotting. For more about the organization, visit ngb.org.—JP

Top 5 search terms and hits for November from the NGB website:

- Winter bulbs like amaryllis
- Pruning hydrangeas
- Indoor plants like orchids, peperomia
- Garden books as holiday presents
- Poinsettia information

Top 10 search terms and hits for November from Pinterest:

- Poinsettia plants
- Indoor herbs
- Holiday decorations for the living room
- Thanksgiving decorations
- Holiday porch décor
- Holiday door decorations
- Neutral holiday décor
- Holiday centerpiece
- Winter porch pots
- House plants

These are the items that garden centers should be featuring on their websites, in stores and in their own social to deliver what the consumer wants! **GP**