

Marketing Trends & Influencers

Selling Plants in 2026

Wendy Tronccone | Adams Fairacre Farms

Northeast Greenhouse Conference & Expo Nov. 2025 Manchester, NH



Wendy Tronccone | Adams Fairacre Farms

Adams is a family business that is a farm market and garden center retailer with 5 locations. We sell flats, plants, bushes, houseplants and garden supplies directly to the consumers as well as groceries.

The owner's cousin Mark Adams and his wife Sue are growers and have provided our stores with plants since 1978.

I am a Senior Marketing Director, Digital Transformation & Revenue Growth Expert and Retail & E-Commerce Specialist.

AGENDA

- Target Audiences
- Influencers – Paid and Internal on Social Media
- Content is King
- Close & Handouts

TARGET AUDIENCES

Demographic	Key Characteristics	Share of Market/Trends
Homeowners (Primary Buyers)	Upper-middle-class and high-income households; suburban and urban dwellers investing in yards and patios.	Dominated ~70-80% of outdoor purchases (e.g., shrubs, trees); spent an average of \$82 on plants/flowers annually, with 83% prioritizing natives for sustainability. custommarketinsights.com businesswire.com
Millennials & Gen Z (Ages 18-44)	Urban professionals and young families; eco-conscious, seeking low-maintenance or edible varieties.	Accounted for 25% of total spending (\$13 billion); drove 58% of houseplant sales and trends like container gardening. gardenpals.com
Baby Boomers (Ages 60+)	Retirees with established homes; focused on ornamental flowers and easy-care shrubs.	High participation in traditional gardening; preferred sustainable options like drought-resistant plants. marknteladvisors.com petruslandscape.com
Renters & Urban Dwellers	Apartment/condo residents without yards; prioritized portable, indoor-friendly options.	~20-30% of indoor plant buyers; embraced trends like small succulents and air plants for limited spaces. cityfloralgreenhouse.com gardendesign.com



"Plant Parents"

INFLUENCERS on SOCIAL MEDIA

An influencer is anyone who can move your product sales positively (or negatively).

A good influencer is someone that is liked and trusted.

Different Types

1. **PAID** influencers with established followings (Nano and Micro)
2. **INTERNAL** influencers that grow audiences organically

PAID INFLUENCERS

Influencers

Category	NANO INFLUENCER	MICRO INFLUENCER
Follower Count	1,000–10,000 followers	10,000 –100,000+ followers
Engagement Rate	7–15% (super loyal, local fans)	3–6% (niche but broader reach)
Cost per Post	\$100–\$500 (often product swaps)	\$2,500 and up (cash + product)
Their Audience	Friends, neighbors, hyper-local	Regional or niche communities
Best For Growers	Test flats, build audience trust	Move products fast

Paid: Micro Influencers

Summer Rayne Oakes (@plantonearth)

Platforms: Instagram, TikTok, YouTube

500,000+ followers on Instagram

Houseplant care, sustainability, apartment jungles

Known as the "plantfluencer" pioneer with 1,000+ plants; segment is "Plant One On Me"



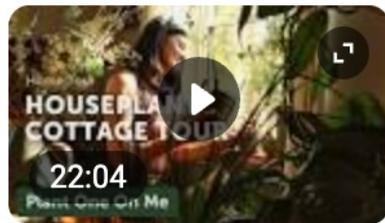


**Summer Rayne Oakes, Age 41 from PA
(Millennial till 44)**

- American fashion model - models clothing made from organic or recycled materials.
- Environmental activist
- Author and entrepreneur
- CNBC's top 10 green entrepreneurs
- Global citizen by Vanity Fair, blending her Cornell degrees in environmental science and entomology with media

www.youtube.com › watch ⋮

Fall Cottage Houseplant Home Tour — Ep. 397



... plant food: <https://amzn.to/48cu4QD> __ "Plant One On Me" is a channel produced by **Summer Rayne Oakes** of Homestead Brooklyn that is primarily ...

YouTube · Summer Rayne Oakes · Oct 17, 2024

www.youtube.com › watch ⋮

PLANTS & CATS Home Tour with Feline Jungle — Ep. 227



produced by **Summer Rayne Oakes** of Homestead Brooklyn that is ... So humbled to be able to talk plants with Summer!! Such an inspiration ...

YouTube · Summer Rayne Oakes · May 6, 2021

Partnering with Summer Rayne Oakes:

1. Gives a grower *instant credibility* and reach to her 500K+ engaged “plant parent” audience
2. Her authentic, educational style also drives long-term demand—growers who’ve collaborated report **25–40% higher repeat orders** from her followers (growers & customers).

Cost: \$10,000–\$25,000 for a standard one-off project in 2025

Too pricey? Follow her on your social anyway!

Influencers \$1,000 and up

Influencer	Platform(s)	Followers	Content Focus	Est. Partnership Cost (2025)
Summer Rayne Oakes (@homesteadbrooklyn / @plantonearth)	Instagram, TikTok	500K+ (Instagram)	Houseplant care, sustainability, apartment jungles	\$10,000–\$25,000 (macro Reel/video package)
Planterina (@planterina)	Instagram, TikTok	323K (Instagram), 200K+ (TikTok)	Rare houseplants, unboxings, propagation	\$5,000–\$15,000 (macro video + Stories)
Marcus Harvey (@garden_marcus)	Instagram, TikTok	346K (Instagram)	Black gardening, urban farming, life lessons from plants	\$4,000–\$12,000 (macro Reel series)
Tanner the Planter (@tannertheplanter)	TikTok, Instagram	137K+ (TikTok)	Plant hauls, care tips, humorous fails	\$1,000–\$2,500 (micro TikTok video)
Reagan (@houseplantgirl / Plant Tok's Houseplant Girl)	TikTok, Instagram	329K (TikTok)	Seasonal plants, home hacks, business tips	\$1,000–\$3,000 (micro Reel + affiliate)
Black Men With Gardens (@blackmenwithgardens)	Instagram, TikTok	168K (Instagram)	Urban gardening, community spotlights	\$1,500–\$4,000 (macro post + engagement boost)
Tobin Mitnick (@jewsovetrees)	TikTok, Instagram	100K+ (TikTok)	Tree comedy, fatherhood + plants	\$1,700–\$2,000 (micro humorous video)
Joe Gardener (@joegardener / @theloveforgardening)	TikTok, Instagram	206K (TikTok)	Zero-waste gardening, wildlife tips	\$1,800–\$2,500 (micro tutorial Reel)

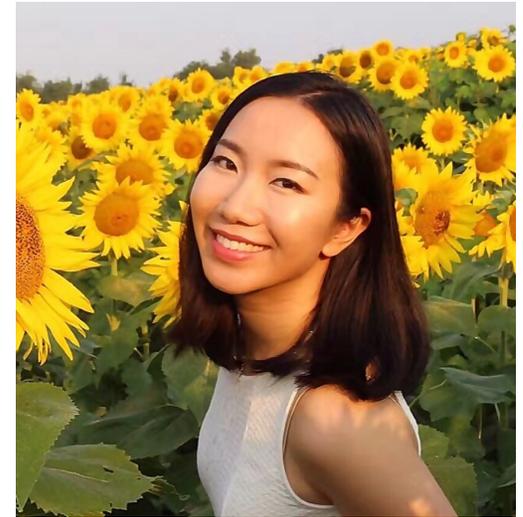
Paid: Nano Influencers

Nicole (@sunnysideupwithnicole)

Instagram, YouTube and Facebook

6,400+ followers on Instagram. Covers Boston area.

Passionate about houseplants, gardening, and bringing greenery into everyday homes through fun, accessible tips.





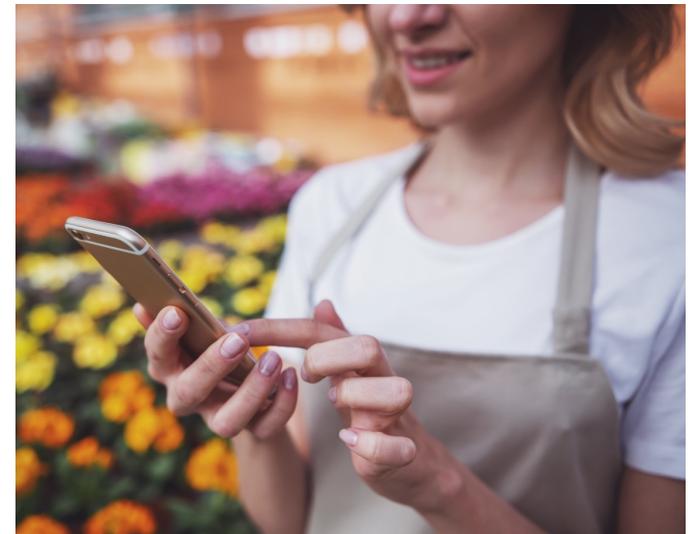
Influencers \$200 and up

Influencer	Platform(s)	Followers	Location	Niche Focus	Est. Partnership Cost (2025)
@phillyplantlady (Dureland Eastland)	Instagram, TikTok	25K (Instagram)	Philadelphia, PA	Indoor houseplant care, propagation, urban jungles	\$400–\$700 (Reel + Stories)
@sunnysideupwithnicole (Nicole)	Instagram, TikTok	6.4K (Instagram)	Boston, MA per local ties; Midwest crossover but NE content) Boston-area urban gardening.	Houseplants & seasonal tips in small spaces	\$300–\$500 (TikTok video)
@devine.plantery (Devine Plantery Team)	Instagram	12K	Montclair, NJ	Black-owned plant shop, rare houseplants, care tutorials	\$500–\$800 (IG post + haul)
@aralennoxboyd (Arabella Lennox-Boyd)	Instagram	33.2K	Boston, MA (NE garden scene)	Landscape design, ornamental plants, garden aesthetics	\$600–\$900 (Carousel + Reel)
@indoorplanttime (Indoor Plant Time)	Instagram, TikTok	1.6K (Nano-micro)	@sweetyoxalis proxy for Boston Boston plant rescuer.	Houseplant styling, New England winters	\$200–\$400 (IG Reel)
@tiaplanta (Shayla Cabrera)	Instagram, TikTok	15K	Brooklyn, NY	Sustainable plant parenting, urban edibles	\$400–\$600 (TikTok series)
@chloejensen.boston (Chloe Jensen)	TikTok, Instagram	10K	Boston, MA	Romanticizing Boston gardens, rainy-day plant tips	\$300–\$500 (TikTok video)
@andrewconboy (Andrew Conboy)	Instagram, TikTok	8K	Philadelphia, PA	Native plants, ecological gardening, urban trees	\$350–\$550 (Reel on natives like Baptisia)

INTERNAL INFLUENCERS

WHERE TO FIND INTERNAL INFLUENCERS?

1. YOU?
2. Do you have an employee that works for you that has a phone in their hand all the time? Gen-Z or a Millennial?
3. Niece, nephew or grandchild?



CONTENT IS KING

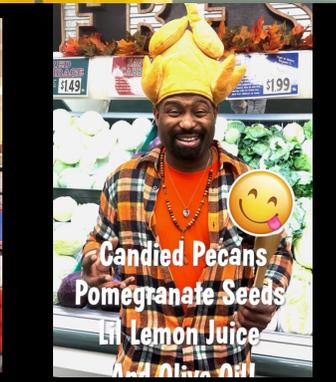
WHAT IS CONTENT?

Any video, graphic, digital book, informative handout that can be used to promote your business online or instore.

Internal Employee:
Educational
RONNIE







Internal Employee:
Educational





Animation:
Educational



Photo:
Educational



Adams Fairacre Farms, Inc.

Published by HubSpot · March 30 ·

🌱🌱 The countdown to planting season has begun! 🌱🌱

Our last frost dates are on the horizon—mark your calendars for April 28th to May 17th (depending on your area)! 🗓️🇺🇸

That means we're almost past the danger zone for tender plants and ready to dig into spring full force! 🌱🌱

Keep an eye on the weather, check your zone, and get those green thumbs ready—gardening glory is just around the corner! 🛒 Need supplies? From seeds to soil, tools to trellises, Adams has everything you need to get growing!

Edit Boost post

179

5 32

Like Comment Share

Most relevant ▾



Crystal Soveroski
When will you have your flower show?

31w Like Reply Hide 🙄



Adams Fairacre Farms... · 3 Replies



Kelly Reuter
Michael Rodriguez

31w Like Reply Hide



Comment as Adams Fairacre Farms, I...

🗨️ 🌱 📷 📄 🗑️ ➔



Tips Creating Internal Employees Videos

Film in 15 sec or 30 sec ONLY:

1. Must be well spoken. Confidence and authoritative.
2. Video them in their environment.
3. Come up with 2-3 points you want them to talk about
4. Pay them a little something extra! It goes a long way.

Hopping on a Trend



Hopping on a Trend
Exploratory



Hopping on a Trend



Hopping on a Trend



My husband when he comes with me to Adams to "strictly grocery shop"

Hopping on a Trend

Film in 15 sec or 30 sec ONLY:

1. Must be done quickly, post either day the trend starts, or next day. You can't wait.
2. Get trend video footage online.
3. Replying to comments on your social posts.
Reply to concerns, forget aggressive comments.

Legal Stuff Content and Tools

Why we're *allowed* to use trending clips - they fall into a gray area under **U.S. copyright law**.

Technically, the original footage belongs to whoever filmed it, but certain uses may qualify as “**fair use**” if they meet specific conditions.

Typically for purposes such as commentary, criticism, news reporting, or parody. If the original creator were to object, the most likely outcome would be a **takedown request or cease and desist**.

We usually use a trend if other local businesses are doing it as well.

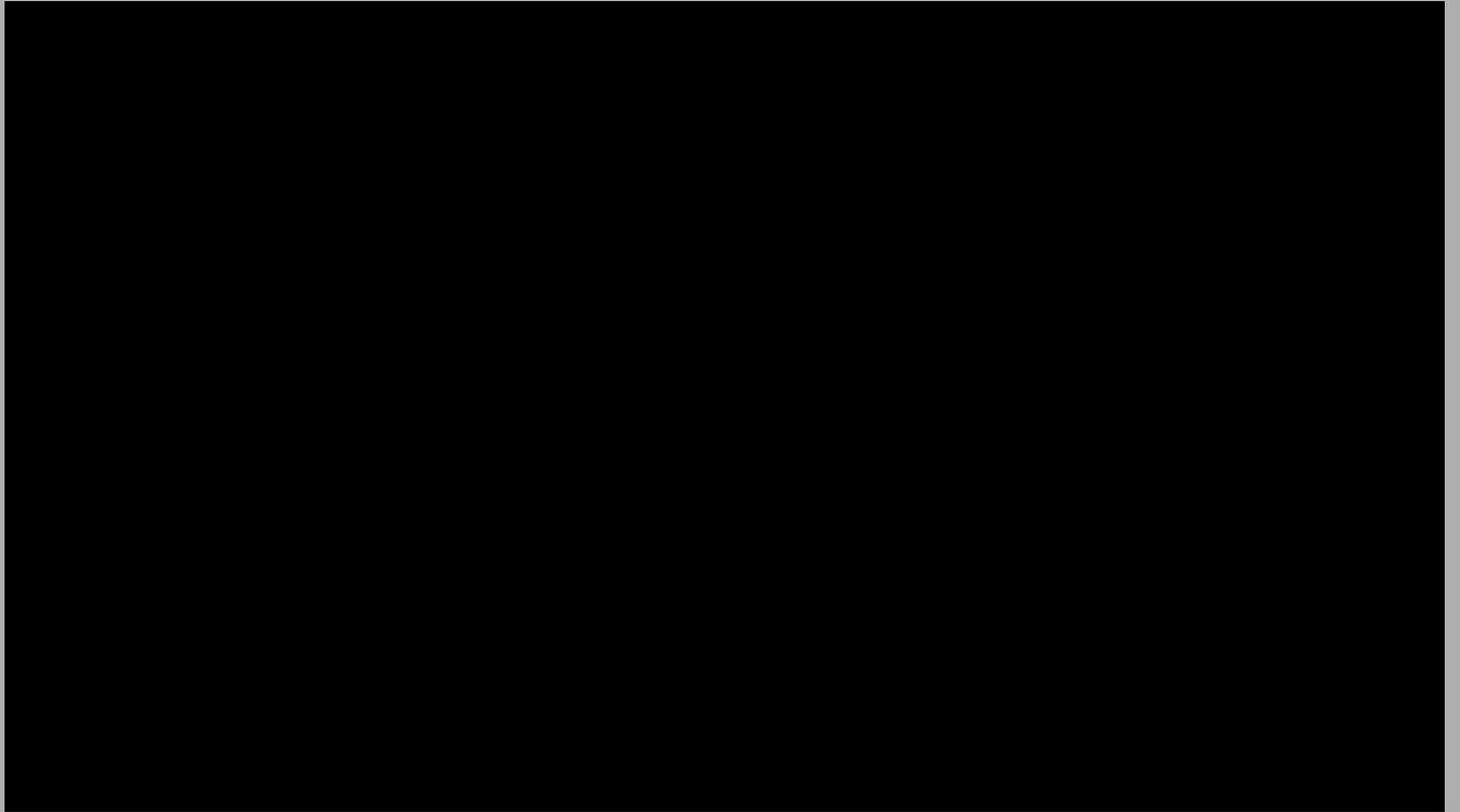
Sale
Videos



Tips for Creating Sale Videos

1. In the copy of the social post, be sure to put the beginning and end dates of the sale. If you put Today Only! people get confused as that post stays up a while.
2. Make it entertaining! It can't be quiet.
3. Show close ups of the plants and give them a spin

Introducing
Partners/
Vendors



Introducing Vendors

1. Add hashtags in post of your vendor. #HepworthFarms
2. Don't be afraid to show them in their environment.
This makes it authentic. Or video together.
3. Look at the environment and be sure you can film anything in the background. Viewers see everything and will tell you in the comments.

Product Shots



Product Shots

This Black Ray Petunia went crazy on social. A customer bought 100 plants after seeing them. Make sure you have enough of a product if it's different.



Product
Shot with
an idea

Customer



Product Videos

1. Add hashtags in post of your product. #Poinsettia
2. Pick some nice looking plants. No dead leaves etc.
3. Spin them, bring them in and out of frame, bring them far away to up close. Make it interesting....

Viral Videos

This post received over 1 million views on Facebook and is still going 2 years later.

It was viewed in 10 different counties.



Overall Video Tips

1. You never know what will go viral, so try everything!
2. Have the personality of your company come through.
Are you funny? Serious? Known for being smart?
3. Always be entertaining.
4. Spin the product, bring them in and out of frame, bring them far away to up close. Make it interesting....

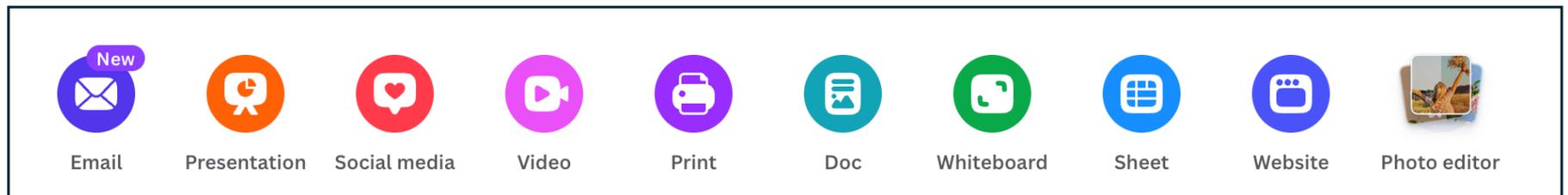
TOOLS

Desktop/Mobile App Tools

1. Your phone is your camera

2. Canva.com

(Canva.com FREE 30 days then \$15 mon. Pro version)



Desktop/Mobile App Tools

3. Use Ai chatbots ChatGPT.com or Grok.com to write copy or ask about trending topics.
4. Use Fliki.ai, an AI-powered text-to-video and voiceover tool for \$29 mon.

Common scene

+ Layer

Background audio

A Place I Call Home

2min 51.5s

Scene 1

We are unboxing 288 Thai Constellation plugs.

↓ Rose

4.5s



Scene 2

your 2026 cash cow!

↓ Rose

2.25s



Scene 3

Variegated magic! Only 85c each wholesale... and they flip for a \$100+ retail!

↓ Rose

7s



Scene 4

Full flat at \$245 — sells out in one text blast! Text THAI or Scan QR Code Now.

↓ Rose

7.5s



Avatar Graphics Media Shape Text Record



00:00 / 00:20



AI Videos
Fliki.ai



YOUR 30-DAY PLAN

Week 1: Find your influencer

Week 2: Plan 1 video. Look up trends.

Week 3: Shoot that video or use Fliki. Edit.

Week 4: Post. Watch. Comment.

Get Presentation. Q&A.



Thank you!

Grok is an AI chatbot developed by xAI, Elon Musk's company founded in 2023 to advance scientific discovery and understand the universe, with its first model launched in November 2023.

ChatGPT is an AI chatbot created by OpenAI, a research organization started in 2015 by a group including Sam Altman and Elon Musk (who later left), and it gained widespread attention with the release of GPT-3.5 in November 2022.