



**Engage & Attract Customers
through Experiential Retail**

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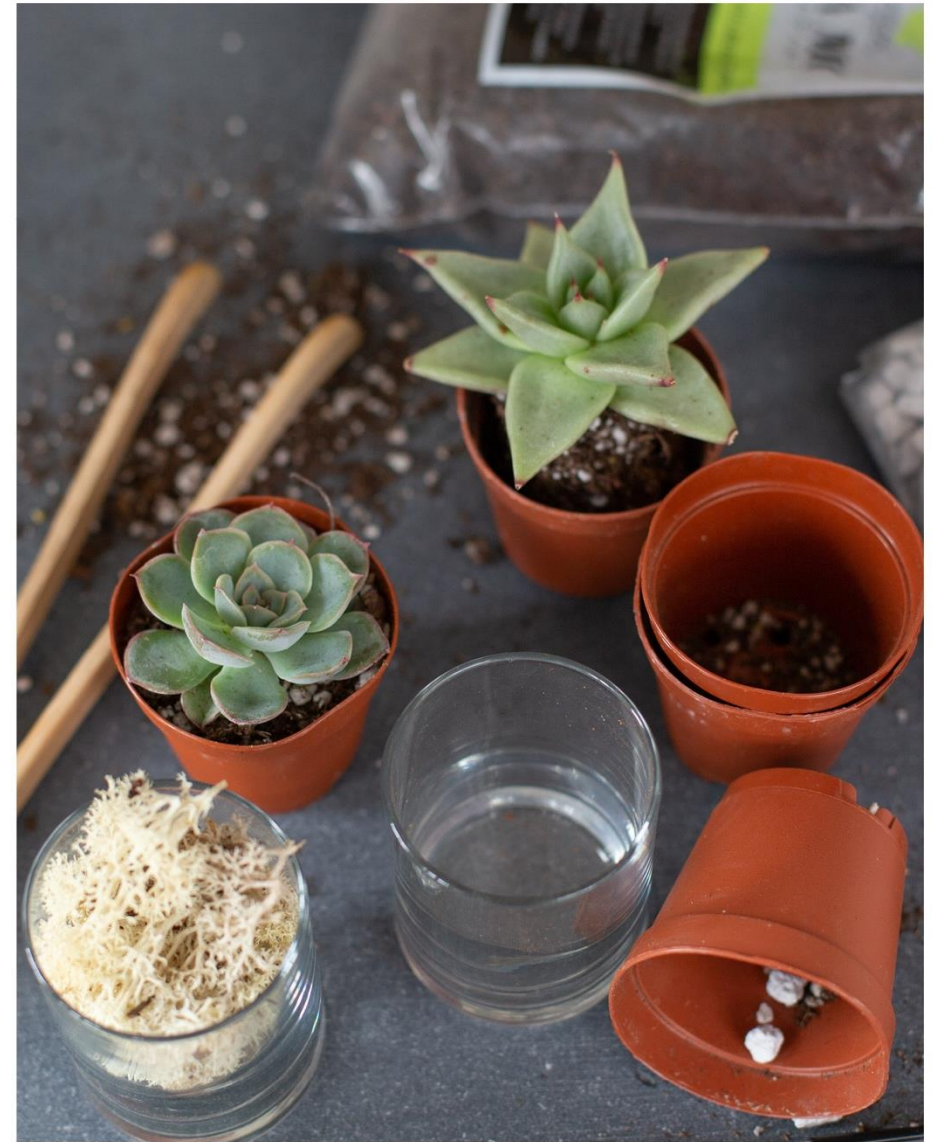


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In Today's Discussion

- What is Experiential Retail?
- Proper Terrarium Construction
- Terrarium Demonstration & Inspiration



Today's Discussion

What is Experiential Retail?



Experiential Retail

Types of Experiential Retail

- In-Store Experiences
- Hands-On Workshops
- A-la-carte Botanical Bars
- Perfect Pairings



Experiential Retail

Plant & Terrarium Botanical Bar Set-ups

Merchandising & Hosting:

- Like with Like
- The Shopping Experience
- Place Settings for Workshops
- Hosting a Workshop
- Educating on Care

Set up a Self-Guided Experience

Plant & Terrarium Botanical Bar- A-la-carte

How does it work?

- Marketing
- Pricing
- Guidance
- Ring-it-up
- Care
- Packaging



Experiential Retail

Perfect Pairings



Perfect Pairings

Arid & Humid Terrariums

How to properly construct these terrarium types

LARGE CLOCHE TERRARIUM RECIPE



Two to Three Decorations

Three 4"
Terrarium Plants

Soil Mix to Fill Base

½" Layer
Drainage Stone

ARTISAN TERRARIUM RECIPE



Two to Three Decorations

Three 3"
Terrarium Plants

2" Layer Soil Mix

1" Layer
Drainage Stone



Arid & Humid Terrariums



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Thank You!

Let's Connect:

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