

## This Year, It's All About YOU!

### FSN websites that now give you control!

Choose the flexibility and ease of a hosted e-commerce website through Flower Shop Network and you not only have the most affordable website in the industry, but you also have the opportunity to customize and personalize your website as an extension of the high-quality floral products and services you offer.

Your personalized website helps you continue to set your business apart from your competition and face the unique challenges in today's difficult marketplace. FSN's premium website editing feature allows you to make custom changes to your FSN website with easy-to-use password access from your personal computer in the shop or at home, day or night. With the new FSN website editing and control features you can:

- Change the color of your site.
- Change your delivery fee.
- Turn shopping cart on or off.
- Update prices for arrangements on the site to match the pricing formula already implemented in your store.
- Add your own floral arrangement images.
- Beef up your Gift Items page with photos of unique gift lines, promotional items or specialty gift baskets in your shop.
- Add Useful Links to related service providers in your area, ie. funeral homes, bridal shops, caterers and other local vendors that will add a link to you on their website as well.
- Boost SEO (search engine optimization) by customizing your text on each page.

### DRUMMERS GARDEN CENTER & FLORAL

Tollfree: (800)-536-0758

--- THE PLANTS. THE PEOPLE. THE PLACE. --- Order Flowers Online 24/7 from Our Website! ---

281 Saint Andrews Dr., Mankato, MN 56001  
Local: (507)-345-1414  
Tollfree: (800)-536-0758

### Valentine's Day > Feb, 14th, 2009

Click and drag to move

**featured product**

Send our PERFECT LOVE BOUQUET to express your love and affection. Order @shop\_city, @shop\_state flowers online or call @shop\_name direct to send flowers to the one you love most.

**PERFECT LOVE BOUQUET**  
Fresh Flowers  
\$75.00, \$85.00, \$100.00  
Shown at \$85.00  
[add to cart](#)

[Edit Product](#)  
[Remove Product](#)  
[Toggle Featured](#)  
[Toggle Locked](#)

Click and drag to move

Click and drag to move

Click and drag to move

- Offer additional floral arrangements on any page of your website by selecting from over 250 pre-loaded FSN images.
- Personalize your About Us page... plus much, much more.

Read what FlowerShopNetwork.com members are saying about the new editing feature:

**From James Spurrell at Up-Towne Flowers in Columbus, Ohio**

"After using the web editing feature on my FSN site for over a month, I've found that the capabilities are well written and implemented. The system is extremely user friendly and intuitive. You have the ability to manage your website as you would like to see it. I highly recommend the FSN hosting and edit features over all others I have tried."

**From Sarah at Drummers Garden Center & Floral in Mankato, Minnesota**

*I'd like to take a minute to let you know how happy I am with your website editing tools, the flexibility of the website, and most of all, your service!*

*In my tenure at Drummers, I've worked with four separate website providers. As the fifth, your service is the charm. I appreciate the flexibility to change prices and features on the website. While the editing tool is familiar to me, without the training you gave me, none of this would matter.*

*Once again, I compliment you on your expert and well thought-out service. We appreciate it very much.*

**Call Your FSN Representative  
to Take Control of Your  
Website Today!**

# Green Your Routine

## Eco-Friendly Practices



With more and more consumers "going green" and encouraging environmentally friendly practices, flower shops like PJ's Flowers and Events in Phoenix, Arizona, are using tips like these to ensure the highest quality designs and products. Help keep our planet green, so the next generation can enjoy beautiful flowers thanks to eco-friendly practices, such as these:

- Recycle paper, cardboard and plastic containers.
- Phase out / eliminate use of aerosol sprays.
- Encourage and reuse returned containers.
- Buy local products when possible for a smaller carbon footprint.
- Turn off non-essential electrical appliances at day's end.
- Favor the use of cloth towels over paper towels.
- Fill delivery vehicles with gas during cooler times of the day.
- Recycle vase water by using on outdoor plants.

There are many ways to protect the environment. Tips like these are a great place to start because they help everyone go green, while saving some green. For more eco-friendly ideas, visit the Bloomin' Blog at:

[flowershopnetwork.com/blog/eco-friendly-practices](http://flowershopnetwork.com/blog/eco-friendly-practices)

**Valentine's Day, February 14th falls on a Saturday this year... Capture your fair share of business by encouraging delivery during the work week.**

♥ **Entice customers to request delivery for Wednesday, Thursday and Friday by offering discounts.**

♥ **Drive customers to your website to order early by including Coupon Codes in all your advertising (print ads, statement stuffers, radio, etc.)**

♥ **Offer incentives to your staff with contests for upselling the most add-ons, ie. balloons, chocolates and holiday plush.**

## Customer Feedback is Key!

In today's marketplace, it is increasingly important to gather customer feedback to improve customer service and encourage repeat business. To help with this, FSN is now providing another valuable service... and at no additional charge for our customers! We will automatically send emails requesting feedback from consumers who have recently made a purchase from your FSN website. Positive comments about your shop from customer testimonials will be added to your listing on **FlowerShopNetwork.com**, as well as on your website.

## Shops Across the Country Have Received their Floral Selection Guide... Order Yours Today!



Affordably priced at only \$149.99 (US\$), order your Floral Selection Guide at **FSNmenu.com/SGuide**, or call your network coordinator at **1.800.858.9925** and order yours today!

*Don't Forget to Call Your FSN Representative and Add the Additional Cities You Serve:*

**FSNFuneralHomes.com**  
**FSNHospitals.com**

## Today's Wedding Flowers are as Unique & Distinctive as Today's Modern Bride!

The modern bride is a fun, creative, professional woman who has been dreaming about her perfect wedding for years. Generally referred to as "Echo Boomer" or "Millennial" brides, these women have a lot to offer and expect as much in return from the modern wedding florist. To satisfy the modern bride and to ensure good referrals to all her friends about your shop, it's very important to keep these things in mind when creating wedding flowers for today's Echo Boomer Bride.



They like bold statements. No matter the color palette or style of decorations, the echo boomer bride feels she has earned the right to have one "all about me" day - her wedding day! Her wedding ceremony should be a visual representation of her unique self with wedding flowers that colorfully reflect her personality and tastes.

The modern bride is technologically savvy and enjoys "pre-shopping" before visiting a brick-and-mortar flower shop. Reach this bride with Internet exposure, such as directory listings and online advertising, as well as word-of-mouth references, testimonials, and even social media sites like Myspace.com and Facebook.com.

Once you have learned what your modern bride likes, you can easily personalize her bridal bouquets, and create dazzling flower arrangements for her wedding day that suit her

specific desires. For more information on the age of the Echo Boomer bride, visit the Bloomin' Blog at...



[flowershopnetwork.com/blog/echo-boomer-brides](http://flowershopnetwork.com/blog/echo-boomer-brides)



## High-Style with Horsetail

from Regina Berryman, AAF, AIFD

Equisetum, (Equisetum hyemale) also known as horsetail, is perfect for creating contemporary arrangements! Modern flower arrangements often have a very linear design. Stalks of equisetum are not only linear, but also very malleable.

Equisetum is hollow throughout which means the stalks bend easily to form several geometric shapes. Floral



designers can also run wire through the hollow stalks and bend the equisetum into almost any shape the imagination can create!

Equisetum creates a beautiful stabilizing grid around square and some round vases. Rather than looking at the stems of many flowers, recipients can gaze instead at the beautiful equisetum stalks. Talk about a great semi-solid color pattern to enhance a brilliantly colored flower arrangement!

For more information, visit the Bloomin' Blog at:

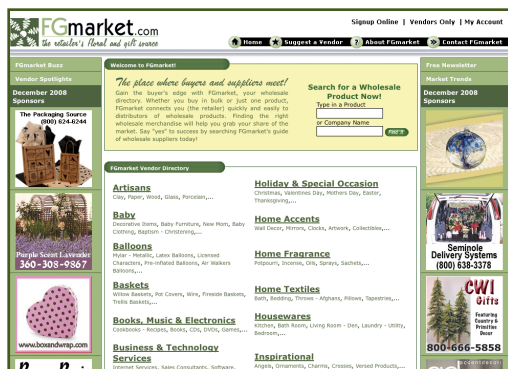
[www.flowershopnetwork.com/blog/benefits-equisetum-flower-arrangements](http://www.flowershopnetwork.com/blog/benefits-equisetum-flower-arrangements)



## Find Just the Right Wholesale Suppliers and the Best in New Products

Now with the FGmarket Buzz blog, florists can get the latest information on industry trends and learn about new vendors and products. Without a doubt, reading the FGmarket Buzz will help you gain the competitive edge.

Go to FGmarket Buzz at [www.fgmarket.com/blog](http://www.fgmarket.com/blog)



**Visit FGmarket.com & Start Shopping Today!**  
**OPEN 24 HOURS**

## Flowers of the Month

**January: Carnation**



**February: African Violet**



**March: Daffodil**



## Where Do You Rank?

Everyone wants their website to rank #1 on search engine results. But there is no magic bullet that can shoot you to the top. Search Engine Optimization, or SEO as we like to call it, is a continual process of following some basic proven suggestions and rules, and trying some new ones. In the simplest of terms, search engines crawl your site and index your content. When a customer using the internet types in a search term, search engines review their indexed sites and render up the most relevant for the particular search query.

Make sure your "content" or "text" demonstrates to the search engines what each page is about, in other words unique and pertinent information. This can be accomplished by customizing your content on the individual pages of your site and your arrangement descriptions.

Flower Shop Network premium websites now offer easy to use tools to customize content. For tips on how to optimize your website, check out the Bloomin' Blog post "Florists and SEO: Tips For FlowerShopNetwork Websites" at [www.flowershopnetwork.com/blog/florists-seo-tips-fsn-websites](http://www.flowershopnetwork.com/blog/florists-seo-tips-fsn-websites)

**It's Not Too Late... to enroll in our e-mail campaign for Valentine's Day! Showcase featured holiday arrangements and allow customers to instantly click-and-order right from your FSN website. Call your representative today at 1.800.858.9925!**

## We Would Love to Hear from YOU!

Please share your suggestions for topics you'd like to see covered, ideas for feature articles, best business practices, floral design tips, shop/staff awards or recognition, and more.

Flower Shop Network will send you a FREE floral tote bag for ideas you submit!

Email: [TheNetworker@FlowerShopNetwork.com](mailto:TheNetworker@FlowerShopNetwork.com)

Fax: 870.215.5443

Phone: 870.215.5444 or 1.800.858.9925

Mai: [FlowerShopNetwork.com](http://FlowerShopNetwork.com)

Attn: The Networker

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