



Catch FSN's Summer Premiere, **F2F: 2 - A NEW FLORAL GENERATION**

"Full of attractive, user-friendly details, FSNf2f.com has recently been enhanced with "hot" new desirable functions, along with a more convenient and comprehensive format" according to FSN president Brock Atwill.



Make sure you are maximizing your FSN membership, and taking more money to the bank with Flower Shop Network! Check out a few of the new things we've added to better serve you for the rest of 2009 and beyond.

■ **Delivery Confirmations Via Email:**

Mark orders that you fill with detailed delivery information and send an email confirmation to follow-up. You can even upload an image of the arrangement being delivered. This valuable function helps build trust with customers placing eCommerce Web Site Orders. It's also a great way to build reciprocal relationships with fellow retail florists when sending-and-receiving Florist-to-Florist Orders.

■ **Testimonial View & Moderation:** View and moderate feedback that has been generated by customers about your shop, products, services, etc.

■ **Automated Card Message Printing:** Create easy-to-print enclosure cards for orders received via the F2F online florist portal. Save time, project professionalism and create brand awareness with your customers.

■ **FREE Direct Mail Marketing Templates:** Easy and affordable way to advertise website specials and promote the major floral holidays, as well as publicize your business in today's challenging market.

■ **eReceive Options:** Setup and modify how you want to be notified that you have orders waiting.

■ **Search Orders Sent/Received:** New features and more flexible search options make it easier and faster for you to view orders your shop has sent and/or received.

■ **"Florists Only" Posts from the Bloomin' Blog:** Features florist-related posts targeted toward ways to help you make the most of your FSN membership.

■ **Add Zip Codes:** Include all the delivery areas you service.

■ **Enhanced FAQ with Video Tutorials:** Log-in to FSNf2f.com anytime - 24/7 - and view online tutorials about specific functions and newly-added features.

If you're already an FSNf2f user, check out the new features using your current id and password.

To get started, online setup is easy at FSNf2f.com, or call us at 877.376.7363.

Special Features Exclusively for FSN Web Site Customers

■ **Customized Delivery Fees:** Adjust your shop's delivery fees based on towns or specific zip codes.

■ **Suggested Card Messages:** Your web site customers can choose from a collection of creative card messages associated with special occasions and holidays.

FSN Makes A Splash at Summer Shows



Joe and Leslie introduced our new trade show booth at the Florida State Florists' Convention in St. Petersburg, FL. Stop by and visit with FSN representatives at these Floral Conventions this summer:

- **TX State Florists' Association**
July 24-26 - Dallas, TX
- **AR State Florists Association**
August 13-16 - Hot Springs, AR
- **Southern Retail Florist Association**
August 28-30 - Concord, NC

Turn Summer Blues into Green

Summer may be "the slow season" for florists, but it doesn't have to be this year! Flower Shop Network recently polled florists across the country and discovered many great ideas for increasing summer sales. Ready to keep your flower shop jumping during the summer? Try some of these clever ideas from other florists!



- Pick a flower of the week for a shop special or pick-up bouquet.
- Promote a cash-n-carry picnic basket bouquet.
- Start planning a back-to-school promotion.
- Offer floral design classes in your shop.
- Network with wedding and event planners.
- Offer corporate picnic or family reunion decoration packages.
- Reach out to do-it-yourself (DIY) brides. How about a design class?
- Donate obsolete stock to charity fundraisers or summer programs.



Congratulations! Tony Swick, FSMD

Tony Swick of Bay Bouquet

Floral Studio in Tampa, FL earned his Florida State Master Designer (FSMD) accreditation at the FL State Convention in June. Read more about his achievement at: FSNmenu.com/tonyswick.

Are You Social? We Are!

Flower Shop Network is on



Wedding and Party Network is on



FGmarket is on



Patriotic Florist Leads Special Mother's Day Campaign

"Above and beyond the call of duty" should be the motto of MaryEllyn Donnellan, owner of A Dykstra Florist in Spring Valley, New York. Besides all of the usual Mother's Day deliveries made this year, A Dykstra Florist also coordinated and delivered special Mother's Day arrangements.

What began as a few bouquets delivered to local moms of deployed soldiers last year increased to over 150 Mother's Day bouquets being delivered this year throughout the state of New York.

This grass-roots effort began as a way to show support for the soldiers from her county and their families. Coming from a military family herself,

MariEllyn knows how a gesture of kindness impacts soldiers' families.

Determined to make an even bigger impact in 2009, she joined with several other New York florists to deliver patriotic Mother's Day bouquets free of charge to the mothers of NY-based soldiers deployed to Iraq and Afghanistan.

Why would A Dykstra Florist take on such an awesome task? Because projects like this are about building goodwill and friendship. Although it took months of planning, the campaign was a resounding success! In fact, MariEllyn has received tons of letters, emails and phone calls of appreciation from the community that prove it.

MaryEllyn at A Dykstra Florist is proof that local florists are providing more than just the beauty of flowers in their communities.

To read more, go to *The Bloomin' Blog* post FSNmenu.com/soldier. (Also, find out where to go to watch the report that aired on CBS News Channel 2 New York.)



Do You Treat Your Web Site Customer Differently?

Are you giving your web site customers the same time and attention you give walk-in customers? You should! A web site customer is an extension of your walk-in or phone customers. Often, it is the very same customer. Before you ignore or refuse a web site order, answer this question: *Would you turn down or ignore the same order if it "walked" through your door?*

Still not sure? Think about this true-life scenario. A very loyal customer who normally calls to place orders can't reach the shop. She is

out-of-town and needs to send Mother's Day flowers. So, she goes to the web site of her favorite florist and places an order. What happens if the shop ignores or refuses this faithful customer's web order?



5 Good Reasons to ALWAYS Accept Your Web Site Orders

1. 100% on every order.
2. Typically higher \$\$ value.
3. Receive payment for orders every week.
4. More efficient than taking an order by phone.
5. One of your best customers may have ordered flowers online this time.

Are Your Customers Talking About You?

Of course they are! Customer feedback is essential and testimonials are the best form of advertising for your shop. That is why Flower Shop Network actively collects customer testimonials for you. With every web order sent, customers are asked for feedback. Their testimonials are collected and displayed on your listing and web site (*only after moderation by you or FSN*).

Norman of CA writes about LIBBY FLORAL & GIFT: (Libby, MT)
Rating: 

I have nothing but positive things to say- on time delivery, recipient happy with received items, no issues.

Cortni of CA writes about LIBBY FLORAL & GIFT: (Libby, MT)
Rating: 

I was pleased with how quickly Libby Floral and Gift responded to my order and the recipient was very happy with the flowers!

Why Are Testimonials Important?

- * Search Engines Love Testimonials.
- * The Ability to Give Feedback is Expected.
- * Customers Value Other Customers' Opinions.
- * FREE Advertising.

Actively encourage customers to write testimonials. Then, utilize their positive feedback to your advantage. Use testimonials in your print advertising. More importantly, ask customers to place their testimonials on Flower Shop Network, Google Local, Yahoo Local, etc. Using happy customers to promote your business is a win-win situation for all.

A Cost-Effective Way To Promote Wedding Flowers

Creating a wedding flower portfolio (library) is a cost effective way to promote your wedding business. Providing quality photo examples of your wedding work saves time and ensures clear communication during a wedding consultation. Barter with local photographers to get professional pictures of your wedding flower arrangements and bridal bouquets.

Once you have a portfolio of beautiful wedding pictures utilize them in all your print advertising as well. Add a Wedding Flowers page to your FSN web site and showcase your photos online. (Call your FSN rep. at 1.800.858.9925.)

In addition, submit wedding flower photos to the Wedding and Party Network photo gallery. To further increase your wedding exposure, feature your favorite shots in a display ad on WeddingandPartyNetwork.com. Call 1.800.976.3980 and ask about specials exclusively for FSN members.



Display ad from Apple Blossoms Floral Design on WeddingandPartyNetwork.com

Check out the FGmarket Buzz



The FGmarket Buzz is a great way for you to stay in touch with the latest trends and best wholesale suppliers for your store. Visit FGmarket.com/blog.

*Introducing...
es.flowershopnetwork.com to
better serve you!*

*Presentando...
es.flowershopnetwork.com para
servir le mejor a usted!*