



Are You Ready For GENERATION Y?

What is Generation Y? They are a savvy niche comprised of 18-30 year olds who thrive on their uniqueness and originality.

Why is Generation Y important for the floral industry? A formidable group that can't be ignored, Generation Y are the future purchasers and trend setters.



How do you capture the Generation Y business? Understanding their needs, wants and habits are the key, to winning the loyalty of this savvy niche.

Generation Y Buying Characteristics:

- Uses the Internet for shopping and research.
- Prefers simplistic beauty
- Celebrates a green, eco-friendly lifestyle.
- Are prone to indulgence and like to be pampered.
- Celebrates unique occasions rather than traditional holidays.
- Like a challenge and are flexible.
- Technologically connected – Seeks innovation.
- Bold, open, transparent, and expects the same from others.

Generation Y buyers are non-traditionalists and traditional flower purchasing reasons are not part of their mind set. A desire to purchase flowers will need to be cultivated in Generation Y buyers.

Ways To Cultivate Generation Y Business:

- Emphasize unique qualities about your shop, flowers & people.
- Create a presence on social media sites (Facebook, et al).
- Draw on the unique quality of flowers and their meanings.
- Decorate your shop to appeal to this age group.

A member of Generation Y, Jerrica Park (Boulder Blooms in Boulder, Colorado) has built a successful business that addresses the needs of this niche. According to Jerrica, "[Generation Y buyers] appreciate the ability to communicate with us on their terms." Getting your shop online is a major plus, since Generation Y buyers research the internet before they shop in-store. "Our strong on-line presence, community involvement and eco-friendly attitude is what makes our shop appealing to Generation Y customers," explained Jerrica.

Reaching Out To Generation Y:

- Make your store environmentally friendly.
- Get involved in community activities involving this age group.
- Make presence known on local college campuses.
- Have a strong Internet presence: web site and blog.
- Be creative – think outside of the box.



Boulder Blooms encourages eco-friendly activities and is a recipient of the "Zero Waste Business of the Year" award.

Be bold. Be transparent. Throw the rules out of the window and let their creativity enhance yours. Catering to this generation, as well as traditionalists is a savvy move for your flower shop. By catering to all niches you will have a steady income for years to come.



Making DIY Customers Profitable



DIY (do-it-yourself) is not a 4 letter word. It is a niche market and a great opportunity for florists. Below are a few ways you can capitalize on the DIY trend.

- Host a DIY brides bouquet day
- Create DIY workshops
- Create a weekly DIY bouquet special

Mike Fiannaca (*Sparks Florist in Sparks, Nevada*) hosts DIY bride events where brides can purchase flowers and make their own bouquets.



For more DIY tips, go to FlowerShopNetwork.com/blog/diy.

Vibrant -The 2010 Wedding Color Trend

Vibrant, bold and cheery colors will grace the 2010 wedding season.

Think Citrus! Bright Oranges
* Sunny Yellows

Think Pink! Luscious Pale Pinks
* Hot Pink Hues

Think Youthful! Icy Blue * Turquoise *
Raspberry Reds

Don't forget Black and Chocolate
Brown accents!

What wedding color trends are you
seeing for the 2010 season?

Tell us at
[WeddingandParty
Network.com/blog/
2010-wedding-colors](http://WeddingandPartyNetwork.com/blog/2010-wedding-colors).



Take Back Your Local Economy

Tired of national chain stores and internet order gath-ers dipping into your local market? So are other indepen- dently-owned florists. Independently-owned businesses are taking back their local economies through initiatives like the 3/50 project that promotes buying locally. Encouraging the community to buy locally is a fantastic idea with great potential. The key is finding a way to encourage your community to buy locally.



How can you encourage your community to buy locally?

- Encourage your Chamber of Commerce to promote the 3/50 Project.
- Promote buying locally in your shop - Nikki (*Old Town Florist & Gifts in Lilburn GA*) uses her blog as a way to promote buying locally. (<http://oldtownflowersandgifts.blog.spot.com/2009/09/why-should-you-eat-and-shop-local.html>)
- Join forces with other independently-owned businesses to promote buying locally.
- Create incentives for buying locally.

How do you encourage local buying in your community? Let us know by submitting your ideas to the Bloomin' Blog FlowerShopNetwork.com/blog/.



Arkansas Designer of the Year, Kay Schaeffli

FSN Member& Shine...

Kay Schaeffli at Expressions Flowers LLC in Fort Smith, AR won the coveted Designer Of The Year title and won the Arkansas Cup (1st Place).

Apple Blossoms Floral Design & Gifts in Tampa, FL has been named The Best Florist of Tampa for 2009.

Kristina Reese of Floral Dimensions in Durham, NC won 1st place at the Southern Retail Florist Association Designer of the Year Competition under the Sympathy Category. She also won designer of the year at the North Carolina Florist Association Convention.

North Raleigh Florist in Raleigh, North Carolina has received a 2009 MetroBravo Award in the in the category of Home Life Florist by *Metro Magazine*.

FSN members who earned their AIFD accreditation at the 2009 AES:

Candy McNeil Cannon (*The Flower Studio, a flower shop in Sun Prairie, WI*)
Frances Davis (*The Flower Merchant Ltd, a Springfield, Missouri flower shop*)
Jeremy R. Estes (*Kents Floral Gallery, a flower shop in Columbia, MO*)
Janet Frye (*The Enchanted Florist, a creative flower shop in Asheville, NC*)
Christy Langone (*Langone's Florist and Greenhouse, a Springfield, Massachusetts florist*)



FSN Members who earned Certified Floral Designer (CFD) accreditation:

Anthony Swick (*Bay Bouquet Floral Studio, florists in Tampa, FL*)
Connie LeBlanc (*Hearts Desire Florist, florists in Houma, LA*)
Joseph Farrington (*Delorice's Florist, florists in Douglas, GA*)

Southern Retail Designer of the Year,
Kristina Reese of Floral Dimensions, Durham, NC

4 Strategies For Increasing Your Sympathy Business

Strengthen relationship with area funeral homes

- Help them meet the needs of customers. Offer a selection guide explaining sympathy flower options as a resource for funeral directors. Provide "just-in-case boutonnieres". McAdams Floral in Victoria, Texas provides area funeral homes with a set of high-quality silk carnation boutonnieres for pallbearers.

- Make them look good. Offer a weekly arrangement for their entrance area.

Develop a relationship with seniors

- Donate flowers to senior groups.
- Provide nursing homes with entrance flowers.

Keep up with current trends

- Personalization. Customers want flowers that reflect the persona of the deceased. Offer ways to personalize sympathy flowers.

- Advance planning. Offer customers the ability to pre-plan their funeral flowers from flower request sheets to pre-payment options.

- Cremation. Offer memorial arrangements that compliment cremation urns or pew flowers for memorial services.

Promote your sympathy business

- Offer funeral directors a tasteful marketing piece to give families.
- Target sympathy advertising with ads like FSN Funeral Home banner ads.

To learn more about these strategies, go to FlowerShopNetwork.com/blog/sympathy-strategies.

The affordable, effective way to promote your business online!

FSN Funeral Homes now offers custom banner advertising.

- * Ads display only in the geographic areas you specify.
- * Secure your ad today to reserve your spot.
- * No Pay-Per-Click charges or monthly rates.
- * More than 100,000 unique visitors monthly.
- * More than 250,000 page views monthly.



Get started today! Log on to FSNfuneralhomes.com/advertise

Holiday Advertising Ideas



- Direct Mail Campaign – Download Holiday Direct Mail Templates from FSNf2f.

- Holiday Email Campaign – FSN offers a Branded Email Campaign service (sign up today).

- Discount Coupons – Give employees of local companies discount coupons for holiday arrangements.

- Keepsake Container – Promote your own holiday keepsake container.

- Host a wreath decorating class.

HAVE YOU CLAIMED YOUR LOCAL LISTINGS ON

Google

YAHOO!

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For more information, go to FlowerShopNetwork.com/blog/category/florists-only/.

FSN Snapshots from Summer Shows



Rosemary of Daniel's Florist in Raleigh, North Carolina with Joe at the Southern Retail Florist Association Convention.



Rick Rivers of A Floral Boutique in Ormond Beach, Florida with Leslie at the Southern Retail Florist Association Convention.



Leslie with Terry of The Arrangement in Hot Springs at the Arkansas Florist Association Convention.



Pat Philips of The Flower Merchant in Springfield Missouri with Joe at the Arkansas Florist Association Convention.

FSN hospitals.com

FSN funeral homes.com

FGmarket.com the retailer's floral and gift source

Wedding and Party network.com