



Flower Shop Network

Networker

vol 6.1

2013 resolutions You Should KEEP

Online Marketing Resolutions

- ☐ I will get more links to my website.
(Consider writing for the FSN Blog.)
- ☐ I will use calls-to-action in online advertising.
(For more on calls-to-action, visit the FSN Marketing Center inside www.FSNf2f.com)
- ☐ I will engage more in social media.
- ☐ I will get a mobile website.
(All FSN websites are mobile-ready!)
- ☐ I will create at least one shop video.
(Promote on your website & social networks.)
- ☐ I will contact my customers regularly.
(Check out FSN's E-mail Campaign options at www.FlowerShopNetwork.com/floristsonly/email/)
- ☐ I will post more pictures of my designs online.
(Visuals sell!)
- ☐ I will invest more in online advertising.
(Advertising is available on our wedding and funeral home websites for just pennies a day.)
- ☐ I will confirm all of my information is consistent on claimed listings & profiles.

make a plan and
Mark Your Calendars.
This could be your biggest year yet!

In-Store Marketing Resolutions

- ☐ I will try new things.
(Small businesses have the advantage to move & change direction quickly.)
- ☐ I will create an event.
(Host a meet-up, workshop or open house.)
- ☐ I will reward customer loyalty.
(Give discounts to returning customers.)
- ☐ I will practice exceptional customer service, everyday.
(Train your staff to do so as well.)
- ☐ I will let my personality shine through in all I do.

Community Marketing Resolutions

- ☐ I will participate in community events.
(Chamber functions, auctions, art walks, etc.)
- ☐ I will become a collection point for a local charity.
- ☐ I will support local arts.
(Contact a local photographer, artist or crafting club – invite them to do a display.)
- ☐ I will advertise in community magazines.
- ☐ I will meet new people.
(Do more community networking this year.)



Remember, your
Marketing Partner,
FSN, is always just a
click away!

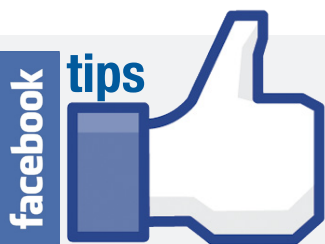
make spring exciting: Keep The Giving Going Until Mother's Day

St. Patrick's Day (Sun. March 17th) Offer a discount or freebie to those who come into your store wearing green.

Easter (Sun. March 31st) Host a DIY Floral Easter Basket workshop for kids. Include plush rabbits and fake eggs.

Earth Day (Mon. April 22nd) Offer a special on living plants, all-green floral designs and organic inventory.

Cinco De Mayo (Sun. May 5th) Host a fiesta-themed open house on Saturday with food, music and colorful flowers.



Give More, Get More.

Comment and 'Like' updates from Pages in your community often to increase your local exposure.

Make Your Page More Interesting.

You've got to give them a reason to engage.

valentine VIPs

Show some love to your **Valentine VIPs**. Pick your top 5 customers and send them something to show you care. ■

don't forget the Singles

Create and promote a **'Pamper Yourself'** gift basket for the singles out there. Valentine's Day is all about love, why not love yourself a little? ■



staff Spotlight

Kier Heyl

lead programmer
IT Dept

"I find great fulfillment in knowing that I'm developing tools that allow small business owners to compete with the biggest guys on the block."

FSN Donations

Each FSN department donates a large box full of easy-to-make food to our local schools as part of our Stuff the Backpack Program each week. ➔

how can you help?

How can you start donating to the needy in your community? Have you looked into becoming a collection point for local charities? Contact your local schools or chamber for ideas. ■



Customers Are Saying...

Want to let you know how happy I am with being FSN-Exclusive since May. I absolutely, positively haven't had any issues, no grief; staff is pleasant, nice and accommodating when we call.

— Cherrie Silverman, AIFD of
Cherry Blossoms in Westminster, CO



Amy Hall
network coordinator
with FSN since January of 2001

What is it like working at FSN?

Here at FSN, we're a family. If one of us is going through a tough time, we all pitch in to help. We're close inside and out.

We celebrate each other's special occasions, from birthdays to showers. We feel for each other, not just as colleagues.

What is your favorite part of the job?

The best part of working at FSN is the relationships I've built with my florists. We're not just business partners, we're friends. Many of them know my name and my kids' names!

Best Valentine's Day tip?

Make a whole week out of it! Every day can be Valentine's-Day-busy when you promote it efficiently.

(Some of you may remember Amy from the FSN booth at conventions!)

meet
amy

calendars?

We want to see how you used your new 2013 custom calendars! Send us your pictures/testimonials to:

social@FlowerShopNetwork.com



Don't forget to purchase your 2014 calendars early!

www.FSNcalendars.com

We Want To Hear From You- a call for guest bloggers

We love a good flower story, and so do our followers.

Have a tip for boosting the vase life of roses? Maybe you've spent hours and hours planning out the perfect wedding bouquet to match a bride's personality? **Tell us all about it!**



Recently, Maryjane's Flowers & Gifts in Berlin, NJ wrote a story for us about recreating the original wedding flowers for a couple's 65th Anniversary.

Read this story & more florist stories on the FSN Blog.

Share your story today by visiting:

<http://www.FlowerShopNetwork.com/blog/share-story/>



FSNFuneralHomes.com is not only a great tool for finding funeral home location information anywhere in the US & Canada, our articles database has a wealth of resources for families planning a funeral.

celebrate
Love

This V-Day, celebrate **love for love's sake!** Love for pets, sports, kids, parents, grandparents, everyone! Promote gift baskets and bouquets for all! ■

plan for
Big Sales

Valentine's Day falls on a Thursday this year. **Be prepared** for an increase in sales from last year! ■