

## Email is the New *Direct Mail*

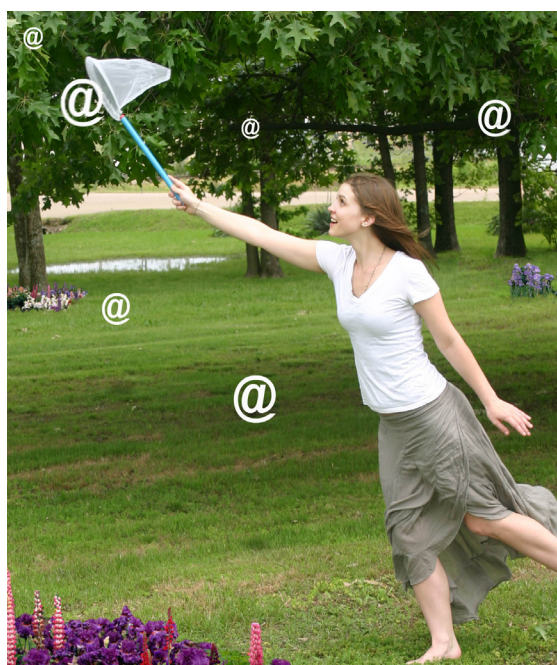
### Collecting email addresses is the 1st step in launching a successful email campaign



You only have a few seconds to get customers' attention, and in today's busy world it is getting harder and harder. Open your website and your business to a whole new world of target marketing. **Email marketing** is more convenient and effective than ever, and the cost is considerably less expensive than traditional direct mail campaigns.

Tried and true direct mail is still very effective and can work extremely well along with email marketing, especially in an email acquisition campaign where you are looking to collect potential customers' email addresses. A compelling direct mail piece can be sent to your targeted list, requesting recipients to visit your website and sign-up in order to receive an incentive or premium.

Incoming and outgoing phone calls and personal meetings provide excellent opportunities for collecting email addresses and permission to send when you use the right language. When a customer calls or comes into your store to ask about your products



or services, answer their question, and then use a turnaround line to ask them for their email address. A turnaround line is a short phrase that changes the subject of the conversation without sounding like you are interrupting the flow of the conversation.

Regular email communications will keep subscribers updated about your company, website, new products and services, as well as any promotions and special deals you may be offering. There is also a good

chance that recipients will forward emails from your shop to other potential customers, and will recommend your shop and website to friends, family and colleagues.

Remember, the best way to avoid irritating customers with email marketing is by offering an opt-out or unsubscribe option that allows them to be removed from your mailing list at any time. At FlowerShopNetwork.com, our **holiday email announcements** and newsletters offer recipients the option to unsubscribe at the top and bottom of the page. We also never giveaway, sell or share our subscribers' email addresses, and neither should you! In an effort to keep their email accounts spam-free, people are cautious these days about giving out their email address. So once you get the trust of your customers, don't lose that trust. When your customers trust you, they will reward you with their loyalty and future business.



### Advantages of Email Marketing

- Very cost-effective - No printing or postage costs.
- Fast - No waiting time for printing or mailing direct mail.
- Easy to forward emails - Recipients can refer your shop to others
- Link directly to your FSN website - Our holiday emails showcase current featured holiday arrangements and allow consumers to instantly click & order from your FSN website! **Call 1.800.858.9925 to enroll today!**

## Easy Ways to Collect the Email Addresses of Your Target Audience

Place a rose bowl at the register for business cards (or slips of paper to fill out), so it's easy for your staff to remember to ask customers whether they have registered for your free newsletter or signed up to receive email updates and special offers.

Always collect business cards and/or email addresses when you participate in local community events, bridal/wedding shows, business expos, festivals and county fairs.

Additional sources for gathering local email addresses include: chambers of commerce, civic organizations, garden clubs, church directories, etc.

**Flowers of the Month**  
July - Larkspur  
August - Gladiolus

## Just a reminder!

Have you adjusted your delivery fees to account for higher gas prices? If you need to change the e-commerce delivery amount on your Flower Shop Network site, log into [fsnf2f.com](http://fsnf2f.com) or call 1.800.858.9925.



You Can Now Add Additional Cities You Serve On **FSNFuneralHomes.com.**

Call your FSN representative at: **1.800.858.9925**

## USA Weekend Recommends FlowerShopNetwork.com

### FlowerShopNetwork.com

recently received national recognition in USA Weekend magazine. In an article distributed the weekend before Mother's Day, consumers were encouraged to use FlowerShopNetwork.com to order flowers online, while still supporting a local flower shop. To read the complete USA Weekend article, "5 crucial tips for buying flowers online," go to [FlowerShopNetwork.com/USA](http://FlowerShopNetwork.com/USA).

#### Buying flowers online

1. Check the company's website to see how it sends the flowers. Are they in a vase or are they boxed? "Flowers sent through a local florist typically arrive professionally designed in a vase or container, ready to be displayed," says Jennifer Sparks, vice president of marketing for the Society of American Florists. "Flowers sent through a grower or distribution center usually arrive in a box and must be set up by the recipient."



2. Beware of "order gatherers" -- companies that take orders through the Internet, pocket a commission and pass on the remaining money to a local florist to fill the order, says Amy Stewart, author of "Flower Confidential: The Good, the Bad and the Beautiful in the Business of Flowers." "Consumers receive less than what they pay for and have little recourse for resolving problems. Order gatherers appear to be a local business, then try **FlowerShopNetwork.com...**

If in doubt, call them to find out. "If you want to buy online but still support a local business, then try **FlowerShopNetwork.com...**

4. Compare prices. Find out how much will be added to the price for service charges, shipping or delivery and whether a vase is included in the price. "A good way to comparison shop is to find out how many stems you're getting, then calculate the price per stem," Stewart says. "Mixed bouquets and potted plants are good values, too."

5. Read the terms. Check the company's replacement or refund policy and freshness guarantee. Find out who will deliver the flowers -- a ground carrier such as FedEx or a floral shop employee. Provide the correct delivery address where the recipient can receive the flowers directly.

-- Janet Reese

## Over 100 Years of Combined Floral Experience

On the heels of a record-breaking Mother's Day at FlowerShopNetwork.com, the helpful and knowledgeable professionals in our Relay and Customer Service departments pause to pose for photos outside our headquarters offices. These operators ensure your orders are placed with receiving florists and provide the highest level of personal service available in the industry.

Shown in photo 1: Haley Neighbors, Jackie Marshall, Sherry Stanfill, Kristin Evans, Angie Lamb and Tracy Cunningham. Also, shown in photo 2: Samantha Reavis, Kendra George, Jackie Branch, Mandy Sowell and in front, Julie Ratliff -- manager. (Not shown: Gena Parrish, Christi Dearing)



[www.FlowerShopNetwork.com](http://www.FlowerShopNetwork.com) 1.800.858.9925

## Tips for Sending Out of Town Orders

- ✓ Place orders early.
- ✓ Provide complete delivery information for recipients, including street address, phone number and cell phone, if possible.
- ✓ Please be aware that minimum floral orders are \$40 with an average delivery fee of \$8 to \$10, except in metro areas where delivery could be as much as \$15.
- ✓ Always provide a second choice for each order.



## Are You Maximizing Your FSN Membership?



### Save Time...

by receiving florist-to-florist orders via fax, phone or electronically.

### Save Money...

when you pay only as you send on out of town orders

### Increase Business with...

- our website that has over 200 floral selections & orders at 100%

- holiday email campaigns and floral marketing posters

- additional exposure on

[FSNFuneralHomes.com](http://FSNFuneralHomes.com)

[FSNHospitals.com](http://FSNHospitals.com)

[WeddingandPartyNetwork.com](http://WeddingandPartyNetwork.com)

Visit [FSNMenu.com](http://FSNMenu.com) for a complete list of FSN services and programs.

## Keeping FSN on the Cutting Edge of Search Engine Technology

Brock and Loranne Atwill, owners of Flower Shop Network, recently attended the SMX Advanced Expo in Seattle, Washington, hosted by Danny Sullivan, an expert in the SEO field. While at the conference, they attended seminars concerning search engine optimization techniques and strategies. In addition to seminars and training, they networked with many SEO industry peers. Highlights of the conference were sessions with Google's Matt Cutts, as well as panel discussions with industry leaders from Yahoo, Microsoft, SEOmoz, Netconcepts and others.



Brock and Loranne feel it is important to stay abreast of the ever changing climate in which we must compete and do business on the internet. This is just one way FlowerShopNetwork.com is staying on the cutting edge of search engine technology to ensure our retail florist members have the best visibility possible on the internet.



### Increase Your Average Sale...

Set three price points for arrangements in your shop and don't be afraid to offer higher-priced choices, like \$50, \$75 and \$90. Customers will almost always choose the mid-range price on a floral selection.

## WeddingandPartyNetwork.com

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582-3505

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### WeddingandPartyNetwork.com

is our newest online directory designed to bring even more customers to you! For more exposure, ask about our text ad and display ad specials exclusively for FSN Members.

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**1.800.976.3980**

## We'd Love to Hear from You!

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

FlowerShopNetwork.com will send you a colorful floral tote bag – FREE for your suggestions!



Submit your ideas to:

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

Fax: (870) 215-5443 Phone: (870) 215-5444 or 1-800-858-9925

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