



Will you be my friend? Florists and Social Media

Will you be my friend? A simple school yard question is becoming a major player in the business world. From Best Buy to Zappos, successful businesses recognize the importance of social media. These businesses are actively participating in Facebook, MySpace, Twitter, YouTube and a variety of other social media platforms.

Why you should participate in social media?

- Consumers want your participation.
- Builds brand awareness.
- Generates leads and business opportunities.
- Cost-effective marketing.
- Your competitors are there.

If those reasons do not persuade you to participate in social media, think about this “who’s opinion matters more to you? Someone you know and trust or a complete stranger?” With a little time and effort, social media can help you become that trusted friend.



Precious Memories Florist in Temple, TX promotes store specials using Facebook.



Lake City Florist in Lake City, FL utilizes Youtube to showcase wedding flowers with links added to their FSN website.

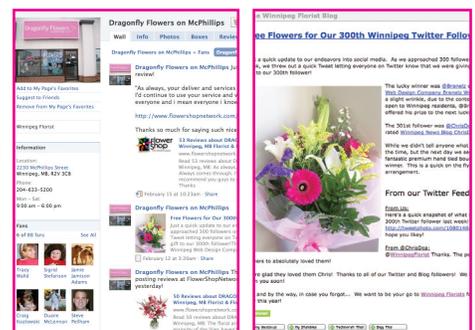
How can you effectively use social media for your business?

There are numerous social media platforms. The key is not to go overboard. Start with one platform and spend the time nurturing it. With any social media endeavor you will need to:

- Promote it.
- Actively participate.
- Listen.
- Integrate your marketing strategies.
- Watch others.

Your participation in social media needs to be goal oriented. Facebook is a great place to promote specials. Blogs help you share your ideas and build trust. YouTube lets the world see your talent. Every platform has its strong points. Choose a social media platform or combination that fits with the goals you want to achieve.

Winnipeg, Manitoba florist, Dragonfly Flowers on McPhillips uses a combination of social media platforms to engage customers, promote specials and build trusted friendships.



Want to know more about how you can use social media? Go to FlowerShopNetwork.com/blog/florists-social-media or call us today at 1.800.858.9925!

Prom Trends for 2010 - Bold is In!

There will be no wallflowers for the 2010 Prom season. Instead, bright, bold colors full of personality and flair will be the favorites among girls who are not afraid to stand out.



Girls will be using accessories this year to express themselves and stand out from the crowd. Many will choose to use flowers in creative ways, such as in their hair using combs and headbands.

Many girls will also be striving to complete a "look" for their big night. Whether it be vintage, glam or rock, they will be looking to their accessories to top off their efforts.

Beading, flowers and a mixture of bright colors will ensure their corsages are as unique as they are on prom night.

Go to: WeddingandPartyNetwork.com/blog/prom-2010 for more.

Prom Promo Tip!

Don't forget to run ads on cable TV channels produced at area high schools - they are leading sources of school and/or community news and announcements. It's sure to bring excitement, as well as all the fashionable teens into your shop to buy their fabulous prom corsages and boutonnieres.



✓ Mother's Day Checklist!

- ✓ Verify all your delivery areas in FSNf2f.com.
- ✓ Confirm delivery fees are current.
- ✓ Add all the zip codes in your delivery areas.
- ✓ Perform routine maintenance.
- ✓ Verify hours of operation are accurate.
- ✓ Start getting adequate sleep.



Using Facebook to promote your shop!

Flipping through bridal magazines, Sally says: *Wow, I just love these reception centerpieces. I would love something like this for my wedding, but I don't know anyone locally who could create this type of centerpiece.*

After looking at a few examples, Jenny responds: *You know, I friended Main Street Florist on Facebook and they're always posting beautiful pictures of weddings they've done. I think you should give them a call.*

All across the nation, people are talking about Facebook. Over 200 million people login to Facebook everyday. Facebook has found its way into our phones, TVs, alarm clocks, and even our gas pumps. So, why haven't you joined Facebook to promote your store? It's free!

Still scared to jump in? Get your feet wet by doing these 4 things:

- 1. Make your profile picture your logo:** If you do not have a logo, use a picture of your store front. This will ensure your fans (customers) can find you at a glance.
- 2. Update your status 2-3 times a week.** Announce your specials, give a "Facebook Fan Discount" for mentioning they are a fan or tell customers what flowers have just arrived.
- 3. Post pictures once a week** - Showcase things like: your designs from weddings or events, newly-arrived flowers "Get them while their hot!", or just a weekly favorites album. A great way to show off your work and build community is by taking pictures (be sure to get permission first) of ordinary people receiving flowers from your shop. You can post these pictures on Facebook and even mention your customers.
- 4. Place a Facebook link on your website.**

Another great way to get started in Facebook is to fan Flower Shop Network and see how we interact with our fans. For more information on how to make Facebook work for you, go to FlowerShopNetwork.com/blog/promote-your-shop-facebook.

Here Come the Brides...Bringing More through Your Door

Florists across the country are investing time and money in fresh, more aggressive marketing tactics to help offset receding everyday sales. Here are a few easy things you can do to get noticed and bring more wedding business and brides-to-be to your shop.

- Always ask happy customers to leave feedback/testimonials about your shop on WeddingandPartyNetwork.com, FlowerShopNetwork.com, Google Local, Yahoo Local, etc.
- Enhance your free premium listing on WeddingandPartyNetwork.com with display ads or text ads. Draw attention and distinguish yourself as the premier wedding florist in your area. (Call WPN at 1.800.976.3980.)
- Add Wedding Flowers pages to your FSN web site... a great, inexpensive way to showcase dozens of photos of your custom wedding work online. (Call 1.800.858.9925 to speak to your FSN rep.)
- Post pictures of designs you've created for weddings, parties and events in a Wedding Flowers album on Facebook.



FGmarket.com
the retailer's floral and gift source

Find us on Facebook at
Facebook.com/FGmarket

FSN
Snapshots from
the 2010
Northeast
Floral Expo!



Laura, Kathy, Shirley and Jean from Horan Flower Shop in Simsbury, CT.



Gregory and Jonathan from Flou(-e)r in Boxford, MA with FSN representative Marla.



Bob Buettner, President of Paul Buettner Florist in Hartford, CT with FSN representative Leslie.



JD and Peter from Flowers Etc. in Newington, CT.

Give Customers FLOWERS Around the Clock

Keep the message on your shop's answering machine up-to-date with your website address and other important and timely information.

"Thank you for calling English Garden. Order flowers now from our website at www.EnglishGardenParagould.com or leave a message with your phone number and we'll call you back tomorrow. Thanks again for calling English Garden, your local Paragould, AR florist. Don't forget to order flowers early for Mother's Day!"



Using a digital PHOTO FRAME TO YOUR ADVANTAGE

Digital photo frames have become very popular for displaying and enjoying personal photos. These frames are extremely handy and can be great promotional tools for your business and products. You don't have to be a Photoshop expert to create an impressive slide show either. There are several sites, like Picnik.com that allow you to easily edit photos and add text. Set up your own digital frame to run a slide show in your shop window, your wedding consultation area, at bridal trade shows, chamber of commerce and community events, etc.



Marketing Tip From Fellow Florist! Emailing for Success

"Our phones went crazy right after the first Valentine's Day emails went out," Kerri from Bloom'in Bee in Aurora, CO recently told us. She also said that FSN's Holiday Email Program was one of the best things they had done to increase order awareness before holidays. Customers also like getting the emails reminding them that flowers make great last-minute gifts anytime of year, for any occasion.



Hurry! You still have time to enroll in the upcoming Mother's Day email campaigns. Allow consumers to instantly click and order Mother's Day flowers directly from your FSN website. Call 1.800.858.9925 today to enroll before Mother's Day. P.S. Selection Guide special \$99.99. Order yours today!

Social Media Tip From a Fellow Florist! Engaging Your Customers

With every arrangement you deliver, include a message similar to this:

"Are you on FACEBOOK? Become a fan of DeVine Designs on FACEBOOK! Write a short review of what you received today and get a \$5.00 Gift Card!! Upload a picture of your gift along with your review and receive a \$10.00 Gift Card!! Your Gift Card will be mailed to you within a week! (Offer good within 48 hours of delivery.)"



Tip provided by
Mary at DeVine
Designs in
Fulton, NY



For this year's, AIFD Southern Conference, FSN sponsored floral designers, Regina Berryman AIFD, CFD and Linda Robinette AIFD, CFD's presentation PHI "the Golden Proportion." The informative and unique exhibition was just one of the many inspirational performances the show had to offer.

The opportunity to meet and mingle with some of our amazing member florists, as well as the all-star line-up of presenters was fantastic. Hearing our florists boast with pride about Flower Shop Network was something I won't soon forget.

A big thank you to Jay Borton AIFD, CFD, the event coordinator who took on this colossal task and pulled it off with such style! The designs were incredible and every floral designer in attendance was overwhelmingly impressed.

Hope to see everyone and more at the AIFD National Symposium in Boston in July! FlowerShopNetwork.com/blog/2010-aifd-southern-conference.