



## FISCAL FITNESS - Recommit to A Marketing Plan!

### Marketing = Communication = Sales

Effective marketing is all about establishing a relationship with your customers. More so than money, time and planning are the crucial marketing components needed. Engaging your customer is the key. As a result, everything you say or do is a marketing tool and directly related to your sales.

Be realistic in your plan regarding time and money constraints. A first step is to assess everything you have printed with your shop information and make sure urls for your website and social media sites are prominently displayed.



Poster, delivery van and demonstrations are all ways Every Blossoming Thing in Akron, OH sets themselves apart.

Whether you engage your customers face to face, online or through written communication, it is imperative that you know your customers' needs, wants and expectations.

### How To Find Out What Your Customers Want

- Greet Customers
- Listen
- Ask
- Share



Utilizing multiple methods of reaching customers will increase your chances for success.

### 13 Effective Marketing Tools

- Internet Advertising Directories
- E-Commerce Websites
- Direct Mail
- Telemarketing During Holidays
- Facebook
- Blogs
- Twitter
- Yard Signs, Banners and Posters
- Events
- Email Marketing
- Delivery Vans
- Business Cards
- Traditional Advertising (Newspaper, TV, Radio)

Set goals that you can follow through with and keep it simple in the beginning. For instance, commit to updating your status on Facebook each week with something about your shop. Now's the time to start working on direct mail for upcoming fall and winter holidays. By October 1st, try and have direct mail pieces designed, printed and ready to mail.



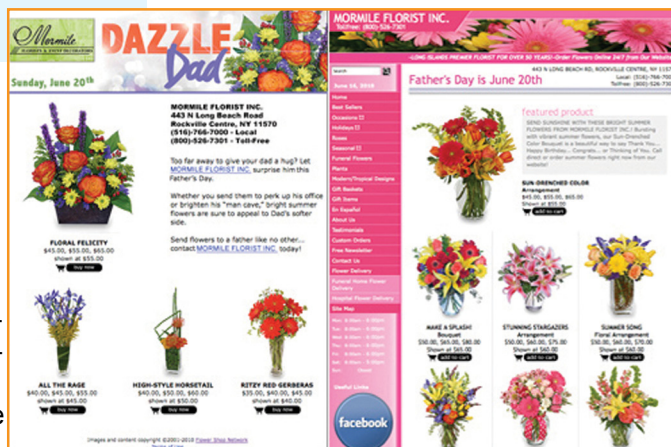
Hope Floral in Hope, AR effectively promotes their shop on Facebook.

Develop a calendar of to-do's with timelines and most importantly, commit to spending a little time each day or week to monitor your plan and track your progress.

You will find there is no magic formula that creates results, but a combination of several marketing platforms consistently applied does. A marketing plan doesn't have to be elaborate or cost a lot. First, commit to spending some time planning – the investment will pay off.

Find out more about marketing to increase your sales. Go to:

[FlowerShopNetwork.com/blog/florists-marketing](http://FlowerShopNetwork.com/blog/florists-marketing) or call us today! 1.800.858.9925!



Mormile Florist in Rockville Centre, NY uses an E-Commerce web site and emails to promote themselves to online customers.

## 7 Great Ways To Keep Up With Trends

In this fast-paced world, it can be hard to keep up with the latest and greatest floral design trends. Here are ways to stay up to date on the latest trends.

1. Attend Design Shows & Trade Shows.
2. Attend Workshops & Educational Classes.
3. Subscribe to Floral Magazines.
4. Follow Industry Leaders on Social Sites like Facebook.
5. Subscribe to Newsletters.
6. Read Industry Blogs.
7. Enter Floral Design Contests.

Being active with Flower Shop Network is a GREAT way to start. Our writers are always posting informative tips, tricks, blog articles, newsletters and much, much more. We have also just started a bi-weekly design inspiration contest!

To learn more go to:

[FlowerShopNetwork.com/blog/7-trends](http://FlowerShopNetwork.com/blog/7-trends)

## "Must-Haves" For Your Business Cards

Along with your shop name, address and telephone number, be sure to include all of your online addresses as well.

**Website url:**

[www.YourShopName.com](http://www.YourShopName.com)

**Blog:**

[www.YourShopName.com/blog](http://www.YourShopName.com/blog)

**Twitter url:**

[www.twitter.com/YourShopName](http://www.twitter.com/YourShopName)

**Facebook url:**

[www.facebook.com/YourShopName](http://www.facebook.com/YourShopName)

## Going The Extra Mile On Floral Deliveries

Did you know that floral deliveries can be an inexpensive marketing opportunity? Going the extra mile with your floral deliveries helps you build a stronger relationship with customers. Floral deliveries also provide ways to wow the sender and create a relationship with the recipient.

Think about it. You have a captive audience who already knows the value of sending flowers. By doing one or all of the following, you can make your floral deliveries an effective marketing tool and help ensure long-term success.

- **Email a delivery confirmation to the sender.**

*Don't forget to take a picture of the arrangement (with or without the recipient) and attach it to your email to really WOW your customer.*

- **Promote your web site and your social media on enclosure cards.**

*Go to [FSNf2f.com](http://FSNf2f.com) for specials and discounts & add your social media link to your enclosure cards*

- **Include coupons with enclosure cards.**

- **Ask customers for reviews and feedback.**

- **Attach a coupon with delivery notices when recipients aren't home.**

For more information, go to:  
[FlowerShopNetwork.com/blog/floral-deliveries-marketing](http://FlowerShopNetwork.com/blog/floral-deliveries-marketing).



FSN websites provide an order confirmation tool at [FSNf2f.com](http://FSNf2f.com).

### Congrats to FSN's First Design Inspiration Challenge Winner: MaryJane's Flowers & Gifts

Sandra Hooper of MaryJane's Flowers & Gifts in Berlin, NJ won 1st Place in our Design Inspiration Challenge for her arrangement inspired by Van Gogh's *Trees In The Asylum Garden*. Congratulations Sandra! We also want to thank everyone else who participated, and hope to see more of your entries in our upcoming summer contests. [FlowerShopNetwork.com/blog/floral-design-challenge-0618](http://FlowerShopNetwork.com/blog/floral-design-challenge-0618)



## Shopping for New Product Sources?

Finding the right products makes your marketing job easier, but going to market can be time-consuming and expensive. So, do the smart thing and go online to find the wholesale products you need. Make your first stop FGmarket ([fgmarket.com](http://fgmarket.com)).



At FGmarket, the best wholesale products are right at your fingertips and available to you 24/7. You'll find a variety of products like these:

**Blooming Plants • Candy & Chocolates • Fresh Flowers  
Fresh Greens & Foliage • Gourmet Foods • Home Accents  
Candles & Gift Items • Plush • Wedding Supplies • & More**

Along with all the fantastic products, the FGmarket Buzz ([www.fgmarket.com/blog](http://www.fgmarket.com/blog)) keeps you in-tune with the latest gift trends and products.

## Untapped Holidays

The need to send flowers doesn't stop with the major holidays. Increase your sales by capitalizing on the untapped gift-giving holidays that occur throughout the year. Below are a few holidays to get you started.

National Parents Day (7-25-10)  
Fathers-In-Law Day (7-30-10)  
Friendship Day (8-1-10)  
Step-Family Day (9-16-10)  
Sweetest Day (10-16-10)  
Mother-In-Law Day (10-24-10)  
Hanukkah (12-2-10)  
Kwanzaa (12-26-10)  
Hot Tea Month (January)  
Chinese New Year (2-3-11)  
Earth Day (4-22-11)  
National Teachers Day (5-3-11)  
Cinco De Mayo (5-5-11)  
National Candy Month (June)

Want to learn more about untapped holidays? Go to: [FlowerShopNetwork.com/blog/untapped-holidays](http://FlowerShopNetwork.com/blog/untapped-holidays)



## Marketing to GENERATION X & Y



Traditional marketing might have been fine for attracting baby boomers, but for florists looking to entice a younger crowd, this just isn't enough! So what is the key to establishing a relationship with Generation X (30-49 yrs.) and Generation Y (10-29 yrs.)? The answer is—**Networking!**

*Wedding and Party Network's new vendor profile page helps attract the X and Y Generations.*

### Social Networking:

**Facebook** - Simply having a Page on Facebook for your shop will attract loyal customers from your community.

**City or Community Websites** - A great place for local businesses to list their shop's website, photos, as well as upcoming events.

**Wedding And Party Network** - Freshly re-designed, WPN offers TONS of new features for attracting brides to your business!

### Hosting Events:

**Wedding Showers/Baby Showers** - Offer your shop as a venue to host these types of events for your community.

**Kids' Parties** - Host a flower-themed birthday party or a kids' social club event, like a girl scout workshops, to spark their love of flowers.

**Community Projects** - Networking with other businesses is a great way to create awareness for your shop. (e.g. *Celebrate Earth Day on your block.*)

### Hands-on:

**DIY Workshops** - Hosting Do-It-Yourself design workshops will get crafty young people into your shop and re-establish their love of flowers.

**Flower Club** - Start an after-school Flower Club to meet once a month and get kids (and their parents) interested in flowers!

For more info go to: [FlowerShopNetwork.com/blog/marketing-generation-x](http://FlowerShopNetwork.com/blog/marketing-generation-x)

## FSN Is On The Road Again

Come see us at these summer conventions:

Texas State Florists' Association Convention, San Marcos, TX, July 23-25

Tennessee State Florists' Association Convention, Franklin, TN, August 6-8

Arkansas Florists Association Convention, Hot Springs National Park, AR, August 19-22

Southern Retail Florist Association Annual Convention, Concord, NC, August 27-29

Can't be there? Catch full-coverage on our Facebook Page:  
[www.facebook.com/fanfsn](http://www.facebook.com/fanfsn) and on the blog:  
[www.flowershopnetwork.com/blog](http://www.flowershopnetwork.com/blog).

