



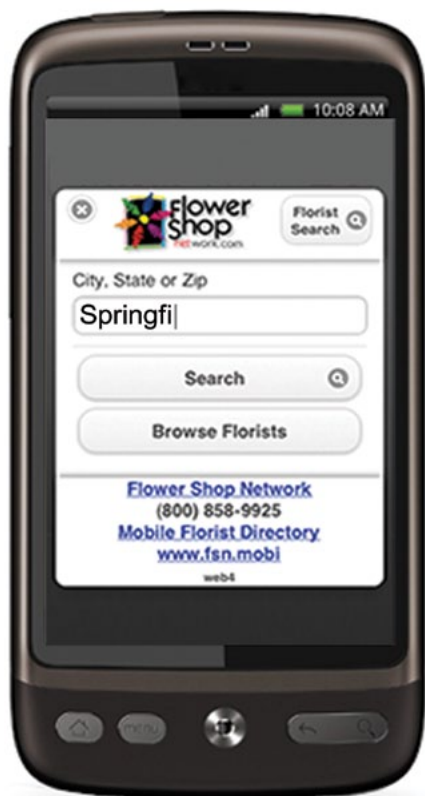
Embrace The Future! Flower Shop Network Is Going Mobile!

In today's business climate of ever-changing technology, being able to adapt quickly can mean the difference between success and failure. Mobile phones have now taken shopping habits to another level. To be competitive, florists must provide a way for their customers to order flowers online via their mobile phones. Flower Shop Network has the tools to catch the next wave of mobile clients with:

Consumers can search the internet the same way they do when shopping from a personal computer or laptop. Consumers can call the shop or order online. Simple, easy, yet effective. This free service gives all our members mobile exposure.

Mobile Ready E-commerce Sites

More than a phone, mobile devices are an integral part of a consumer's life. With a need for instant gratification, mobile gives consumers what they want, when they want it. Your e-commerce website from Flower Shop Network gives customers access to your website and the ability to place orders via their mobile device. At no cost to you, FSN has made your website mobile and hassle free for your customer. If you don't have an FSN website, call 1.800.858.9925 today!



FSN.mobi

Whether sitting in a cafe or at home, FSN.mobi lets consumers find local florists and gives them the ability to place floral orders from their mobile devices.



Mobile FSN2f.mobi

Florists are using mobile devices, too. With FSN2f.mobi, FSN members can use their mobile devices to:

- Receive Orders
- View - Delivery Confirmations, Sent Orders, Received Orders and FSN Analytics
- Search Orders

This free mobile platform will make managing orders and deliveries easier for small shops and florists on-the-go. To login, use the same username and password as the full site.

THE FUTURE IS COMING! *Are You Ready?*

The success of flower shops, now and in the future, depends on the ability of florists to connect with and cultivate the Generation Y consumer. Fortunately, there are only two things you need to know about the Generation Y: (People from 20 to 35 years of age)

1) IT'S ALL ABOUT THEM!

So, make it all about them by communicating on their level. How?

- Connect with them on Facebook and other social media sites.
- Create a strong online presence (website with mobile abilities).
- Court them. (They are more interested in what you can do for them than what your accomplishments are.)
- Appeal to their visual need for information. (Capture their attention with videos and slide show picture frames.)
- Think outside the box. (Move out of your comfort zone and into theirs).

2) THEY WANT TO PARTICIPATE.

Encourage and leverage their need for participation. The floral game has changed. Generation Y wants an experience, not just a product. Florists can use this mind-set to their benefit by:



- Hosting activities, like letting DIY brides create their own bouquets or having bachelorette parties in-store.
- Developing design contests for prom corsages. (Voting can be used as a form of advertising)
- Hosting a "Design Your Own Mother's Day bouquet" or other holiday-inspired specials.
- Encouraging customers to become fans of your Facebook page.
- Reminding customers to post testimonials about your shop.
- Encouraging customers to take photos of their flower arrangements and posting them on Facebook or in your store.

If done correctly, florists can turn customer participation into customer evangelists. What better form of advertisement than a happy customer!

For more ways to connect with Generation Y, go to flowershopnetwork.com/genyparticipation.

SPRUCE up for Spring!

Along with warmer weather and colorful spring flower blooms, springtime also brings us the opportunity to do spring cleaning. Clearing winter clutter and leftovers and freshening up your shop will lift your spirits, as well as enhancing your shop's aesthetics. Here are a few ways to spruce up your shop this spring and kick-start everyone's energy and enthusiasm levels just in time for Mother's Day!



- Put on a fresh coat of paint, change colors, do a mural, write or paint inspiring quotes or poems on the walls or floors.
- Move things around. Change sections. Move the front desk. Make it fun and inviting!
- Remove or discount any items that aren't selling.
- Invest in new display pieces.
- Create a new and unique window display.

Doing a few simple things to improve the appearance of your shop's interior will give your customers a more enjoyable and inviting shopping experience.

SPOTLIGHTING FLORISTS

We have just introduced a wonderful new feature on our directory — the Florist Spotlight! The Spotlight will highlight a real local florist from each state and province. This is an immediate introduction for consumers to local florists in their area. We want our visitors to see they are dealing with a local florist when using our directory. It's always our goal at Flower Shop Network to promote YOU as REAL local florists!

For more info, e-mail us: mandy@flowershopnetwork.com.





Quality is Still King

Did you know that consumers ranked **quality**

as the highest attribute when purchasing flowers (from a recent *Floral Marketing Research Fund* report)? Price ranked somewhere in the middle. What does this mean for florists? Without quality, all the marketing, advertising, social media and discount pricing won't guarantee repeat business.

Here are a few tips to help assure quality in your shop and with your flowers:

- Know your suppliers. Ask them how the flowers are taken care of prior to delivery.
- Follow good flower preparation procedures as soon as you receive your flowers.
- Store flowers properly. Make sure each variety is stored at the proper temperature.
- Follow good flower shop and employee hygiene.
- Understand the different shelf life of every flower and arrange accordingly.
- Send care instructions with every flower arrangement sold.

If flowers are near the end of their shelf life, don't use them in arrangements. Instead, use them as specials or bargain items. Just be sure to inform the customer that these bargain flowers may not last as long as your premium ones. Quality can make or break a shop. Make quality your number one priority.



For more information go to:
flowershopnetwork.com/blog/careandhandling.



Pitfalls Of Buying Containers From A Wire Service

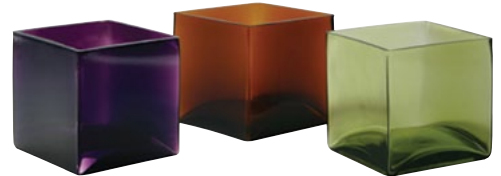
Are wire services' containers making or breaking you?

This is the question Natalie (*Orchid Paradise Florist, Oklahoma City, OK*) often asks other florists. She says they're breaking her. In her opinion, wire service containers are over priced, require high minimum order quantities, and are not really what her customers want. Instead, she prefers to buy containers that are better suited to her customers, as well as more cost efficient.

So why do florists buy wire service containers? Convenience and fear are the major reasons. Many florists fear that without the containers they will miss a sale. They also may not know where to find unique floral containers.

Resources like FGmarket.com can help you find suppliers of floral containers with cost-efficient pricing and low minimum order quantities. Even better, you can find containers that are more in line with your design style and customer preferences. When you create and promote designs in your own containers, customers will see the value of your product.

For great marketing ideas and products, checkout www.fgmarket.com/blog. Find floral container suppliers at <http://www.fgmarket.com/Containers-and-Vases>.



Containers by FloralSupply.com of Champaign, IL.



Ready! Get Set! Mother's Day!

Of all the holidays, Mother's Day is the biggest online holiday. Why? Many consumers don't live near their mother and a significant majority of them are Generation Y. This connected generation prefers to shop online. Florists can use this to their advantage. After all, your website is your best employee — working 24/7, never sick and always ready to help the customer.

This checklist will help you make sure your website is ready for Mother's Day.

- ___ Verify that Google Places has your correct holiday hours and URL; share an update.
- ___ Print marketing templates from FSNf2f.com to use as statement stuffers.
- ___ Update your website products and prices.
- ___ Train every employee to receive calls from FSN.
- ___ Designate a specific employee or employees to handle and coordinate your website orders.
- ___ Develop a plan to contact your consumer if an order requires a substitution.
- ___ Post a status update on Facebook with link to Mother's Day Page.
- ___ Add Website URL to all forms of Advertising.
- ___ Have a strategy for temporarily turning your website off or posting a disclaimer, if needed.

Remember, your website orders are YOUR customers. They are no different than your phone or walk in customers. A bad buying experience on your website is a reflection on your store. Make sure your customers have the best experience possible. If you don't have an FSN website, you can still get one before Mother's Day. Call 1.800.858.9925 today!