

The Magic of Effective Marketing

All successful businesses have one important element in common: they know how to effectively market their business to potential customers.

For a business owner to market their business well, they need to be like a good fisherman and cast many nets. This “cast many nets” marketing strategy is used by many successful businesses, small and large, to get the most attention from as many people as possible.

Effective “Nets” of Marketing:

▶ Online

- Websites (with mobile access)
- E-mail marketing
- Social media
- Blogs

▶ Print

- Direct mail campaigns
- Print ads
- Business cards
- Enclosure cards
- Coupons
- Press releases

▶ In-Store

- Delivery vehicles
- Surveys
- Store windows and doors
- Outdoor signs
- Shop apparel
- Customer statements

Some forms of marketing are subtle and serve as an introduction to your business. For example, business cards, enclosure cards, delivery vehicles, shop apparel and customer statements may contain your business’s name, phone

number, address, website URL or social media links. These items remind people who you are, what you do and how they can contact you. They are usually inexpensive and easy to implement into your marketing strategy.

Coupons, press releases, print ads, decorated store windows and doors, outdoor signs, direct mail campaigns and e-mail marketing add an additional layer of publicity. These are effective ways to spread the news about special offers, giving your audience incentive to purchase from your shop.

Blogs, social media, websites and mobile exposure broaden your audience and pull even more potential customers to your marketing messages. Engaging customers online will appeal to them on a deeper level than other forms of marketing.

How can florists become successful marketers? Be like the fisherman and cast as many nets as possible based on the types of customers that the business needs to grow.

For some florists, marketing may seem like a daunting task, but others have embraced the many platforms to launch their marketing strategies and their business.



Along with a website (with mobile capabilities), Every Blooming Thing in Akron, OH uses their delivery van as a traveling billboard.



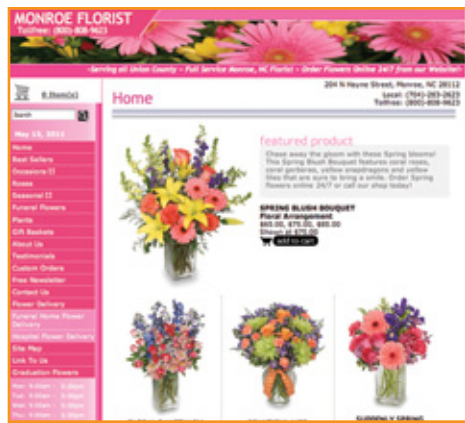
Along with a website (with mobile capabilities) and branded e-mail campaign, Bloomin Bee in Aurora, CO utilizes Facebook, Linked-In, Twitter and Yelp as effective ways to market to their customers.

For more ways to market your flower shop, log into FSNf2f.com, where you will find actionable marketing plans for your shop in the *FSN Florist Marketing Guide*.

Get Online or Get Out of the Game

Choosing not to have a website is like doing business without a phone number. According to the *Pew Internet & American Life Project*, 71% of all adults shop online.

A website is the best way to capture that finicky, internet-savvy customer with 24/7 shopping options. A strong website marketing strategy can increase a flower shop's business exponentially.



Monroe Florist's standard website design.

Follow these simple strategies to drive customers to your website:

- Add your website URL to business cards, enclosure cards, customer statements, delivery vehicles and shop apparel; it is just as important as your phone number.
- Make sure your website URL is present on every social media platform that you use to market your website.
- Network with trade associations, your local chamber of commerce and other local businesses. Ask them to add links to your website on their websites, blogs and social networks.
- Check online services such as Google Places, Bing Local and Yahoo Local to see if they list the correct URL to your website.
- Make sure all ads in newspapers or magazines include your correct URL.



Dietz Flower Shop's premium website design.

Do you need a website? *FSN* provides easy to use, search-engine-optimized websites for florists. Contact your *FSN* representative today for more information about our standard and premium websites at 800.858.9925.

Your website allows customers to shop from anywhere, any time.

Did you know?

You can create direct mail marketing pieces for free. *FSN* makes this easy.



A sample direct mail template.

To print your direct marketing pieces, go to FSNf2f.com and click on Marketing Services.

You've Got Business!

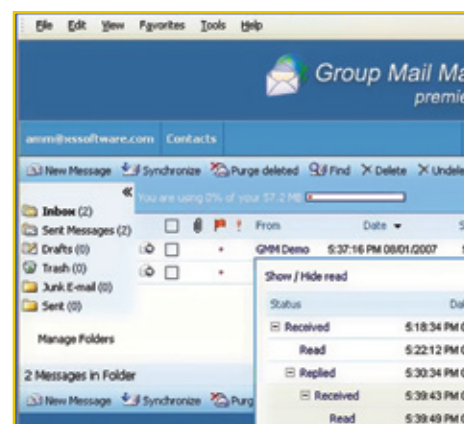
"E-mail is the 'original social media' and it is the one platform that, pretty much, everyone still uses today," explains Dan Zarrella, marketing specialist.

E-mail marketing was listed as one of the top three most effective marketing methods. Without a good e-mail address list, e-mail marketing can fall short.

Collect more e-mail addresses using these methods:

1. Simply ask every person placing an order for their e-mail address.
2. Hold a weekly or biweekly contest where the only requirement to enter is an e-mail address.
3. Ask customers to refer family and friends in exchange for a percentage off or a special gift.

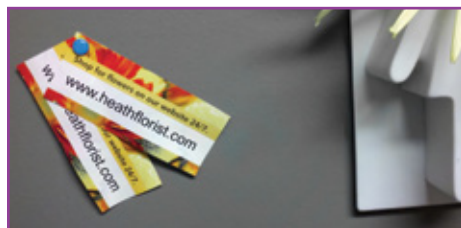
4. Send customers on your mailing list a postcard asking for the e-mail addresses of family or friends.



For more information about making the best of your e-mail marketing, visit: flowershopnetwork.com/blog/emails

Creative Concepts Create Customers

Heath Florist in Salem, OR has a unique marketing strategy. On the wall in a local restaurant's bathroom, are two restroom-themed flower containers. Owners Debra and Michael Wallig place fresh stems in these containers with their business cards. This creative concept reaches both visitors and residents in their town.



Heath Florist places business cards in the bathroom.

Creative marketing strategies ensure that customers stay interested in your service.



A novel advertising idea from Heath Florist.

Heath's isn't the only florist with a novel approach to marketing. *Lazy Acres Décor & Floral* in Wakefield, NE attracts Mother's Day customers with their Build A Bouquet event. The store helps kids create a bouquet prior to Mother's Day. According to owner Sarah Ekberg, the response to this marketing approach has been phenomenal.

Marketing strategies that include participation will lure customers to your shop. They also have the added benefit of changing new customers into loyal ones. *Flowers On Main* in Placerville, CA holds hands-on flower workshops. Many of the participants have become regular customers and evangelists for the business.

¿Hablas Español?

Do you market to the Hispanic community? Maybe you should.

Hispanic buyers are one of the youngest and largest trend-setting markets in the U.S. In a survey, 70% of Hispanics found English ads less effective than Spanish ads in persuading potential customers.

Also, 56% of Latino adults responded better to Spanish ads.

For more information on marketing to the Spanish-speaking community, go to: flowershopnetwork.com/blog/spanishmarketing

FSN offers several ways in which you can more easily market to Latino customers:

- Spanish-speakers can find florists using FSN's Spanish website, es.flowershopnetwork.com
- Websites hosted through FSN can have Spanish pages added to them.

Maintain a Facebook Following

Follow these three tips to make your Facebook marketing efforts more effective:



Organize Your Albums

Make it easy for customers to find the pictures they're looking for. Keep arrangements grouped logically.

Friend & Comment

Facebook now allows you to interact as your flower shop. Communicate with other local Facebook pages to spread the word about your flower shop.

Stay On Topic

Your shop's page is an extension of your store. Keep personal information, political opinions, and unrelated topics off of your wall. Keep the focus on current specials and events going on in your store.

Come See Us!

Texas State Florist Association
Convention **July 15th - 17th**

Arkansas State Florist Association
Convention **August 18th - 21st**

Ozark Florist Association Convention
September 24th - 25th

For more info
scan this QR Code.

