

FSN is Your Marketing Partner for 2012

Make 2012 the year to take marketing into your own hands. It's time to formulate a marketing plan and set goals for your shop. FSN makes it easy to commit to these goals with our useful marketing tools. Learn how in the Marketing section of FSNf2f.com.

Getting Started with Self-Promotion

Marketing Guides

All FSN members have access to useful marketing guides. These cover everything you need to know for marketing your flower shop, from how to advertise with delivery vehicles, to direct mail and mobile. These resources are at your fingertips.

Direct Marketing Templates

Did you know all FSN members can print custom-branded flyers, handouts, mailers, brochures, statement stuffers and more for their shop through FSNf2f.com in the Direct Marketing Templates section.

Custom Enclosure Card Maker

How can you market with enclosure cards? Remind customers of your social media presence and add QR codes that point to your website or a promotion. You have these abilities and more; visit Enclosure Cards under Tools in FSNf2f.com

Marketing Calendars

Get a jump start on 2013 with custom calendars for your flower shop. Customers always know where to go for flowers with calendars branded with your shop's information.

Custom QR Code Maker

QR codes are a fantastic way to promote your website offline. FSN members are able to make and save QR codes to print or use in Direct Marketing Templates or the Enclosure Card Maker.

(www.FlowerShopNetwork.com/blog/qr-codes)

View / Moderate Testimonials

This may not sound like a marketing tool, but customers often look at testimonials when deciding on purchasing from your website. Encourage new testimonials to keep your reviews page looking fresh. You can also use good reviews as quotes in marketing material. Worried about negative reviews? Learn how to deal with them at www.FlowerShopNetwork.com/blog/negative-reviews.

Social Media


Be sure to add your social links to your FSN profile by going to Edit Social Media in the Marketing section of FSNf2f.com. (These also show up on your FSN Website, if available.) If you are new to social networking, give us a call for assistance in setting up your Facebook Page.

E-mail Marketing Campaigns

For members with FSN websites, we offer custom e-mail marketing packages. Send out holiday reminders and more 25 times a year. These feature the best-selling arrangements for each holiday linked back to your website.

To learn more about making FSN your marketing partner, visit:
www.flowershopnetwork.com/floristonly/





Marketing

- Marketing Guides **NEW**
- Email Marketing
- QR Code Manager **NEW**
- Direct Marketing Templates
- Statement Stuffers **NEW**
- View Testimonials
- Edit Social Media

Find this menu at www.FSNf2f.com.

Let 2012 be the year you get an FSN website and let us help you take back your customers. Call 800.858.9925.

Stay in the Spotlight

Business is competitive by nature, so take every opportunity to get your shop in the spotlight. Staying on your customers' minds will keep them — and their friends — coming for more.



Host open houses with door prizes and fun activities.

- Have a Ladies Night.
- Teach floral design classes.
- Host a holiday or seasonal event.
- Invite media to cover events.



Keep customers up-to-date through blogging and social media.

- Show off new products.
- Advertise new types of flowers.
- Feature favorite flowers in season.



Get published and become an authority.

- Guest write an article for a local magazine or newspaper.
- Get featured in a local blog.
- Submit an ad or press release (with photos) to your local newspaper.

For more information, visit:
www.FlowerShopNetwork.com/blog/shop-spotlight

Quick Photography Tips for Florists

by Dan Hamilton, owner of Blumen Garten Flowers in Columbus, Ohio

Flowers and photographs; it seems like the two simply go together. We buy flowers after looking through photos in a book or online. We photograph them at weddings. Florists brag about their talent with pictures of their best and most beautiful prior work. Most florists would like to have a portfolio, but don't feel confident enough to do it themselves. It's not hard to make professional-looking flower photos, but it does take practice.

Here are a few hints that will make your photos sparkle:

- Use natural light.
- Turn your flash off.
- Use a tripod.
- Use an uncluttered background.
- Use photo-enhancing software.
- Use a good photo printer and good photo paper.

Photographing your flower arrangements may seem like a daunting task, but after you've done a few, it will become second-nature.

Dan has been in the floral business for 10 years and a photographer for 23 years.



photo taken with a tripod



photo taken without a tripod

To learn more about flower arrangement photography, read Dan's full article:
www.FlowerShopNetwork.com/blog/flower-photography

Simple, DIY Website Changes

Keep your website up-to-date and personalized with free features from FSNf2f.com. If you have an FSN Website, you can make these changes yourself without the Website Controls upgrade:

- Change your store hours.
- Set delivery fees.
- Change your website color.

- Create online coupons.
- Review and moderate testimonials.
- Add Useful Links.
- Change sales tax rates.
- Add social media links.
- Suspend orders.
- Maintain funeral homes and hospitals you service.

- Set up same day delivery cutoff time.
- Print new holiday design recipes.

To change products, prices and more, upgrade your website by adding Website Controls. Call your FSN rep. at 800.858.9925.

Find a complete list of website features at:
www.flowershopnetwork.com/floristsonly/web/

Florists Predict 2012 Wedding Trends

We asked our florist friends on Facebook what their predictions were for wedding trends of 2012, and received an overwhelming response. From new looks, to hot products; favorite flowers and color trends — we've got you covered!



Photo from Forget Me Not Florist of Northampton, MA

Color & Flower Trends

Jewel tones: reds, purples, blues and greens.

Monday Morning Flowers, Princeton, NJ

Purples and greens, especially hydrangea bouquet bases.

The Petal Patch, LTD, McFarland, WI

Carnations in magnificent colors.

Glendale Flowers, Glendale, AZ

Anemones, craspedia, celosia and scabiosa pods will remain strong.

The Enchanted Florist, Asheville, NC

Style Trends

Modern and sophisticated; think 'Royal Wedding'.

Joy's Floral & Gift, Powhatan, VA

Back to traditional: roses, baby's breath and carnations.

Monday Morning Flowers, Princeton, NJ

Eclectic styles with found objects.

The Enchanted Florist, Asheville, NC

Brides want to be involved in designing their flowers.

Flowers by Flowers, Parksville, MD

Photo pocket squares for grooms.

Libby's Flowers, Gifts & More, Elberton, GA

Cascading bouquets.

Joy's Floral & Gift, Powhatan, VA



Photo from Monday Morning Flower & Balloon Co. Princeton, NJ



Photo from Plaza Florist Des Moines, IA



Photo from Alma Blooms Alma, WI



Photo from WPN Photo Gallery

Valentine's Day Marketing Tips



Valentine's Day is February 14th and falls on a Tuesday this year. Encourage Monday deliveries to celebrate a whole week of romance by offering discounts.

- Drive customers to your website to order early by including discount codes in all your advertising.
- Direct customers to your website's Valentine's Day page by adding QR codes to your printed marketing materials.
- Offer incentives to your staff with contests for up-selling the most add-ons, such as balloons, chocolates and holiday plush.

2012 Florist Conventions

January 22

FL State Florists' Association, Design Summit "FANTASY"

February 3 – 5

KY Florists' Association

March 2 – 4

Great Lakes Floral Expo *

March 3 – 4

Northeast LA Florist Association

March 4 – 11

Philadelphia International Flower Show

March 10 – 11

Northeast Floral Expo *

March 9 – 11

IL State Florists Association and GA State Florists Association

March 16 – 18

SD Florists Association

March 23 – 25

WUMFA



* FSN will be in attendance.

For more convention info, go to:
www.FlowerShopNetwork.com/blog/florist-conventions-flower-shows/

For more information, visit: www.FlowerShopNetwork.com/blog/trends-2012

Let brides know you're staying on top of the latest wedding trends with a custom banner ad on WeddingandPartyNetwork.com. Call WPN at 800.976.3980!