

## Your Reputation Is On The Line Online

Reputation can cause a business to sink or swim, and these days it spreads faster than ever. Consumers everywhere can now communicate to each other if a business has a good or bad reputation. And they do. Remember, you can't please everyone. Every business will eventually have customers who speak unfavorably about them.

### Your Reputation Starts Here

#### In Your Store

Set up the foundation of your reputation by providing great products paired with superb customer service.

#### On Your Website

These are your customers and deserve to be treated as such. A good user experience can turn into a lasting, loyal customer.

### Where Reputation is Spread

#### Social Networks

Not social? Your customer is.

#### Review Sites

Your customers are influenced by review sites, such as Yelp.

#### Online Directories

Good directories can validate your trustworthiness.

#### Your Community

Involvement in your community can facilitate a good reputation.

**Make sure your  
good reputation  
outweighs the bad.**

### Are you guilty of these Missed or Bungled Opportunities?

#### Treating website customers differently than other customers?

Turning away or not addressing problem website orders is a reflection on your business' reputation. Although they are an online customer, basic customer service rules still apply.

#### Actual Scenario:

Customer places an online order several days before Valentine's Day, but the shop ignores the website order. On Valentine's Day, the shop cancels the order. In frustration the customer writes this review:

*I am severely disappointed at the way this was handled. I have used this florist EXCLUSIVELY for the past ten years, and I am told via email at noon on Valentine's Day that my flowers would not be delivered? Absolutely unprofessional...*

**Hiding Negative Reviews?** No one wants to air dirty laundry, but it can be an opportunity to reinforce your good reputation. A customer complaint is your chance to restore their faith and trust in you. Address it logically and strategically, not emotionally. Studies have shown a negative review with an appropriate rebuttal will influence reputation more favorably than several good reviews by themselves.

**Letting It All Hang Out On Social Media?** Social networks help you communicate and connect with customers, but be aware! What you share can quickly spread across the web. Not everyone shares your personal views; think before you speak. Controversy doesn't help to promote a good reputation.

Ask yourself this question, **"Can I say what I am posting to my grandmother, teenager or neighbor without offending them?"** No? Don't post it.

#### Does Staff Know Ins & Outs of Customer Service?

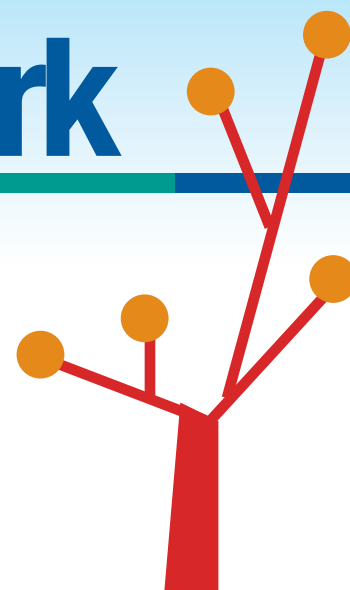
#### GOOD CUSTOMER SERVICE = GOOD REPUTATION

Every member of your staff, from delivery driver to designer, and anyone in-between, should be trained in customer service. A single, bad experience for a customer can create a bad reputation trigger, both online and off.

### Remember:

**It is easier to encourage a good reputation than to try to combat a bad one.**

# Growing Your Network



More social networks spring up every day, but only a handful really make a difference in marketing your business online. These are two new contenders to keep on your radar: *Google+* and *Pinterest*.

# Google<sup>+</sup>

Although it has not had the social boom as Google intended, Google+ (Plus) is still very important for your business website for one reason only - it's Google.

Google has already said they would be integrating Google+ into their search results, Place pages and possibly more. This means, just being on Google+ could help your website rankings. That alone makes Google+ rise to the top of our list of important social networks. Make sure your Name, Address and Phone number (NAP) information is correct and consistent with all of your online profiles.

**For how to use and set up your own Google+ Page, visit:** [www.FlowerShopNetwork.com/blog/google-plus](http://www.FlowerShopNetwork.com/blog/google-plus)

**To find Flower Shop Network on Google+ visit this URL:** [www.gplus.to/FlowerShopNetwork](http://www.gplus.to/FlowerShopNetwork)

# Pinterest

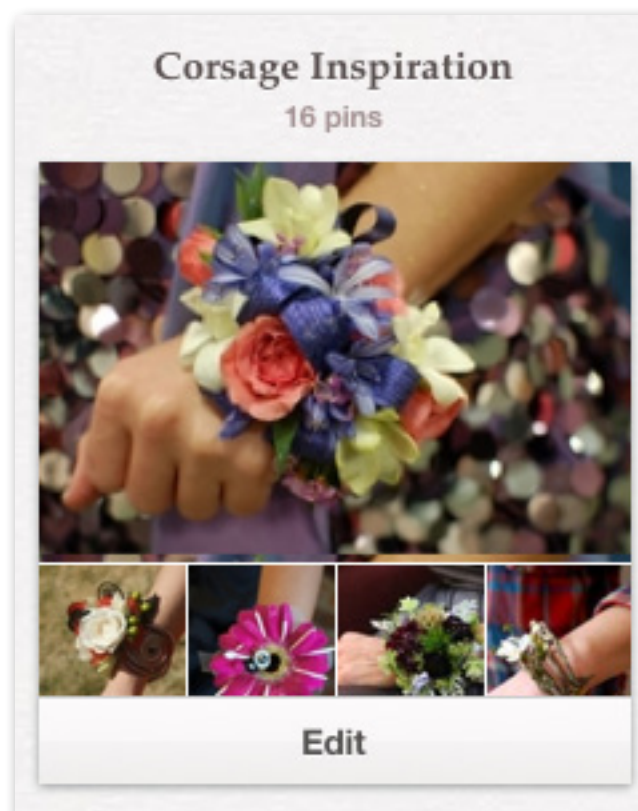
Pinterest is one of the fastest growing social networks out now, with over 11 million registered users in only a few months. It's also the perfect social site for our industry. **Why? It's all about pictures.**

**The way it works is:** You can create unlimited **boards** and **pin** unlimited photos from anywhere online to a board with just a click. It's perfect for wedding and party planning.

For instance, you can pin wedding inspiration by color and style, so when your bride requests something specific, all your ideas and inspirations are ready to go! It's not all about weddings either, you might have a board for different party themes, favorite ikebana designs, European floral inspiration - it's all up to you!

**How this benefits you:** Each pin links to a website. When you pin your own photos, you can direct them to your website. As pins get repinned and spread throughout **Pinterest**, they will always link back to your website.

**For more on Pinterest, including how to set up your own, visit:**  
[www.FlowerShopNetwork.com/blog/pinterest](http://www.FlowerShopNetwork.com/blog/pinterest)



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Follow

**Find Wedding And Party Network**  
[www.pinterest.com/wpnetwork/](http://www.pinterest.com/wpnetwork/)

# Spreading The Word About Your Mobile Website

Spread the word about your mobile-friendly website! Mobile shopping continues to grow in leaps and bounds, and if you have a website hosted by FSN, you're already mobile and ahead of the curve!

## Ideas for getting the word out about your mobile-friendly website:

- **Word of Mouth** - Simply tell your customers.
- **In Advertising** - The tag "We're mobile friendly" will go a long way.
- **QR Codes** - These codes can link printed material directly to your website. ( [www.FlowerShopNetwork.com/blog/qr-codes](http://www.FlowerShopNetwork.com/blog/qr-codes) )
- **E-mail Blast or Direct Mail** - Remind customers they can buy flowers anywhere, anytime!
- **Social** - Promote mobile on your social networks to keep customers in the loop.

## SEO CORNER Are You In Control Of Your Web Equity?

Website or not, your shop already has a presence online. As a business owner, it is crucial that you own your local web presence. So, where do you start?

**Step 1** **Establish Official NAP Information** Business Name, Address and Phone number. Maintaining NAP consistency is crucial.  
*\*Use the Business Profile Form inside FSNf2f.com to document this information*

**Step 2** **Pick One Website To Be THE Website** More than one website? Select a single website to promote in the local space and online listings.  
*\*E-commerce websites are ideal. Remember, hosted FSN website orders are 100%.*

**Step 3** **Perform a Business Visibility Audit** Do a consistency check of all the places the search engines gather your information from online.  
*\*FSN has a handy Business Visibility Checklist you can use in FSNf2f.com.*

**Step 4** **Claim Online Business Listings** Fill out as much information on each listing as possible. Be sure to document everything, including usernames and passwords. This will come in handy during the next step.

**Step 5** **Monitor Your Web Presence** Review claimed listings at least every 3 to 6 months. *\*FSN has a handy spreadsheet to help you track your information.*

This is just a start to owning and controlling your web equity. For more information, log into FSNf2f.com and find the marketing section.

## 3 Easy Ways: To Market Your Website

These days, your website is just as important as your phone number. If you're not promoting both, you are missing out!

### 1 Is your website everywhere your phone number is?

That includes:

- On Business Cards
- On Your Delivery Vehicles
- Inside Enclosure Cards
- On Your Store Front
- In All Print Advertising

### 2 Are you proactive in online advertising?

That includes:

- In Online Profiles (*Yelp*)
- Social Networks (*Facebook*)
- In search engine directories (*Google/Yahoo Local*)

### 3 Your Website, Your Order

A customer from your website, is still **your customer**. They **deserve** to be treated like any other customer.

## To Ramp Up Wedding Business

**1 Host Events:** Host a wedding seminar, open house or happy hour to advertise in your community.

**2 Online Marketing:** Brides now do most research online. Consider buying an ad on [WeddingandPartyNetwork.com](http://WeddingandPartyNetwork.com)

**3 Think Local:** Advertise in local magazines, websites and other community media.