

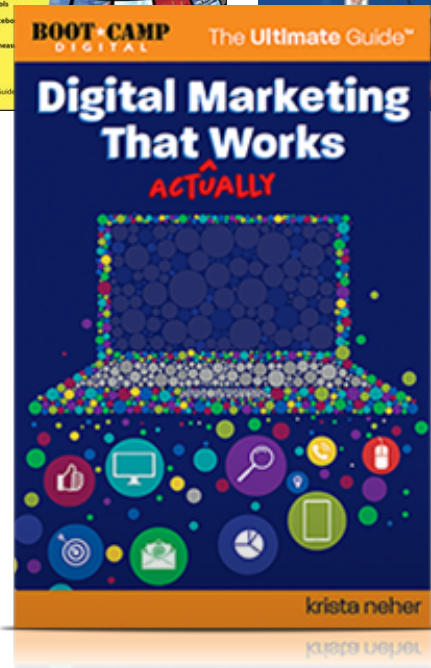
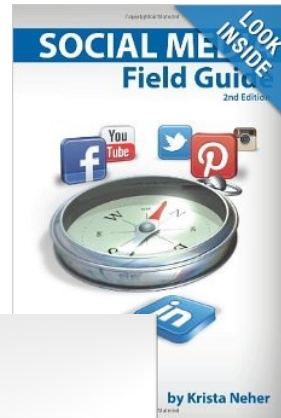
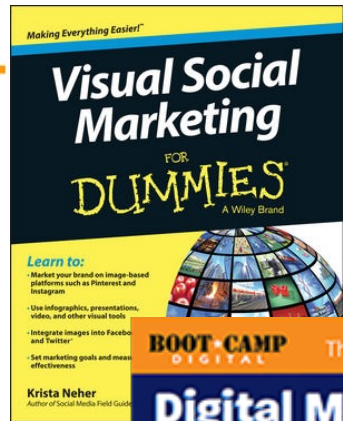
FTD, LLC

Social Media Workshop: Strategy + Content

June 2021



About Krista



As seen on and in:



3 Part Workshop

1. Strategy + Content Planning
2. Channel Optimization
 - Grow followers
 - Increase engagement
 - Optimize posts
3. Workflow and Measurement
 - Time savers
 - Processes
 - Tools

Agenda for Today

- Defining Your Strategy
 - Full-funnel marketing
 - Setting your strategy
- Content Planning
 - Content that breaks through
 - Creating content buckets
 - Determining frequency
 - Connecting to strategy



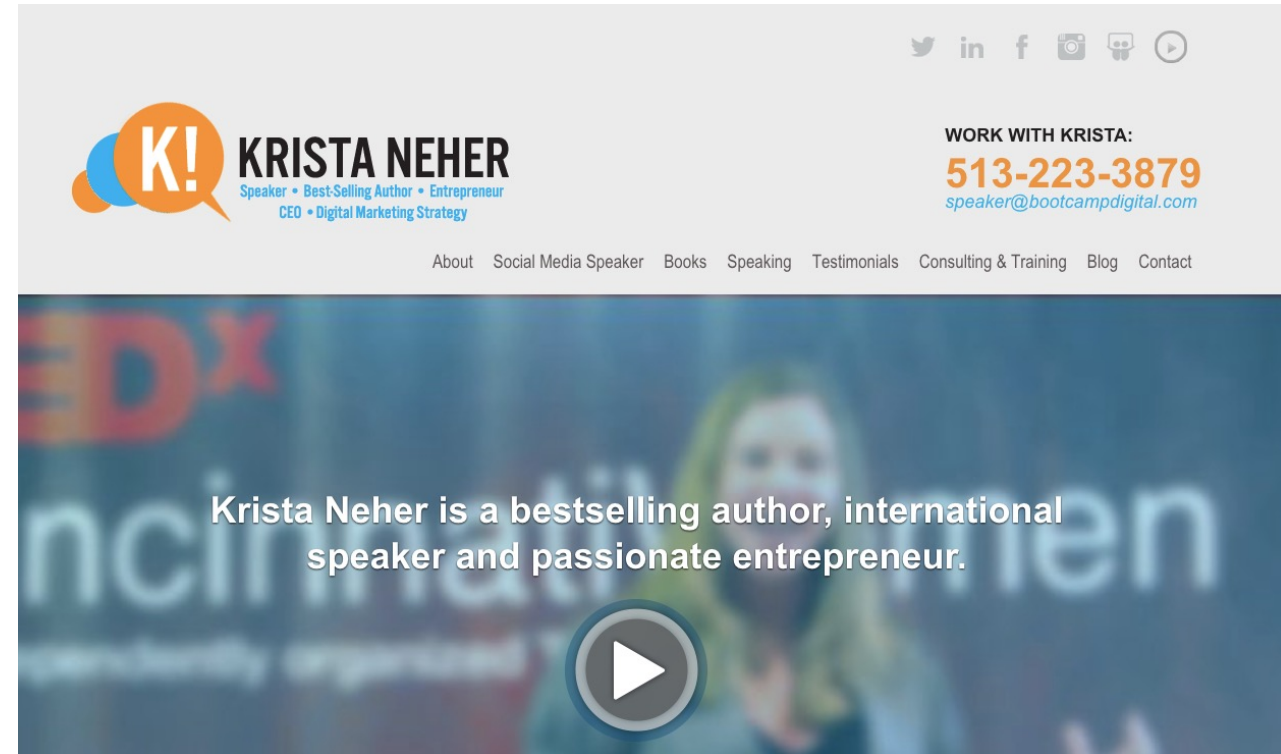
Digital Ecosystem:





Professional Speaker: Lack of Strategy

- Before:
 - Posting content about social media
 - Goals/Objectives:
 - Build reputation as social media expert
 - Reach more people
 - Be seen as an expert

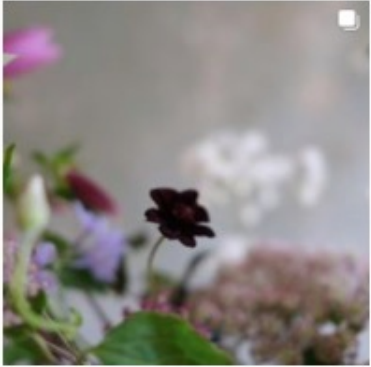
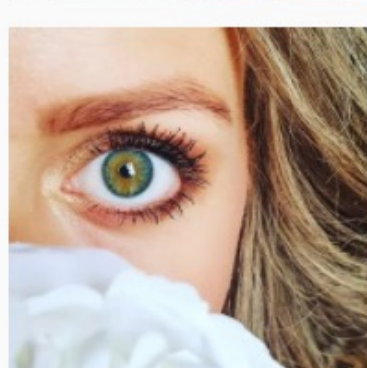




Top posts



WHY?



IDEA:

- **Start with strategy**
 - Each post has a clear focus
 - Better contribute to business goals
 - Drive measurable results

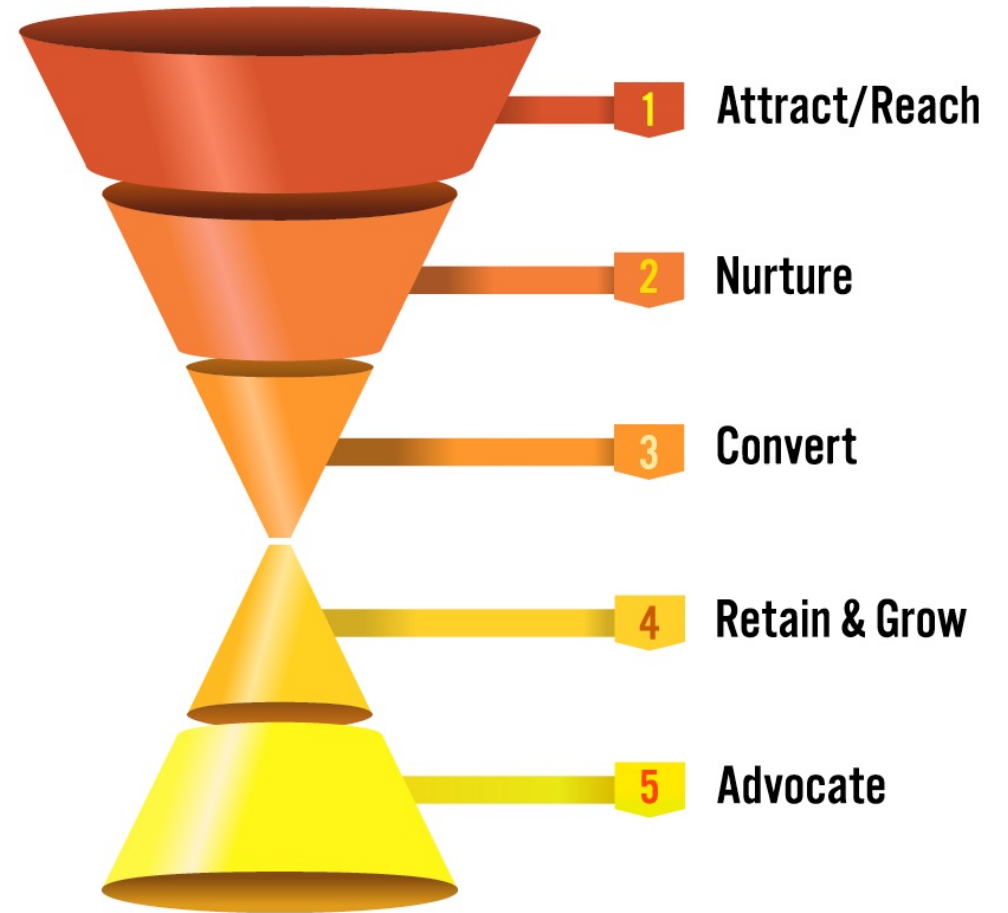
This will grow your ROI.





Defining Your Strategy

- What leads to purchase?
- Traditional brand marketing shows the buyer funnel to purchase
- Which stage or stages do I want to focus on?



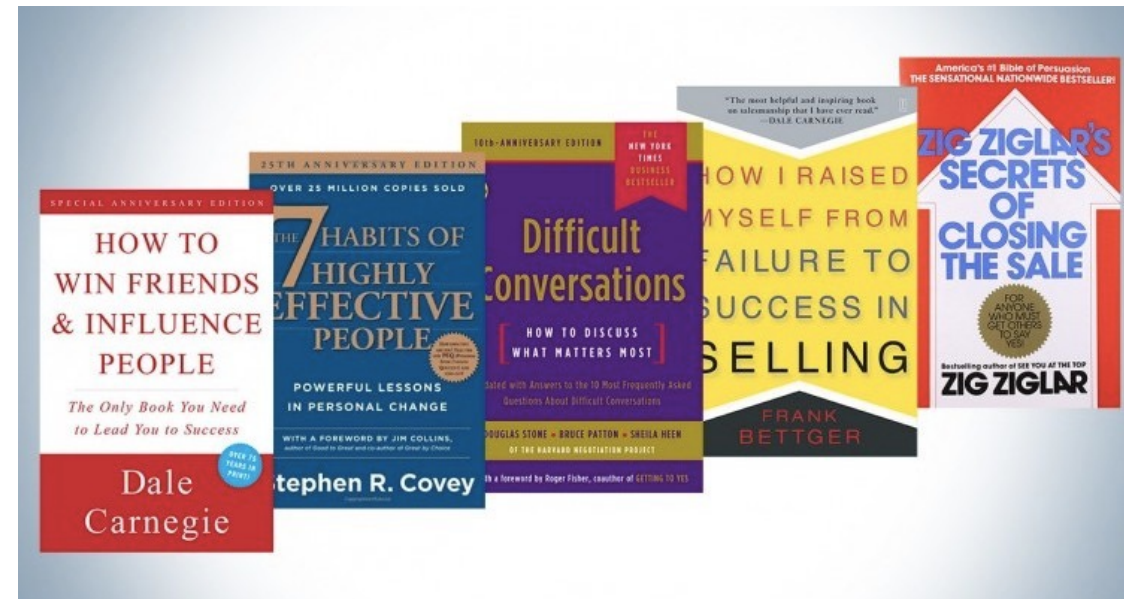
Digital Strategy: Attract



- Reach new people with your product or message.
- "Awareness" in traditional marketing.
- Most traditional marketing focuses here.
- Goal = Get in front of people with your business/message.

Digital Strategy: Is Attract Valuable?

- We do business with people we Know, Like and Trust
- If you see someone more:
 - You like them more
 - You know them more
 - You trust them more



What is Attract Content?

- Storefront / in context
- Community related posts
- Logo or branding present



Delivering your emotions... To Perfection

Paradise Point Florist



Speak with our team:
(07) 55773377
www.paradisepointflorist.com.au

Digital Strategy: Nurture



- Nurture people who know about you to drive action over time.
- “Equity” in traditional marketing.
- “Interest” or “Desire” in traditional funnel.
- Goal = Warm up the people who know you to get them to buy.

Digital Strategy: Is Nurture Valuable?

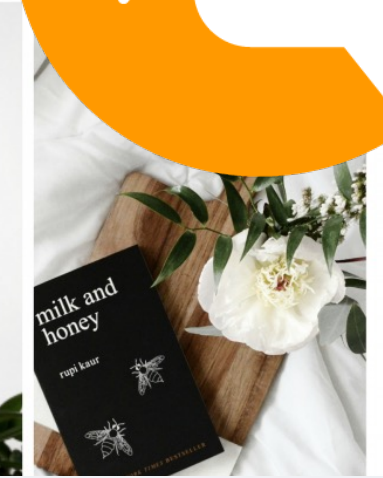
- Stay in front of people with:
 - Positive brand impressions
 - Grow their desire to choose you
- Examples:
 - Need a business banker
 - Why do you choose Tide?



What is Nurture Content?



- What are you best at?
Highlight your flowers!!!
 - Bouquets/ arrangements
 - Events
 - How to
 - Tips
 - Flower pics



SNAPSEED

FTD Flowers
May 13 at 1:30 AM ·
Colorful tulips = a reminder that spring is here!



Digital Strategy: Convert



- Convert people into customers
- Focus on driving ACTION
- Often digital focuses too heavily on this
- Traditional marketing equivalent = direct response
 - Coupons
 - Direct response TV

AS SEEN ON TV OFFER ONLY
Only 4 Pmts of
\$19.95
Plus S&H

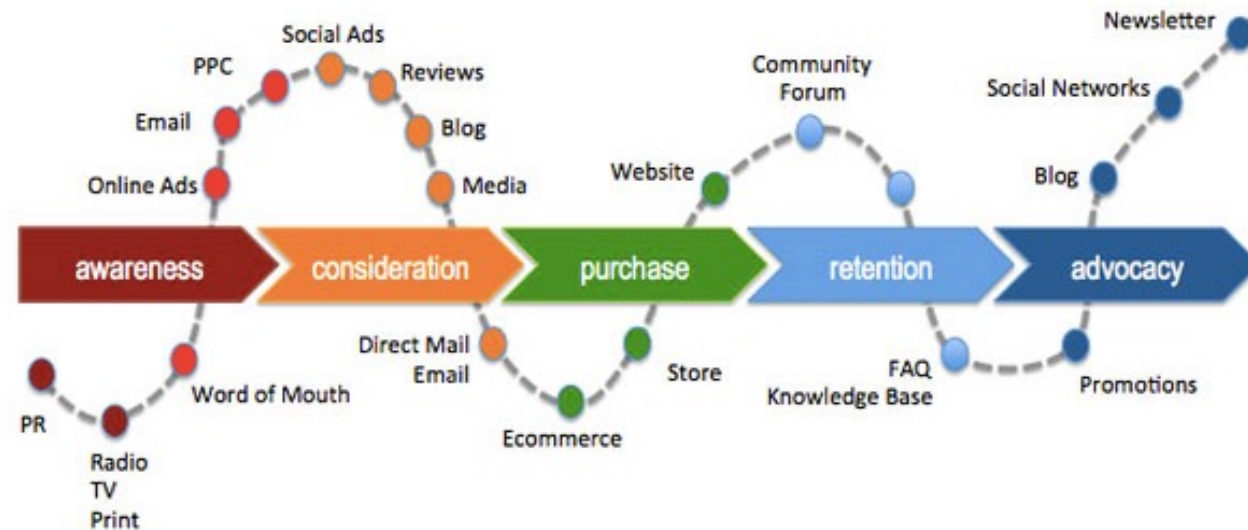
CALL NOW
1-800-90S-NEIL

VISA MasterCard AMERICAN EXPRESS DISCOVER Diners Club International

Residents of Quebec pay additional fees

Digital Strategy: Conversion

- Consumers complete purchases independently online
- Strong conversion plans consider multiple touchpoints to drive the conversion.



What is Convert Content?

- Product focused
- Event focused
- Holidays or special events
- Offers or deals

Clear call to action to purchase something specific.



Adrian Durban Florist tagged a product from their shop. May 28 at 6:12 PM · 🌐

We think it's important to honor their sacrifice! ❤️🇺🇸
Recognize and honor the sacrifices of those who serve our country now and those who came before with these Red, White, and Blue Flowers.

A vibrant bouquet of flowers, including red roses, white chrysanthemums, and blue hydrangeas, is arranged in a blue 1948 Ford truck. A small American flag is tucked into the bouquet. A blue circular cursor is hovering over the product image.

1948 Ford Truck Bouquet - USA... \$49.95

Click to View Products

An Instagram post from the account 'taroca.se' (Skellefteå, Sweden) showing a variety of potted plants and flowers on a table. The post includes a caption in Swedish and several hashtags. The interface shows 16 likes and a comment input field.

taroca.se
Skellefteå, Sweden

taroca.se Vilken blomsterdröm i våra helgjutna plåtkrukor (finns kvar vissa modeller för direkt leverans) och den gröna snygga och praktiska Pitti krukan... 🌸🌸 Den vackra bilden tagen hos @trädgårdenursviken... 🌸🌸 #taroca #flower #flowers #garden #homedecor #home #wholeseller #sweden #Sverige #flowerpots #gardenpots #trädgård #blommor #grossist #baskets #korg #ig_flower

16 likes
2 HOURS AGO

Add a comment... Post

Digital Strategy: How to Grow?

- Fedex now tries to gain MORE of my business.
- Emails:
 - New product offers
- Onsite
 - Special deals
- Social
 - Promote less-known products



Digital Strategy: Retain + Grow



- Most marketing, PR and communication plans ignore this
- Keeping customers is cheaper than getting new ones
- Existing customers can buy/spend more

What is Grow Content?

- New (unusual) products
- Additional use cases
- Subscription or incentives to purchase often



FTD Flowers
May 31 at 5:31 PM · 🌐

Our collection of plants just keeps growing - literally 🌱 Whether you want to add some plants to your home or gift some greenery to your favorite plant parent, our collection is looking fresher than ever! 🌿



Digital Strategy: Advocacy



- Word of mouth (WOM)
- Can be both digital or traditional
- Most businesses want this but very few think to influence it
- Digital is increasing focus on this:
 - Digital WOM can be seen/measured
 - Consumers reach larger audiences with their WOM

What is Advocacy Content?



- Get them talking!!!!!!
 - Talkable call to action in deliveries
 - Asking clients to tag you with a pic of the flowers
 - Referral incentives

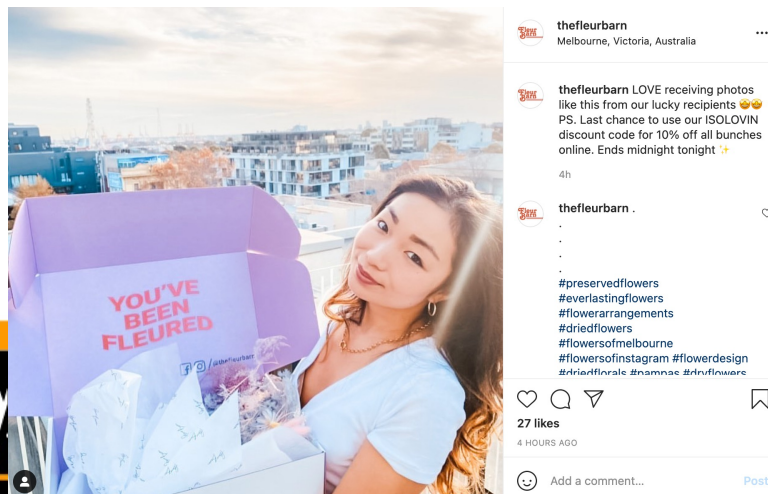
Shawna And LaLa On The Radio is with Chewy and FTD Flowers.
October 4, 2019 · 🌐

I have been using [Chewy.com](#) for all of my pets food, cat litter, treats and prescriptions for the past few years. You have heard me talked about how great of a company they are many times on the show regarding how fast shipments are, they almost always have everything in stock and if my pet doesn't like a food returning items is so simple. Well, since Mittens passed away I called to let them know I won't need her prescriptions sent to me any longer due to her passing away. I came home yesterday to find these beautiful flowers from [FTD Flowers](#) with a note on my porch from Chewy's customer service rep. How amazing is this company?!? They truly go above and beyond for their customers and pets.
Thank you Ana and everyone at Chewy for thinking of us during this time. ❤️
[#shawnaandlala](#) [#chewy](#) [#chewyflowers](#) [#chewypetstore](#) [#ftdflowers](#) [#pets](#)



Bryan Kramer added a 3D photo.
December 18, 2020 · 🌐

Thanks so much [Charlie Cole](#) and the entire [FTD Flowers](#) team, you just set the perfect finishing touch to our holiday decorating! And what a cool reminder that receiving flowers unexpectedly is a pretty delightful experience.



Buying is a Process

- People don't buy immediately – it is a process.
- Direct response or conversions don't work alone.
- Consider each stage of the process.



Define Your Target Audience

- Be specific
- You may have a few
- Aim for 3 – 5 targets max



Strategy:

Why are we
doing this

Implementation:

Where, how and
when



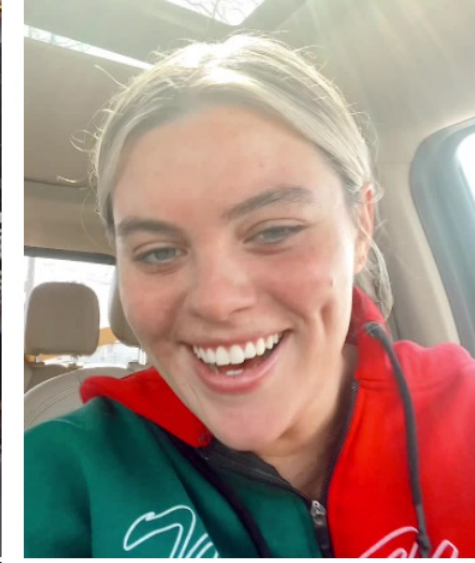
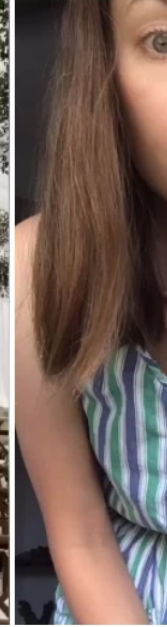
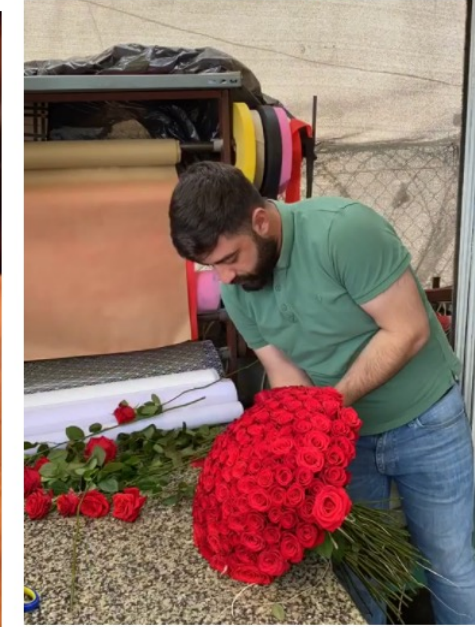
Arreglo de globo burbuja Con rosa



Roses



My Florist Husband



how to prevent drooping

FLOWER SCHOOL



Focus of Content Strategy

- What you say
 - Your content strategy
- How you say it
 - Content optimization

“Content strategy plans for the ***creation, publication,*** and ***governance*** of useful, usable content.”

Social Content Marketing Strategy



We have to think In terms of

**Value to
them.**

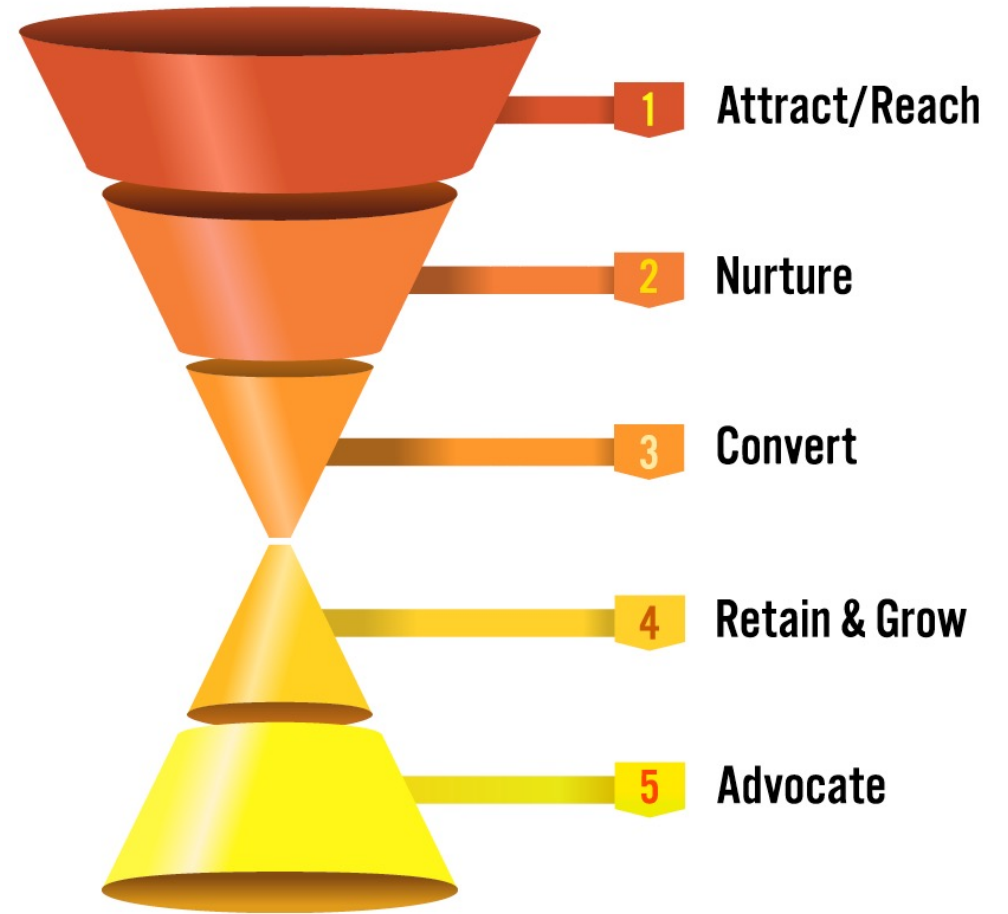
Not just us.

Tip: Create Your Buckets

1. Determine broad topics/buckets
 - In general what will you post?
2. Optimize strategy for each channel
 - Certain topics work better in different channels
3. Test, learn and optimize over time
 - Be fluid and learn as you go

Buckets

- A – Branded content
- N – Bouquets + flowers
- C - Promotions
- R – New products
- A – WOM content



Create Your Buckets (5- 7)

- Promotions
 - Seasonal
 - Events
 - New products
 - Sales
- Branded content
 - PR
 - Front of store

Let's Connect!



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Boot Camp Digital



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