Making Sense of the Dollars & Cents

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Navigating The Complicated Marketing Landscape

Focusing on goals, budget allocation and ROAS

Questions to think about when establishing a marketing budget:

- Do you have brand recognition in your area? Is your business new to the market or are you well established?

- How much competition is in your service area?

- What would you like your year over year growth to be?

- Media partnerships

- What are your goals for 2022?

  - Driving sales?

  - Hosting events?

  - Increasing market awareness?

  - New business objectives?

- How do I find more of my Golden Goose customers like Cheryl and Helen?

- Sales data
- Competition
- Media opportunities
- Year over year
- Goals

Who Are My Best Customers?

In Store Shoppers – Helen

- Consists of all segments of Empty Nests
- Age 55+
- Educated with midscale to wealthy HHI
- Varied tech usage from below average to above average ranges
- Average online users across HHLD, with a focus on search, select social media channels, email, video and news sites
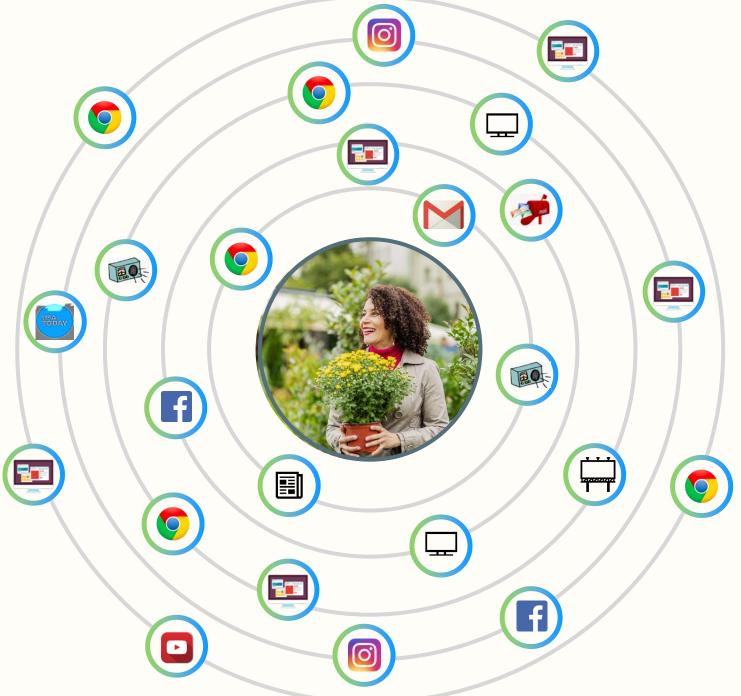- On average spends $100 on floral purchases

Online Shoppers - Cheryl

- Consists of most segments in family life tends to be a more affluent shopper
- Age 30-54
- Educated with midscale to wealthy HHI
- Average to way above average tech savvy
- Very heavy online users across all platforms, including search, email, multiple social media channels, video and getting news online
- On average spends $80 on floral purchases

Staying Relevant In A
Crowded Marketplace

How Can I Reach My Best Customers?

Media Usage	In Store Shoppers	Online Shoppers
Internet Heavy Use	Moderate	High
Facebook	High	High
Instagram	Low	High
Twitter	Low	Moderate
Pinterest	Low	Moderate
Snapchat	Low	High
Use Email	High	High
Watches Amazon Prime	Low	High
Watches Hulu	Low	High
Watches Netflix	Low	High
Watches YouTube	High	High
Visits USA TODAY Network	High	Moderate
Search on Google	High	High
Search on Bing	Moderate	Moderate
Search on Yahoo	High	High
Broadcast Television	High	Moderate
Radio	Moderate	High
Newspaper	High	Moderate
Outdoor Out Of Home	Low	Low

Where Can I Find My Best Customers?

Helen: Customers That Have
Purchased From A Florist In Store

- High Likelihood
- Moderate Likelihood
- Low Likelihood

123K
Target Households

3 Miles
Your audience is most likely to live or work within a 3-mile radius of your location

Where Can I Find My Best Customers?

Cheryl: Customers That Have
Purchased From A Florist Online

High Likelihood
Moderate Likelihood
Low Likelihood

83K
Target
Households

Sources. Claritas 2021.

Setting Goals For Every Dollar You Invest

Awareness Goals:

- Brand recognition

- Website traffic

- Increase in social media following

- Top of mind choice when a customer is in market

Tactics:

- Traditional media
  - Print
  - Digital Display
  - Organic Social Media
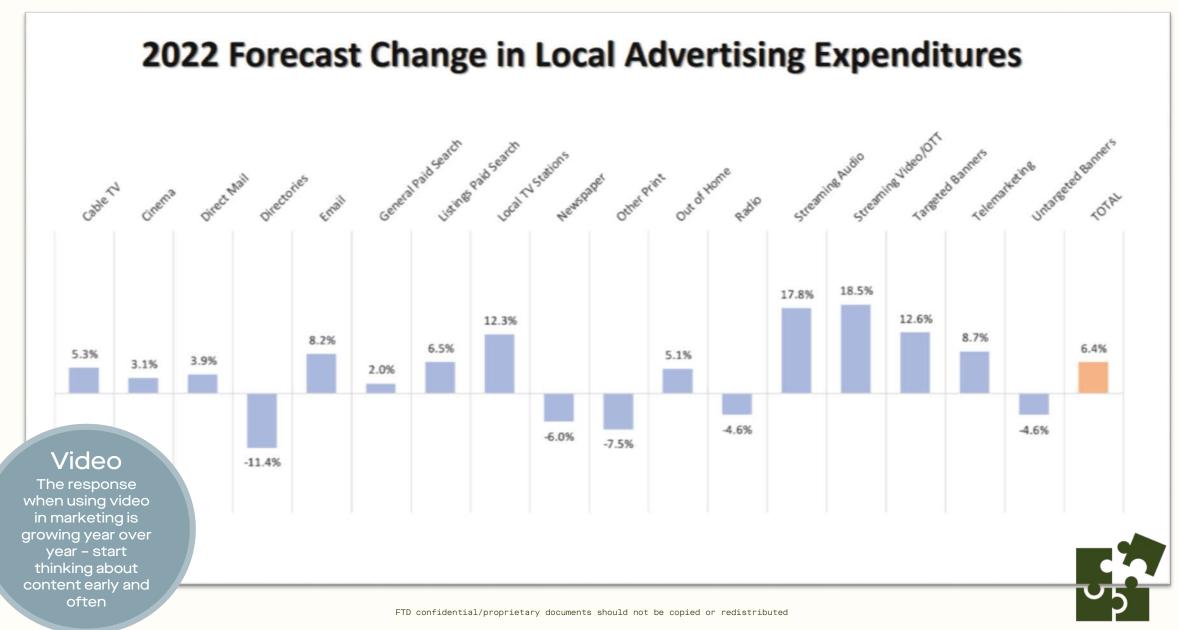 - Broadcast Television

Lead Generation Goals:

- Driving event attendees

- Increasing foot traffic in stores

- Increasing sales

- Uptick in weddings appointments booked

Tactics:

- Search Engine Marketing

- Social Media Advertising (Paid Ads versus Boosting Posts)

- Email Marketing

- Retargeting

2022 Forecast Change in Local Advertising Expenditures

Category	Change
Cable TV	5.3%
Cinema	3.1%
Direct Mail	3.9%
Directories	-11.4%
Email	8.2%
General Paid Search	2.0%
Listings Paid Search	6.5%
Local TV Stations	12.3%
Newspaper	-6.0%
Other Print	-7.5%
Out of Home	5.1%
Radio	-4.6%
Streaming Audio	17.8%
Streaming Video/OTT	18.5%
Targeted Banners	12.6%
Telemarketing	8.7%
Untargeted Banners	-4.6%
TOTAL	6.4%

Video
The response when using video in marketing is growing year over year – start thinking about content early and often

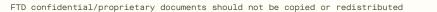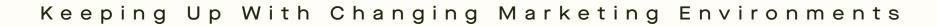- Focus your content on the merchandise lines that are driving the most business growth

- Understand the seasonality of peak seasons and plan to market your business ahead of those peak sales months.

  - Example: Start marketing for holiday sales in October and November. Shoppers are making their shopping checklists earlier this year to keep up with merchandising delays.

	Merchandise Line	% of Sales
	Cut flowers -- arranged	58.0%
	Cut flowers -- unarranged	18.3%
	Indoor potted plants -- blooming	5.2%
	Indoor potted plants -- nonblooming	4.9%
	Wire services & commissions	2.3%
	Giftware & glassware, including vases	2.2%
	Outdoor nursery stock	1.8%
	Souvenirs & novelty items	1.7%
	Artificial/silk flowers, plants, & trees	1.5%
	All other nonmerchandise receipts	1.5%
	All Others	2.6%

Pie chart values: 18.3%, 5.2%, 4.9%, 2.3%, 2.2%, 1.8%, 1.7%, 1.5%, 1.5%, 2.6%, 58.0%

Peak Sales Months/Seasons

January	February	March	April	May	June	July	August	September	October	November	December
	$		$	$							$

Think about how you are evaluating your marketing

What's working and why?

Handouts are available at:
www.FTDi.com/FTDUniversity/WebinarMaterials

Webinar recording will be available to view at:
www.YouTube.com/FTDMercuryNetwork

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