

# **The World Has Changed and So Must Your Marketing!**

Bob Negen, WhizBang! Retail Training

July 7, 2020



**1983**

**Bob Negen**

**Left, in front of the Mackinaw  
Kite Co., Mackinaw City, MI**





Problems...

But Also Positives!





**The Freighter  
vs.**

**The Dinghy**



# MARKETING

**“The business activity of presenting products and services to your potential customers in such a way as to make them eager to buy.”**



**WWWMCW**





# Omni-Experiential



FTD

# Communicate!!!

**“It’s not your customer’s job to remember you, it’s your job to be remembered.”**

**~ Bob Negen**



# More **Buying** Options

- **In Store**
- **Social Media**
- **Website E-commerce**
- **Phone**
- **Appointment**



# More **Delivery** Options

- **In Store**
- **Curbside**
- **Local Delivery**
- **Shipping**



# Facebook **LIVE** Events

- **Content/fun shows**
- **Direct selling – QVC style!**
- **Invite your vendors**



# Refillables

- **Weekly, monthly**
- **Container is important**
- **Offer different types**



# Refillables

**Kennedy's**  
Published by SnapRetail [?] · March 5 ·

"Little girls with dreams become women with vision."  
Celebrate International Women's Day with Kennedy's, March 5th - March 10th. Our special Picasso Cube vase arrangement will be just \$10, and includes FREE WEEKLY REFILLS through April 2018. Think about who you want to share this uplifting fresh arrangement with, and pre-order while supplies last!



**Holly Haveman  
Kennedy's Flowers,  
Michigan**

*Tidbit Club!*  
Have this vase filled  
all year for FREE!  
*Happy Birthday from Loril*  
Go ahead, come in every week!  
Expires April 26, 2018



**Kennedy's**  
Published by SnapRetail [?] · November 28, 2017 ·

Scatter Joy - The Gift That Keeps On Giving! This petite fresh arrangement can be refilled for FREE every week through the end of January 2018. Think of all the people in your life who would love to receive fresh flowers over and over again!



371 people reached

Boost Post



# Play the **Name** Game

- Post inside and outside store
- Post on social media





 **The Front Porch** Page Liked · May 18 · 🌐

If your name is Alex, your cone is free today!  
Happy Friday! We are open until 10pm.

 Like  Comment  Share 

   Stefanie Herder and 57 others Oldest ▾

87 Shares 206 Comments

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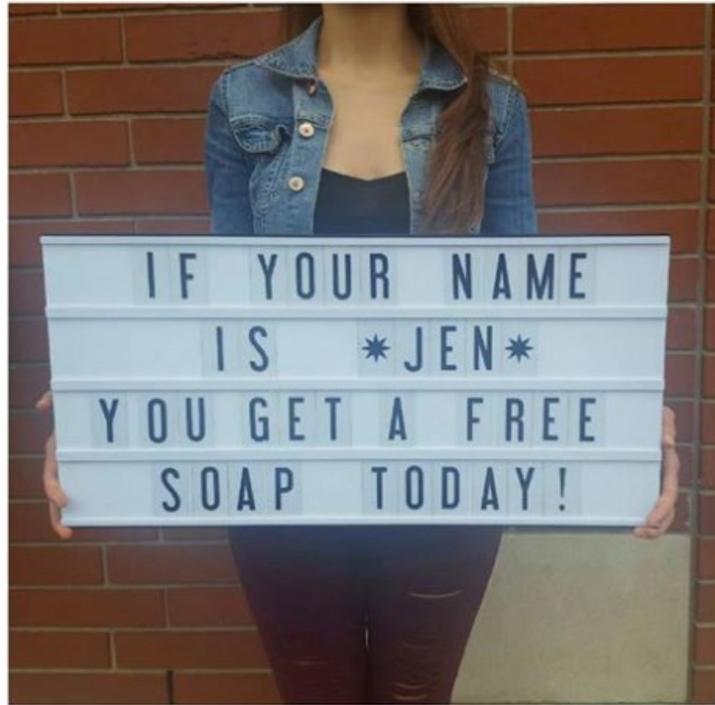
 **Logan Darga Alex**  
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 **Amanda C VanDusen Alex Henrick**  
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 Write a comment...    





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62 Shares



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# Retailer Resources

- **WhizBang! Tip of the Week**
- **WhizBang! Retailers FB Group**
- **WhizBang Retail Training on Social Media**



# Questions?

**Handouts are available at:**  
**[FTDi.com/FTDUniversity/WebinarMaterials](http://FTDi.com/FTDUniversity/WebinarMaterials)**

**Webinar will be available to view at:**  
**[YouTube.com/FTDMercuryNetwork](http://YouTube.com/FTDMercuryNetwork)**