

MERCURY MESSENGER

AUGUST 2012



The FTD® Joyful Inspirations™
Bouquet by Vera Wang

LOOK INSIDE!

GET THE LATEST FLORIST NEWS ON FACEBOOK see page 3
LEARN HOW TO INCREASE FLORIST-TO-FLORIST ORDERS see page 5
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FTD

Flowers say it better. FTD says it best.™



Robert Apatoff
FTD President

DEAR FTD FLORISTS,

As I have said many times, florists are the lifeblood of FTD. Today, FTD is more committed than ever to offering you tools that add value to your business. It is our desire to drive more FTD and florist-generated orders into the florist network and we have made it our priority to continuously offer you

innovative products and services to build your local business. We invest tens of millions of dollars each year in integrated marketing campaigns prominently featuring florist-filled, same-day delivery products resulting in more orders into the network. This summer, we are focused on driving everyday orders to your shop with the launch of the FTD® Color Your Day™ Collection and the new FTD® Birthday Celebration® Bouquet. Plus, we have some additional new tools we created specifically for our member florists that you can start taking advantage of now.

NEW! Online Directory Helps Promote Wedding Business

The FTDWeddingFlorists.com online directory is designed to drive brides to local FTD Florists. This resource provides a new opportunity for members to actively build their book of business and keep 100% of the profits. FTD is actively advertising in the online wedding directory theknot.com.

FTD® Good Neighbor Day® Drives Local Business to Your Shop

FTD® Good Neighbor Day® is an inexpensive, exciting way for florists to promote their businesses to local customers. Hundreds of member florists will be hosting the 18th annual event on Wednesday, September 5, 2012. This occasion will help you spread goodwill in your community while – most importantly – driving foot traffic into your shop! For more details go to FTDi.com/pr/gnd.

NEW! Announcing FTD Florist Facebook Page

We recently launched a florist-dedicated Facebook page, Mercury Network. We are thrilled to be able to create a community to share the exciting ways FTD is supporting the industry and celebrating member florists. Get updated with the latest FTD news, events and education when you like us at [facebook.com/MercuryNetwork](https://www.facebook.com/MercuryNetwork).

As always, thank you for being an FTD member and I look forward to your ongoing success!

FLORIST NETWORK BENEFITS FROM TEST ORDER PROGRAM

For more than 100 years, FTD has been known for quality, professionalism and customer satisfaction. A new test order management program, led by a professional quality assurance team, will help us to recognize, reward and coach member florists to ensure that the entire FTD florist network benefits from a heightened sense that all customers will be provided the same high quality products.

Each month, FTD randomly tests a select group of member florists using a third-party vendor. The secret shopper evaluates the order on quality, accuracy and delivery. The assessment is over a seven-day period, in conjunction with the "FTD 7-Day Satisfaction Guarantee" policy.

Depending upon the results, the FTD Quality Assurance Team provides accolades to the florist or recommends corrective action. The recommendations may include feedback to improve the product quality related to care and handling, substitutions or proper fulfillment. A training program is available for shops that do not pass the test order.

All FTD Florists have access to education and training resources through FTD University, including several programs on care and handling.



For a list of training seminars and FTD University online courses, go to FTDi.com/FTDUniversity.

STUNNING NEW FLORAL SELECTION GUIDE TO HELP STIMULATE SALES

The most recent FTD Floral Selection Guide will ship to all FTD member shops in August. The hard-bound guide, featuring nearly 200 new, innovative, contemporary designs, is a perfect tool to display for ease of customer product selection and to stimulate sending.



Included in the latest floral selection guide are Fall/Winter and Spring/Summer exclusives, as well as a variety of any occasion bouquets to help increase your everyday sending.

Questions? Call FTD Member Services at 800-788-9000.

The FSG is included in FTD membership.
Please accept delivery when it arrives.

FTD SPOTLIGHT: WOODS FLOWERS



Mayor Bill Jones presents Frank Hadja with an official Proclamation for FTD® Good Neighbor Day®

and professional service. They have been an FTD Florist for 28 years and have participated in FTD® Good Neighbor Day® for the past eight. We recently spoke with owner Frank Hadja about taking part in the annual event sponsored by FTD.

FTD: What is the reason you decided to host the FTD® Good Neighbor Day® event?

Frank: I think Good Neighbor Day is a great idea. It's a good promotional way to drive people into our shop, and also to spread cheer. I love to make smiles!

FTD: What did you do to promote and prepare for this event?

Frank: We included an advertisement on the bottom of each of our statements in the months preceding, and also took out an ad in the local paper. In addition, we offered free flowers to local restaurants and asked them to hand them out to their dining patrons. Included with the bouquets was contact information for both our shop and the restaurant, so the advertising was free for both parties.

FTD: How did the community benefit from this goodwill event?

Frank: The spreading of cheer and joy was the main benefit. People love receiving gifts, especially at no cost!

FTD: How has Woods Flowers benefitted from participating in Good Neighbor Day?

Frank: We benefitted greatly from this fun event. Seeing people smile makes being in the business all worthwhile. If you increase goodwill, it comes back to you. We increased foot traffic that day — a good 15% to 20% more — which led to future orders.

*“We increased foot traffic
[on Good Neighbor Day] —
a good 15% to 20% more —
which led to future orders.”*



To learn how you can participate in
FTD Good Neighbor Day, go to
FTDi.com/pr/gnd.



The FTD® Advantage

PATH TO MORE ORDERS | LEADING TECHNOLOGY | BUSINESS SOLUTIONS | BRAND & INNOVATION

LIKE THE FTD FLORIST FACEBOOK TODAY

Get the latest news, events, marketing ideas and more on the new Facebook page dedicated to our FTD member florists. Like our page, called the “Mercury Network”, and join a community committed to celebrating florists and helping to build and drive traffic into local florist businesses. Plus, member florists can gain knowledge and stimulate idea generation by being positively engaged in the community.



Get the latest news, events and
education when you like us at
facebook.com/MercuryNetwork.

facebook

BOOST HOLIDAY SALES WITH THE FTD® EXCLUSIVES COLLECTION

The FTD Fall/Winter 2012 Exclusives Collection offers a combination of elegance and cheer for the holiday season. Offer your customers the FTD Exclusives Collection and separate yourself from the competition.



The FTD™ Season's Greetings™ Bouquet (C5)



The FTD™ You're Special™ Bouquet (F1)

CALL YOUR FTD MARKETPLACE REPRESENTATIVE AT 800-767-4000 TO PLACE YOUR ORDER TODAY.

NEW ONLINE DIRECTORY PROVIDES OPPORTUNITY TO ELEVATE YOUR WEDDING BUSINESS

The FTDWeddingFlorists.com online directory is a new resource available for FTD Florists promoting their local business to prospective brides. The online directory is being actively advertised by FTD and participating florists gain all the rewards!

Plus, select florists that offer the exclusive Vera Wang Wedding collection receive a special graphic icon in their listing promoting their luxury affiliation.

VERA WANG
WEDDING

For more information, call 800-788-9000.



GREAT PRICING ON EVENT & WEDDING GARDEN ROSES

The FTD Flower Exchange is your one-stop shop for all of your fresh flower needs. Beautiful and vibrant 40cm Garden Roses are a popular item for events and weddings. Assorted colors start as low as \$ 1.49 FOB per stem.



CALL YOUR FTD FLOWER EXCHANGE REPRESENTATIVE AT 800-767-4000 TODAY FOR PRICING.

"FTD Flower Exchange is an excellent shopping tool. It has a great selection and I love the different pack options on many of the items. The best part is that you pay on your FTD Clearinghouse Statement, earning FX Rewards Points, which equate to dollars. We all love free flowers."

- Todd Hausman
Peachtree Petals, Atlanta, GA



PROMOTE THE JOY OF GIVING FLOWERS, ORDER FREE VIDEOS

FTD Florists know the joy that giving flowers can bring to someone. Florists now have the opportunity to share the benefits of sending flowers by promoting two new complimentary videos offered by FTD.



FTD Everyday Co-op



FTD Mercury Man

The *FTD Mercury Man* video brings the most recognized symbol for flowers to life, and *Stolen Moments* celebrates the everyday occasions made special with flowers. The *Stolen Moments* video is also available as an HD spot for television. Each can be customized with your shop's phone number and website address.

For more information and to order your video perfect for online marketing, go to FTDi.com/advertising.

FTD® SOLUTIONS

How Has FTD Helped You?

FLORIST SAVES TIME AND MONEY WITH MASTER FLORIST MEMBERSHIP

Jeffrey Fritz, the owner of **Flowers on Fourteenth** located in Washington D.C., has been an FTD Master Florist since the program began in early 2011.



Jeffrey Fritz

“Being an FTD Master Florist saves our shop time and money,” said Jeffrey.

“If we encounter a delivery issue, we simply call the FTD Master Florist Support Hotline, which puts us in direct contact with an FTD customer service representative. With just one quick phone call, they are

able to resolve the issue immediately. We are then able to contact our delivery personnel while they are still on site allowing the delivery to be made the first time with no additional attempts needed.



Having access to the **Master Florist Support Hotline is convenient** for drivers, dispatch, and most importantly, our customers.”

“To maintain an FTD Master Florist designation, we need to uphold our Quality Star rating. I make sure that every order delivered by Flowers on Fourteenth is of **excellent quality by purchasing 80% of our flowers from the FTD Flower Exchange**. Our flower deliveries are unpacked and processed immediately,” explained Jeffrey.

Jeffrey’s team is also involved in a quality assurance process that double checks their work for accuracy. “Our incoming FTD orders are proofread by the front desk manager, the design room manager and finally by the dispatch officer. This process ensures that the order is filled to FTD specifications, the

flowers are top quality and all items are included in the order before being placed in the truck for delivery.”

Another benefit to being an FTD Master Florist is that Flowers on Fourteenth is able to offer Vera Wang Wedding to brides. “The marketing material helps increase our wedding business. It’s a breeze!” said Jeffrey. “The beautiful guide, brochures and posters are

exceptional. It is easy to showcase the higher-end collection to our customers, establishing us as the go-to-shop for wedding flowers.

“Bottom line, the support that we receive as an FTD Master Florist is outstanding and saves us time and money.”

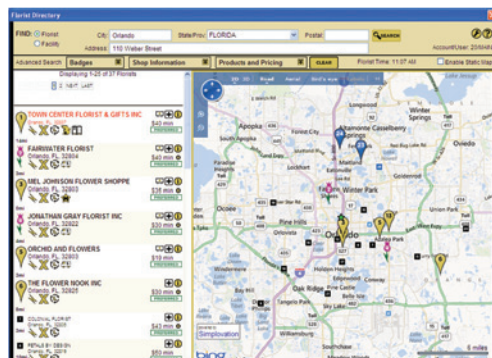
Offering our brides a ‘Vera Wang’ wedding easily sets us apart from our competition.”

“Bottom line, the support that we receive as an FTD Master Florist is outstanding and saves us time and money.”

To learn if your shop qualifies to be an FTD Master Florist, call your FTD Field Business Consultant.

FLORIST LINK ENHANCEMENTS RELEASING IN SEPTEMBER

FTD is pleased to announce the upcoming release of Florist Link 2.0, an upgraded version of the industry’s most comprehensive florist-to-florist online directory. With the goal of continuously refining our tools and resources, FTD is excited to provide several Florist Link enhancements, including improved special listings, advanced search-visibility, and a new interface, that will roll out September 1st. FTD will complete this free upgrade automatically and does not require any additional effort on behalf of our florists.



Enhancements include:

- **Expanded Special Listings**
 - ✓ Share critical information about your shop to attract additional orders like your FTD Quality Rating percent of on-time delivery confirmations or count of members marking your shop as first choice
 - ✓ Select up to four promotional statements to feature in your listing
- **Increased Visibility for Servicing Facilities**
 - ✓ Indicate hospitals, nursing homes and funeral homes you serve using new graphic icons
- **Increased Visibility for Master and Premier Florists**
 - ✓ Easily identify your shop as an FTD Master Florist or FTD Premier Florist with new graphic icons that are also searchable
- **New Self-Service Admin Tool Features**
 - ✓ Request changes to your print directory advertisement or alter pricing minimums real-time
 - ✓ Maintain your holiday delivery capacity
 - ✓ Determine which quality stats to share
- **Featured Florist Listings**
 - ✓ Prominently display your shop’s location with a colorful graphic icon on the map to increase visibility of your shop
 - ✓ Participate in the exclusive Featured Florist Directory



Master Florist Icon

For additional information or to review your current Florist Link advertising plan, please contact your National Marketing Consultant at 800-788-9000.



Ian Prosser AIFD, AAF, NDSF, PFCI

CASH IN ON THE HOTTEST WEDDING TRENDS

By FTD Design Instructor Ian Prosser, AIFD

When a bride enters your flower shop, she is looking for someone to trust and inspire design for her special day. Staying on top of what is in today's bridal magazines, or on social media sites such as Pinterest, demonstrates that you can handle the magnitude of her day. Weddings are an important part of the business mix for many retail florists, and it is crucial to stay current on the latest trends. I encourage reading as many wedding publications as possible for inspiration, such as *Grace Ormonde Wedding Style Magazine*.

THE 3 HOTTEST WEDDING TRENDS

RUSTIC CHIC: Different from Shabby Chic, Rustic Chic includes repurposed wood and vintage containers, such as rusted metal urns, French wire pieces and rustic candlesticks. Wooden benches, burlap cloths and mason jars help complete the look.



RUSTIC CHIC

SOPHISTICATED METRO: This trend presents itself in two ways. The first utilizes glassware with monobotanical flowers, best translated by using a monochromatic color harmony in shades, tints and tones. The impact can be fantastic when interspersed with a selection of candles. Another angle employs assorted succulents used either in pots or as a cut product, shown with wheat grass and brushed steel.

VINTAGE ROMANCE: Currently the most popular, this trend includes flowers soft in appearance, such as hydrangeas, garden roses, peonies, ranunculus and Queen Anne's lace. The color palette tends to be delicate in apricots, pinks and soft lavender. When coupled with mercury glass, silver plate and glass containers, a feeling of a bygone era is created.



VINTAGE ROMANCE

Now that you know the hottest wedding trends, learn as much as you can to perfect each look. Encourage the bride to look through bridal magazines or on Pinterest idea boards to see what she likes and have her bring this to the initial consultation. This not only provides further insight into the bride's personal style, but reinforces your standing as a professional wedding consultant and stylist.

THE FTD TEAM IS WORKING FOR YOU

FTD Marketplace Sales

800-767-4000
marketplacesales@FTDi.com

FTD Flower Exchange

800-767-4000
ftdflowerexchange@FTDi.com

FTD Member Services

800-788-9000
memberservices@FTDi.com

FTD Mercury Support

888-205-7225

FTD Technology Sales

800-767-3222
techsales@FTDi.com

FTD Florists Online

800-576-6721
floristsonline@FTDi.com

FTD Flowers All Hours

800-669-1000
fah@FTDi.com

FTD Cash-Flo

800-788-9000
cashflo@FTDi.com

FTD Directory Services

800-788-9000
directoryservices@FTDi.com

FTD Newsletter

prdept@FTDi.com

FTD International Retrains

retrains@FTDi.com



facebook.com/MercuryNetwork



GET FIT AT FTD BOOT CAMP

FTD University is ready to get you fit and ready for any challenge that you may face. Designed for flower shop owners and managers, FTD Boot Camp is a three-day workshop focused on refining and refreshing floral design, care and handling and marketing skills. The program is exclusively for FTD Florists and led by FTD Design Instructor Ann Jordan AIFD, AFF, mmfd.

Dates: October 1-3, 2012

Location: FTD Headquarters, Downers Grove, IL

Register: FTDi.com/FTDUniversity

"The FTD Boot Camp is a great benefit because it covered everything from A to Z.

I learned about myself as a manager and owner, and am going back to my shop to make processes better, such as improving the loose ends that will help grow my shop. There's also validation behind Ann [Jordan] having owned a flower shop herself!"

– Valerie Kinsch-Wray,

Kinsch Village Florist & Garden Center, Palatine, IL



**Don't Miss FREE Webinars
for FTD Florists only at
FTDi.com/FTDUniversity**

