

MERCURY MESSENGER

AUGUST 2014



NEW!

The FTD®
Lime-Licious™ Bouquet
(CDGd)

LOOK INSIDE

NEW! Online Directory Marketing Program
Learn more on page 2

NEW! How-To Videos Help Enhance Skills
Learn more on page 3

NEW! Process Orders Anywhere in Your Shop
Learn more on page 5

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FTD

Flowers say it better. FTD says it best.®



Tom Moeller
Executive Vice President,
Florist Division

DEAR FTD FLORISTS,

As your business partner, FTD strives to help you achieve your goals. We are continuously refreshing our offerings to provide you with a variety of new and innovative products and services that can help you **drive your local business**. I encourage you to take a look at the new ways **FTD adds value**.

New! Handheld PC Can Capture Sales Anywhere in Your Shop

The newly-released FTD Tablet incorporates our industry-leading point of sale software with the flexibility of a handheld device. Available for FTD Mercury, Mercury Connect and Mercury Direct, this advanced technology solution can add value to your shop by allowing you to **capture sales anywhere in your store**.

New! Get Noticed Accurately Online

You can also benefit from FTD eBiz Marketing. The new and improved online directory marketing program can help ensure your business contact information is accurate in more than 40 local and national directories, which **improves your exposure in search engines**. Alerts can also be programmed to notify you of consumer reviews and more with this customizable e-Commerce solution.

Save with the Industry's Lowest Credit Card Rates

Don't delay requesting a free analysis of your current credit card processing program. FTD Cash-Flo offers some of the **lowest credit card rates in the industry with no hidden fees**. You can save money and benefit from the convenience of one statement and one merchant ID for all credit card types.

For more information about these or the many other opportunities FTD has to offer, please contact your local FTD Field Business Consultant or FTD Member Services at 800.788.9000.

Thank you for your partnership and you can trust sending your next order FTD!

Sincerely,

Tom D. Moeller



*You can trust sending
your next order FTD.*

REACH CONSUMERS LOOKING FOR A LOCAL FLORIST

BUSINESS
SOLUTIONS

With FTD eBiz Marketing, you can **grow your local business** with a new and improved online directory marketing program. **Update your business information in an instant** on 40+ local and national directories reaching 150 million monthly users¹.

DID YOU KNOW?



For more information,
contact FTD Florists Online at 866.926.5197.

PATH TO
MORE ORDERS

DRIVE HOLIDAY ORDERS TO YOUR SHOP

Get on a path to more orders for the holidays with the FTD® 2014 Fall/Winter Exclusives. The warm, inviting textures and rich holiday colors are a great way to delight and inspire customers throughout the season.



The FTD®
Autumn Splendor®
Bouquet (14-F5d)



The FTD®
Happiest Holidays™
Bouquet (14-C8d)

There's still time
to codify for
FTD.com
& FTD Mercury.

Call FTD® Marketplace™ at 800.767.4000
to place your order today.

THERE IS ONLY ONE CHOICE. FTD®.

FTD has over 100 years of experience as an innovative leader promoting quality and process improvement throughout the floral industry. We focus significant resources annually on improving programs to benefit our floral network.



The FTD®
Sweet Surprises®
Bouquet
(C12-4792d)



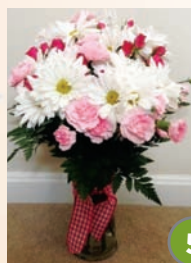
DAY

1



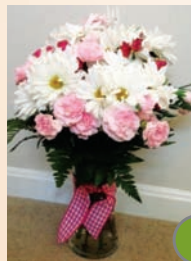
DAY

3



DAY

5



DAY

7

Actual test order assessment for The FTD® Sweet Surprises® Bouquet.

NEW QUALITY TRAINING TOOLS ON FTDI.COM

Two new quality training tools on FTDi.com will provide FTD Florists with a platform to receive essential information, feedback and coaching about how to enhance quality processes.

Secret Shoppers Test Order Quality

The Test Order Management System measures the quality of delivered floral arrangements ensuring the entire FTD florist network follows the practice that all customers will be provided with the same high-quality product.

Each month, FTD randomly tests a group of member florists using a third-party agency. The secret shopper evaluates the order on quality, accuracy and delivery, and assesses it over a seven-day period.

Depending upon the results, the FTD Quality Assurance Team recognizes the tested florists with a certificate or recommends corrective action. Test order results are available for review by the florist in the Test Order Management System online.

One-Stop Recipe Resource

The Product Recipe Catalog is a comprehensive tool where member florists can access all elements and specifications of an FTD florist-filled recipe, offering design tips by item and guidelines for flower substitutions. It also interfaces with the Floral Selections Guide to provide characteristics of flower varieties and selections.

The FTD® Advantage

Business Solutions | Path to More Orders | Leading Technology | Brand & Innovation

Access the new quality training tools online at FTDi.com/Quality.



"Storefront Merchandising" presented by J. Keith White AIFD

ENHANCE DESIGN AND BUSINESS SKILLS IN MINUTES

The FTD How-To Video Series provides **invaluable floral business and design tips** to help **grow your local business**.

The **FREE** two-to-three minute videos featuring FTD education consultants and AIFD designers were created to help you learn at your leisure. The videos offer the perfect opportunity to expand your skills or train employees in minutes. The featured topics range from design to merchandising to marketing.

Watch now at FTDi.com/FTDUniversity.

NEW!

ATTRACT MORE CUSTOMERS WITH POINT OF PURCHASE MATERIALS

BRAND & INNOVATION

The FTD Fall and Winter 2014 Point-of-Purchase (POP) kits will be delivered to FTD Member shops in August for **FREE***, when you purchase FTD codified containers. Your shop can **attract more customers** and potentially **increase sales** with these beautifully designed, in-store merchandising materials featuring FTD codified exclusives.

The Floral Selections Guide update will also be included with the POP kit materials.



*If you do not purchase any 2014 Fall/Winter exclusives, \$19.99 will be charged to your FTD Clearinghouse Statement for the POP kit.

Visit FTDi.com/LocalMarketing for a complete list of items included in the POP Kit and more.

BUSINESS SOLUTIONS



FLEXIBLE CREDIT CARD PROGRAM

BENEFIT FROM LOW CREDIT CARD RATES

Look no further than FTD Cash-Flo for a flexible credit card program designed specifically for florists. When you process your credit cards through FTD, you can **save money** and benefit from **some of the lowest credit card rates** in the industry with no hidden fees. Plus, FTD Cash-Flo offers the convenience of one statement and one merchant ID for all credit card types.

Contact FTD® Cash-Flo™ at 800.788.9000 ext. 4262 for more information.

BUSINESS SOLUTIONS

SAVE BIG WITH WEEKLY ROSE ORDERS

Save money with standing orders from the FTD Flower Exchange. Beautiful and vibrant 40, 50 and 60 cm roses are available through this cost effective program. FTD Flower Exchange offers assorted rose colors, varieties and quantities at prices **as low as \$0.32 FOB per stem**.

BENEFITS

- The FTD 7-Day Satisfaction Guarantee
- Improved cash flow with FTD Clearinghouse Statement billing
- FX Rewards customer loyalty program
- One-stop shop for all your fresh flower needs

Earn 3x the FX rewards points by ordering online at FTDFlowerExchange.com.



Call FTD® Flower Exchange at 800.767.4000 to place your order today.

"LIKE" THE FTD FLORIST FACEBOOK PAGE!

Get the latest FTD news, events, education and exclusive Facebook promotions when you "Like" us at facebook.com/MercuryNetwork.



FTD SOLUTIONS

How Has FTD Helped You?

FLOWER SHOP SAVES TIME & GAINS CUSTOMERS USING “FTD MARKET FOR YOU”

Looking for new ways to reach her customers with little time to spend on marketing, Jessica Pearson, operations manager of **Flowers by Jerry** located in Rochester, MN, signed up for FTD Market for You.

“Prior to joining FTD Market for You, we did not send out email campaigns because I did not know how to get started or have time learn,” stated Jessica. **“FTD Market for You was the missing link we needed to reach our customers.”**

FTD Market for You helped customize an email marketing campaign that allowed Flowers by Jerry to overcome their challenges. “FTD helped us design and manage a mass email campaign. **They have made marketing via email effortless,**” explained Jessica. “FTD even assisted us with compiling a mass email list from our database and linked it to our email software. Now, we are able to send out targeted emails to individual customers.”

The shop benefitted from email marketing right away. “Our first Mother’s Day campaign was a huge success. The email was opened by 1,300 people, 50 of whom clicked through to our website,” exclaimed Jessica. “I couldn’t believe the amount of Internet orders we received from one email sent!”

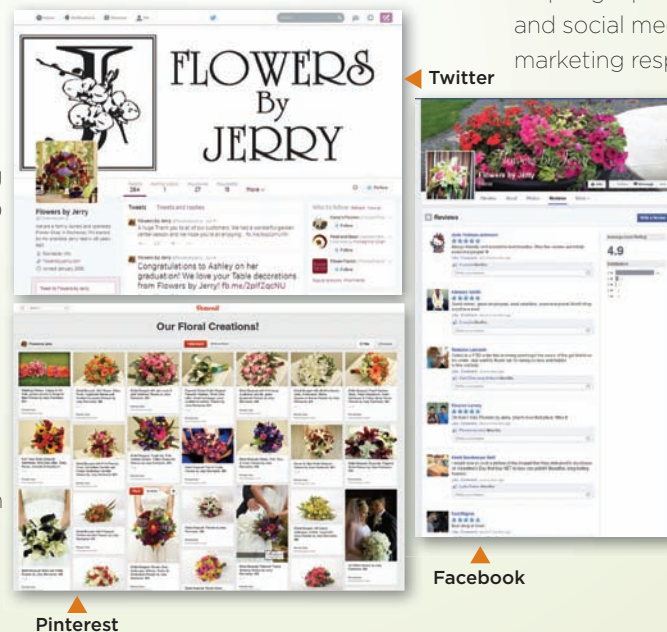
“I couldn’t believe the amount of internet orders we received from one email sent – approximately 40 orders in the two days following.”

Not only did the program help Flowers by Jerry with email marketing, but also helped set up and connect their social media pages. “Before signing up for this program, I found

it challenging to post on multiple social media sites,” shared Jessica. “Now that FTD has linked all of my accounts, it is extremely easy. I can make one post for all sites.”

FTD Market for You has also helped Flowers by Jerry successfully **increase engagement with their community.** “I am now able to directly reach my customers with advertisements and special promotions through email and social media. We hosted a Spring Open House only using e-invites and social media. We received a great marketing response!”

“If you find email and social media marketing time consuming, overwhelming or simply do not know how to execute it, I strongly suggest signing up for FTD Market for You! It is a wonderful benefit that **saves time and energy and eliminates stress,**” exclaimed Jessica.



Contact your FTD Field Business Consultant at 800.788.9000 to learn how you can benefit from FTD Market for You.

CAPTURE SALES ANYWHERE IN YOUR SHOP

The new FTD Tablet incorporates FTD’s industry-leading point of sale software with the wireless flexibility of a handheld tablet. Now available for FTD Mercury, Mercury Connect and Mercury Direct, FTD Tablet brings your point of sale right to the sales floor, empowering your staff to interact with customers during their decision-making process.

BENEFITS

- Process orders from anywhere inside your store
- Flexibility to use as a handheld tablet or in a docking station
- Showcase custom designs on a sleek touch screen
- Access Internet and other PC functionality
- Windows 8.1 operating system
- Much more

NEW!
Portable
Tablet



LEADING
TECHNOLOGY

Contact FTD Technology Sales at 800.767.3222 for more information or a FREE demo.

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

888-309-2244

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

FTD Quality

800-788-9000
quality@FTDi.com



facebook.com/MercuryNetwork



SIX TIPS FOR EFFECTIVE EMAIL MARKETING

By: Bob and Susan Negen, WhizBangTraining.com

Although there is a vast selection of social media platforms and smart phone apps, email is still one of the easiest, least expensive and most reliable ways to connect with your customers. Effective email marketing is easy with six simple steps:



Bob and Susan Negen

1 THE BASICS MATTER

To ensure your emails get delivered to your customer's inbox, follow a few basic standards:

- Never send email to someone who has not personally signed up to receive your messages. That is considered SPAM.
- Do not send email marketing from your personal email account. Use a professional email marketing service, such as ConstantContact or SnapRetail.
- Always include a simple, one-click unsubscribe link in every email you send.

2 USE YOUR PRIME REAL ESTATE WISELY

The "From" and the "Subject" lines are the most important real estate in your email. To ensure readers will open your message, make your "From" line your store name or one that is easily identifiable with your shop.

Do not repeat your store name in the subject line. Instead, entice your customer to open the email by telling a little bit about what they will find inside, for example, "How to Pick Her Corsage Color".

3 MAKE IT PERSONAL

While beautiful formatting and images are important, your email should look and feel both personal and tasteful. Make sure every email features a greeting and closing, and that it is not cluttered with too many ads. Your personal relationship with your customers will differentiate your shop from super stores and online sellers. Take advantage of it!

4 THE POWER OF ONE

To write an effective email, envision one of your good, typical customers and write it as if you are speaking to that one person; then send to your entire email list. This simple technique will make your messages more powerful, interesting and effective.

5 STICK TO THE 80:20 RULE

To be most effective, 80% of your emails should be customer-focused content, such as tips, trends, testimonials or articles written by your staff. The remaining 20% should promote your store, products, sales, etc. that drives spending to your location.

6 KEEP THEM COMING

Keep in close communication with your customers. It's best to send shorter emails more frequently (about once a week) to increase their effectiveness. Make sure emails contain customer-focused content so that they continue to open them and remain a true and loyal customer to your store.

Guest columnists Bob and Susan Negen own and operate WhizBangTraining.com and live in Grand Haven, MI.



FTD WEBINAR SERIES

The FTD Webinar Series is a collection of **FREE** educational presentations available online to help you **increase your sales and profits**, while reducing your costs. Enhance your business skills without leaving your shop.

FIVE KEYS TO FAMILY BUSINESS SUCCESS

Presented by Mike Fassler
Consultant, The Family Business Consulting Group
Tuesday, October 14, 2014 | 5 pm EDT/2 pm PDT

Register today at FTDi.com/FTDUniversity.



Mike Fassler, Consultant

FREE

Watch all webinars at your convenience at FTDUniversity.com.
Each session is recorded and posted for future viewings.

View the complete 2014 education calendar at
FTDi.com/FTDUniversity & register for a course today.