



FTD

Flowers say it better. FTD says it best.™

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MERCURYMINUTE



MARKETING STRATEGY HELPS NEW FLORIST GET ON A PATH TO MORE ORDERS

Looking for innovative ways to promote their new flower shop, Joseph and Rubia Galui, owners of **Watertown Main Street Florist** located in Watertown, MA, met with several marketing firms to review their options. While the previous owner had an old-fashioned business model primarily focused on foot traffic, Joseph and

Rubia were searching for the best way to get in front of their target customer. "When we discovered the **vast tailored resources** FTD could offer our flower shop, we could not help but participate," exclaimed Joseph.

FTD worked with Joseph and Rubia to get their shop on a **path to more orders**. FTD started off with a review of the shop's directory listings. Their FTD National Marketing Consultant customized a marketing plan that **maximizes their exposure to sending florists**. For their delivery area, the marketing plan was a combination of list ads, special listings and red ink listings in the FTD Directory and FTD Florist Link.

They also leveraged the new Featured Florist Program and enrolled in the FTD Sympathy Florists online directory. In addition, they added FTD® WebGifts® to their website to help increase online traffic.



Rubia Galui (right), owner and Catherine (left), head designer, at Watertown Main Street Florist

"Not only was {FTD's} marketing team able to help us tell the world of our superior talent, the results can be seen where they matter most – our bottom line."

To help Watertown Main Street Florist **gain a competitive advantage**, Joseph and Rubia also increased their codification with FTD® Marketplace™. Expanding their codification for FTD's holiday and everyday exclusives containers enabled the shop to **receive more FTD.com and florist-to-florist orders**.

"Not only was [FTD's] marketing team able to help us tell the world of our superior talent, the results can be seen where they matter most – our bottom line," said Joseph.

Watertown Main Street Florist has seen a **510% year-over-year increase** in florist-to-florist orders from December 2011 to December 2012, and a 63% increase month-over-month from November 2012 to December 2012.

**GET ON A PATH TO MORE ORDERS TODAY!
CALL FTD® MEMBER SOLUTIONS AT 800.788.9000
FOR YOUR COMPLIMENTARY REVIEW.**

The FTD® Spring Tulip Bouquet by Better Homes and Gardens® (13-S2d)



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Greg DePedro, owner of Coatesville Flower Shop, located in Coatesville, PA, came up with a creative idea to improve the shop's delivery process and reduce stress at Christmas. Capitalizing on the December 21ST "end of the world" prediction, he asked customers if they would like their order delivered "before the end of the world." Since many said yes, the Christmas delivery flow was easier on the shop.

CELEBRATING FTD® FLORISTS



Julie Market, owner of Catherine's Gardens, located in Oak Forest, IL, and her staff donated 163 arrangements, as well as their time designing and hand delivering bouquets, to four Ronald McDonald houses in Chicago. To help support Catherine's Gardens efforts, FTD donated 175 stems of flowers and 48 containers.



Our deepest appreciation goes out to Newtown Florist, located in Newtown, CT, Irene's Flower Shop, located in Monroe, CT and Forever Yours Flowers & Gifts, located in Danbury, CT, for all their hard work and dedication to creating beautiful designs and providing peace for the families of the victims at Sandy Hook Elementary School. FTD donated approximately 12,500 flower stems in total to the three shops to support their efforts during this somber time.

EDUCATION & EVENTS CALENDAR



WEBINAR SERIES — LEARN WITHOUT LEAVING YOUR BUSINESS

The FTD Webinar Series is a collection of educational presentations available online to help you **increase your sales and profits**, while reducing your costs.

Register today at FTDi.com/FTDUniversity.

MARKET YOUR BRAND - GROW YOUR BUSINESS

Presented by Randy Wooten AIFD

Tuesday, March 19, 2013

2 pm ET/11 am PT

The live webinars are also recorded.

Visit FTDi.com/FTDUniversity to view them at your convenience.



"Thank you for offering the FTD Webinars. They are wonderful and very educational. I have come out of them more knowledgeable and they provide inspiration to change the way I think about things daily."

- Robin Smith, The Bird's Nest Floral Nursery & Gifts, Six Lakes, MI

FREE!

FTD BOOT CAMP

This three-day workshop, instructed by Ann Jordan AIFD, offers you countless tips and ideas about how to drive local business to your shop, fine-tune your design techniques and market your business for success.

Register today at FTDi.com/FTDUniversity.

April 15-17, 2013

Location: FTD Headquarters,
Downers Grove, IL

Cost: \$599/person*

*This great value is inclusive of all education sessions, flowers and materials; three nights of hotel room and tax; breakfast and lunch and a networking dinner on Monday.

A FULL AGENDA AND COURSE DESCRIPTION ARE AVAILABLE AT 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



VISIT FTDI.COM/FTDUNIVERSITY FOR THE FULL 2013 EDUCATION CALENDAR



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EDUCATION & EVENTS CALENDAR

FTD® is proud to support nearly 50 industry shows each year, strengthening our commitment to our florists.

MARCH 1-3, 2013

GREAT LAKES FLORAL EXPO

Grand Rapids, MI

Michigan Floral Association

WWW.MICHIGANFLORAL.ORG

Featured FTD Design Program:

"Great Balls of Flowers" presented by

FTD Education Consultant John Klingel AIFD

EVERYDAY PROGRAM

MARCH 5, 2013

BILL DORAN WHOLESALE SPRING OPEN HOUSE

Omaha, NE

Sylvia Samuel

800-383-5253

Featured Designer: FTD Education Consultant

Randy Wooten AIFD

HOLIDAY PROGRAM

MARCH 8-10, 2013

NORTHEAST FLORAL EXPO

Groton, CT

Connecticut Florists Association

WWW.NORTHEASTFLORALEXPO.COM

Featured FTD Design Program:

"The Impact of Perception" presented by

FTD Education Consultant Ann Jordan AIFD

EVERYDAY PROGRAM

MARCH 8-10, 2013

ILLINOIS STATE FLORISTS' ASSOCIATION SPRING CONFERENCE

Springfield, IL

Frankie Peltiere

314-481-1501

Featured FTD Design Program:

"Flowers...Lights...Action...Party On!"

presented by FTD Education Consultant

Keith White AIFD

PARTY WORK PROGRAM

MARCH 8-10, 2013

SOUTH DAKOTA FLORISTS ASSOCIATION CONVENTION

Pierre, SD

Jenny Behlings

605-673-3549

Featured FTD Design Program:

"Huntin' for Profits" presented by FTD Educa-

tion Consultant Jeff Corbin AIFD

EVERYDAY PROGRAM

MARCH 8-10, 2013

GEORGIA STATE FLORIST ASSOCIATION CONVENTION

St. Simons Island, GA

Randy Wooten

912-384-7288

MARCH 11-12, 2013

SOCIETY OF AMERICAN FLORISTS CONGRESSIONAL ACTION DAYS

Washington, D.C.

Society of American Florists

WWW.SAFNOW.ORG

MARCH 20, 2013

DELAWARE VALLEY FLORIST ASSOCIATION DESIGN SHOW

Pennsauken, NJ

Ellen Assal

610-532-6200

MARCH 23-24, 2013

WISCONSIN & UPPER MICHIGAN FLORISTS' ASSOCIATION CONVENTION

Green Bay, WI

Wisconsin & Upper Michigan

Florists' Association

414-755-6290

Featured FTD Design Program:

"Fond Farewell" presented by

FTD Education Consultant

Tina Coker AIFD

SYMPATHY PROGRAM

APRIL 7, 2013

NIAGARA INTERNATIONAL ASSOCIATION OF FLORISTS ANNUAL DESIGN SHOW

Niagara Falls, NY

Niagara International

Association of Florists

WWW.NIAFLORISTS.ORG

Congratulations to FTD Education Consultant Kristine Kratt AIFD and her husband Bill Schaffer AIFD on the release of their first book, *Taking the Flower Show Home*. The release will happen at the Philadelphia Flower Show on Saturday, March 2, 2013.



"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.

The FTD® For All You Do®
Bouquet (13-S3)

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