

MERCURYMESSENGER

MAY 2012



The FTD® Color Your Day with Joy™
Bouquet (PCG)

LOOK INSIDE!

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VOL. 55 NO. 6 FTD NEWSLETTER ©2012, FTD



FTD

Flowers say it better. FTD says it best.™



DEAR FTD FLORISTS,

Happy Mother's Day from FTD! The largest floral holiday of the year upon us, and FTD wishes you much success as you delight and inspire your customers with beautiful hand-crafted arrangements.

After Mother's Day is over, we can help make the sometimes challenging summer months a bit brighter. Here's how: I am excited

to share with you some new, innovative products and programs available to help you combat the summer doldrums and give you effective tools to drive local business to your shop.

FTD Everyday Collection Designed to Drive Consumer Demand

We know that there is typically a strong emotional reason for sending flowers and, in turn, they actually provide an emotional health benefit for the recipient. It's a fact - flowers have an immediate impact on happiness.

One way to celebrate the benefit of giving flowers is by promoting our new FTD Color Your Day collection. These beautiful arrangements feature vivid designs that are perfect for you to advertise as thank you, just because or friendship gifts. We are also launching new baby arrangements that have a similar look to the popular The FTD® Big Hug® Bouquet. These new, unique florist-filled products will be heavily featured beginning in late June on FTD.com.

FTD Mercury Man Can Help You Share Message about Giving Flowers

For more than 100 years, the iconic Mercury Man has been associated with sending flowers from local FTD Florists anywhere in the world. The FTD Mercury Man is the symbol for floral giving from Bangor, Maine to Budapest, Hungary. Today, the Mercury Man continues that proud tradition, not only representing the convenience and quality of using an FTD Florist, but as the #1 brand supporting the floral industry. With that in mind, we are very excited to give you the opportunity to bring the Mercury Man to life by using our great new videos in your online marketing campaigns that focus on the joy of sending flowers — which can help drive more business to your shop.

FTD is more committed than ever to provide you with tools to help you drive local orders to your business.

Thank you for being a part of the FTD network and best wishes for a prosperous Mother's Day.

BRAND INNOVATION

ICONIC MERCURY MAN COMES TO LIFE SPREADING LOVE

FTD Florists now have the opportunity to leverage the awareness of the iconic FTD Mercury Man as the symbol of sending flowers worldwide in a creative and memorable way.

Videos featuring the fun-loving Mercury Man hand-delivering flowers are available for FTD Florists to customize with their own business information. These colorful videos with cheerful music are perfect to post on social media sites, websites or to send in an email to customers.

For more information about how to promote the joy of giving flowers or to request your custom videos, go to www.FTDi.com/advertising.



PRODUCT INNOVATION

NEW VIVID EVERYDAY LINE CELEBRATES THE EMOTION OF FLOWERS



A new, exclusive floral collection of color and emotion will be available in June for FTD Florists. The new *Color Your Day* line features a series of bright metal paint cans in a rainbow of colors. These whimsical containers are a great way to send flowers and celebrate friendship, fellowship and to say thanks.

Call your FTD Marketplace Representative today at **800-767-4000**.

The next codification deadline for FTD exclusives containers is July 17, 2012.



Callie Craumer

FTD SPOTLIGHT: COLONY FLORIST

Colony Florist has been a thriving shop in the Greenwich, CT area for over 65 years, and owner, Callie Craumer, has been in the floral industry for 10 years. Callie provides exceptional service to her

customers and found a need for a book that shares the purpose and reasons for giving flowers. FTD spoke to Callie about her new endeavor focused on spreading the joy of flowers.

FTD: How did you come up with the concept to create *The Art of Giving Flowers*?

Callie: It was quite easy. One day a customer came into my shop to buy flowers and suggested that a guide would be helpful to advise what to give, when to give and what flowers would be the best choice to send his message. Every time he came to the shop, he inquired about this guide. It definitely sounded like a great tool that others could use. I wanted to take the guesswork out of buying flowers and at the same time, share the joy and happiness that flowers bring.

“The book acts as a ‘hook,’ involving customers to make the right floral decisions. And when they are confident, they will be eager to buy more.”

FTD: Who is your target audience?

Callie: It is wide and varied regardless of gender or age. Whether they like to give or receive flowers, we can all benefit from knowing the how and why of buying them. Even gardeners will be interested in the information. And, it makes a great gift!

FTD: How did you use your knowledge as a retail florist to create the book?

Callie: *The Art of Giving Flowers* provides information that I use each and every day. I spend a great deal of time helping customers to decide which flowers to send based on the message they want to express.

FTD: How do you envision *The Art of Giving Flowers* being used by a flower shop?

Callie: For many, giving flowers sounds easy but in reality, many are unsure about what to buy. Even the savviest shopper can feel overwhelmed by the sheer number of choices and the importance of the message they want to send. This book provides useful information in making a confident purchase.

The book acts as a “hook,” involving customers to make the right floral decisions. And when they are confident, they will be eager to buy more.

I also never underestimate the value of an add-on sale. When a customer comes into my shop, I already know they like flowers, so why not offer a beautiful book about flowers?

FTD: How can a florist purchase the book?

Callie: It is available at www.artofgivingflowers.com for single and bulk orders.



Watercolor illustrations by Callie Craumer are featured throughout the book.

Why FTD

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



FLORISTS DEMONSTRATE EXCEPTIONAL QUALITY & SERVICE

The gold standard of quality continues to be a guiding principle in all that FTD does for florists. The FTD Quality Star is one program that gives the owner/manager the ability to measure their quality level based on FTD order fulfillment.

Recently, select FTD Florists were recognized for successfully meeting the esteemed designation's criteria and receiving a Quality Star rating through out 2011. View the list at www.FTDi.com/quality/star.

A successful FTD Quality Star ranking means that the shop fulfilled and delivered FTD orders in a timely manner during a four-month Directory period, and the orders had a low or zero refund rate overall. This information appears within each shop's Clearinghouse Statement.

Being an FTD Quality Star also means that designated shops are in a position to potentially get more orders. Starting in Fall 2012, Quality Star florists will have the opportunity to share their recognition with others.

This is a significant accomplishment and we are proud of the dedication by these first-rate florists for consistently providing a quality product and exceptional customer service.



WEEKLY ORDERS CAN SAVE YOU MORE THAN CENTS

BUSINESS SOLUTIONS

Save time, money and hassles with the FTD Flower Exchange.

- ✓ **Lock in Lower Prices:** Flower prices in the open market have risen. Place a standing order to lock in pricing and double your order for the holidays. Standing orders let you plan ahead and set your pricing to ensure consistent margins all year long.
- ✓ **High Quality Guaranteed:** Fresh, beautiful flowers are shipped direct to your business from premium growers. Many FTD Farm Direct standing orders come with our industry leading Seven-Day Satisfaction Guarantee.
- ✓ **Tailored Ordering:** The build-a-box program and variety of combo boxes allow numerous options and customization to meet your precise needs.
- ✓ **Availability:** The number of farms is shrinking and supplies are bringing in less product to sell in the open market, so be sure you're prepared with product.

THE FLOWER EXCHANGE SOURCES PRODUCT FROM MORE THAN 30 GROWERS AND OFFERS MORE THAN 2,000 VARIETIES.

Call Joe at the FTD Flower Exchange today for a custom quote for all your flower needs.

www.FTDFlowerExchange.com
630-724-6392

DRIVE LOCAL BUSINESS TO YOUR SHOP: HOST A PR EVENT



Celebrate the joy of giving flowers and spread goodwill in your local community by commemorating the 18th Annual FTD® Good Neighbor Day® on Wednesday, September 5, 2012.

For more information, go to FTDi.com/pr/gnd.



The FTD® Timeless Elegance™ Bouquet (12-M3)

GO GREEN AND \$AVE GREEN

Attention FTD Florists: Opt out of receiving the printed FTD Directory and save paper and money!

This exciting offer is for florists with access to FTD Florist Link, the new online directory available in Mercury Direct 5.0 or greater, Mercury X2 Fall or greater, or Mercury Connect. Florist Link gives florists access to the most up-to-date information to assist with locating a filling florist.

A \$10 per month Directory Subscription Fee credit will appear on your bill each month. The next FTD Directory opt out deadline is July 3, 2012. Note that the credit will begin in September, the first month of the next directory cycle.

**GO GREEN AND START SAVING!
VISIT WWW.FTDI.COM/DIRECTORY.**



FTD® SOLUTIONS

How Has FTD Helped You?

FTD Partnership Allows Florist to Expand During Challenging Economy

Lynda Tanaka, the owner of **Royal Florist** located in Sacramento, CA, has seen many changes in the retail environment over the past few years.



Lynda Tanaka, (center) with daughters, Jaime and Jordyn.

“The complexity of being a ‘florist’ and a ‘business owner’ has changed dramatically and quickly,” said Lynda. “It was enough to keep business flowing if you were frugal, got along well with the community, advertised in your local market, and participated with a wire service — or two — to help get through the slow periods.”

Lynda has seen many flower shops in her market close their doors and do-it-yourself (DIY) websites piquing the interest of cost conscious consumers. Plus, the cost of flowers and auto insurance has impacted her business’ profit margin.

“Every day there is something new. I walk into the shop in the morning wondering how many hats I will have to wear today — Designer? Owner? Customer Service? Technical Support?

Driver? Accountant? Consultant? Buyer? Negotiator? Web Designer? Personnel? Advertiser?”

Lynda has optimized her relationship with FTD over the past year which has reduced the amount of time she needs to spend wearing the various hats of a typical small business owner.

“FTD has allowed me to expand my staff and my business without adding to my payroll,” said Lynda. “I have technology support, web designers, buyers and advertisers that are just a phone call away. FTD is offering me a plethora of tools and the best team of professionals to help me transform my business. I have realized that I need to utilize FTD and drop the ‘Owner’ and the ‘Wire Service’ titles. We have the same goals and we are ‘Partners’ trying to reach a goal of survival and share the profitability.”

With the Mother’s Day holiday fast approaching, Lynda is going into the holiday season planning and preparing in partnership with a variety of areas within FTD, such as fresh flowers, technology and imprint advertising. She is also an advocate of the new Holiday Capacity tool that allows florists to manage their incoming FTD order volume during the holidays.

“The stem count calculator — great idea. Projected best sellers — another great idea. Order capacity tool — awesome. Regular communication during a busy holiday — priceless! This year is going to be great. I am an FTD partner in every sense of the word... and I love it!”

“FTD has allowed me to expand my staff and my business without adding to my payroll.”

For tips and resources for a successful holiday, see FTDi.com/mothersday.

THE NEXT MERCURY INNOVATION: TEXT MESSAGING YOUR CUSTOMERS

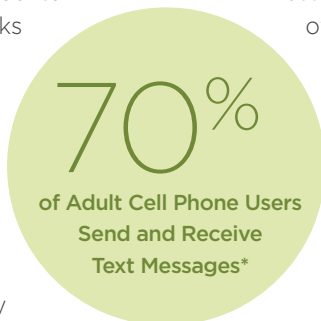
Your customer information is arguably the most valuable asset you have as a business owner. It enables you to provide excellent customer service and unlocks your marketing potential by targeting existing customers. With that in mind, FTD Mercury now supports SMS text messaging for delivery confirmations, marketing and questions.

FTD Mercury enables you to take advantage of the text message trend to stay in touch with your customers. If you text a delivery confirmation, customers can know immediately that their order has been delivered no matter where they are, increasing customer satisfaction.

Additionally, your customers can opt into marketing via text messaging, providing you a valuable tool to get in front of customers quickly and drive them to your shop or website for special deals.

In collaboration with our text messaging partner, SkyWire, text messaging capabilities are available in FTD Mercury X3 Fall for \$15/month for 500 text messages.

If you’re already an FTD Mercury customer but not on FTD Mercury X3 Fall, contact the Mercury Technology Assistance Center to determine upgrade eligibility.



For more information about text messaging in FTD Mercury, contact FTD Technology Sales at **800-767-3222** or email TechSales@FTDi.com.

* Cell phones and American adults, Pew Research Center, September 2, 2010.

LEADING TECHNOLOGY

ARE YOU SMARTER THAN YOUR PHONE?

By FTD Design Instructor Tina Coker AIFD, AAF, PFCI

A few weeks ago, I jumped into my car for a fast run to Starbucks. I hit the media button to turn on my favorite satellite radio channel and sat back to relax in preparation of my "drive time yoga." That is the few minutes of deep breathing and thought-provoking internal conversations that I have with myself while zooming around town.

On this particular morning, I became distracted by the radio. I'd stumbled onto the perfect station! It was like my radio was reading my mind. Then, I noticed the screen on my car's navigation system said "media stream." I didn't realize my phone was streaming my iTunes to the car. As a technology geek, it hit me how seamlessly my cell phone integrates into my life.

As business owners, how can we harness the power of smartphones?



Tina Coker

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

Smartphones as a Gateway

Many potential flower buyers access Facebook via their smartphone. A Facebook profile is like each business' own special station. You can post pictures of your flower special of the day or create a video commercial using PowerPoint. Many consumers also have their phones linked to one or more email accounts. If you haven't ventured into the world of email reminders, e-newsletters or early-order incentives, you need to add it into your marketing plan. There are templates available for almost any type of online promotion. Constant Contact gives you the option to sync the information to Facebook and Twitter, too.



Generating a Quick Response

The number of smartphone users that have downloaded a QR (Quick Response) scanner is rising. These unusual-looking barcodes can link to everything from phone numbers to geographic coordinates to product information or website addresses. Placing a QR code on the back of your enclosure envelope can direct recipients to your website, geographic location or to a YouTube video on the care and handling of flowers. QR's enhance the consumer connection to your brand, and



QR Code linking to Coker's shop, Designs of the Times located in Melbourne, FL

QR Code usage has increased by 1,200% in the last year

their usage has increased, 1,200% in the last year. Websites that offer **FREE** creation of these codes: sparqcode.com and ScanLife.com.

Mobile Applications Connect to On-the-Go Shoppers

A smartphone also allows shoppers to be instantly connected to the world. Another area to explore is investing in a mobile phone app which allows your clients to place orders on the go.

As a business owner, you can use a smartphone to sync your business with today's savvy shopper. And don't be surprised when the melody you hear is the jingle of your cash register.



GET FIT AT FTD BOOT CAMP

FTD University is prepared to get you fit and ready for any challenge that you may face. Developed 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 Educator Ann Jordan AIFD, AFF, mmd.

Dates: June 4-6, 2012 October 1-3, 2012

Location: FTD Headquarters, Downers Grove, IL

Cost: \$599/person and includes all education sessions, flowers and materials; 3 nights of hotel room and tax; breakfast, lunch and breaks on all session days; networking dinner on Monday; and transportation between the hotel and FTD.

Register: FTDi.com/FTDUniversity

* For classes held at FTD headquarters, transportation to Downers Grove, IL is not included.

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

