

# FTD® EMAIL MARKETING

The Most Efficient Sales Driver For Your Business



For every **\$1** spent on email marketing, the average return is **\$32.\***

In today's world, consumers are bombarded with advertising messages. With the support of FTD's Email Marketing Program, you will be guided by a Digital Marketing Specialist who can help you:

- Develop bi-weekly email campaigns with increased frequency at the holidays to create customer loyalty
- Create a message that helps you promote your brand and keep in front of your customers
- Monitor open and click-thru rates and make adjustments along the way to continuously improve
- Develop content and promotions customized exclusively for your shop

**STARTING AT:**  
**\$149<sup>00</sup>**  
per month

**MEMBER INFORMATION:** This is used to set up your Email Marketing Account.

Member Number \_\_\_\_\_ Shop Name \_\_\_\_\_  
Street Address \_\_\_\_\_ City/state/ZIP \_\_\_\_\_  
Contact Name \_\_\_\_\_ Cell Phone \_\_\_\_\_  
Shop Email \_\_\_\_\_ Shop Phone \_\_\_\_\_  
Website (URL) \_\_\_\_\_  
Member collects emails:  Yes  No Estimated # of email subscribers \_\_\_\_\_  
Point of Sale system type \_\_\_\_\_ Website host:  FTD  Other Floral Company  Other Third Party

By signing this I understand that the billing period is subject to begin the first month of email marketing.

\*Member Signature: \_\_\_\_\_ FTD Associate: \_\_\_\_\_ Date: \_\_\_\_\_

\*DMA Marketer, 2018

**SIGN UP TODAY!**

Send your completed form to [applications@FTDi.com](mailto:applications@FTDi.com).



Minimum of three billable months is required. The issuance of any notice to unsubscribe to any FTD services, such as FTD Florists Online, must be in writing. The method by which any such notice must be given and received by FTD is required to be in writing using one of the following means: certified mail return receipt requested, email with email confirmation, General Message or fax with fax confirmation of receipt.

EC19-7498 03/19

