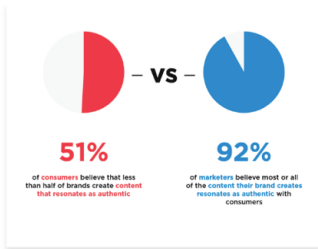




1

Customers Have Changed; Do You Understand
 What Your Customers' Value?



FTD
 2

Does Your Floral Business Offer the Services
 YOUR CUSTOMERS Want?



FTD
 3

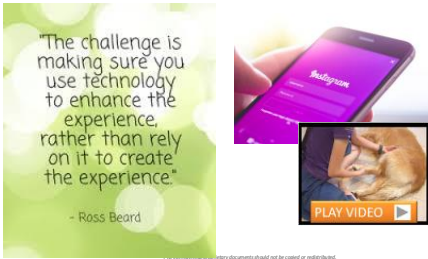


Offer Services That Connect With Customers AND Separate Your Business from Competitors



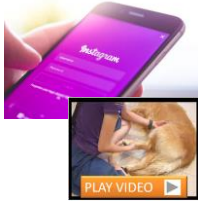
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Today's "Successful" Service Programs Are Centered Around Technology – Are You Ready?



The challenge is making sure you use technology to enhance the experience, rather than rely on it to create the experience.

- Ross Beard



5

Let's Start With A Quick Poll:

How Many of these **Digital Marketing Tools** Do You Use To Connect With Your Customers on a regular basis?

- Facebook Ads
- Instagram Ads
- Live Chat Via Social Media Platforms
- Online Review Platform
- Custom Mobile App for your Business
- Search Marketing (i.e. Google Ads)
- Website Search Engine Optimization
- Website Marketing (Banner Ads)
- Live Chat Via Website
- Mobile Marketing Campaigns

Choose One Of The Following:
 A) 0
 B) 1-3
 C) 4-6
 D) 7-10



6

Connect With Your Customers WHERE THEY ARE

Use Mobile Marketing Campaigns

- Digital Offers/Coupons
- Text Event Reminders
- Engaging Store App
- Host Virtual Activities

Offer Digital Connections /Updates

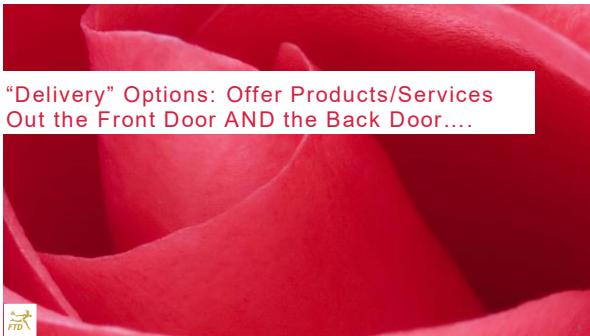
- Create Process To Acquire Online Reviews
- Live Chat Via Social Media /Groups
- Upload Steady Stream of Video Content

In-Store Technology Support

- Wi-Fi Offered In Store
- Digital Selling Tools
- Digital Visual Technology



7



8

Not Every Connection Has To Be In Person

Co-Marketing Opportunities

- Collaborate With Complementary Local Businesses
- Create Co-marketing Opportunities For BOTH Businesses
- Date Packages With A Local Restaurant
- Pop-up Shop At Grocery Stores That Don't Sell
- Apparel Stores
- Coffee Shops
- Non-competing Gift Stores



9

Not Every Connection Has To Be In Person

Virtual Flowers

- Send Floral Bouquets Via Digital Streams
- The Emotional Connection Can Be Showcased Via Video
- Take Video Of Creation
- Personalize Message From Sender With Video
- Deliver In-Person When It's Safe



Host Virtual Classes

- Sell Materials In Advance (Curbside Pick up or Free Local Delivery To Participants)
- Use Zoom or FB Group To Host
- Focus On Arrangements Geared To Upcoming Holidays Where Family Groups Will Be Separated
- Share Videos Of Sessions On Store Pages With Link to Future Event Sign ups

Idea: Create Non-Perishable Arrangements And Ship Materials To Out of Town Family So Their Tables Can Have The Same Arrangement



10

Additional Service Programs That Will Add Value FOR YOUR CUSTOMERS.....

> Vulnerable Shopper Hours



> Mobile or Pop-Up Shop



11

Additional Service Programs That Can Add Value FOR YOUR CUSTOMERS.....

> BOPIS (Buy Online Pick Up In Store) – Convenience Matters



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You're Just Getting Started – More Engagement Will Be Necessary To Connect With Millennials



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Reaching Your NEXT Customers– What Service Means to the Millennial Generation

Millennials Are Comfortable Using Multiple Channels And Devices – At The SAME TIME

- Millennials Switch Between Laptops, Smartphones, And TV On An *Average Of 27 Times Per Hour.*
- Retailers Must Market And Connect With Customers Across Multiple Devices-Simultaneously
- Consumers Expect Brands To Be In More Than Three Places At Once
 - Including Multiple Social Channels– FB, IG are Most Used Today



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Reaching Your NEXT Customers– What Service Means to the Millennial Generation

- Millennials Are **Not Fans** Of Calling A Business
 - 34% Of Them Would Rather Have Their Teeth Cleaned
 - 26% Would Rather Go To The DMV
- Don't Worry That Face-To-Face Business Isn't the Norm- It DOESN'T Mean Millennials Don't Want To Learn What Is Going On
- Let Millennial Customers Choose How THEY Want To Communicate With Your Floral Business (Which Includes SMS And Social)



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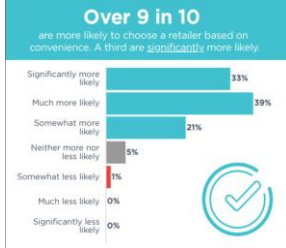
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Reaching Your NEXT Customers– What Service Means to the Millennial Generation

- Millennials Value Relationships And Recommendations
- M's Expect Valuable Content To Make Their Lives Better
- Making It Convenient **FOR THEM** is The Key To A Good Experience

What To Do:

- Create Content They'll Want To Share
- Showcase Positive Consumer Feedback And Reviews
- Share The Faces Behind Your Brand



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Are You Ready To Maximize Your Performance and Increase Profits?



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Get More Information Now:

- Have a Question?
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