

Social Media & Your Digital Presence in a Crisis

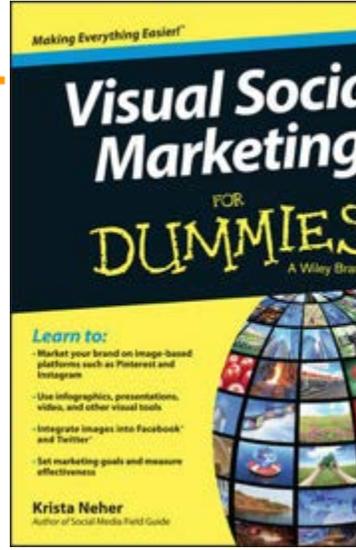
Krista Neher

CEO – Boot Camp Digital



Featured On: NBC CBS NEWS FOX NEWS
SMART BUSINESS
Associated Press THE ENQUIRER

Ab



Boot Camp Digital



Procter&Gamble



Prudential



What We'll Cover Today

- The competitive advantage that you already have
- Messages that connect now
- Safety messages to reduce concerns
- How to spread your messages
- Tips to stay ahead of the curve



What if I'm Closed?

- Continue to build top of mind awareness
- Spread positivity
- All recommendations here apply
- Any way that people can support you while you are closed?



Resources



- FTD:
 - ftdi.com/covid19
 - Sample posts
 - Links
 - CDC guidelines

FTD Supports Florists, Takes Action to Prevent Spread of COVID-19

As we all continue to adapt our daily lives and take extreme caution to slow the spread of COVID-19, the FTD team has our florist members' health and business top of mind. We have been in regular contact with florists throughout the U.S. and Canada, as well as the Society of American Florists (SAF), to help us navigate this unprecedented experience.

For your convenience, all of our resources and communications to date are shared here.

Email Communication from FTD

- March 23: [FTD Announces Assistance Program for Florists](#)
- March 21: [We've Got Fresh Flowers for 20% OFF](#)
- March 18: [An Update to our FTD Family from Tom Moeller on COVID-19](#)
- March 17: [Need to Email Your Customers about COVID-19? We are Here to Help!](#)
- March 13: [A Message to our FTD Family from Tom Moeller on COVID-19](#)

Health Precautions

- Review the steps to prevent the spread of COVID-19 by the [Centers for Disease Control \(CDC\)](#) and make sure all employees are responsibly practicing these actions.
- The CDC also has [guidance for businesses and employers](#) that is helpful to review.
- Delivery drivers should ring the doorbell or knock on the door, but leave the arrangement on the ground or furniture on the front porch for the recipient to take inside. No contact delivery is the best option to prevent the spread of the virus.
- For cities and towns that have required non-essential businesses to close to walk-in business, retailers offering curbside pick-up may also be an option to take orders, providing contact is limited.

Order and Delivery Information

- A photo of an arrangement left on a porch will be accepted as proof of delivery in place of a signature by the recipient until further notice. Photos that include the house number are a best practice, if possible. An option if the recipient is not home is to leave a door tag and re-schedule delivery.

Resources

- SAF
 - <https://safnow.org/covid-19-updates/>
 - Toolkit
 - Resources
 - FAQ
 - Sample messaging

Tools to Promote Flower Buying

Use SAF's ready-made resources to remind consumers that flowers provide instant joy and create a connection between people separated by distance.

- **Social Media Graphics and Posts**
- **Banner Ad Graphics**
- **Outreach to Local Editors**
- **Best Practices for Promoting Flowers**

Communicating with Customers

Communication with customers is key right now. Some advice follows:

- **Shop Safety and Sanitation**
- **Why We're Staying Open**
- **Safety of Floral Industry Shipments**

FAQs

As we get questions from the industry, we will post them, along with **answers recommended by industry peers and other experts.**

State Resources

Get information on **state-specific** regulations for "essential" businesses, apply for an exemption and other state resources.

Government Resources

Get updates on state and federal grants and loans, tax relief and other financial assistance.

- **U.S. Small Business Administration (SBA) Disaster Loans**
- **U.S. Chamber of Commerce Tool Kit**
- **IRS Coronavirus Tax Relief Website**
- **Small Business Administration Guidance and Loan Resources**

HR Advice and Best Practices

Insight and advice on how to work with your team and keep your staff motivated and informed.

- **4 Coronavirus Considerations for Your Business**
- **Implementing VoIP technology for remote workers**

Ongoing Education

Put unexpected staff downtime to use with SAF training and webinars, including:

- **Tim's Calling...Live** (customer service)
- **Book More Weddings On the Spot** (weddings)
- **How I Did It: Cultivating the Next Generation** (family business dynamics)
- **Small Web Fixes, Big Results** (Part I and II)
- **HR Boot Camp** (Part II, II and III)
- **The Social Selling Mindset**

Competitive Advantage

- Marketing matters most now
- You are ALREADY in the delivery business
- Safe + you are delivering

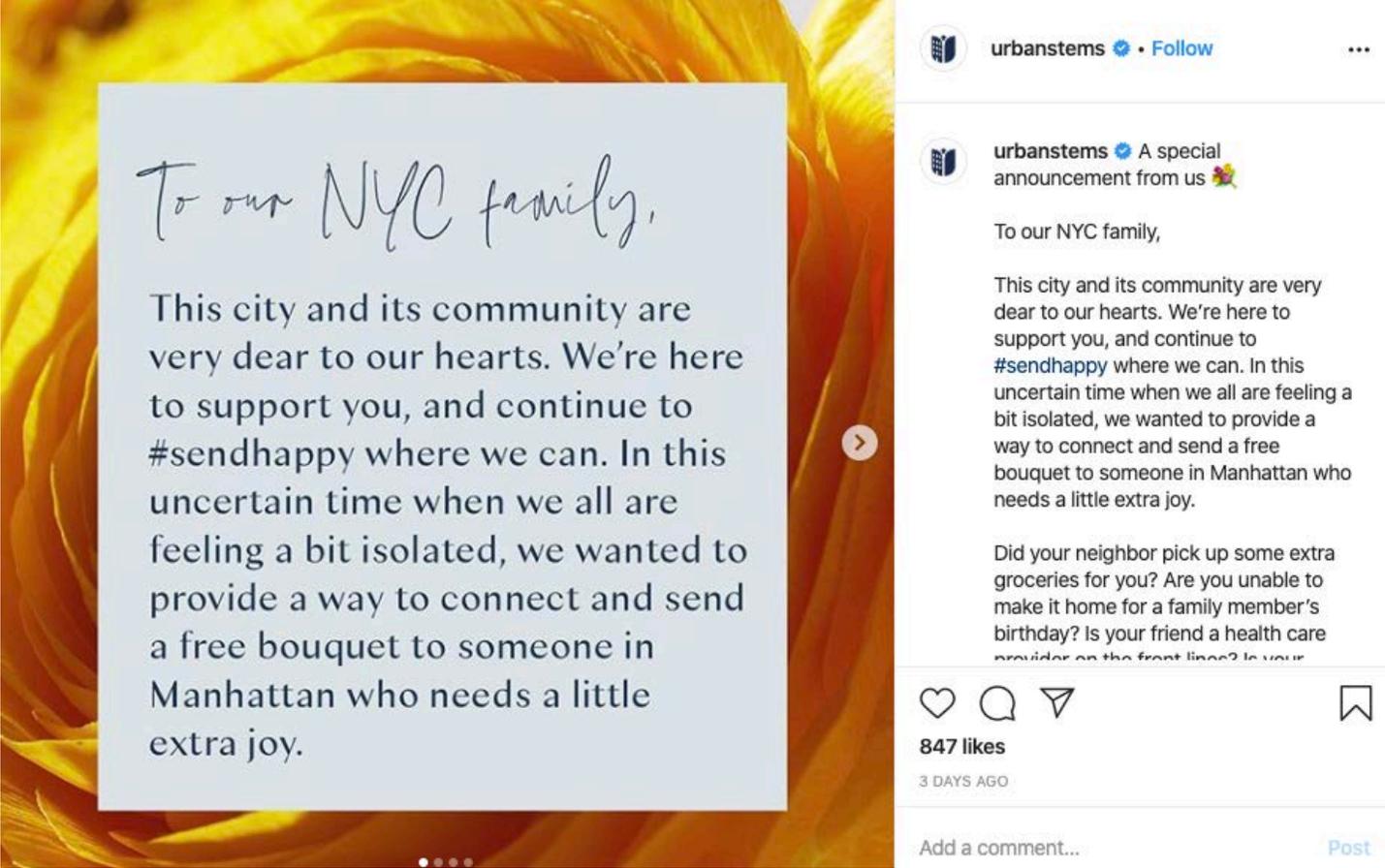


Unique Communication Points

- Connect
- Happier
- Less Stress
- More Energetic
- Wellness
- Deliver Joy
- Beautify your Space



Direct Messages



The image shows a screenshot of an Instagram post from the account 'urbanstems'. On the left, a semi-transparent grey box contains a handwritten-style message: 'To our NYC family, This city and its community are very dear to our hearts. We're here to support you, and continue to #sendhappy where we can. In this uncertain time when we all are feeling a bit isolated, we wanted to provide a way to connect and send a free bouquet to someone in Manhattan who needs a little extra joy.' The background of the post is a close-up of a yellow and orange flower. The right side of the screenshot shows the Instagram interface: the profile name 'urbanstems' with a verified badge and a 'Follow' button; the post text 'urbanstems A special announcement from us 🌸'; the same handwritten-style message as in the overlay; the post's engagement metrics: 847 likes, 3 days ago, and a 'Post' button.

To our NYC family,

This city and its community are very dear to our hearts. We're here to support you, and continue to #sendhappy where we can. In this uncertain time when we all are feeling a bit isolated, we wanted to provide a way to connect and send a free bouquet to someone in Manhattan who needs a little extra joy.

urbanstems • Follow

urbanstems A special announcement from us 🌸

To our NYC family,

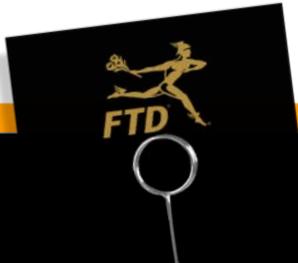
This city and its community are very dear to our hearts. We're here to support you, and continue to #sendhappy where we can. In this uncertain time when we all are feeling a bit isolated, we wanted to provide a way to connect and send a free bouquet to someone in Manhattan who needs a little extra joy.

Did your neighbor pick up some extra groceries for you? Are you unable to make it home for a family member's birthday? Is your friend a health care provider on the front lines? Is your

847 likes

3 DAYS AGO

Add a comment... Post





UrbanStems

March 16 at 1:24 AM · 🌐



Brighter days are coming 🌞 We're all in this together ❤️ //
#sendhappy





UrbanStems

March 16 at 11:00 PM · 🌐



Something to counteract the Monday Blues 💙 Inspired by the moon, The Luna is the obvious choice for adding some soft sweetness and tranquility to your space // #sendhappy #springarrivals

Shop now: bit.ly/3d62Y08



FTD



comeflywithlove • Follow

Urbanstems



comeflywithlove #ad Today is Just Because Day! Why? Just because! So often we wait to tell someone we love them...To buy a new pair of shoes..... To take a trip..... To send flowers... To sit in first class....

We wait for that perfect time. But what if that perfect time never comes? Essentially we wait for nothing. And, that opportunity passes to make someone happy and to make yourself happy. It's in these moments you can truly grasp the gift of happiness. Why pass on it?

Today is Just Because Day! Go take advantage of any opportunity to make someone or yourself happy....Just Because!



1,187 likes

AUGUST 27, 2019





When you can't connect in person,

say more with flowers





Flower
MORE
Worry
LESS



Look for Magic Moments

- Look for opportunities (magic moments)
 - Virtual birthday parties
 - Someone struggling
 - Retirement homes (since you can't visit)
 - If they allow delivery
 - Place future orders
 - Flowers at home instead of hospital
 - Brighten a day
 - Look for silver linings





flowerfim • Follow



flowerfim 갈마동으로 배송💕

100% 예약제로 운영합니다✓

🌿 꽃핼 주소: 대전 서구 갈마동 376-22

<예약문의>

상담시간 : 오전10시~오후7시

T. 010.3239.5242

카톡ID :flowerfim1

카카오플러스친구: @꽃핼

다이렉트 메시지 X



40 likes

8 MINUTES AGO

Add a comment...

Post





bagelsflorals • Follow
Albuquerque, New Mexico



bagelsflorals Birthday flowers for an angel on earth 🥰
Bagel's Florals delivers Tuesday thru Friday in the greater Albuquerque area 🚗🌸 Shop online at bagelsflorals.com
#abqflowers #flowerdelivery
#birthdayflowers #biggerbiggie
#bouquet #floraldesign
#colorfulflowers #colorpalette

1w



misscrowb I love you flowers so much but I also always wants bagels when I see you handle 🥰



1w 1 like Reply



weddinacollective.nm This color



204 likes

MARCH 13



FTD





anisahsboutique • [Follow](#)



anisahsboutique I've just received the most beautiful Bouquet of birthday flowers I've ever seen! Thank you so much to my beautiful sister and her lovely Dougie for such a beautiful surprise. Annady thank you for always loving me and being there for me!
[#foreverfriends](#) [#birthday](#)
[#birthdayflowers](#) [#flowers](#) [#bouquet](#)
[#itsmybirthday](#) [#nofilter](#)

55m



5 likes

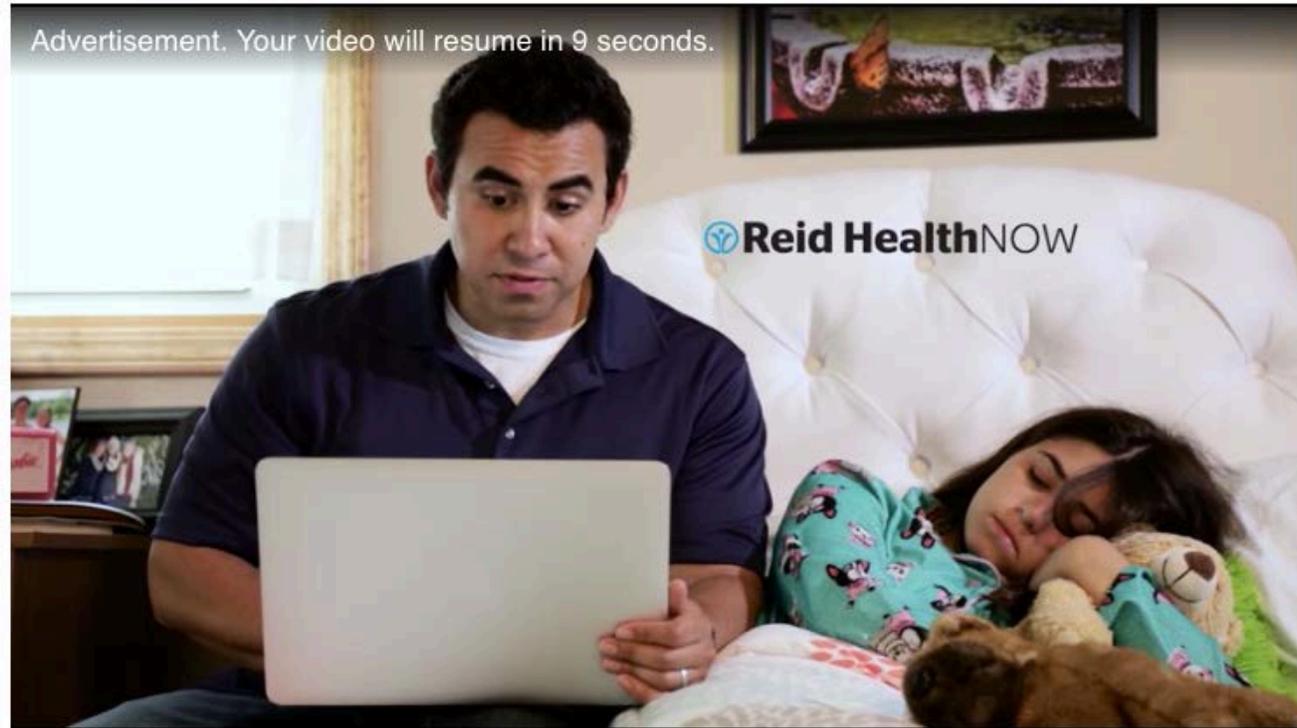
55 MINUTES AGO



Coronavirus: Alabama woman donates flowers when wedding is postponed

Published: Sunday, March 22, 2020 @ 6:11 AM

By: Bob D'Angelo, Cox Media Group National Content Desk



Coronavirus outbreak: What you need to know



MOBILE, ALA. — An Alabama couple's wedding was postponed Saturday, a casualty of the coronavirus pandemic. But the bride still managed to shine on what was supposed to be her biggest day.



How can you celebrate Mother's Day during the coronavirus outbreak?

Can you send flowers or will they be contaminated? Is it safe to visit or do we have to Skype? Advice for an unusual Mother's Day

By Abigail Blasi

21 March 2020 • 9:22am

• Premium



Safety Messaging

- Touchless
- Contactless
- No-Contact
- Curb-side
- Home delivery
- Let people know what you do





tulipflowerdubai • Follow

Tulip flowers



ملتزمون ياوطن #خليك في

البيت #صحتكم امانة

عمالنا الكرام نستقبل طلباتكم في جميع الأفرع

بأماكنكم الطلب عن طريق الاتصال او الواتساب

طرق الدفع متوفرة تحويل عن طريق البنك

او طلب الفيزا مشين لدفع عند استلام الطلب 🇦🇪 ويوجد

مصرف ابوظبي الاسلامي 📍 بنك 📍 Apple Pay

الامارات الاسلامي 📍 بنك دبي الاسلامي

We do home delivery 🚚

#mydubai #ideas #flowers #florist

#dubai #art #arrangement #uae

#creative #roses #bridal #TF_craft

2m



9 likes

2 MINUTES AGO





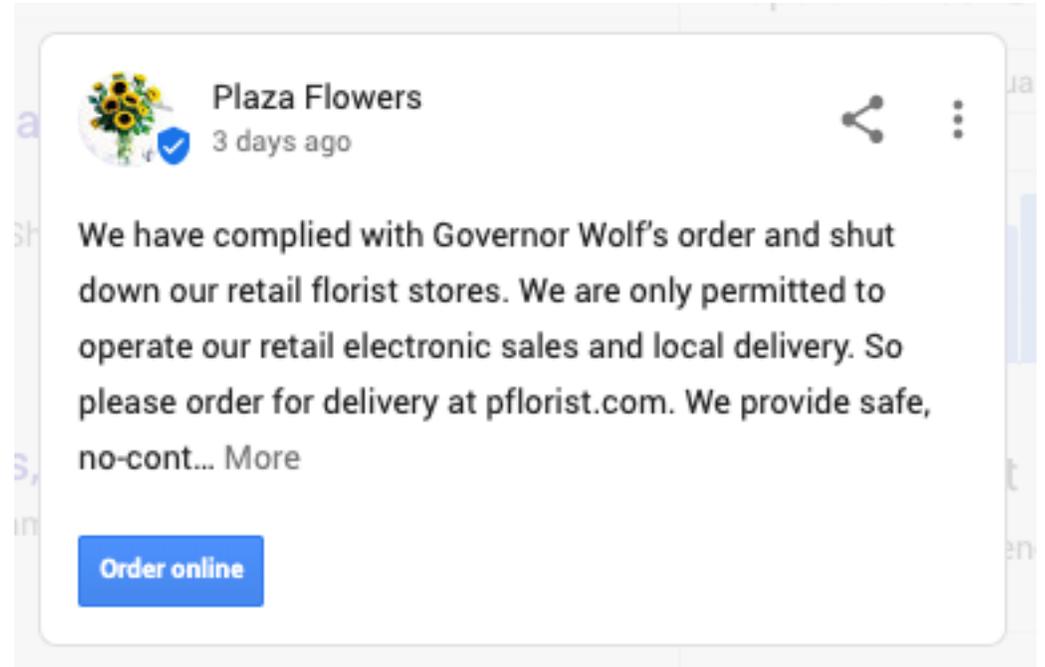
Your Local
FLOWER SHOP
CAN STILL MAKE A
Delivery
OR OFFER
CURBSIDE
PICK-UP



Update EVERYTHING

Let people know:

- You still deliver
- Touchless pickup
- Important messaging
- Update images as needed



Update EVERYTHING

Where to Update:

- Website
- Google business listing
- Yelp
- Email
- Storefront
- Call customers proactively



Yes, We Are Designing
Flowers & Delivering.
SAFE, NO-CONTACT DELIVERY EVERY DAY.

Sorry, No Walk-In Sales During Virus Crisis. Please Order For Safe Delivery.

1582 S Wickham Rd Ste A
Melbourne, FL 32904
(321) 476-2452
(800) 622-2452



HOME FLOWERS PLANTS WEDDING BULK SYMPATHY



**We are still
designing & delivering!**

SAFE NO CONTACT DELIVERY
OR
CURBSIDE PICK UP

More Tips

- Be proactive
- Stay positive
- HUSSLE
 - Phone calls



@BootCampDigital

@KristaNeher



BOOT★CAMP
DIGITAL

Let's Connect Online