



FTD MARKET FOR YOU

Personalized service. Exceptional results.

Businesses use social media to engage with customers and drive sales – but there’s no “one size fits all” approach to social media success. That’s why the FTD Market for You team will take the time to understand your personal goals and create a strategy that helps you achieve them.

All it takes to get started is a five-minute chat with our team.

REAL RESULTS¹

In one year, a Market for You customer saw:



MARKET FOR YOU CUSTOMERS ENJOY

- ✓ Support from digital marketing specialists
- ✓ More marketing to grow your business
- ✓ More time to focus on what’s most important – creating beautiful arrangements

“We are very happy with our success with Market for You. I could not have set up social media on my own and had the success we have.”

Kettering Hills and Dales Florist, Kettering, OH



PLATFORMS SUPPORTED



Our exclusive email campaign templates can easily be personalized with your shop logo.

SERVICE	STANDARD EMAIL ONLY	STANDARD SOCIAL ONLY	PRO EMAIL & SOCIAL
Support from Digital Marketing Specialist	✓	✓	✓
Constant Contact membership	✓		✓
Monthly email marketing campaign	✓		✓
Additional holiday email marketing campaign	✓		✓
Assistance in creating Facebook, Twitter, & Pinterest pages		✓	✓
Weekly social media posts		✓	✓
Consulting, tracking, and monitoring of social media properties		✓	✓
Text message marketing			✓
Quarterly performance report & review			✓
Select plan	\$149	\$149	\$299.99

1 MEMBER INFORMATION This is used to set up your Market for You subscription.

Member number _____ Shop name _____
 Street address _____ City/state/ZIP _____
 Contact name _____ Phone _____ Member city population⁴ _____
 Email _____ Website _____

Member collects emails YES NO Point of sales system type _____ Website host _____

2 ACCOUNT INFORMATION This is used to enable program services.

	YES	NO	USER NAME	PASSWORD
Constant Contact account				
Facebook account				
Twitter account				
Pinterest page				

3 HOURS OF OPERATION This is used for marketing accuracy.

	OPEN	CLOSE		OPEN	CLOSE		OPEN	CLOSE		OPEN	CLOSE
Mon			Wed			Fri			Sun		
Tues			Thurs			Sat					

4 YOUR GOALS This is used to customize your marketing plan.

Understanding your goals helps Market for You create a custom marketing plan for your shop. What do you want to accomplish? Check all that apply, or add your own.

Receive more online orders Promote my specialty (weddings, funerals, etc.)
 Drive more traffic to my shop Other: _____
 Attract more followers/"likes" on social media _____

Best time to contact: DAY _____ TIME _____ AM OR PM

By signing this I understand that the billing period is subject to begin the month of the initial consultation with a Digital Marketing Specialist. The florist member is giving consent that FTD can make edits and enhancements to the member's social media pages, email campaigns and FOL website.

Member Signature _____ Sold By _____ Date _____

¹ Data on file. ² Other fees may apply. ³ Six-month commitment required. ⁴ If member city population is less than 10,000, Small Town monthly rate of \$199/month applies. FTD is not responsible for results of any marketing described above. Member is responsible for expenses for Marketing Module. The issuance of any notice to unsubscribe to any FTD services, such as FTD Market for You, 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 with return receipt requested, email with email confirmation, General Message or fax with fax confirmation or receipt. If agreement is terminated prior to end of six-month commitment, member agrees to one billable month of service at full price.