

# MERCURYMINUTE

## NEW EDUCATION COURSE CAN HELP IMPROVE MARKETING ROI

FTD Marketing Express is a new, three-part video conference designed to help **jump start your everyday business** featuring priceless traditional and online marketing tips. FTD worked exclusively with retail expert Bob Negen, co-owner of WhizBang! Training, to customize this program for FTD Florists and help them improve the return on marketing investments. "As an independent retailer for 19 years, I know the joys (and struggles) of running a small business," states Bob. "Helping independent retailers, like florists, realize the dream of owning a successful shop is my passion."

*"Great designers win awards,  
great retailers retire rich."*

FTD created this program as a **three-part video conference** to help

you learn without leaving your shop. Plus, these can't miss marketing sessions are held in July and August to help you take advantage of the slower summer months, a great time to **polish your skills**.

"Great designers win awards, great retailers retire rich," exclaimed Bob. "You can be the greatest designer in the world, but if no one knows about you, they will not buy from you. This series will help you polish your marketing tactics and improve your return."

FTD Marketing Express can help you learn new tactics to **improve your local business**. Take advantage of one or all three one-hour sessions to help **increase your profits**.

Plus, with registration of the online presentation, you will also receive a DVD copy to use as a reference and refresher.



The Loving Thoughts®  
Bouquet by FTD® (13-M1d)



Visit [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity)  
to register today.

### FTD MARKETING EXPRESS

#### HOW TO GET THE MAXIMUM BANG FROM YOUR MARKETING BUCKS

Date: Tuesday, July 9, 2013

#### ELECTRONIC & SOCIAL MEDIA MARKETING FOR THE TIME-CHALLENGED RETAILER

Date: Tuesday, July 23, 2013

#### SECRETS OF SUPER-SUCCESSFUL PROMOTIONS & SPECIAL EVENTS

Date: Tuesday, August 6, 2013

**\$99 EACH OR REGISTER FOR ALL THREE  
MARKETING EXPRESS SESSIONS FOR ONLY \$249  
AND SAVE MORE THAN \$45.**



# FTD

Flowers say it better. FTD says it best.™



Cindy Sulzman (right), Assistant Vice President of Floral Operations, accepts an FTD Top 100 plaque on behalf of Hy-Vee, Inc. located in West Des Moines, IA, presented by FTD Grocery Account Executive Diana Ferguson (left).

FTD Education Consultant J. Keith White AIFD presented *Flowers...Lights...Action...Party On!* at the Illinois State Florists' Association Spring Conference in March. Keith showed attendees how to develop creative designs in a series of themes and color choices for optimum impact.



## CELEBRATING FTD® FLORISTS



FTD was proud to be a Platinum Sponsor at the Northeast Floral Expo 2013 in March. FTD Education Consultant Ann Jordan AIFD presented *The Impact of Perception*, which showed florists how to create designs that reflect their own brand.

## EDUCATION & EVENTS CALENDAR



### WEBINAR SERIES — LEARN WITHOUT LEAVING YOUR BUSINESS

The FTD Webinar Series is a collection of educational presentations available online to help you increase your sales and profits, while reducing your costs.

Register today at [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity).

Tina Coker AIFD  
FTD Education Consultant

### EMAIL MARKETING TO GENERATE CUSTOMER LEADS

Presented by Tina Coker AIFD

Tuesday, May 21, 2013  
2 pm ET/11 am PT

The live webinars are also recorded.  
Visit [FTDUniversity.com](http://FTDUniversity.com)  
to view them at your convenience.



FREE!



### FTD® BOOT CAMP

This three-day workshop, instructed by Ann Jordan AIFD, offers you countless tips and ideas about how to **drive local business to your shop**, fine-tune your design techniques and market your business for success.

Date: April 15-17, 2013  
Location: FTD Headquarters, Downers Grove, IL  
Cost: \$599/person\*

\*This great value is inclusive of all education sessions, flowers and materials; three nights of hotel room and tax; breakfast and lunch daily and a networking dinner on Monday.

LAST CHANCE  
TO REGISTER!

Visit [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity)  
for a full agenda and course description.

*"Thank you for offering the FTD Webinars. They are wonderful and very educational. I have come out of them more knowledgeable. They provide me inspiration to change the way I think about things daily."*

- Robin Smith, The Bird's Nest Floral, Nursery & Gifts, Six Lakes, MI

*"It was a wonderful three days – Ann Jordan was an excellent facilitator and it was worth every moment! I learned a great deal to apply to my business and met a lot of fantastic florists from across North America. I also had the opportunity to meet the great staff at FTD."*

- Rakini Chinery, Allan's Flowers & More, Prescott, AZ

VISIT [FTDI.COM/FTDUNIVERSITY](http://FTDI.COM/FTDUNIVERSITY) FOR THE FULL 2013 EDUCATION CALENDAR



**FTD**

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## EDUCATION & EVENTS CALENDAR

*FTD® is proud to support nearly 50 industry shows each year, strengthening our commitment to our florists.*

**APRIL 7, 2013**

**NIAGARA INTERNATIONAL ASSOCIATION  
OF FLORISTS ANNUAL DESIGN SHOW**

Niagara Falls, NY

Niagara International Association of Florists

**WWW.NIAFLORISTS.ORG**

**JUNE 1-2, 2013**

**LOUISIANA STATE FLORISTS' ASSOCIATION  
CONVENTION**

Lafayette, LA

Louisiana State Florists' Association

**318-255-2671**

**JUNE 7-9, 2013**

**FLORIDA STATE FLORISTS' ASSOCIATION  
CONVENTION**

Tampa, FL

Stan Brock

**850-864-2915**

*Featured FTD Design Program:*

*"The Impact of Perception" presented by*

*FTD Education Consultant Ann Jordan AIFD*

EVERYDAY  
PROGRAM

**JUNE 11-12, 2013**

**SOCIETY OF AMERICAN FLORISTS  
RETAIL GROWTH SOLUTIONS**

St. Louis, MO

Society of American Florists

**WWW.SAFNOW.ORG**



Congratulations to FTD Education Consultant Kristine Kratt AIFD and her husband Bill Schaffer AIFD of Schaffer Designs for winning *Best in Show, Floral* at the 2013 Philadelphia Flower Show.



**"LIKE" THE FTD FLORIST FACEBOOK PAGE!**

Get the latest FTD news, events, education and exclusive Facebook promotions when you "Like" us at [facebook.com/MercuryNetwork](http://facebook.com/MercuryNetwork).

The Perfect Day™ Bouquet  
by FTD® (13-M6)

**VISITFTDI.COM/FTDUNIVERSITY FOR THE FULL 2013 EDUCATION CALENDAR**