



# FTD, LLC Holiday Marketing Guide



# Industry Insights



# How Consumers Are Researching Products & Sales

## Sources used to find information

Retailer websites and internet searches are the most used sources to learn about new products/brands

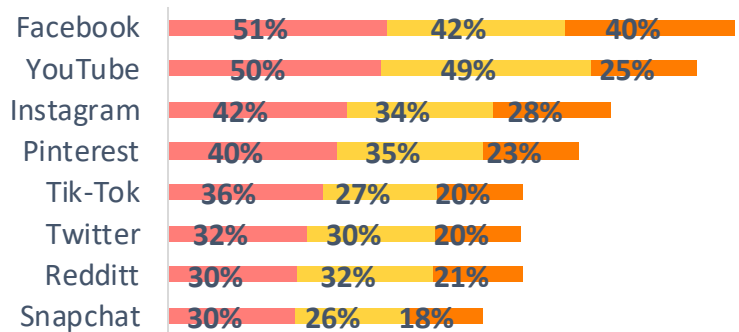


You are competing not only with other florists, but everyone else in the world. It is important to be found in all the right places. Make some strategic decisions about where you want to be planted in the ground. Keep in mind social media is a huge part of this and plays a massive role in marketing and advertising in today's world.

## Social Media Usage

Shoppers <40 are more likely to use social media sites to find information about products/brands

## Social Media Platforms Used To Find Information



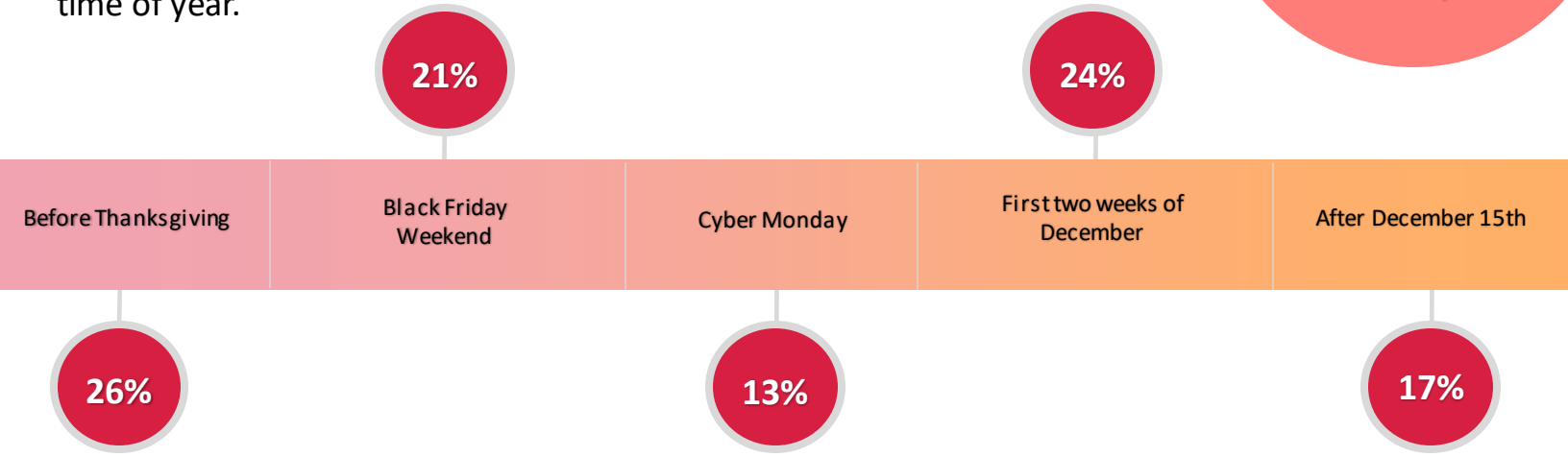
- Learn about/discover new products/brands
- Research products/brands that you know
- Find deals/sales



# Holiday Shopping Timeframe

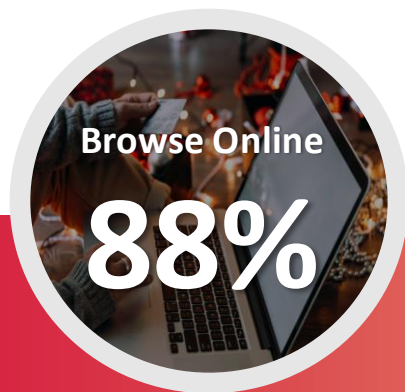
There are tons of different kinds of shoppers from early bird shoppers to last minute shoppers, to the person who plans it all. You want to be active and engaged through the entire time frame. Putting yourself in the middle of the planning is imperative this time of year.

**46%**  
Of Holiday shopping will be completed BEFORE Cyber Monday

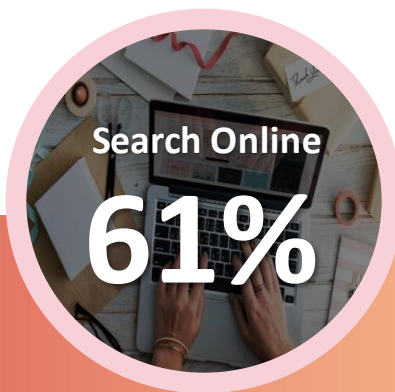


Once you put yourself in the mix of the shuffle. Below are the places you want to make sure you are present. Ask yourself these questions:

- Are you showing up in all the right places? Have you setup google my business or made sure everything is cohesive on your website?
- Does your business show up in the marketplace when you do a search for flowers or gifts in your area?
- Are you sending emails to your current and new database?



Of shoppers will browse retailer websites for holiday gifts this year



Of shoppers will search online before going into the store to purchase



Of shoppers will use emails from retailers for discounts on holiday gifts



# Understanding Your Best Customer



# Who Is Making Floral Decisions During The Holiday?

It's important to understand who your best customer is and where they can be found. Below you will find 3 diverse scenarios of potential customers you may have. Use them as a guide to create your own client personas.

## Holiday Gift Givers



### Last Minute Gift Givers

*"Crap, I forgot Christmas is only 3 days away."*

### Planners

*"Black Friday is around the corner I need to start scheduling out deliveries for Christmas presents!"*

## Office Workers



### TRIGGER:

*"It's that time of year again – I need to start sending out gifts to our business partners"*

### NEED:

*I will need to send out gifts to business partners around the county and I prefer when the gifts support local business*

## Decorators

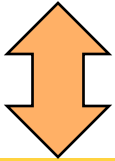


### TRIGGER:

*"Only 50 more days until the Holidays! Time to decorate!"*

### NEED:

*It has been a family tradition since I was a kid that we start decorating the house for the Holidays right after Halloween*



**Create Your Own**



## Define Your Audience (Cheryl/Cheryl's)



**Cheryl:  
The Golden Goose**



### *Referral Giving*

- Cheryl needs to purchase gifts for all her company's business partners
- *She begins searching for local gifts that can be customized to each business*



### *Gift Giving For Non-Local Friends*

- As an avid gift giver with out-of-town friends Cheryl is looking to send her friends a gift that will make them smile. She wants to be able to share memories with them even thousands of miles apart



### *Decorating For The Holidays*

- Cheryl started decorating her house the day after Halloween. When you walk in her house the smell of Christmas overtakes your senses. It's like walking into a movie, every year.



### *I'm Ready to Buy*

- Cheryl is your Golden Goose – she is an office manager with out-of-town friends who loves to decorate, and she is looking for the best way to be able to give a gift to those she cares about during the holiday. Will your florist be the one she chooses?

## Who is your current customer?

Creating a customer persona:

- What is their Age?
- What are their Goals?
- Where do they live?
- Where is your service area?
- How much would you like your customer to spend?
- How much do they currently spend?





# Reaching The Audience





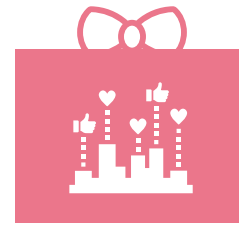
The first thing we want to understand here is - Not everyone is your customer so stop marketing to everyone. The way that you're going to be able to do this is by first defining your goals and next by creating and determining your audience and their needs.



DEFINE  
YOUR  
GOALS



DETERMINE  
YOUR  
AUDIENCE



DEVELOP  
YOUR  
CONTENT

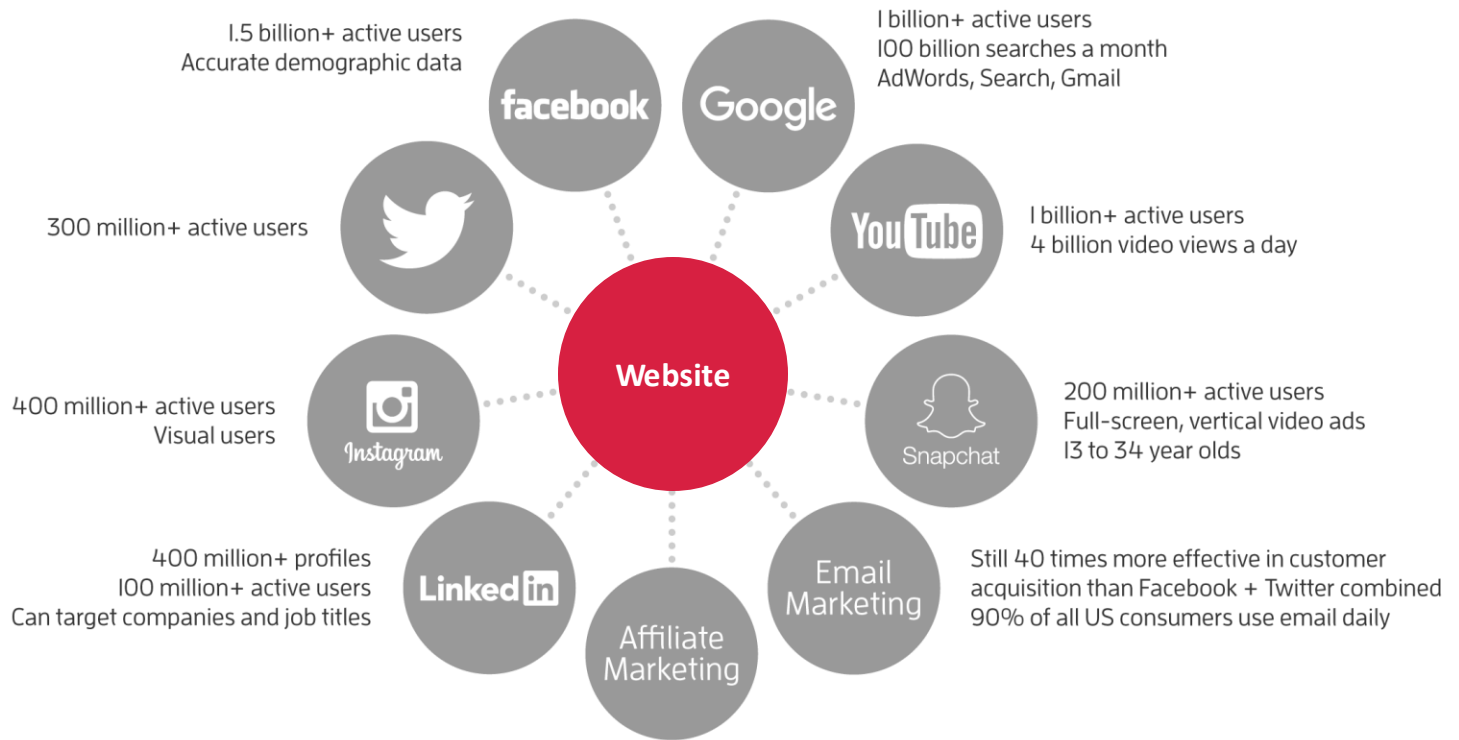
- Use website analytics to determine who your audience is and allow the data to dictate your moves.
- Compare yourself to your competition- what do you offer that others aren't offering.
- What can you do to set yourself apart from the competition?
- Are you offering free shipping? A discount for people who purchase more than one floral arrangement or gift? Get creative.

**This helps to:**

- Increasing brand awareness
- Learning about the needs, wants, and habits of your audience and customers.
- Increasing traffic to your site and boosting sales



# Marketing Channels



At the center of your business is your **website**. it is at the center of everything you do for your business. When determining what needs to be done for your site in order to reach that GOLDEN GOOSE CUSTOMER, you want to ask yourself these questions:

- Are your photos up to date?
- Does anything stand out to you that needs to be changed.
- Have you listed your latest promotions on your site and updated them to match what you are currently selling on your ads?

Below are some content pieces for you to consider using.



### MESSAGING APPS

Billions of active monthly users, including coveted Millennial and Generation Z consumers.



### VISUAL CONTENT

Check if you could represent something visually before committing to text.



### INTERACTIVE CONTENT

Polls, Q&A, Lives, Webinars.



### USER GENERATED CONTENT

85% of consumers find UGC more influential than brand content

It gets 600% more engagement than content generated by businesses.



### VIDEO

50% of shoppers say online video has helped them decide which specific brand or product to buy.

## Are You Currently Making Content?

Turning This:



Into an experience:



# How To Activate?



## Start Content Planning

- Help leverage major holidays.
- Sales and promotions, messaging map, staying engaged.
- Data results

## Content Thought Starters

- Take photos of the arrangements you are marking.
- Show people what it is like to make a floral arrangement on video.
- Create videos of your deliveries (snap a moment of joy).
- Plan out when you want to have the content run.



# Activation Checklist

- Keeping Google My Business up to date
- Maintaining website
- Maintaining social channels with fresh content
- See how you show up on local listings
- Define marketing budget
- Define your goals
- Determine your audience
- Decide if you are going to have special offers or promotions
- Consistent messaging on all platforms
- Get creative and have fun!

