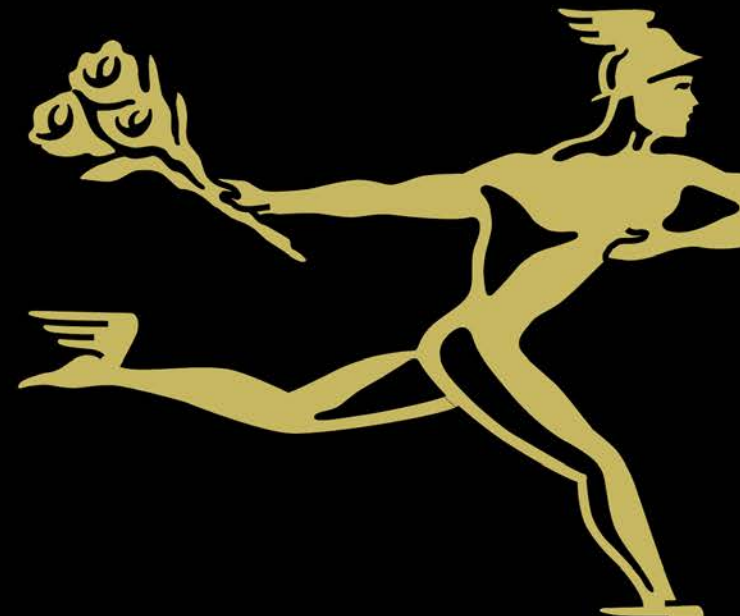


Email Marketing to Generate Customer Leads

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FTD

Flowers say it better. FTD says it best.™

Where do you start?

Collecting Email Addresses

- Delivery Confirmation
- Tent cards or fish bowl on counter
 - Weekly prize
- Add “Join my Mailing List” to your website
- Constant Contact App - to add on the go
- Sign up sheet at events & wedding shows
- QR code to scan to join
- Text to join feature



What to do with the list?

- Group by interest
 - Roses
 - Birthday & Anniversary Reminders
 - Holiday
- Allow recipients to select which list
- Re-engage



Sending emails

- Monday-Friday
- Thursday best day
- 8am, 10am, 3pm, 4pm, 6pm & 8pm
- Set for one hour before these times
- Usually read within 1 hour of receipt
- After 24hrs, open rate drops to zero



Opens

- To open....
 - Discount
 - Promotion
 - Current customer
- Or not to open....
 - Not interested
 - Too many from you
 - Too many emails in general
 - Too busy
 - Not in the mood



Unsubscribes

- Why they unsubscribe
 - Too many emails from business
 - No longer relevant
 - Not what they expected
 - Bad experience
- How often?
 - No more than 1 a week



Subject Lines

- Set expectations
- Don't sell
- Relevant
- Identify yourself
- Visually different
 - Minimum CAPs, [], Phone # or ""
- Timely topics
- Call to action
- Less than 28 characters
- Test & Repeat





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Let's Begin...



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Questions???

Email: tina.coker@yahoo.com

Handouts are available at:

www.FTDi.com/FTDUniversity/webinarmaterials.htm

Webinar will be available to view at:

www.FTDUniversity.com