



# Five Holiday Must-Dos to Increase Sales

*November 7, 2017*



# Woo Them into Your Flower Shop

FTD Education Consultant  
J. Keith White AIFD



# Visual Merchandising

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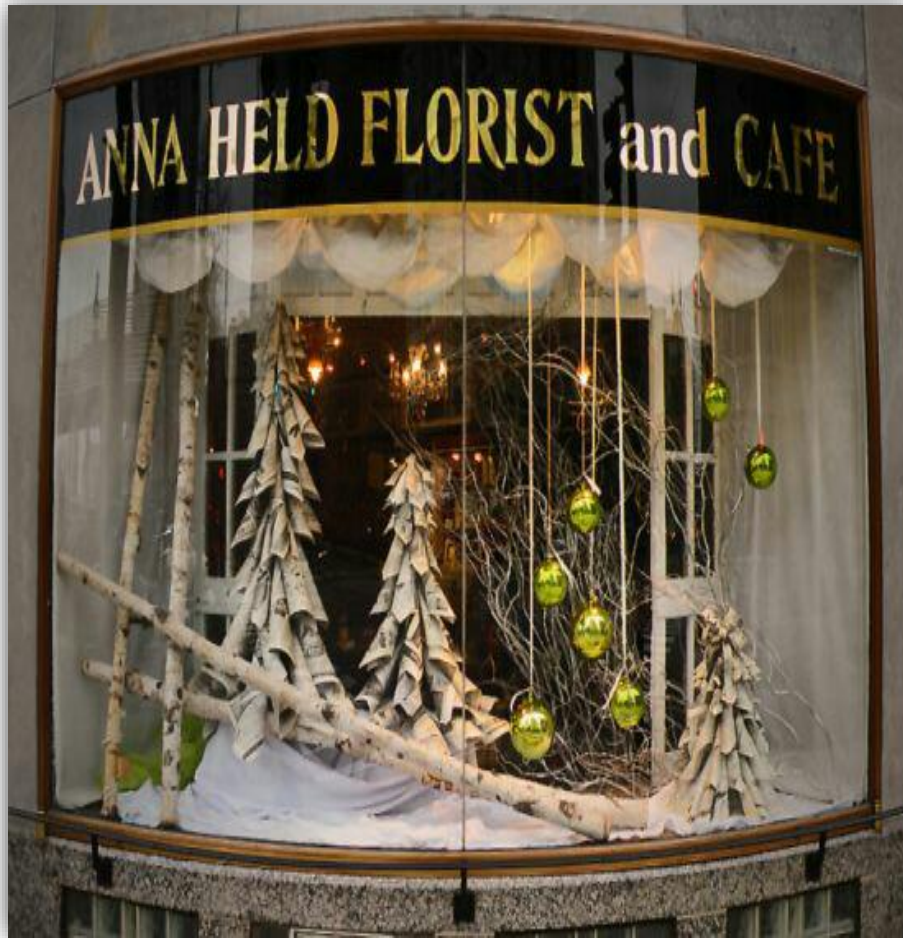
## Inviting Exterior Impact



- Two Second Rule
- Drive time
- Walk time
- Image perception



# Visual Color Impact



- Simple story
- Inviting layout
- Creative
- Message



# Powerful Messages



# Thinking Outside the Tree Box



# Easy Shopping



# Color Block Collections





# Entice Them with Your Top Sellers

Sr. Manager, FTD Online Services

Mary Leahy



# Holiday Selling Optimization

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- Categories and product launch after Thanksgiving
  - Don't delay “flipping” over the site
- Best sellers/featured containers should be merchandised at the top of your selling pages
- Arrangements with highest forecast on first page

#1



#2



#3



#4



# Holiday Selling Optimization

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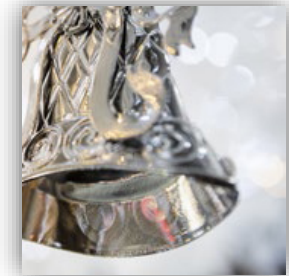
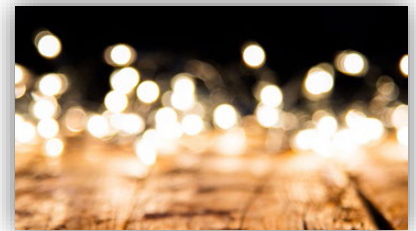
- Showcase items with higher retails to drive a higher Average Order Value
- December is tops for gift giving, orders can increase by 50% from October and November
- Establish and advertise your holiday delivery dates
- Christmas is on a Monday, ensure your order and delivery cutoffs are clear



# Holiday Selling Optimization

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- Feature many color stories to capture every possible shopper
- Include novelty and different height arrangements
- Ensure opening price points include highs and lows



# Holiday Selling Optimization

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- As containers and flowers become unavailable, shift your featured products so that sell through is optimized
- Ensure all online directories have valid and current shop information
  - Inconsistent hours, address and phone number can negatively impact search results
  - Incorrect listings cost \$10 billion a year in lost sales



# Jingle Jangle Jingle All the Way

FTD Education Consultant  
J. Keith White AIFD



# Increase Sales



- Selection scale
- Specialty/keepsake items
- Add-on gifts



# Descriptive Elements

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- Script selections
- Photo sample
- Key tag words
- Delivery confirmation





# Detailed Personal Attention – The Big Package



- Open house
- Professional staff
- Repeat customers
- Shopping experience
- Services offered



# Let's Get Social

Manager, FTD Digital Marketing

Briana Jones



# Develop a Social Calendar

- Create content and schedule ahead of time
- Have a consistent cadence of content to keep customers engaged
- Save time and have a strategic marketing plan during the holiday season
- Use the calendar as a record of all posts

Date	Network	Time	Topic	Copy	Link	Image
Week 1: Monday, November 4, 2017						
11/13/17	Instagram	12:15 PM	Open House	Santa is coming to town! Join us for hot chocolate and a visit from Santa on December 1, 2017 from 1pm-5pm. Our Open house is December 1st from 12pm-5pm.	N/A	Picture of open house flyer
11/15/2017	Facebook	10:45 AM	Special Promo	TODAY ONLY - All fall arrangements 50% off! Stop in today	N/A	Picture of fall arrangements in store



# Engage Audiences

- Create a contest asking customers to engage and/or make a purchase
- Select a winner at the end of the holiday season and promote
- Prize ideas: free delivery, free roses for a year, gift basket, etc.
- New online contests/ campaigns help acquire an average of 34% audience increase
- 1/3 contest entrants also sign up to receive email and other updates



Source: <https://www.hubspot.com/marketing-statistics>



# Profile Maintenance

- Let your followers know that you're in business!
- Update your profile picture and cover photo seasonally, current hours of operation, etc.
- By updating these items, you're building your business profile and credibility



# eMail Marketing

- Create and send holiday specific email marketing campaigns
- Help sell-thru existing inventory by including those items in an email
- Include coupons with online specials to help increase web orders
- E-mails sent within a week before the holiday have shown a 6% increase in open rates



Source: [https://www.slideshare.net/HubSpot/new-data-reveals-the-best-times-to-send-your-business-emails-this-holiday-season/43-What\\_about\\_afterthe\\_holidaysThe\\_2015Email](https://www.slideshare.net/HubSpot/new-data-reveals-the-best-times-to-send-your-business-emails-this-holiday-season/43-What_about_afterthe_holidaysThe_2015Email)

# Images

- Start taking pictures of your store décor & holiday designs
- Save and use the pictures in your weekly social posts and e-mail marketing campaigns
- Taking pictures as you go can help you build a library to pull from quickly



# Quality is Remembered Long After the Price is Forgotten

*- Gucci Family Motto*

Sr. Manager, FTD Quality Assurance

Keith Harbison AIFD

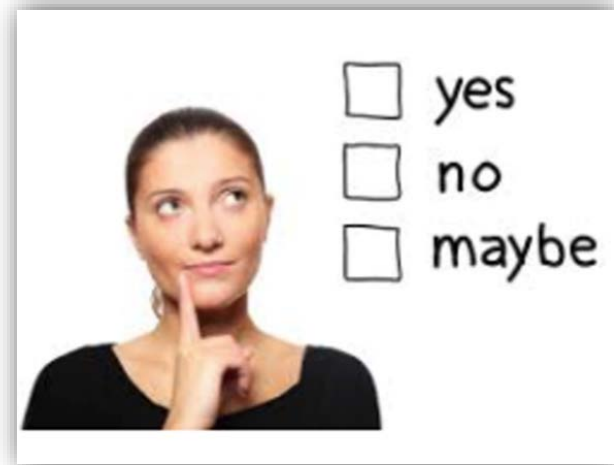




# Holiday Readiness

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- Are you ready?
- Have you planned well?
- Have you checked all the “readiness boxes”?
  - ✓ Check your technology
  - ✓ Prepare your staff
  - ✓ Order your product
  - ✓ Verify delivery options
  - ✓ Optimize your delivery footprint
  - ✓ Verify your codification



# Product Holiday Readiness

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## Sourcing

- Use tried and true varieties from trusted sources
- Test your products for longevity, quality and consistent performance
- Shopping for price or value does not always translate into profits....purchase good product for a fair price to ensure performance

## Longevity

- Use best practices in care and handling
  - Proper water/cooler temperatures
  - Flower foods
  - Sanitation

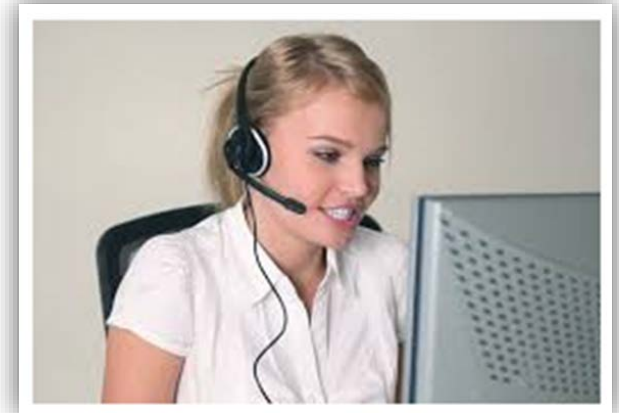


# Order Management Holiday Readiness

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## Manage your incoming orders

- Order Acceptance
  - Product availability
  - Date and time
  - Address/location
  - Leverage the substitution policy
  - Reject the order in 2 hours or less



# Design Holiday Readiness

## Design Process

- Pre-stage containers
- Leverage production process
- Special orders/instructions
- Proper cut stage/vase life



# Staging Holiday Readiness

## Staging Deliveries

- Stage each delivery in a safe temperature, free from drafts, ethylene gas and physical damage
- Save time and stage by delivery route
- Take all precautions not to damage any flowers when wrapping



# Delivery Holiday Readiness

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## Delivery Process

Are your drivers dressed for the job?

- Watch timed deliveries
  - Funerals, businesses, schools



Do you have the right tools?

- Delivery log to obtain signatures and delivery times
- Delivery door tags
- Mobile phone

Quality checkpoint

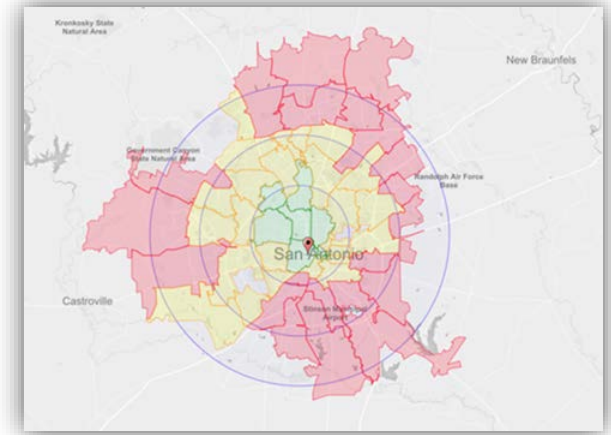
- Item, recipe, add-ons, card



# Delivery Holiday Readiness

## Delivery Process

- Delivery attempts
  - Neighbor/re-deliver/porch
- Communication
  - Delivery confirmation (DCON) – real time
  - FTD.com/Florist
- Optimize your delivery footprint
  - Verify your ZIP Codes
  - Set your cutoff times



# QUESTIONS?

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