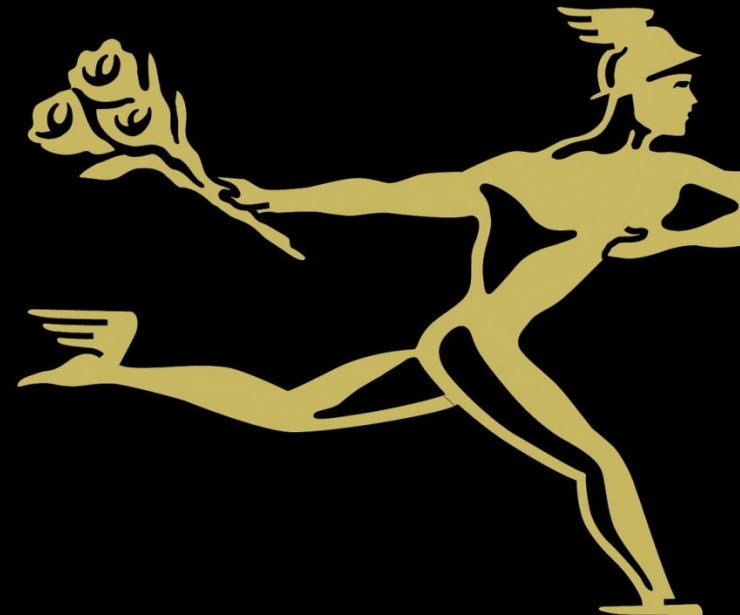


Taking Control of Your Business

December 6, 2011





Successful people **do** what
unsuccessful people **don't**.

Success is a journey,
while your **goal** is the **destination**.



YOU are responsible
for the path of your
journey.



HOW?



Marketing and Engagement

LTV “Life Time Value”



= \$240



What is the magic number?

$$\$60.00 \times 4 \text{ times a year} = \$240.00$$

$$\$240.00 \times 3 \text{ years} = \$720.00$$



Marketing and Engagement

MARKETING:

A strategy to make an ad **produce** results and **track** those results.

- Art Conforti



Marketing Materials



Results



Tracking



Marketing and Engagement

Understanding the Value of Marketing



Marketing and Engagement

Let's Start Advertising! Mailer vs. Insert

The collage displays various marketing materials from Beneva Flowers:

- Fall-Themed Catalog Page:** Features several floral arrangements and gift baskets with descriptions and prices.
 - FRUITS OF AUTUMN (F111):** A delightful autumnal centerpiece with crisp apples, grapes, oranges, bananas, and a fall-colored centerpiece. \$75 (F111)
 - SPLASH OF AUTUMN (F112):** Splash your surroundings with the loveliest colors autumn has to offer. This centerpiece includes gerberas, lilies, roses, berries, and so much more. \$50 (F112)
 - COUNTRY HARVEST CENTERPIECE (F113):** Adorn your table this season with the warm, golden colors of fall. The Country Harvest features candles, fresh chrysanthemums, lilies, wheat, oak leaves, and country plaid ribbon. Two Candles \$70 (F1160), One Candle \$60 (F1165)
 - HARVEST HURRICANE (F114):** Just perfect for your holiday table, a hurricane centerpiece of harvest fruits, flowers including orchids, lilies, gerberas, berries, and foliage. \$125 (F114)
 - On the Cover FALL CENTERPIECE (F110D):** This fall centerpiece will bring sunny warmth to any table. This harvest inspired centerpiece showcases sunflowers, roses, lilies, gerberas, berries, and decorative baskets. Shown \$125 (F110D), Smaller \$85 (F110S)
 - FALL FOR DAISIES (F115):** A seasonal autumn design of daisies and wheat makes a simply lovely gift for any special occasion. \$35 (F119)
- Gift Certificate:** A "Save \$10" gift certificate with the code C111221, valid January 2012. It also mentions "EARN DOUBLE POINTS!" and "Get \$20 Gift Card FREE!"
- 2011 Holiday Gift Guide:** A page featuring a woman and a child looking at a train-themed centerpiece. It includes a "Spode, exclusive! First in a series. See inside for details." and a "Limited Edition! Only 5,000 will be made. See inside for details." banner. The page also features a "HOLIDAY BOUNTY GOURMET BASKET" and a "POINSETTIA GARDEN BASKET".




Marketing and Engagement

What it looks like:

Holiday Brochures

Mailers


10,000



Print cost – 15¢ ea. = \$1,500
Postage – 30¢ ea. = \$3,000
Campaign Total \$4,500

Newspaper Inserts

50,000



Print cost – 8¢ ea. = \$4,000
Insert cost – 4¢ ea. = \$2,000
Campaign Total \$6,000



Marketing and Engagement

Analyzing The Results

At an average of \$60 per order

Mailers

10,000 (\$4,500)

.25% = 25 orders = \$ 1,500

.50% = 50 orders = \$ 3,000

1% = 100 orders = \$ 6,000

Newspaper Inserts

50,000 (\$6,000)

.25% = 125 orders = \$ 7,500

.50% = 250 orders = \$15,000

1% = 500 orders = \$30,000

Whichever you choose, always remember
the **LTV** should always be considered.
(between **\$240** and **\$720**)



“Turn 2”

Turn Thanksgiving **Calls** into Christmas **Orders**



Timeliness is Paramount

1. Take the order (clock starts ticking)
2. Delivery Confirmation
3. Preferred Customer Card Promotes Second Order
4. Special Offer

EMAIL FOREVER!

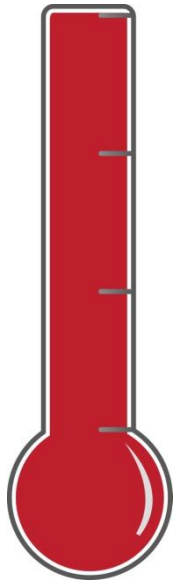


Timeliness is Paramount

Get Your Customer While They're Hot!

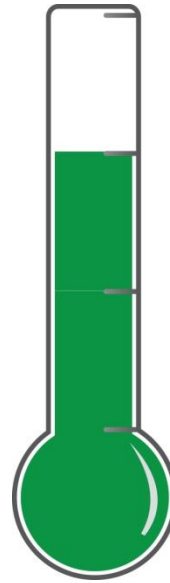
1-5 days

HOT



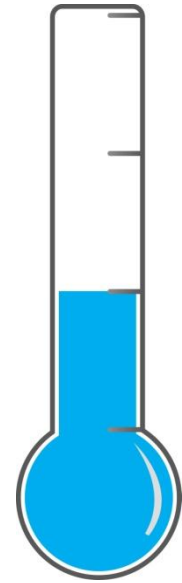
6-10 days

MEDIUM



11+ days

COLD



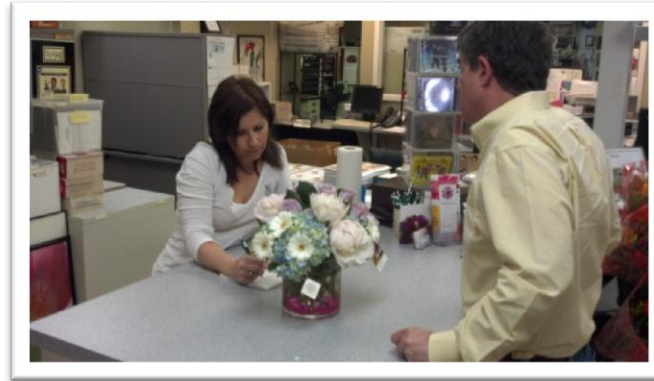
Rate of return WILL diminish





Keep Them Engaged

KEEP THEM ENGAGED



- Social networking

facebook

twitter

- Rewards



- Reminder cards



proprietary documents and should not be copied or redistributed.



KEEP THEM ENGAGED

- Surveys  *zoomerang*[™]

- Customer account cards



- Technology



KEEPING THEM ENGAGED

Keeping them engaged starts with attitude....



...so *you* can

Name _____		Date _____		# _____	
MYLARS			Total _____		
CHOCOLATES			Total _____	PLANT PETS Total _____	
WINE		Total _____	ANGELS		Total _____
BEARS		Total _____	ORDERS \$65 + Total _____		
LOST ORDERS					
Request: _____			Request: _____		
_____			_____		
Request: _____			Request: _____		
_____			_____		
Notes: _____					

(Over for more)					



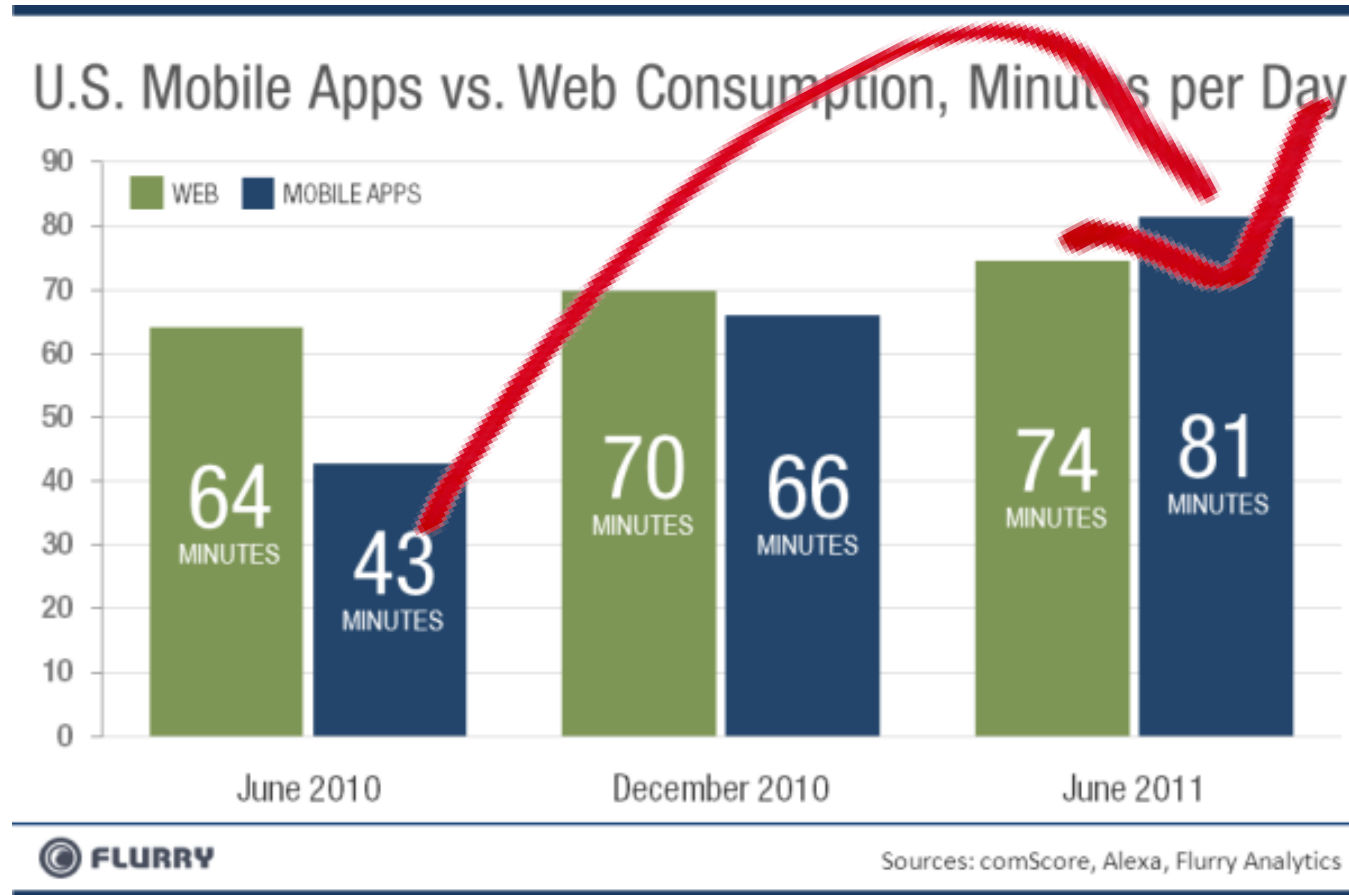
Insanity

is doing the same thing, over and over again, but expecting different results.

- **-Albert Einstein**



Mobile Apps Vs. the Web



81 Minutes on APPS/DAY!

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The Evolution of Florists

It's survival of the fittest. Don't be left behind this time!



In past year, what products grew...

142%



379%

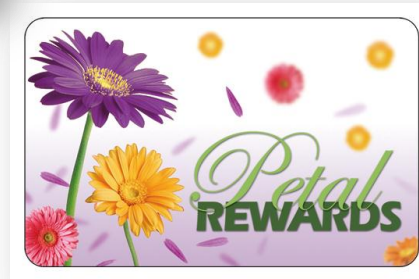


QR code marketing

- A QR code (abbreviated from Quick Response code) is a type of barcode first designed for the automotive industry. The system has become popular outside of the industry due to its fast readability and comparatively large storage capacity. The information encoded can be made up of any kind of data.



- Marketing
- Engagement
- Loyalty



Trust Your Local Flower Shop

Questions???

Email: Arthur@Beneva.com

Handouts are available at:

www.FTDi.com/elearningworkshop/webinarmaterials.htm

Webinar will be available to view at:

www.FTDUniversity.com

