

MERCURY MESSENGER

FEBRUARY 2013



The FTD® Sweethearts® Bouquet (13-V2)

LOOK INSIDE!

FTDi.COM HAD A MAKEOVER — CHECK IT OUT! see page 2

COLOR YOUR DAY™ LINE EXTENSION HELPS DRIVE ORDERS see page 4

LEARN HOW FTD® BOOT CAMP CAN HELP YOU IMPROVE PROFITS see page 5

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FTD

Flowers say it better. FTD says it best.™

DEAR FTD FLORISTS,



Tom Moeller
Executive Vice President,
Florist Segment

I know these are busy and important times as all of us are gearing up for Valentine's Day. With FTD Members and FTD.com sending and filling hundreds of thousands of orders for Valentine's Day, I want to personally thank you for your support in delighting and inspiring consumers around the world. To further assist in your preparations, please take a look at the variety of tools and resources at FTDi.com/ValentinesDay, and feel free to contact Member Services or your local FBC at 800-788-9000 with any questions.

In addition, I want to highlight a few of the exciting ways FTD can add value to your business this year:

NEW! Color Your Day Line Extension

FTD is excited to bring you three new ways to drive everyday orders with the extension of our largely successful Color Your Day™ line. The gorgeous red, orange and blue containers appeal to new emotions in this whimsical favorite.

FTD Expands Education Offerings

FTD University has expanded education offerings in 2013 to help you revitalize your skills. The courses are spread throughout the year to fit all schedules and budgets, and are designed to help you learn new ways to improve profits and grow your business.

NEW! FTDi.com Received a Makeover

As part of our commitment to FTD Florists, FTD invests tens of millions of dollars annually in technology. With that in mind, we have worked diligently throughout the holidays to bring you a newly redesigned FTDi.com. You will notice simple navigation, new design and quick access to the tools and resources you need to maximize your partnership with us.

Florist Link Offers Opportunities to Attract Orders

Now you can share critical information about your shop within Florist Link to help attract more florist-to-florist orders. From publishing your quality rating to sharing your percentage of on-time delivery confirmations, give sending florists more reasons to send an order to your shop.

Thank you again for everything you do. By working together and capitalizing on various opportunities to grow, we can all look forward to a successful 2013!

MAKE YOUR FINAL PLANS FOR VALENTINE'S DAY

FTD makes it simple to prepare for the holidays with tools and resources to help you plan ahead.

Gain access to helpful design tips, the projected top ten best sellers and more at FTDi.com/ValentinesDay today. Check back often for updates to help you through February 14th.

Getting stressed as the holiday nears or do you have temporary help that could use a refresher? FTD also offers you access to **FREE**, pre-recorded webinars to help **attract more orders and re-energize your skills**.

Visit FTDUniversity.com to view the webinar recordings about holiday or everyday topics such as:

- ♥ *Holiday Selling Secrets Revealed*
- ♥ *Gen-Trend: Floral Sales for a New Generation*



The FTD® Expressions of Love™ Bouquet (13-V3)

NEW BUSINESS BUILDING TOOLS & RESOURCES SECTION IN FTDi.COM

Find the information you need quickly and easily within the newly redesigned FTDi.com website. FTDi.com is an FTD Florist's one-stop shop for all of the important information you need to be a member of the Mercury Network.

Features include:

- ♥ A new *Toolkit & Resources* tab with a local marketing section to help you **drive local business**
- ♥ An updated FTD University section with course descriptions and registration materials to help **enhance your skills**
- ♥ A *Business Solutions* section with a variety of membership opportunities to help **grow your business**

Check out our fresh look and new features today at FTDi.com.



FTD SPOTLIGHT: HERITAGE HOUSE FLORIST

Heritage House Florist is a family-owned and operated full-service florist delivering to the Chicagoland area for more than 75 years. Owner Kathy Viskocil provides remarkable service to her customers and recently started new design classes for customers to drive new business into her shop and increase repeat business. FTD spoke with Kathy about her new design classes.

How are your design classes structured?

Participants are invited into our design room where they are instructed to create their own arrangement that they can take home to enjoy. We offer refreshments and our designer presents design tips and decorating ideas. Each class matches the season, and we have even given a wedding centerpiece class.

How often do you host the classes?

We continue to increase the number of classes because they are so popular. In 2012, we held five classes each with 22 participants.

What are some of the things your shop does to promote and prepare for the classes?

We decide on a theme, send out a Constant Contact email and place signs in the storefront. The classes fill up in just a few days! I also send a reminder email out a few days in advance.



How do you incorporate the classes in your schedule with your everyday workload?

We hold the classes in the evening after the store closes, allowing us to concentrate on the participants without distraction.

How does Heritage House leverage the classes to generate new business?

We have many existing customers that attend and bring their friends. Plus, we make sure that our Constant Contact email marketing list is updated with any attendee who is new to our store. At the class, we ask participants to follow us on Facebook and Twitter. Many invite friends, and we are now seeing employees of some of our area's corporations attending.

Why would you suggest that other florists try hosting a design class?

The response from the community has been great! The classes drive people into the store that may not have come in before. Plus, in their view, they'll become an "expert."



For more information about the design classes at Heritage House Florist, go to facebook.com/HHFlorist.

The FTD® Advantage

PATH TO MORE ORDERS | LEADING TECHNOLOGY | BUSINESS SOLUTIONS | BRAND & INNOVATION

MAINTAINING THE COLD CHAIN HELPS INCREASE VASE LIFE

If you could add two to three days of vase life to your flowers with no additional costs, wouldn't you? Through extensive floral industry research, FTD has learned that wide temperature swings create stress in cut flowers, which is a major cause in the potential reduction of vase life. By simply using cold water during the care and handling of your cut flowers and placing them directly into your cooler, you:

- ♥ Maintain the cold chain
- ♥ Reduce temperature swings
- ♥ Substantially increase the potential for longer vase life

Try a side-by-side test comparing your existing process to ours — and you will see for yourself.

Learn more about the importance of maintaining the cold chain at FTDUniversity.com when you watch the *New Innovations in Floral Care Handling* webinar.

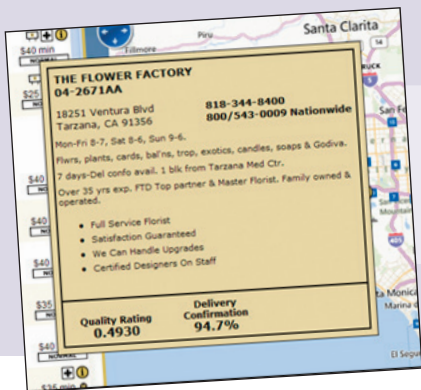


THE RED CAN IS GREAT FOR VALENTINE'S DAY

PUBLISH YOUR QUALITY RATING TO HELP ATTRACT MORE ORDERS

FTD Florist Link gives filling florists the opportunity to **attract additional orders** by sharing critical information about your shop, such as:

- ♥ FTD Quality Rating (a rating of 1.1 or less is excellent)
- ♥ Percentage of delivery confirmations that you submitted on time (by 7 pm the same day)
- ♥ Number of members that mark your shop as "first choice" in Mercury Technology



For more information, call your National Marketing Consultant at 800-788-9000.

THREE NEW WAYS TO COLOR YOUR DAY AND HELP IMPROVE PROFITS

The success of the Color Your Day™ Collection has inspired the designers at FTD to introduce three new color-themed bouquets and paint can containers in red, orange and blue to **drive more orders** for the everyday line. **Appeal to your customers' emotions** with these beautiful, whimsical containers perfect for saying thanks, celebrating friendship or "just because."

Call your FTD® Marketplace™ Representative today at 800-767-4000 for more information.

GET ON THE PATH TO ORDERS FOR MOM'S BIG DAY

Only FTD Florists can offer the beautiful designs that moms want for Mother's Day. **Get on the path to more orders** by offering your customers gorgeous, hand-cut vases from the FTD Mother's Day Exclusives collection. Your customers will thank you.



The FTD® Loving Thoughts® Bouquet (13-M1)



The FTD® Sweet Devotion™ Bouquet by Better Homes and Gardens® (13-M5)



Call your FTD® Marketplace™ Representative at 800-767-4000 to get codified today.



(PCO)



(PCB)

The FTD® Color Your Day With Love™ Bouquet (PCR)



"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](https://www.facebook.com/MercuryNetwork).

FTD® SOLUTIONS

How Has FTD Helped You?

FTD FLORIST LEARNS NEW WAYS TO IMPROVE PROFITS AT FTD® BOOT CAMP



Laura Ressler,
Owner of Roberts Floral & Gift

Laura Ressler, owner of **Roberts Floral & Gift** located in Bismarck, ND, attended FTD Boot Camp for its inaugural class in 2012. She was interested in learning new business and design skills to help improve profits and grow her business.

“As a florist for 35 years, I needed an advanced class to help me keep up with the latest industry trends and refresh my skills as a florist and business owner,” stated Laura. “I liked that **FTD Boot Camp offered me the opportunity to progress both my business and design techniques.**”

“Continuing to be innovative in our business, while maintaining a positive attitude and making a profit, is quite the challenge,”

shared Laura. “Keeping up with technology trends and changes is also difficult.”

FTD was able to help Laura by providing new ideas and tactics to solve many of her challenges. “FTD Boot Camp provided a comfortable and safe environment to discuss individual problems

and needs concerning my business in **small close-knit sessions.** I learned new ideas and many ways to conduct business, especially being more well-rounded as an owner and manager.”

Laura immediately took her new knowledge and applied it to her shop to help **grow her business.** “One of the biggest takeaways was learning to be more aware of exact cost of goods sold and continuously working to keep within profitable guidelines,” explained Laura. “I also learned to be constantly aware of making a profit. Another point that resonated with me was that my employees can help positively impact the bottom line with proper training. Since attending FTD Boot Camp, I have improved the information I relay to my employees and set clearer lines of expectations and appreciation for what they do.”

*“Sign up and attend FTD Boot Camp.
You will not regret it!”*

Laura Ressler,
Roberts Floral & Gift, Bismarck, ND

“**FTD Boot Camp helped me get revitalized** and made me aware of the areas I need to improve upon. No matter how many years you have been a florist or owned a business, you always need to learn more and keep up with industry trends. Sign up and attend FTD Boot Camp. You will not regret it!”

**Sign up for the April 15-17 Boot Camp at
FTDi.com/FTDUNIVERSITY today!**

EVENT PLANNER CAN HELP GROW YOUR WEDDING & EVENT BUSINESS

The Mercury Event Planner, available for FTD® Mercury and Mercury Connect, can help you take charge of your challenging wedding and event work, keeping you organized and potentially enabling you to **grow this profitable portion of your business.**

We know managing large events can be both time-consuming and labor-intensive. **Mercury Event Planner is here to change that by helping you:**

- ♥ Create professional proposals to print or email — including custom letters
- ♥ Keep track of event progress from the intuitive Event Dashboard
- ♥ Track rental equipment
- ♥ Automatically generate tickets in Order Entry when proposals are accepted
- ♥ Print labels to help keep you organized

Built with extensive florist input, the powerful and easy-to-use **Mercury Event Planner makes it simple to manage events** from the initial interview to the final execution.



**For more information or a FREE demo,
contact FTD Technology Sales at
800-767-3222 or techsales@FTDi.com.**



Randy Wooten AIFD
FTD Education Consultant

THE FTD TEAM IS WORKING FOR YOU

FTD Marketplace Sales

800-767-4000
marketplacesales@FTDi.com

FTD Flower Exchange

800-767-4000
ftdflowerexchange@FTDi.com

FTD Member Services

800-788-9000
memberservices@FTDi.com

FTD Mercury Support

888-205-7225

FTD Technology Sales

800-767-3222
techsales@FTDi.com

FTD Florists Online

800-576-6721
floristsonline@FTDi.com

FTD Flowers All Hours

800-669-1000
fah@FTDi.com

FTD Cash-Flo

800-788-9000
cashflo@FTDi.com

FTD Directory Services

800-788-9000
directoryservices@FTDi.com

FTD Newsletter

prdept@FTDi.com

FTD International Retrans

retrans@FTDi.com

FTD Quality

800-788-9000
quality@FTDi.com



facebook.com/MercuryNetwork



MARKET YOUR BRAND — GROW YOUR BUSINESS

By: FTD Education Consultant Randy Wooten AIFD

Running a retail shop in today's economy can be challenging. When I purchased my grandmother's shop ten years ago, I found myself in a rural market with seven other retail florists. I had to look for ways to differentiate my shop. By creating and marketing my own "brand," I was able to distinguish myself and my shop from the competition. Here are a few valuable tips I have learned along the way.

Branding is More Than a Name

Your brand is more than your shop name — it is your name and your reputation. Even though my shop is the oldest one in town, no one knew who "Randy" was as a designer. To differentiate yourself, make sure your arrangements are unlike the rest. Your style is a part of your brand, so pay close attention to every order. People will notice unique designs and the special care you take to create your arrangements. I knew my brand was flourishing when customers started positively commenting on each of my bouquets. **When customers love your talent, they will keep coming back for more.** Making them aware is key.

Get Your Brand Recognized

Another great tactic is to become a part of your community. Working with a local chamber of commerce, the local school system or offering services for special occasions and public events can help you get your brand in front of thousands of people. **Working with public and civic groups places you and your talents in front of the movers and shakers in your community.** This partnership establishes you as a local business that has an interest in the betterment of your community and they will promote your shop, often for free.

Branding to Increase Event Business

Marketing your brand can also **increase your wedding or event business.** Once your brand is established, marketing specific products or services that you offer can help grow the business as a whole. Customers will recognize your brand and at least be intrigued at the new offering. For example, to increase my almost non-existent wedding business, I initiated a successful "Dream Wedding Floral Giveaway" contest that ran for five years. We are now known as THE wedding florist in our community.

Take Advantage of FREE Advertising

In today's economy, there usually is not much in the budget for advertising. I have learned that there



are a lot of ways to market your brand without breaking the bank, and in many instances they are free. **The best form of advertising is word of mouth,** so make sure your brand is exceptional. We have all heard "think outside of the box," but for me there is NO BOX...the sky's the limit!

FREE

FTD 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. Enhance your business skills without leaving your shop in as little as an hour.

Market Your Brand — Grow Your Business

Presented by FTD Education Consultant Randy Wooten AIFD

Tuesday, March 19, 2013 • 2 pm ET/11 am PT

Register today at FTDi.com/FTDUniversity.

Watch all webinars at your convenience at FTDUniversity.com.
Each session is recorded and posted for future viewings.

View the complete 2013 Education Calendar at FTDi.com/FTDUniversity and register for a course today.

