

# MERCURY MESSENGER

FEBRUARY 2014



The FTD®  
Touch of Spring® Bouquet (14-S1d)

## LOOK INSIDE!

**FREE!** Marketing Tools to Drive Local Business  
*Learn more on page 2*

**New!** Earn Scholarships to Industry Events  
*Learn more on page 4*

Florists Online Websites are Mobile Ready  
*Learn more on page 5*

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**FTD**

Flowers say it better. FTD says it best.™



Tom Moeller  
Executive Vice President,  
Florist Division

## DEAR FTD FLORISTS,

As we move into the new year and the busiest holidays of the season, I am excited to share with you a variety of new business solutions FTD has available exclusively for our members. FTD strives to provide new and innovative ways for you, our valued business partner, to **succeed in your local marketplace.**

From cutting-edge eCommerce solutions, to access to leading brands such as our new partnership with Sunrise Greetings, a division of Hallmark, FTD has everything to help **grow your business.** A few highlights include:

### NEW! MOBILE MAKES IT EASIER TO CONNECT WITH CONSUMERS

FTD Florists Online has made it easier than ever before to connect with your customers. Now, **capture sales from consumers on the go** with FTD's mobile-ready websites. The service is **FREE** for any new or existing FTD Florists Online users.

### NEW! EARN A SCHOLARSHIP TO INDUSTRY-LEADING EVENTS

FTD University is giving away **\$10,000 in scholarships** in 2014 to attend industry-leading business and design events, such as SAF Convention, AIFD National Symposium and FTD Boot Camp! Exclusive to FTD Members and their employees, FTD University Scholarships will give florists the **opportunity for professional growth** and to network with other florists also attending these events.

### NEW! BOOST ADD-ON SALES WITH SUNRISE GREETING CARDS

FTD Florists now have access to Sunrise Greetings to display in-store and to help drive add-on sales. A division of Hallmark, this award-winning and well-loved retail card brand offers a full range of full-sized everyday and holiday greeting cards, featuring high-quality and unique imagery. This new partnership is a great opportunity for florists through FTD Marketplace.

If you would like to learn more about these and other exciting opportunities with FTD, please contact your local FTD Field Business Consultant or FTD Member Services at 800.788.9000.

Thank you for your business and you can trust sending your next order FTD!

Sincerely,



**YOU CAN TRUST SENDING YOUR NEXT ORDER FTD.**

## BOOST LOCAL BUSINESS WITH FREE MARKETING TOOLS

BUSINESS SOLUTIONS

Promote your shop locally during the holidays or everyday with the newly expanded local marketing section on [www.FTDi.com](http://www.FTDi.com) which offers FTD Members marketing tools and resources to help **increase sales and grow your business locally.** The online local marketing section features a variety of do-it-yourself marketing resources that give you the opportunity to leverage the iconic FTD Mercury Man logo alongside your local brand.

### MARKETING MATERIALS INCLUDE:

- Care and handling card to share with customers for proper flower care
- Newspaper advertisements promoting FTD codified arrangements
- Pre-made radio scripts to create your on-air advertising
- And much more



FOR MORE INFORMATION, VISIT [FTDi.COM/LOCALMARKETING](http://FTDi.COM/LOCALMARKETING).

## YOUR HARDWARE. OUR POINT OF SALE. MERCURY CONNECT.

LEADING TECHNOLOGY

The revolutionary Mercury Connect™ provides the best value for florists by enabling you to **grow your business** both locally and within the Mercury Network using a low-cost technology solution. Mercury Connect provides powerful tools to help you **streamline and manage day-to-day tasks.**

- Affordable POS on your own computer
- Manage your local and florist-to-florist business
- Maintain your customer and product data
- Powered by FTD Mercury® Technology



CONTACT FTD TECHNOLOGY SALES AT 800.767.3222 FOR MORE INFORMATION.

## FTD SPOTLIGHT: EXPRESSIONS FLORAL DESIGN STUDIO

**Expressions Floral Design Studio** has been a thriving shop in the Columbus, OH area for more than 10 years. FTD spoke with the 30-year floral industry owner, Jody Brown-Spivey AIFD, about how she implements marketing strategies on Facebook to promote her shop and engage customers in her local market.

**FTD:** *What is the reason your shop started using Facebook?*

**JBS:** Social media is definitely my top advertising medium. Every florist needs to be using it to communicate with their local customers — to retain current customers and attract new business.

**FTD:** *How do you utilize Facebook to engage your customers?*

**JBS:** I post special events and include any information that is sent out in email blasts. I also promote specials and incorporate other general posts about flowers, floriculture and horticulture.

**FTD:** *How often do you post on your Facebook page?*

**JBS:** At least three times a week. I do not want to discourage anyone by posting too often.

**FTD:** *How do you make the time to create your posts and images while managing your day-to-day operations?*

**JBS:** I have time scheduled daily on my Google calendar and receive an alert.

**FTD:** *What type of posts do you find receive the most engagement?*

**JBS:** I have been reposting some of FTD's Mercury Network Facebook posts, and over the past three months, they are the ones getting the most engagement and "Likes".

**FTD:** *What are the biggest benefits of using Facebook for your business?*

**JBS:** The biggest benefit of Facebook is sharing with customers all that my shop can do, so the next time they need flowers, they will think of us. It helps us stay in front of current customers and build relationships with new ones by encouraging consumers to use my shop as their local florist.

**FTD:** *How do you get your customers to "Like" your Facebook page?*

**JBS:** At first, I simply asked personal friends. I made sure the Facebook icon was on our website and everywhere else I advertise my shop.

**FTD:** *Why would you suggest that other florists use Facebook?*

**JBS:** It is important to keep your current customers front of mind, and it is easy to post photos and describe new products or specials. Facebook does not require any monetary investment to set up a page. There are additional costs for extra promotions, which I suggest you provide from time to time. Facebook is an instantaneous way to get information to current customers and to develop new ones.

Expressions Floral Design Studio's Facebook page.



## The FTD® Advantage

Business Solutions | Path to More Orders | Leading Technology | Brand & Innovation

### HELPFUL TIPS FOR HOLIDAY SUCCESS

The demands of running your business day to day can be taxing, but ramping up to accommodate the order flow of a major holiday is necessary. Your business success depends on your ability to **approach the holiday in an organized manner.**

#### PRODUCTIVITY

- Properly train all employees on their assigned tasks and have reference documents at work stations
- Verify all work stations are clean and ready for use and have sufficient supplies
- Ensure all tools are sharp, clean and ready to use

#### PURCHASING

- Ensure enough fresh product has been ordered in advance to fill projected best sellers
- Work closely with local suppliers to understand their ordering processes; utilize previous year's sales to gauge quantities
- Communicate any issues with codified product immediately with FTD

#### ORDERS

- Highlight any special instructions on orders
- Color code days leading up to the holiday to ensure orders are being filled for the correct date
- Communication with production is essential; be sure to track product and orders to ensure you have enough inventory and supplies

## STOCK UP ON OFFICE ESSENTIALS

Do not run out of essential office supplies in the middle of the holidays. **Leverage your FTD Clearinghouse Statement** to purchase printers, servers and other hardware supplies now and pay later. FTD has everything you need to keep your POS and printers running throughout the holidays!



### BENEFITS

- Order is shipped immediately
- Excellent quality with a manufacturer's guarantee
- Conveniently billed to your FTD Clearinghouse Statement

CONTACT FTD® TECHNOLOGY SALES  
AT 800.767.3222 TO PLACE YOUR ORDER TODAY.

## EARN SCHOLARSHIPS FROM FTD



FTD Florists can now **earn scholarships to industry-leading business and design events** through FTD University! FTD University Scholarships are exclusively for FTD Members and their employees that share our passion for continuing education in the floral industry.

To earn a scholarship, applicants must fill out a registration form and respond to five short-answer essay questions at [FTDi.com/FTDUniversity](http://FTDi.com/FTDUniversity).

**\$10,000 IN SCHOLARSHIPS WILL BE AWARDED TO FLORISTS!**

APPLICATION  
DEADLINE  
APRIL 1, 2014



SCHOLARSHIP OPPORTUNITIES ARE AVAILABLE  
FOR FIRST-TIME PARTICIPANTS TO:  
AIFD National Symposium | SAF Convention | FTD Boot Camp

APPLY TODAY! SUBMIT YOUR APPLICATION  
AT [FTDi.COM/FTDUNIVERSITY](http://FTDi.COM/FTDUNIVERSITY).

PATH TO  
MORE ORDERS

## DRIVE MORE ORDERS THIS MOTHER'S DAY

Get on a **path to more orders** this Mother's Day with the 2014 Spring and Mother's Day Exclusives. The exquisite collection of keepsake vases is perfect for delighting and inspiring moms around the world.



**CODIFICATION  
DEADLINE FOR THE  
MAY 2014 FTD  
DIRECTORY IS  
MARCH 18, 2014.**



BRAND &  
INNOVATION

## INCREASE ADD-ON SALES WITH SUNRISE GREETINGS

FTD Florists can now offer Sunrise Greetings, a division of Hallmark Cards, to display in your shops. **Increase add-on sales** with distinctive greeting cards for everyday and special occasions to complement your floral bouquets. The recognizable, **award-winning brand** offers a full range of full-sized cards, featuring high-quality and unique imagery. Plus, enrollment in the program includes discounts on seasonal greeting cards and a **FREE** display.



**FREE DISPLAY  
INCLUDED!**

CALL FTD® MARKETPLACE™ AT 800.767.4000  
TO ENROLL IN THE PROGRAM TODAY.

The FTD® Timeless Elegance™ Bouquet (14-M3d)

The FTD® Sunlit Blooms™ Bouquet (14-S3d)

CALL FTD® MARKETPLACE™ AT 800.767.4000  
TO PLACE YOUR ORDER TODAY.



## "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](http://facebook.com/MercuryNetwork).

# FTD® SOLUTIONS

## HOW HAS FTD HELPED YOU?

### FLORIST RECOGNIZES BIG SAVINGS WITH STANDING ORDERS THROUGH FTD FLOWER EXCHANGE

Looking for new ways to improve cash flow and save money while still receiving high quality flowers, Wadia Oneid, owner of **Beaudry Flowers** located in Ottawa, ON, decided to try standing orders through FTD Flower Exchange.

"In the past, to secure a steady level of quality, we had to purchase flowers from various suppliers in Ottawa, Montreal, and Toronto and pay higher rates," stated Wadia. **"Now, by creating standing orders with FTD Flower Exchange, our cash flow is controlled** by paying for cost of goods from future receivables with FTD wire sales. The FTD Clearinghouse Statement covers it all."

Beaudry Flowers now purchases the majority of its flowers from FTD Flower Exchange, totaling around 35 to 50 boxes delivered weekly. "The control of having a standing order is saving us quite a bit. The fact that we receive this many flowers weekly and steadily is positive and has impacted the control of our cost of goods," exclaimed Wadia.

The shop has recognized many benefits by placing standing orders. **"Since we started using FTD Flower Exchange, we have controlled our cost of goods and secured better prices. There has been**

**no shortage of cash flow and we have flexibility in the size of boxes ordered,"** declared Wadia. "FTD Flower Exchange offers flower box sizes down to quarter boxes and a variety of combo boxes to help us purchase the flowers we need."

*"Florists need product at the lowest possible price with the highest quality possible from a caring supplier. FTD Flower Exchange is all that"*

Ordering flowers has never been more convenient for Beaudry Flowers. She shared, **"It is simple to order from FTD Flower Exchange both online or through our sales representative.** It is just as easy as ordering from a local supplier and we are able to order online at **FTDFlowerExchange.com** at our convenience."

In addition, the shop has recognized more benefits during the busy holiday

season. "Our standing orders doubled during the holidays, and we were able to purchase many boxes on special. We piled them on top of our regular purchases. It is all positive," explained Wadia.

She encourages other florists to "go for it, **try standing orders from FTD Flower Exchange.** Florists need product at the lowest possible price with the highest quality possible from a caring supplier. FTD Flower Exchange is all that," said Wadia.

The Beaudry Flowers Team, Ottawa, ON



TO LEARN MORE ABOUT HOW YOUR SHOP CAN BENEFIT FROM FRESH FLOWER STANDING ORDERS, CONTACT FTD FLOWER EXCHANGE AT 800.767.4000.

## CAPTURE YOUR SHARE OF MOBILE SALES

FTD Florists Online is pleased to announce that the popular website service has **enhanced its mobile experience** to help **grow your business.** Now your customers will have easy access to your website where they are shopping most — on their smartphones.

### BENEFITS

- **FREE** enhancement for all existing and new FTD Florists Online websites
- Simple, user-friendly design to drive more mobile sales
- Mobile site is already live — no action required

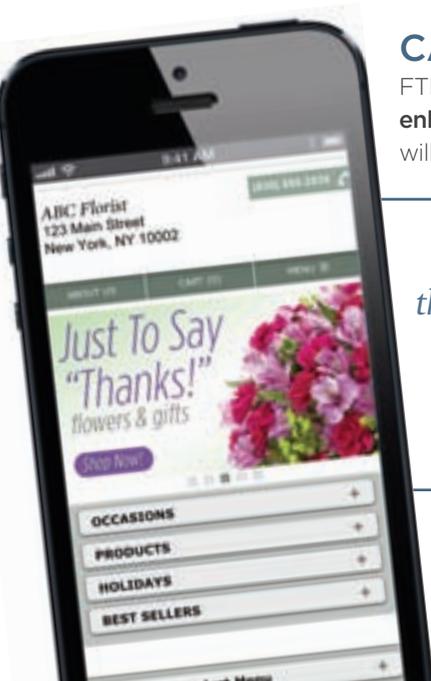
Plus, you can update your mobile website banners for **FREE** to reflect in-store or online promotions. Select up to eight banners from our library of options at **FTDi.com/FloristsOnline.**

*At the end of 2013, there were more mobile devices on the earth than people.*

Source: Cisco, 2013

CONTACT FTD FLORISTS ONLINE SUPPORT AT 800.576.6721 FOR MORE INFORMATION.

BUSINESS SOLUTIONS



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**

888-309-2244

**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 Retrains**

retrains@FTDi.com

**FTD Quality**

800-788-9000  
quality@FTDi.com



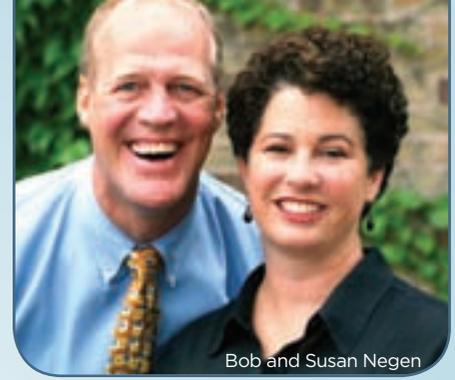
FACEBOOK.COM/  
MERCURYNETWORK



## TIPS FOR PROVEN MOBILE MARKETING SUCCESS

By: Bob and Susan Negen, WhizBangTraining.com

Just look around you in the grocery store, in the car next to you, even across your own dining room table and it is likely you will see someone on their mobile phone. They are everywhere and, in fact, **91% of American adults own a mobile phone.** It's a staggering number!



Bob and Susan Negen

*How are you doing at connecting with your customers through their mobile phones?*

Here are 5 simple things you can do to make your mobile marketing a success:

### 1 MAKE YOUR WEBSITE MOBILE FRIENDLY

Is your website mobile friendly? Can customers searching on their phones for your store or your products actually use your website on that tiny screen? If you have an FTD Florists Online Website, you are all set — they are mobile optimized and can easily be used on a smartphone.

### 2 USE EMAIL TEMPLATES DESIGNED FOR MOBILE

Most people with a smartphone check email multiple times a day. That means they are probably receiving your email newsletters on their phone. Be sure you are using an email template that is optimized for mobile. Most email services like Constant Contact®, MailChimp, or iContact offer mobile-friendly templates.

### 3 CLAIM YOUR STORE ON POPULAR SOCIAL MEDIA APPS

Make sure you have a well-crafted presence on the most popular social media sites, especially those with business reviews like Google Places, Yelp, Facebook and Foursquare. People searching on their phones for a place to order flowers will use apps like these to find the best florist in town. You want to show up smelling like a rose!

### 4 LOCATION-BASED MARKETING

One of the coolest things about mobile marketing is that you can target your customer based on where they are currently located. When they are in your store, give them an incentive to “check-in” on Facebook or Foursquare. You can also try one of the many mobile ad networks that will send an offer when they are passing near your store.

### 5 TRY TEXT MESSAGE MARKETING

Researchers have found that most people read all their texts within a half hour of receiving them, making text message marketing valuable! Text message marketing is permission based (just like email marketing), so consider giving your customers a great incentive to sign up for your text messages.

*Guest columnists Bob and Susan Negen own and operate WhizBangTraining.com and live in Grand Haven, MI.*

## REGISTER NOW FOR FTD BOOT CAMP

The three-day workshop, instructed by FTD Education Consultant Ann Jordan AIFD, offers you countless tips and ideas about how to drive local business to your shop, fine-tune your design techniques and market your business for success.

April 7-9, 2014  
August 4-6, 2014

LEARN MORE AND REGISTER  
AT [FTDi.COM/FTDUNIVERSITY!](http://FTDi.COM/FTDUNIVERSITY!)



#1 RATED  
COURSE

VIEW THE COMPLETE 2014 EDUCATION CALENDAR AT  
[FTDi.COM/FTDUNIVERSITY](http://FTDi.COM/FTDUNIVERSITY) & REGISTER FOR A COURSE TODAY.