

MERCURY MESSENGER

MAY 2013



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THREE-PART VIDEO CONFERENCE
HELPS IMPROVE MARKETING ROI

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FTD

Flowers say it better. FTD says it best.™

DEAR FTD FLORISTS,



Tom Moeller
Executive Vice President,
Florist Segment

FTD is passionate about helping you compete and win in your local marketplace. The keys to doing so include listening to consumers and our members, developing new products and services and then executing better than anyone. With this in mind, I would like to highlight several innovations that can help you grow and save you money.

Revolutionary New Features in FTD® Mercury Mobile App

FTD Mercury Mobile App can now work seamlessly with Mercury Delivery. Use mobile routing to upload delivery routes to your iOS or Android device and increase efficiency by enabling your drivers to view their routes and products to be delivered on the device. A real-time map appears on the mobile device showing the delivery driver's current location and the recipient location. Drivers can quickly find their way to the delivery destination with turn-by-turn directions.

Stunning New Product Line Can Drive Everyday Orders

FTD is excited to launch the beautiful, new FTD® Expressions™ Collection to help you grow your everyday business. Appeal to your customers with this exclusive new collection of colorful vases that express life's most important everyday occasions and sentiments.

Elevate Your Bridal Business with Vera Wang Wedding

The Vera Wang Wedding program is an exclusive collection of wedding flowers that can help you increase your bridal business. Nationally advertised in a variety of high-profile magazines by FTD, this program can give your brides a once-in-a-lifetime chance to have the trend-forward, beautiful wedding of their dreams. Importantly, you can differentiate your shop by providing both in-store and e-commerce benefits.

Save Time & Money with FTD® Flower Exchange

The world's finest, freshest blooms can be shipped direct to you from premium growers through the FTD Flower Exchange. With competitive pricing, a variety of shipping options and combo boxes customized to your specific needs, FTD Flower Exchange can help save money and time.

These select products and services are just a few ways that FTD can help you enhance your business and reduce your costs. To learn more about these exciting opportunities, please contact your local Field Business Consultant or Member Services at 800.788.9000.

In closing, Mother's Day is almost here and we want to thank you in advance for your hard work and dedication in delighting moms all around the world. We are expecting a big holiday and wish you the best in your preparations. We appreciate your support and sending FTD!

NATIONAL ADVERTISING PROMOTES VERA WANG WEDDING FLORISTS

As an FTD Florist, you can distinguish your shop by offering brides a true "Vera Wang" wedding. FTD has increased its national advertising of the Vera Wang Wedding program to help **drive traffic** to local FTD Vera Wang Wedding Florists. Full-page advertisements were featured in *Martha Stewart Weddings* and *Brides*.

By offering this stunning collection, FTD Florists have the ability to advertise in-store, online or at bridal shows as an exclusive Vera Wang Wedding Florist.



Contact your National Marketing Consultant today at 800.788.9000 for more details about how you can become a Vera Wang Wedding Florist.

As advertised in *Martha Stewart Weddings* and *Brides*.

BRAND & INNOVATION

DRIVE EVERYDAY ORDERS WITH NEW, VIBRANT EXPRESSIONS LINE

Increase everyday order volume with a new, exclusive florist-filled line of products that add sentiment to everyday bouquets.

The FTD® Expressions™ Collection of colorful vases each include a contemporary silver-plated tag celebrating everyday occasions and sentiments such as "Get Well," "Thanks," "Birthday," "Congrats" and "Love".

Call your FTD® Marketplace™ Representative today at 800.767.4000.

The next codification deadline for FTD exclusives containers is July 23, 2013.



The FTD® Get Well Bouquet (TGWd)

FTD SPOTLIGHT: WALTER KNOLL FLORIST

Walter Knoll Florist located in St. Louis, MO opened its doors in 1883 and is a family-owned and operated, full-service florist. Now in its fifth generation of ownership, Walter Knoll Florist offers custom designs and is well known in their market as a premier wedding florist. FTD spoke with owner Walter Knoll about their successful wedding business.

FTD: How do you engage brides when they come in your shop or stop by your booth at a bridal event?

Walter: We congratulate them on their upcoming wedding, ask them if they have chosen a florist and build their confidence by selling them on our shop's professionalism and attention to every detail. We assure the bride that she is very special to us and that we will make sure her day and flowers will be as beautiful as she dreamed it would be.

“Being a Vera Wang Wedding Florist gives brides another good reason to trust Walter Knoll Florist as their florist of choice.”

FTD: What is the most important thing to keep in mind when you are working with a bride?

Walter: The most important thing to convey is that we are there to enhance their wedding with beautiful fresh flowers, that their wishes will be fulfilled and that they are the most important bride, no matter how large or small the wedding.

FTD: You are a Vera Wang Wedding Florist. How do you utilize the luxury brand to engage brides?

Walter: We share with the bride that we are a Vera Wang Wedding Florist and present the Floral Selections Guide. The brand name speaks for itself. Many of our brides are familiar with Vera Wang couture wedding dresses.



Walter Knoll Florist increases their wedding business by promoting exquisite wedding offerings at bridal shows.



FTD: How does the Vera Wang Wedding Floral Selections Guide and marketing kit help you upsell to brides?

Walter: The Vera Wang Wedding Floral Selections Guide is very useful in giving us that upscale floral boutique status. The brides are very happy and interested in the selections in the guide and are appreciative that they have a Vera Wang Wedding floral collection booklet to take along with them.

FTD: What are some of the things you do to promote the Vera Wang Wedding Collection?

Walter: We feature Vera Wang bouquets at the bridal shows, and the booklets with different floral collections are always there as a take away.

FTD: What is the biggest benefit for Walter Knoll Florist as a Vera Wang Wedding Florist?

Walter: Being a Vera Wang Wedding Florist gives brides another good reason to trust Walter Knoll Florist as their florist of choice.

Looking to elevate your bridal business? Contact your National Marketing Consultant at 800.788.9000 for more information about the Vera Wang Wedding program.

The FTD Advantage

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

INCREASE YOUR LOCAL BUSINESS & CELEBRATE LOCAL HEROES

Join us in commemorating the 19th Annual FTD® Good Neighbor Day® on Wednesday, September 11, 2013. In honor of Patriot Day, drive local foot traffic into your shop while celebrating local heroes and spreading the joy of giving flowers in your local community.

For more information or to sign up, go to FTDi.com/gnd.



Hundreds of FTD Florists hosted successful FTD® Good Neighbor Day® events in 2012.

BUSINESS SOLUTIONS

WEEKLY STANDING ORDERS CAN MEAN BIG SAVINGS

Flower prices in the open market continue to rise. By placing a standing fresh flower order with FTD Flower Exchange, you can **lock in prices and save**. Standing orders allow you to plan ahead and set your pricing to **ensure consistent margins** throughout the year.

Call FTD® Flower Exchange at 800.767.4000 for your standing order quote today.



GROW YOUR CUSTOMER BASE WITH CUSTOM IMPRINT INCENTIVES

Order your customized 2014 Wall Calendars and Datebooks now and no payment is due until September 2013. Reward your valued customers or attract new ones by using the calendar as a small gift or incentive. Great for open houses, grand re-openings and chamber of commerce events.

Call your FTD® Marketplace™ Representative today at 800.767.4000.



HELP YOUR PROFITS BLOOM WITH THE 2013 FALL/WINTER EXCLUSIVES

Inspire beauty and elegance this holiday season with the FTD® Fall/Winter 2013 Exclusives Collection. Differentiate your shop with new fall and winter codified products, and get on a path to more orders.

Call your FTD® Marketplace™ Representative today at 800.767.4000.



The FTD® Giving Thanks™ Bouquet (13-F4d)



The FTD® Holiday Celebrations® Bouquet (13-C1d)

ENHANCE YOUR SKILLS AT 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.



August 12-14, 2013

October 7-9, 2013

Learn more at FTDi.com/FTDUniversity.



Ann Jordan AIFD
FTD Education Consultant



View the complete 2013 Education Calendar at FTDi.com/FTDUniversity.



“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.

FTD® SOLUTIONS

How has FTD Helped You?

Increased Codification Helps Florist Get on a Path to More Orders



David and Katherine Klein, Owners, with Kurt Klein, Manager, of Englewood Florist & Gift.

A member since 1978, **Englewood Florist & Gift's** manager Kurt Klein was looking for new ways to maximize the benefits of his FTD membership for the Englewood, OH shop.

Kurt contacted his FTD® Marketplace™ Representative and the two worked together to get his business on a **path to more orders**. "We simply re-evaluated our everyday codified items and saw that it was severely lacking containers," stated Kurt. "It was suggested that we try to add the most popular codified containers, and it has proven to be very beneficial."

Purchasing more codified containers has helped increase the shop's FTD.com and florist-to-florist orders each month **dramatically improving year-over-year sales**. "In summer 2012, we purchased codified combo packs of the most popular items to test the waters and it proved to be very successful," explained Kurt. "This has **greatly increased our bottom line sales** since September 2012."

"This [codified containers] has greatly increased our bottom line sales since September 2012."

The numbers speak for themselves; in October 2012 alone, Englewood Florist & Gift saw a **385% increase in orders from the previous year**.

Englewood Florist & Gift has also recognized **more orders on their shop's website** and from their own local customer base as a result of promoting the exquisite codified containers they now offer. "We sell a good amount of codified products to our own customer base, and do not have to rely on FTD.com-generated sales," exclaimed Kurt. "There has also been a good increase on our website, which we believe is due to the increase of codified selections offered."

The path to more orders review has greatly benefitted Englewood Florist & Gift. "FTD has proven if you carry the items that customers want, you will receive orders," stated Kurt. "Carry as many codified items as possible," recommended Kurt. "You can play it safe in the beginning and test your market to see what works best."

To get your **FREE** path to more orders review, call FTD Member Solutions at 800.788.9000 today.

WORK SMARTER WITH THE FTD® MERCURY MOBILE APP

FTD Mercury Mobile helps you **stay on top of your business remotely** and **simplifies deliveries**.

The mobile application for FTD Mercury and Mercury Connect can be used on an iOS or Android device allowing insight to critical shop information from the mobile dashboard, including:

- Undelivered orders
- Incoming Mercury orders
- Credit card issues

New, industry-leading features available in FTD Mercury Mobile app work intuitively with Mercury Delivery to help you **streamline your delivery processes**.

Increase efficiency by:

- Uploading delivery routes in your mobile device instantly with Mobile Routing
- Confirming deliveries remotely by order number or within order details
- Viewing and completing routes, including stops and orders*
- Viewing the real-time map with current location and recipient information, and turn-by-turn directions*

Plus, at peak delivery times such as holidays, you can **easily expand your driver force** by installing FTD Mercury Mobile on their personal smartphones.

*Requires Mercury Delivery.



For more information or a **FREE** demo, contact FTD Technology Sales at 800.767.3222 or techsales@FTDi.com.



Jeff Corbin
AIFD, AAF, PFCI

SOCIAL MEDIA...KEEPING A PROFESSIONAL PLATFORM

By FTD Education Consultant Jeff Corbin AIFD

Social media platforms such as Facebook, Twitter and Pinterest are great ways to share information with your customers. Utilizing social media can help boost your business and engage your customers. However, the communication channels also serve to increase the opportunity for consumer interaction and feedback.

For example, John orders a product from your website for Sally. She receives the gift and posts a picture on Facebook. How does the rest of the situation unfold?

There are many possibilities: 1) John could be happy and all ends well; 2) John could recognize the posted picture does not look like what he ordered and writes a negative comment on your Facebook page; 3) Sally could also be unhappy and they both write negative comments on your page, as well as their own pages.

In reality, the order could be filled exactly as it should be, but the flowers photographed by the recipient are not at the same stage as shown on the company website. Yet, your business receives adverse attention for its good intentions.

The bottom line is your social media site can become a "dartboard" for negativity. In this age of instant response, consumers can post comments of dissatisfaction on your social sites before you have the time to investigate and rectify the situation. Additionally, some consumers prefer to post in a social media channel instead of contacting you directly.

Guidelines to Keep Your Social Platform Positive:

- When creating designs from your website or a wire service order, fill the order with the container and flower recipe shown.
- If the fresh product used in the design is "tight" (i.e. lilies), include a note to the recipient explaining the benefits of using the freshest product for their lasting enjoyment.
- Deliver what you promise and do not promise what you cannot deliver — this is especially true for delivery times, specific flowers and colors.
- Communicate with the customer, rather than making judgment calls for your convenience.
- Address public posts quickly and positively while inviting the person to communicate in a private fashion (private message, email or call) to bring them resolution.
- Know when to say nothing. Sometimes it is best to let a customer make their point and not engage in an unproductive discussion on a public reform. It is always important to remain positive and professional.

Jeff Corbin is the owner of Radford City Florist, located in Radford, VA. Follow Radford City Florist on Facebook at [Facebook.com/radfordflorist](https://www.facebook.com/radfordflorist).



Educate your customers on floral care and handling to help minimize complaints. Visit [FTDi.com/localmarketing](https://www.ftdi.com/localmarketing) for a FREE DIY care and handling pic card.

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

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quality@FTDi.com



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FTD MARKETING EXPRESS New, Three-Part Video Conference Series

Learn industry-leading marketing tactics in three, one-hour video presentations by retail expert Bob Negen to help you **improve the return on your marketing investments**. Plus, receive a DVD of each session you attend.

Tuesday, July 9 How to Get the Maximum Bang from Your Marketing Bucks

Tuesday, July 23 Electronic & Social Media Marketing for the Time-Challenged Retailer

Tuesday, August 6 Secrets of Super-Successful Promotions & Special Events

Register at [FTDi.com/FTDUniversity](https://www.ftdi.com/FTDUniversity).



Bob Negen,
WhizBang! Training

Sign Up for all Three Sessions for ONLY \$249 or \$99 each.

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