

MERCURY MESSENGER

NOVEMBER 2012



The FTD® Giving Thanks™
Bouquet by Vera Wang
(12-F4)

LOOK INSIDE!

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VOL. 55 NO. 8 FTD NEWSLETTER ©2012, FTD



FTD

Flowers say it better. FTD says it best.™

DEAR FTD FLORISTS,

The holidays are here and we are looking forward to the busy season and especially to the New Year. FTD has some exciting new changes and innovations coming, and I am pleased to share them with you.



Robert Apatoff
FTD President

You may have already heard that United Online, Inc. announced that its Board of Directors has approved a preliminary plan to separate United Online into two independent, publicly traded companies in 2013. One of the companies will be FTD, which will include the domestic and international operations of the floral company. The other will be United Online, which will continue to operate the businesses of the company's Content & Media and Communications segments. These changes should be virtually seamless to you with no changes

or interruptions for your business.

The plan to separate is a positive move for FTD. Not only will it provide significant operational and strategic flexibility for FTD, it will also allow us to continue our stated plan to support, innovate and grow the floral industry. It will help us to continue building FTD and create programs for our member florists to help you better compete in your marketplace.

As always, our goal will be to continue to help you attract more orders and drive local business to your shop. We will continue to do so with new innovations to help you stand out from your competition, such as the remarkable, bi-colored FTD® College Rose Collection, and our stunning FTD® 2012 Luxury Collection. Both are great for holidays and every day, and we are confident they will help increase orders and order values this season.

FTD is committed to supporting our members by bringing exciting and innovative new products to market that give consumers more reasons to buy from FTD and our member florists. We look forward to working with you through the busy season and wish you much success!

BE PREPARED EARLY FOR HOLIDAY ORDERS

Let FTD help guide you to a more profitable holiday season. FTD has created a dedicated holiday website, sharing the projected best sellers and tools to ensure you are well prepared for Christmas orders and to help drive more orders to your shop. Visit FTDi.com/Christmas and position your shop to succeed this holiday season.

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 two holiday-related recordings:

- Preparing for a Successful Holiday
- Prepare for a Stress-Free Holiday

The FTD® Holiday Elegance™ Bouquet by Vera Wang (12-C8d)



INCREASE ORDER VALUES WITH THE EXQUISITE NEW LUXURY COLLECTION

The new FTD® Luxury Collection designs are a beautiful selection of floral artistry featuring lavish flower varieties in artfully crafted designer vases. Seize the opportunity to increase order values with these exquisite, high-end arrangements.

To learn more, call your FTD® Marketplace™ Representative at 800-767-4000.



Glorious (LX00)

STIMULATE ORDERS WITH FTD® SPRING/SUMMER EXCLUSIVES

Offer your customers vibrant colors and unique designs with the FTD® Spring/Summer 2013 Exclusives Collection. With FTD, you can stand out from the crowd and get on the path to more orders.

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

The FTD® Season of Love™ Bouquet (13-V4)



FTD SPOTLIGHT: LUTHER FLORISTS – FTD MAKEOVER MAGIC WINNER

FTD Makeover Magic inaugural contest winner **Luther Florists & Greenhouses** in Kansas City, MO has been in business since 1871 and is managed by fourth generation owner Bonnie Luther-Hayes and her son Scott. Luther Florists' was selected as the contest winner from nearly 100 entries. FTD talked to Bonnie after the incredible transformation, led by FTD Education Consultant J. Keith White AIFD.

FTD: Why did you choose to enter the FTD Makeover Magic contest?

BH: When I saw the first email from FTD about the FTD Makeover Magic contest, my designer Remo Ann and I began the first draft of the required essay. We knew that we had a story to tell and hoped that FTD would recognize our need for a shop makeover after viewing the photos and reading our essay.

“We are thrilled, grateful and blessed to have been selected as the first FTD Makeover Magic winner. This transformation has truly changed my life!”

FTD: As the winning FTD Florist, what are you hoping will be the long term result of Luther Florists' transformation?

BH: We want our **lutherflorist.com** customers to make a point to come in and see our location. We also hope that our shop's neighborhood will claim a new sense of pride as they go past our shop. Keith designed such interesting décor that we know will delight our customers. Our shop and display windows are ready for fall, and Keith passed along ideas for the Christmas season.

FTD: What has been the reaction of your customers and employees?

BH: Our customers have been supportive and excited about Luther Florists being the makeover winner. My employees share my enthusiasm for an updated workplace and take pride in our rich history.

FTD: What did you learn from FTD Education Consultant J. Keith White about merchandising your shop?

BH: Keith was instructive during the makeover process. In addition to some new items, Keith “shopped” our storage areas and re-purposed many items. He also encouraged me to bring in some historic items that help to tell the story of our 141-year-old business. Vintage photos, an antique National Cash Register and a wooden wagon from my father's childhood have been blended into the shop's décor.

before



FTD: If you were telling fellow florists about the makeover experience, how would you describe it?

BH: We felt a responsibility to provide Keith with a totally blank slate so that he could hit the ground running on day one. I decided after our initial meeting to trust Keith and step aside. As an artist myself, I understood that projecting my thoughts would only hinder his creativity. Keith exceeded my expectations and he stretched the \$5,000.00 budget to the max. We are thrilled, grateful and blessed to have been selected as the first FTD Makeover Magic winner. This transformation has truly changed my life!

To view the full photo album, go to facebook.com/MercuryNetwork.

DIFFERENTIATE YOUR SHOP WITH THE FTD® COLLEGE ROSE COLLECTION

There is no better way to show school spirit than with the unique, officially licensed FTD® College Rose Collection! These exquisite bi-colored, bulk roses are great to promote for birthdays, anniversaries, game day, homecomings, graduations and many other student and alumni achievements.

Only available from the FTD® Flower Exchange.

“In this ever-changing flower business, once in a while something different comes along to attract new business. This is the case with The FTD® College Rose Collection® and Rainbow Roses. They have provided an excellent opportunity to offer something new to our existing customers, and it’s a great way to reach out to new ones, like local colleges and high schools, too.”

— Bob Yedowitz, Emil Yedowitz Sons Florist, Inc. Yonkers, NY

Call your FTD® Flower Exchange Representative at 800-788-9000 for a list of participating universities.



FTD SUPPORTS SHOPPING LOCAL

FTD will be reminding consumers to visit their local FTD Florist leading up to Small Business Saturday on November 24.

For more information on how you can participate in Small Business Saturday by American Express, go to: SmallBusinessSaturday.com.

after



SHARE YOUR QUALITY RATING IN FLORIST LINK

FTD Florist Link is another avenue to market your shop and help increase florist-to-florist orders. Now, you can share your quality rating in your FTD Florist Link special listing.

Sharing your quality rating offers assurance to the sending florist that you will fill their customers’ orders with the same quality and care that they would provide their local customers.

For more information, contact your National Marketing Representative at 800-788-9000.

ELEVATE YOUR BRIDAL BUSINESS

Stand out from your competition by offering the stunning Vera Wang Wedding Collection. Only FTD Florists have the ability to advertise the elite brand in-store, online or at bridal shows.

Contact your FTD National Marketing Consultant at 800-788-9000 for more details.

“Our team has booked several weddings with designs from the Vera Wang Wedding Collection. Brides love the clean, upscale look and the photos are a great starting point for custom designs, too.”

— Baxter W. Phillip, Phillip’s Flowers & Gifts, Westmont, IL



VERA WANG
WEDDING

The FTD® Forever Falling For You™ Bouquet by Vera Wang (18V-133)



“LIKE” THE FTD FLORIST FACEBOOK PAGE!

Get the latest FTD news, events and education when you “Like” us at facebook.com/MercuryNetwork.

FTD® SOLUTIONS

How Has FTD Helped You?

FTD OFFERS SMALL TOWN FLORISTS THE OPPORTUNITY TO GROW

Paris Hughes, the owner of **De Voe Floral** located in Lena, IL, faces many challenges as a small town florist.

“Obtaining quality products at an affordable price point, without having to purchase and store large quantities of inventory is our biggest challenge,” explained Paris. “Another problem we face is the availability of fresh flowers when they are needed.”

“Since joining FTD in 2010, we have been able to overcome many of these challenges. FTD provides us with immediate access to fresh flowers, beautiful containers and giftware at a great price point with the inventory levels my store can handle.”

Paris takes advantage of many opportunities that FTD has to offer small town florists, including FTD® Flower Exchange, FTD® Marketplace™, FTD Florists Online and FTD University. “FTD provides my shop with many benefits and resources including education, a website, fresh flowers, containers, giftware, support and helpful answers to questions that may arise at various times. I’ve even asked where I could find a new fresh cooler and they sent me the information immediately. Another great advantage of being an FTD Member for my shop is the help with exposure and advertising that a shop my size could not obtain.”

“FTD is a must have. They work with you and for you to help your shop succeed.”

Paris’ team also utilizes FTD® Mercury to help grow her business. “FTD Mercury helps us on a daily basis with receiving and sending orders, allowing us to expand our offerings to our customers, locating recipes quickly and sending delivery confirmations easily.”

FTD also offers small town florists access to the exclusive Vera Wang Wedding program. “We offer our customers Vera Wang Wedding and it is very beneficial,” said

Paris. “Brides are excited to have the added quality of a premium brand available for their special day.”

“FTD is a must have. They work with you and for you to help your shop succeed,” exclaimed Paris. “FTD provides options and ideas at all times for even the smallest of questions that you might have.”



Paris Hughes

MERCURY CONNECT OFFERS BEST VALUE FOR SMALL SHOPS

FTD offers member florists three tiers of technology products to help you grow your business. Our middle tier, Mercury Connect, provides the best value for small florists — enabling you to build both your local business and to send and receive orders over the Mercury Network.

Mercury Connect provides you with more than just a send-and-receive system by enabling you to take charge of the most valuable part of your business — your customer information. This allows you to market to your local customers and grow your base. Mercury Connect provides you with the opportunity to enter customer information for every order — whether it is a cash-and-carry sale, a local delivery or a florist-to-florist order. Storing information about your customers gives you the ability to market to them in the future including using the optional Mercury Marketing module to create lists for direct mail and email marketing campaigns.



OPTIMAL BENEFITS INCLUDE:

- ✓ Build your own customer database
- ✓ Print enclosure cards automatically
- ✓ Track customer order history and average spending by occasion
- ✓ Create your own custom products
- ✓ Backup data automatically
- ✓ Process credit cards seamlessly
- ✓ Verify addresses instantly
- ✓ Send delivery confirmation email messages

As your business grows, Mercury Connect makes it easy to upgrade even further to FTD Mercury, our first tier POS system.

For more information, a FREE customized quote or to arrange a demo, please call 800-767-3222 or email techsales@FTDi.com.

LEADING TECHNOLOGY



J. Keith White AIFD
FTD Education Consultant

MERCHANDISING TO HELP INCREASE SALES

By: FTD Education Consultant J. Keith White AIFD

Visual merchandising is the art of displaying your merchandise to influence your customer's buying behavior. Whether customers view signage, storefront windows, or displays and fixtures, the way your shop is set up strongly influences their decisions. In a nutshell, effective visual merchandising is all about engaging your customers and increasing your sales.

A cohesive theme is crucial, and should be consistent throughout your store, including the store front, in-store design and layout, furnishings, fixtures and merchandise placement. Be sure to carry over this look and feel to your website. Review or choose your target market and purchase materials that will appeal to that market.

Color — Establish a color scheme for the entire store and layout. Color added to areas or walls can be established for seasonal changes.

Fixtures — The shop layout works best with moveable fixtures over built-ins. Proper height fixtures and lighting are essential to create visual impacts, making it easier for the customer to locate the desired merchandise and to self-select. A mixture of items makes it possible for the shopper to coordinate and accessorize, which can mean increased sales.



Interior Seasonal Displays

Displays — Use professional items intended for display: avoid overturned pots as risers. Items placed too high or low suggest "not for sale." Fabric can be used in displays to bring in added color or patterns, and made-to-fit table covers and toppers provide a finished look. Keep scale, size and proportion in mind.

Window Displays — One item in or on the window can help have an impact on sales. The window display should be inviting; simple over intricate is typically the answer. Keep it bold and create impact! White objects appear best from a distance. Be selective in choosing colors for backgrounds against the merchandise. Remember to make store hours and website URLs visible, but a closed sign casts a negative impact. You only have a few seconds to draw the customer in. Do not miss the opportunity.

Your image is only as good as the first impression — make it the best and it will last!



Exterior Merchandising

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



facebook.com/MercuryNetwork



Kristine Kratt AIFD, CFD
FTD Education Consultant

FTD WEBINAR SERIES — LEARN WITHOUT LEAVING YOUR SHOP!

The FTD Webinar Series is an exclusive educational tool FREE for all FTD Florists. The online presentations are designed to give florists tips and tools to increase sales and profits while reducing costs.

Register today at FTDi.com/FTDUniversity.

Gen-Trend: Floral Sales for a New Generation

Presented by FTD Education Consultant Kristine Kratt AIFD

Tuesday, November 13, 2012

2 pm ET/11 am PT

Watch all webinars at your convenience at FTDUniversity.com.

Each session is recorded and posted for future viewings.

MORE THAN 1,000 FLORISTS HAVE PARTICIPATED!



FREE

