

MERCURY MESSENGER

NOVEMBER 2013



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

LOOK INSIDE!

- page 2
FTD CELEBRATES A NEW CHAPTER
- page 5
NEW! LET FTD "MARKET FOR YOU"
- page 6
BOOST YOUR SYMPATHY BUSINESS

VOL. 56 NO. 4 FTD NEWSLETTER ©2013, FTD



FTD

Flowers say it better. FTD says it best.™



Robert Apatoff
President and CEO

DEAR FTD FLORISTS,

I am very excited to share an important milestone in FTD's 103 year history with you. On November 1, 2013, we completed the previously-announced spin-off of FTD from United Online. As a result, FTD is now an independent, public company, with our common stock listed on NASDAQ under the ticker symbol "FTD." We believe that the spin-off of FTD will add operational and strategic flexibility and better position FTD to capitalize on our storied brand and iconic Mercury Man symbol, while further enhancing stockholder value.

As an independent company, FTD will continue to own and operate its U.S. Consumer and Floral Network businesses, as well as Interflora, Flying Flowers, Flowers Direct and Drake Algar in the United Kingdom. To be clear, this change in no way impacts your day-to-day relationship with FTD, and it is business as usual for our dedicated team that supports you, our member florists. The improved, streamlined decision-making process and added strategic flexibility which we expect to realize as an independent company should be great news for our florist network. We will continue to lead the floral industry with innovative products and new services and seek greater opportunities to grow the FTD brand and your florist business.

The experienced leadership team at FTD remains in place, as well as our commitment to operating with the highest level of integrity and providing the industry's best customer service. We will also be keeping our sights on products and services that will help you grow your local business and be successful.

Finally, I want to take this opportunity to thank each of you for your partnership with FTD. It is because of you, our loyal member florists, many for multiple generations, that we are able to take this important step forward. We greatly value our partnership and look forward to working with you for many years ahead.



You can trust sending your next order FTD.

FTD PROMOTES SHOPPING LOCAL

FTD is once again supporting the florist network on Small Business Saturday, November 30. FTD will be reminding consumers to visit their local FTD Florist leading up to Small Business Saturday to help drive local business.



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

STIMULATE YOUR GIFTING BUSINESS WITH JEWELRY

BRAND & INNOVATION

FTD Florists now have access to new, exquisite jewelry collections at three price points to help increase your gifting business. The collection, branded "The Jewelry Box," features classic designs and birthstone assortments.



Nestled jewelry display holds up to 12 pieces.

BENEFITS

- Increases average order values
- Easy pre-selected assortments
- Styles that appeal to a variety of tastes
- All pieces feature quality sterling silver



Each assortment includes a FREE display!

Call FTD® Marketplace™ at 800.767.4000 to place your order today!

Hinged jewelry display holds up to 24 pieces.

FTD SPOTLIGHT: DUSTY'S FLOWERS

Dusty's Flowers is a family-owned and operated, full-service florist that has been delighting customers in the San Antonio, TX area since 1965. Owner Javier Brun recently implemented a new order fulfillment process during the holidays to increase customer satisfaction and make shop operations run more smoothly. FTD spoke with Javier about the shop's holiday process and procedures.

FTD: *How do you ensure quality products are sent out to customers during this busy time?*

JB: It is important to check that all fresh products are correct as ordered and properly hydrated. Orders are designed as received to ensure container and flower availability. Our drivers are also instructed to review each arrangement before going out on their route for correctness, quality and freshness.

FTD: *When orders are coming in from all angles on a holiday, what is the lifecycle of an order at your shop?*

JB: During this special time, we increase our staff to handle the influx of orders. Dedicated staff monitors our FTD Mercury POS system, takes phone orders and assists walk-ins. Each order is verified for correct information, availability and delivery dates, and transferred to the design room for processing. It takes under an hour for a designer to complete the order and place it in the cooler assigned for delivery.

FTD: *How did you improve your processes to decrease non-deliveries, increase deliveries and enhance quality?*

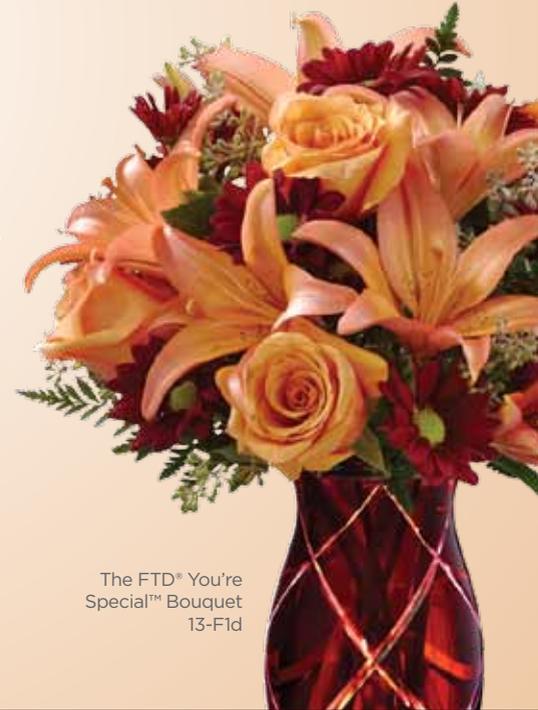
JB: Orders are routed the day before the holiday. We make sure that every route is complete before delivery. As a final quality check, we educate our drivers to ensure the quality and correctness of each order, along with the card, before leaving the shop. Only afternoon deliveries are kept at the shop for later delivery.

FTD: *How is your POS managed during holidays to ensure the orders coming in are filled; the orders going out receive delivery confirmations, etc.?*

JB: The Mercury POS System is instrumental, especially the incoming order management function. Once orders are received and verified, we use Order Life Cycle and assign a designer. When completed, it is marked and staged for delivery. The routing system creates delivery routes and each route is uploaded into the GPS. We also provide drivers with the mobile app to send delivery confirmations in real time. Any confirmations not captured in the field are completed immediately when the driver returns.

FTD: *What would you recommend to other florists to help improve their holiday order fulfillment processes?*

JB: Plan ahead for plenty of trucks and seasoned drivers. For example, in an 8-10-hour shift, we anticipate 40 deliveries per seasoned driver; 20 deliveries per temporary driver. It's also helpful to divide your delivery area into smaller zones to increase efficiency.



The FTD® You're Special™ Bouquet
13-F1d

The FTD® Advantage

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

QUALITY TIPS FOR HOLIDAY PREPAREDNESS

Proactive planning and preparation in advance of a holiday is important for a florist to **achieve success and meet customer expectations.**

GET READY

- ✓ Order flowers, plants and hard goods 2-4 weeks in advance
- ✓ Make sure you are well-staffed with clerks, drivers, designers, etc.
- ✓ Stock up on all supplies — paper, printer cartridges, order forms, etc.

DO THE RIGHT THING

- ✓ Review FTD's Quality Programs at FTDi.com/Quality
- ✓ Manage your order flow
- ✓ Check out the FTD Top 10 projected best sellers at FTDi.com/Christmas to plan properly

MANAGE YOUR TIME

- ✓ Create a schedule for design production
- ✓ Use production lines when you can
- ✓ Pre-build packing materials, boxes, etc.

DELIVERY

- ✓ Make sure your delivery vehicle is in good working condition
- ✓ Create well organized delivery routes and zones
- ✓ Equip your drivers with as many delivery aids as possible including maps, mobile phones and GPS available through FTD Mercury

For a complete list of holiday prep tips from the FTD Quality Team, visit FTDi.com/Christmas.

SAVE WITH STANDING ORDER ROSE PRICING

The FTD® Flower Exchange is your one-stop shop for all of your fresh flower needs. Beautiful and vibrant 40, 50 and 60cm roses are a popular item for holiday and everyday. Assorted colors, varieties and quantities are available now at prices as low as \$0.43 per stem.

BENEFITS

- The FTD 7-Day Satisfaction Guarantee
- Improved cash flow with FTD Clearinghouse Statement billing
- FX Rewards customer loyalty program

Visit FTDFlowerExchange.com to place your order today.

“The FTD Flower Exchange has been a wonderful business partner. I have been a customer since its inception. I receive a minimum of 18 to 20 cases weekly, and have nothing but great things to say about the quality and service.”

- Carl F. Larese, Larese Floral Design, Erie, PA

Earn 3x the FX Rewards points by ordering online at FTDFlowerExchange.com

beautiful
40cm
50cm
60cm
roses



STILL TIME TO ORDER CHRISTMAS CODIFIED

Call FTD Marketplace at 800.767.4000 today!



GET CODIFIED TO DRIVE ADDITIONAL ORDERS

The FTD 2014 Spring/Summer Exclusives Collection is a combination of bright, bold hues and elegant designs to appeal to any customer's taste. Get on a **path to more orders** and **increased order values** with the exquisite, exclusive collection.



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



The FTD® Radiant Blooms™ Bouquet (14-M5d)

Call FTD® Marketplace™ at 800.767.4000 to place your order today.

Codification deadline for the January 2014 FTD Directory is November 19, 2013.

FLORISTS STAND OUT IN FTD CAMPAIGN

Check out FTD's latest trade campaign featuring FTD Member Florists

Town & Country Gardens Inc.,

established in Geneva,

IL; **We Luv Flowers**

by **Faith**, located in

Las Vegas, NV; and

Flowers by Bill Bush,

based in Sarnia, ON,

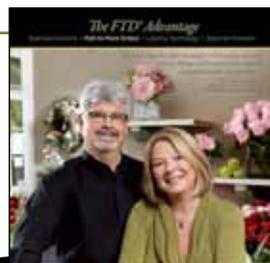
Canada. The ads

promote the key ways

FTD adds value to our

member florists through

the FTD Advantage.



Learn more about the FTD Advantage at FTDi.com/FTDAdvantage.

FTD FLORISTS SAVE WITH SPRINT

As a benefit of membership, FTD Florists and their employees have the unique opportunity to save 16% off select Sprint service plans. Plus, for a limited time, get a **FREE \$100 Visa® Prepaid Card** for new line activations.*

*For details, visit www.sprint.com/promo/IL80321DB. Offer ends December 31, 2013.



Claim your reward today at www.Sprint.com/promo/IL80321DB or shop online at www.Sprint.com/FTD.



“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?

FLORIST'S CONVERSION RATES JUMP WITH FTD LOCAL SEARCH

Looking for a new opportunity to **increase visibility and drive traffic** to his website, Jerry Schowe, owner of **Cottage Flowers**, located in Fort Wayne, IN, signed up for FTD Local Search.

The program uses search engine marketing (SEM), blending organic search engine optimization (SEO) with paid search advertising to **increase exposure** of Cottage Flowers' website.

"Establishing our website's legitimacy, along with keeping up with ever-changing marketing trends was challenging on our own," stated Jerry. "I realized that consumers do not just use the internet to shop online, they also use it to become familiar with local businesses. If consumers like what they see on my site, they will likely come in my shop to order. **I am pleased with FTD Local Search in terms of both ease of use and increased business.**"

FTD Local Search has saved Jerry time while making the most of his marketing spend, and **maximizing the shop's search results**. He also has access to campaign performance reports that

show his sales growth. "Since you only pay for the traffic you receive, FTD Local Search has given me a quantifiable way of spending my marketing dollars," explained Jerry.

"FTD Local Search has **increased our website sales** and allowed us to **expand our customer base.**"

Along with increased website traffic, FTD Local Search has helped Cottage Flowers **achieve higher conversion rates and growth in his local market.** "FTD Local Search gives my business the edge it needs to stay competitive in a tough market. One of the biggest benefits of joining the program has been the ability to design my campaigns

to incorporate local products and trends, therefore generating an instant camaraderie with my prospective local clients," exclaimed Jerry.

"FTD Local Search places our flower shop in front of potential customers and encourages me to be more competitive and creative, enabling my business to have a better online catalog," he explained.

"I highly recommend that all FTD Members incorporate the program into their overall marketing strategy."

"I am pleased with FTD Local Search for of both ease of use and increased business."



Cottage Flowers, Fort Wayne, IN

To learn more about how your shop can benefit from FTD Local Search, contact FOL Gold Support at 866.926.5197.



LET FTD "MARKET FOR YOU"

Breaking through the clutter and reaching your customers in today's highly advertised world can be challenging, but is necessary to **grow your business**. Keeping in front of your customers with a variety of marketing tactics is key and should be consistent.

FTD Members, like you, can now benefit from FTD's experience, professionalism and results-oriented marketing campaigns to help **drive local business** into your shop and **achieve your sales and marketing goals**. Sign up for *Market for You* and let FTD customize a marketing plan for your shop to **maximize your customer reach potential**. We will also support the plan by targeting your customer list with email marketing, postcard mailings, social media, website analysis and more.

BENEFITS

- Drive local business with a prepared marketing campaign, including print and online media
- Improve your social media presence on Twitter, Facebook and Pinterest
- Maximize your website results with a professional analysis of your website and branding upgrades
- Much more

For more information or to sign up, contact your FTD Field Business Consultant or Technology Sales Representative at 800.788.9000.

NEW
INNOVATIVE
PROGRAM

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

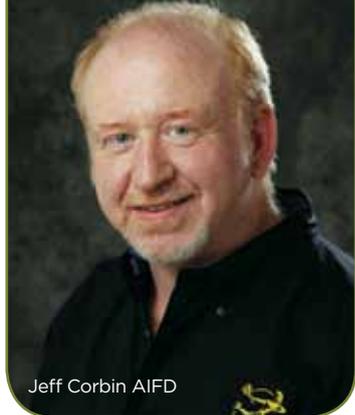
FTD Newsletter
prdept@FTDi.com

FTD International Retrans
retrans@FTDi.com

FTD Quality
800-788-9000
quality@FTDi.com



facebook.com/MercuryNetwork



Jeff Corbin AIFD

THREE TIPS TO REVIVE YOUR SYMPATHY BUSINESS

By: FTD Education Consultant Jeff Corbin AIFD

As the baby boomer generation continues to age, sympathy sales should be prospering. Ironically, the sympathy market in the floral industry is shrinking. Not long ago, sympathy work was a source of steady profits throughout the industry and florists had to do little to increase sympathy business. However, changing consumer trends and changeless florist practices have diminished sales. It is time to revive the floral sympathy market.

Here are a few tips that can help you increase sympathy sales in your community:

1 Advertise Directly to Consumers

Proactively educate consumers with marketing and advertising to purchase floral sympathy work from your shop. Just as the pharmaceutical industry has evolved from doctors prescribing medicine to consumers that request specific medications due to consumer-direct advertising, consumers can request a specific florist when planning a funeral. In your advertising, make sure the consumer recognizes not only the need for sympathy flowers, but the need for YOUR funeral flowers, so they request you by name.

2 Capture the Cremation Market

Cremations are a regular occurrence and will continue to gain popularity. While they void the need for a traditional casket spray, cremations should not be an excuse for not having flowers. Since there is no casket to focus on, plants and flowers play a prominent role during these services. A memorial service becomes an opportunity to create personalized designs reflective of the deceased's life, which can make your business stand out among your competition.

3 Cultivate Relationships with Funeral Homes

Continue to nurture a positive relationship with your local funeral homes and educate funeral directors on the benefits of not using "in lieu of flowers." The Society of American Florists (SAF) offers many useful tools, such as "Establish Relationships with Local Funeral Directors," **FREE** to SAF members. See SAFNow.org/Sympathy.



Look for exquisite sympathy designs in the FTD Sympathy Floral Selections Guide.

Visit FTDUniversity.com for the **FREE** webinar "Reviving Sympathy Sales" after November 20 for more tips about boosting your sympathy business.

WEBINARS TO REFRESH YOUR SKILLS

FTD University offers FTD Florists access to all past webinars for **FREE**, at FTDUniversity.com. The programs are great for refreshing your skills or training employees. View webinar recordings about holiday or everyday, such as:

- *Holiday Selling Secrets Revealed*
- *Superior Customer Service Skills*

Available at your convenience at FTDUniversity.com.



Look for the 2014 Education & Events Calendar in December at FTDi.com/FTDUniversity!

MURDER SEX GREED

The American Floral Endowment is up to some pretty surprising things.

Find out just how far we'll go at www.endowment.org.

