

MERCURY MESSENGER

NOVEMBER 2014




VERA WANG

The FTD®
Many Thanks™ Bouquet
by Vera Wang
14-F6d

LOOK INSIDE

NEW! Promote the "Small Shop" Movement
Learn more on page 2

NEW! FTD Awards \$10,000 in Scholarships
Learn more on page 3

NEW! Hottest Floral Trends of 2015
Learn more on page 4

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FTD

Flowers say it better. FTD



DEAR FTD FLORISTS,

As we all prepare for the upcoming holiday season, I want you to know that the FTD team is available to help you build a plan for success. We have tools and resources that can help drive traffic to your shop and keep stress at a minimum during your busiest times of year. Visit FTDi.com/Christmas, as well as view a variety of FREE webinars and two minute how-to videos at FTDUniversity.com to give your

Tom Moeller
Executive Vice President,
Florist Division

team the preparation they need — check them out today!

FTD is the Brand Women Trust Most for Flowers

We're pleased to announce that FTD is the 2014 Women's Choice Award® winner for the most recommended floral delivery service. This award is the collective recommendation of women and honors the brands that women highly recommend to their friends and family. To learn more, go to WomensChoiceAward.com.



I want to thank you, our dedicated florist network, for your important role in designing and delivering millions of hand-crafted arrangements to consumers' delight each year — this national recognition would not be possible without you!

NEW! Co-Marketing Program Coming in 2015

Lastly, we are looking at new ways to help you compete in your local market. In a recent survey, we learned that the value of the FTD brand is important to our members and leveraging it more to drive local business represents an opportunity. We are pleased to share that we will be re-launching a co-marketing program in 2015. Participating shops will be able to gain access to marketing dollars from FTD to help you promote your local business. Please stay tuned for program details in the coming months.

As always, thank you for your partnership. If there is anything more FTD can do to help you plan and prepare for a successful holiday season, please do not hesitate to contact your FTD Field Business Consultant at 800.788.9000 today.

Sincerely,

PROMOTE THE “SHOP SMALL” MOVEMENT ON NOVEMBER 29

FTD Florists have the opportunity to promote their shop on Small Business Saturday® that takes place the Saturday after Thanksgiving. The movement, created by American Express, is a way for florists to attract customers into their businesses and Shop Small®.



FTD IS A PROUD SUPPORTER OF SMALL BUSINESS SATURDAY®.

You can download the FREE marketing materials at SmallBusinessSaturday.com.

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

NEW RECIPE CATALOG IS A VALUABLE HOLIDAY TOOL

The Product Recipe Catalog recently launched at FTDi.com/Quality is your one-stop resource for all FTD codified and floral selection guide items. The catalog is searchable by product name or item number and features:

- Product image
- Product recipe
- Product dimensions
- Substitution guidance
- Design/fulfillment tips

The features and functionality of the catalog make it a valuable tool to use during the upcoming holiday season to quickly find details about FTD arrangements.



The FTD®
Holiday Delights™ Bouquet
by Better Homes and Gardens®
14-C7d

Go to FTDi.com/Quality to review all of FTD's Quality Programs.

You can trust sending your next order FTD.

FTD SPOTLIGHT: JULIA'S FLORIST

Voted the city's best florist for the past 10 years, **Julia's Florist** in Wilmington, NC strives to deliver products and services second to none. Owner Dana Cook purchased the shop in 2008 just weeks after the economic downturn. Since that time, Julia's Florist has re-built its customer base and reputation by being active in the local community. FTD spoke with Cook about her strategic goals to make Julia's Florist successful and profitable.

FTD: *What did you do to build your business as a new owner in a challenging economic environment?*

DC: As a new owner, everything was new and big changes were expected by the staff. First, we focused on quality and customer service. Then, I quickly discovered that most businesses were cutting their marketing budgets. Overnight, advertising costs plummeted. Seeing that as an advantage, I hired a firm to design a solid logo and started an aggressive marketing and branding campaign.

FTD: *What three aspects did you do to build your presence in the community?*

DC: Initially, we established a customer service culture that was second to none. Second, I became involved in the community by joining the Rotary, the Chamber of Commerce and attended luncheons and after-hours gatherings that focused on business development. Lastly, each of Julia's Florist trucks, buildings and arrangements were consistently branded.



Owner, Dana Cook

"Make decisions without fear of failure and use your network as a resource."

– Dana Cook

FTD: *What advice would you give a new business owner about how to thrive in the floral industry?*

DC: In being new to the floral business, owners should charge into the work with gusto and enthusiasm. Join your state association and the Society of American Florists (SAF). Make decisions without fear of failure and use your network as a resource. Call other florists for advice because the floral community is full of loving, giving and sharing people!

FTD: *You provide flowers for many non-profit organizations. Do you donate the product or offer at a discounted rate?*

DC: Julia's Florist offers non-profit partners a floral grant that they need to apply for each year. To ensure a budget is established annually, the organizations must select from four packages for their event flowers. The 2014/2015 grant season donations will exceed \$16,000 in retail value.

FTD: *What type of ROI do you benefit from with those non-profit business relationships?*

DC: The ROI is multi-dimensional in terms of contacts, exposure and word of mouth affecting our community status. Many organizations purchase their floral items at Julia's Floral throughout the year. Members of the community who attend the events remember our contributions. It feels great to be a valuable contributor to our community.

FTD: *Now that your business is more established, what do you do today to continue to sustain and grow?*

DC: The customer remains to be our primary focus, but also important is our focus on employees. Staff members are the driving force behind our company and a comprehensive training program is at the core of that focus.



The FTD® Advantage

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

FLORISTS ATTEND INDUSTRY EVENTS WITH FTD SCHOLARSHIPS

FTD University awarded \$10,000 in scholarships in 2014, \$1,000 each to ten FTD Florists, to attend AIFD Symposium, SAF Convention or FTD Boot Camp. The goal of the scholarships was to supplement a first-time attendee's opportunity to go to a national floral education program.



Charles Martinez from **The Sterling Rose Florist** in Denver, CO, received a scholarship to attend the July AIFD Symposium in Chicago, IL. (Shown with FTD Assistant Events Manager Janet Justus.)



Sandra Hooper (left) and MaryLynn Nelms (center) of **MaryJane's Flowers** in Berlin, NJ and Stacey Cofka (right) of **A Blossom Shop Florist** in Bayville, NJ, received scholarships to attend FTD Boot Camp in August at FTD Headquarters in Downers Grove, IL.



Debra Deleso (left) of **Fresh Bloomers Flowers & Gifts** in Mesa, AZ, received a scholarship to attend August's SAF Convention at Marco Island, FL. (Shown with co-worker Karen Pelley.)



Lenzee Bilke (far right) of **Madeline's Flowers** in Edmond, OK, received a scholarship to attend SAF Convention in August at Marco Island, FL. (Shown with her sister Lacey and mother Barbara.)

"MaryLynn and I had a wonderful time [at FTD Boot Camp]. We came home with a wealth of knowledge. I want to also thank FTD for the scholarship that helped get us there."

– Sandra Hooper

Watch for details about the 2015 FTDUniversity Scholarship Program coming soon!

YOUR FTD® FRESH FLOWER SHOP

Pre-book now for best deals

Your dedicated FTD Flower Exchange Representative has the hottest deals of the season ready now for Valentine's Day!



GET YOUR FLOWERS TODAY!

Don't miss out on pre-book pricing to save more money on roses.

The FTD® In Love With Red Roses™ Bouquet 15-V7d

Call your FTD® Flower Exchange Representative at 800.767.4000 today.

HALLMARK CARDS ARE NOW AVAILABLE FOR FTD FLORISTS

Order the award-winning Sunrise Greetings® full-size cards now, just in time for Valentine's Day. Sunrise Greetings is a division of Hallmark Cards.



"Sunrise Greetings has brought a fresh, clean and ultimately cute and heartwarming vibe into our store. It has fantastic quality and style!"

— Sara Meadows, Shirley Floral Co. San Angelo, TX

Call your FTD® Marketplace™ Representative today at 800.767.4000 for details and pricing.

BREAK THRU TO BRIDES IN NEW ONLINE MARKETING PROGRAM

BUSINESS SOLUTIONS

FTD has teamed up with David's Bridal and Wedding.com to offer florists the opportunity to connect with brides through these popular websites, as well as FTD's online wedding directory. Millions of brides and soon-to-be engaged women are actively searching for wedding flowers and florists each year.

Three comprehensive packages are available to meet your wedding business goals.



Promote your wedding business using official badges as approved vendors of David's Bridal and Wedding.com to increase credibility.

Contact FOL Gold Support at 866.926.5197 today to sign up!

CORAL

THE HOTTEST FLORAL TRENDS OF 2015

The FTD Valentine's Day and Spring and Summer Exclusive collections feature bold shades of coral, vibrant shades of pink and calming lavender hues.



15-V6/M10

HOT PINK

PURPLE

The January — April directory deadline for codification is Tuesday, November 18, 2014.

LAVENDER

Call your FTD® Marketplace™ Representative at 800.767.4000 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.

FTD SOLUTIONS

How Has FTD Helped You?

FLOWER SHOP EXPANDS LOCAL CUSTOMER BASE WITH COST-EFFECTIVE PR EVENT

Looking for new ways to increase exposure within their community and after success in 2013, **The Daisy Fair Flowers** located in Conway, SC decided to take part in the **2014 FTD® Good Neighbor Day®**.

“Hosting the FTD Good Neighbor Day event has brought a tremendous amount of positive attention to our store,” exclaimed Daved Kinard, Store Manager. “The publicity and attention were **FREE** and they made our presence known. **We built friendships and a customer base that puts us ahead of the competition.**”

The Daisy Fair Flowers planned for their event and maximized event success utilizing the **FREE FTD Good Neighbor Day publicity kit** that is provided to all FTD Florists who register for the event. “The publicity kit that FTD provided was a helpful tool in marketing, publicity and social media campaigns,” stated Kinard. “**We gained an additional 1,000 ‘Likes’ on our Facebook page while promoting the event.**”

Pre-event Facebook post promoting the event.



*“The publicity and attention were **FREE** and they made our presence known.”*

Since the shop had great success in 2013 when the event fell on 9/11 and celebrated local heroes, they stuck with the theme in 2014, utilizing the publicity kit for tips and ideas to secure an organization and community participants. “We decided to host our event on 9/11 like last year and once again honored our local heroes and K9 heroes, all of whom participated in our event,” said Kinard. “We selected

The Daisy Fair Flowers gave away more than 15,000 roses.



the local veterans charity to donate to and raised over \$8,000.”

The shop also benefitted from the special rose pricing that FTD Flower Exchange offers for event participants. “While many of our local vendors donated product, we relied heavily on FTD Flower Exchange to purchase the bulk of the product,” explained Kinard. “My rep secured the most cost-effective way to ship the roses from Miami and I was notified with all flight numbers and an estimated time of arrival. **I purchased over 15,000 roses from FTD at a price I was comfortable with and the quality I received was superior!**”

“This could have been a stressful situation, but **with the help of FTD Flower Exchange it ran flawlessly,**” stated Kinard. “Event day was so exciting for us.”



FTD donated 3,000 floral sleeves to The Daisy Fair Flowers for their event.

SAVE THE DATE! The 21st annual FTD® Good Neighbor Day® will be held on Wednesday, September 2, 2015.

NEW! TECHNOLOGY IN THE PALM OF YOUR HAND



FTD Mercury Retail ToGo allows you to quickly process cash and carry sales anywhere* using an iPhone or Android device and swiper that are fully integrated with Mercury Point of Sale.

- ✓ Great for use at farmers' markets, open houses, school fairs, FTD® Good Neighbor Day® events and more
- ✓ Accept cash or credit card transactions integrated with your Mercury Point of Sale software
- ✓ Extra peace of mind with specialized encryption for extra security**
- ✓ Email or text receipts to your customers in an instant
- ✓ Be the first in your market to have Retail ToGo

*FTD Mercury Point of Sale and FTD Cash-Flo services are required

**Custom swiper must be purchased from FTD for use with FTD Mercury Retail ToGo

LEADING TECHNOLOGY



Contact FTD Technology Sales at 800.767.3222 or techsales@FTDi.com today!

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

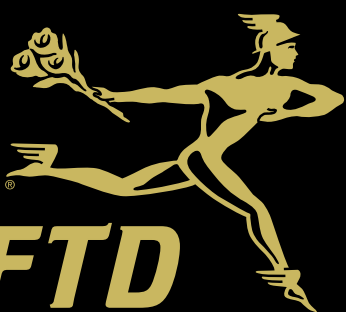
retrans@FTDi.com

FTD Quality

800-788-9000
quality@FTDi.com



facebook.com/MercuryNetwork



4 WAYS TO CREATE FACEBOOK ADS WITH RESULTS!

By: Bob and Susan Negen, WhizBangTraining.com

Facebook ads are an easy, inexpensive way to gain new customers and stay connected with your current ones. The four ideas below can help you get the most for your money.



Bob and Susan Negen

1 FOCUS ON THE RIGHT AD ELEMENTS

- Facebook ads have three basic elements: image, headline, and body copy. Of the three, the image is by far the most important. A great image will attract attention and cause people to click on your ad. Make your image big, bold and simple. Avoid cluttered images with too many small items.
- Images of happy, smiling people are the best, and a colorful item or a few short words are also helpful. For example, if your ad is for bridal flowers, use an appealing image of a happy bride or hands holding a simple white bouquet. Select an inviting image (other than your logo).

2 SEND THEM TO THE RIGHT PLACE

- When they click on your ad, be sure to send them to one of the three primary areas:
 - ✓ To your timeline, and hope they "Like" your page. This is probably the least desirable landing location as there is no easy way to ask them to "Like" your page.
 - ✓ To a "tab" on your Facebook page with an app that offers a deal, entices them to enter a contest or invites them to RSVP for your event. This is a better location, as readers are more likely to take action to engage with your store.
 - ✓ To a page on your own website. Pick one that connects with your ad for the best results other than your home page. If your ad is about bridal flowers, send them to a page that invites them to sign up for a free consultation or shows your portfolio of wedding arrangements. This is the best option for generating results.

3 HIT THE RIGHT TARGET AUDIENCE

- Facebook ads give you the ability to precisely target who will see your ads. For example, if you have a flower shop in Dallas, you want brides, prom-goers or customers sending flowers to a loved one in Dallas to see your ads!
- Target your ad audience by: 1) location; 2) age and gender; 3) other demographics, such as engaged to be married or the school they attend; 4) other Facebook pages they like (hint: your competitors pages!); 5) their other interests; and 6) whether or not they already follow your page. Connect the content of your ad with the target audience for the highest ROI.

4 PAY THE RIGHT PRICE

- Facebook offers two types of ad pricing: one that charges you every time an ad is SHOWN to your audience (or impressions), and one where you pay when someone actually CLICKS on your ad. If you have the right ad targeted at the right audience, it is definitely better to select clicks over impressions. Set a daily minimum budget that is small at first (you could even go as low as \$3-\$5 a day), and increase it once you have an ad that works.

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



FTD WEBINAR SERIES: 2015 Event Trends with a Profit

The FTD Webinar Series is a collection of **FREE** educational presentations available online to help you **increase your sales and profits**, while reducing your costs.

THE LIFE OF THE PARTY: Creating Profitable Events
Presented by FTD Education Consultant Kristine Kratt AIFD
Tuesday, December 2, 2014 | 5 pm EDT/2 pm PDT

Kristine shares upcoming event trends for 2015 and explains how to tailor them for your local customers. Learn key ways to create profitable events through modern sales terminology, trend awareness, social media marketing and proper pricing methods.

Register today at FTDi.com/FTDUniversity.



Kristine Kratt AIFD

FREE

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