

A joint promotion with a restaurant yields a treasure trove of prospective customers.

One day Tim Lawing, of **Tim's Touch Flowers and Gifts in Lexington, SC**, was at Travinia's Italian Kitchen—a modern, upscale but not high-end restaurant in Lexington—and noticed that the customers coming in were the very customers he himself would like to reach out to for his shop. That's when the idea came to him: He already had an "Anniversary Club" on his website. Why not partner with the restaurant and expand the anniversary club to include dinner at Travinia's as part of the winnings? That way both businesses would benefit from the promotion.

If you're not familiar with the concept of an anniversary club, here's how it works: customers are invited to join the club, which is as simple as filling out a form that includes the customer's name, birthday and anniversary date, plus contact information including e-mail address. (That information, of course, is a marketing goldmine for the florist who possesses it.) By joining the club, the customer gets a chance to win a prize—in the case of Tim's Touch Flowers, a bubble bowl of roses (retail value, \$50).

Tim's inspiration was to double the value of the anniversary-club prize by combining a \$50 gift certificate from Travinia's with the flowers. The roses are delivered to the restaurant for the table, and the couple can take the arrangement with them after the dinner.

By joining forces with the restaurant,

Tim gains access to a much larger pool of customers. How does he reach those customers? It's simple. When the wait staff at the restaurant brings a customer his or her check, the check holder includes a slip (printed and supplied by Tim) that introduces the anniversary club and includes spaces for all the requisite information.

Once a week Tim picks up the slips and enters the information into his database. Ten days before the end of the month, the next month's winner is picked and emailed and his or her name is placed on Tim's website.

The week before the end of the month, Tim sends a reminder to *all* club members who have an upcoming anniversary, with some sort of special just for them, such as \$10 off a bouquet or a dozen roses for the price of a half dozen as well as a free appetizer at the restaurant. These offers have had a very positive response.

Most important, the joint promotion has been a huge success in adding names

to the database. As he sent out a recent mailing, Tim noted that the anniversary club had increased his e-mail database by more than 400 in less than six months!

The program has also boosted traffic to his website. In November of 2007, the shop's website got 1,100 hits; this year, the number was 9,000-plus, and in December 2008 the number of hits was almost 13,000, compared to 600 in



Joint partners in an "Anniversary Club" promotion are (from left to right) Anderson Chambers, manager at Travinia's Italian Kitchen in Lexington, SC; Tim Lawing of Tim's Touch Flowers and Gifts; and Brooke Allen, assistant manager at Travinia's.

December 2007.

That's quite an achievement for an easy-to-execute, low-cost promotion. Congratulations, Tim! 🌸

Be our Marketer of the Month and win \$100!

We're looking for a few good ideas—ideas that member florists have actually put into practice. Do you have a story about a program or promotion that brought consumers into your shop and boosted your bottom

line? If so, please write us at newsletter@teleflora.com. Include a photo if you have one. If your story is picked to be featured in MyTeleflora News, you will receive a \$100 American Express Gift Card! 🌸

myteleflora news

FEBRUARY 2009

Web sites are crucial to compete in today's economy.

For florists, launching and maintaining a strong, versatile web site is a necessity, not a luxury.

Hundreds of millions of dollars are spent each year via electronic shopping carts. In a time-crunched world, you can be sure that many customers take a quick look online and base their buying on a pleasing website design and easy-to-find information. With so many people relying on their computers to buy, browse and research purchases, if you don't have a site, you will likely lose business to a competitor who does.

For the past 75 years, Teleflora has led the way in technology. Our eFlorist web site service lets you maximize the power of online marketing and gain immediate benefits. Internet orders not only provide higher profit margins but also direct more business to your shop.

We know that one online purchase typically drives at least two more transactions, in person or over the phone. Many customers begin a relationship with a florist by trying them online first and later taking the time to call or stop by the shop. In fact, in what was at best a mixed year for most online retailers in 2008, our average eFlorist web site was up more than 20% over the previous year!

Additionally, a web site allows your shop to accept orders 24/7. It's like being able to expand your shop without adding extra staff. And being tapped into our www.findaflorist.com local directory will likely send significant new traffic your way.

With the best resources and the most experience in the floral industry, the eFlorist program keeps you on the cutting edge of merchandising and marketing. We've recently launched six new site design options to help you create an online presence that's perfectly suited to the personality of your shop.

We're also redesigning the self-administration tool to make it more functional and easier to use. This should give you greater flexibility in terms of updating your web site to attract and retain customers. Have a great idea for your web site? See your creativity come to life quickly and easily. You can highlight a special promotion on your homepage, upload exclusive custom products, or change pricing on any product at any time. You can also manage your delivery fees—charging special delivery fees for hospitals, for example, or higher delivery fees during holidays.

Another key advantage we offer is technical support to address questions, concerns and site updates. Anyone who has puzzled over a computer manual for hours at a time knows that having experts back you up gives you more opportunity to run your business and concentrate on work you enjoy.

Our support doesn't stop there. A dedicated eMarketing counselor, who is available for one-on-one consultations with florists, can discuss basics like how to get started as well as more advanced topics, such as search engine optimization (strategies for getting your site front and center when consumers search online to purchase flowers).

By working with Teleflora's eFlorist service, you'll also have access to statistical tools. These enable you to track repeat orders and gather data. You can also take advantage of email marketing to thank your customers, stay in touch and remind them of special occasions in the future. You may be surprised at how quickly you'll collect a valuable repository of customer information.

More than ever before, a web site is vital to your business. I hope you will make eFlorist a partner in your success. 🌸

Shawn Weidmann
is President of Teleflora.



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The Daily Dozen: 12 tips for challenging times from the Teleflora Education Center.

"Our challenge as an industry is to give customers honest and authentic reasons to spend their hard-earned dollars with us."
—Ellen Wells, editor of *Green Profit* magazine

Each year the Teleflora Education Center in Oklahoma City hosts a Business Smarts Summit—a seminar designed to take a look at new marketing ideas, how to operate more efficiently and how to get a handle on the financial aspects of your business. This year the seminar will be held August 30-September 2, 2009. The teaching team includes Paul Goodman, a CPA and author of *The Profit Minded Florist*, Tim Farrell AIFD AAF PFCI, a retail florist from Drexel Hill, PA and Marie Ackerman AIFD, AAF, PFCI, of the Education Center. To register contact the Education Center at 1-800-456-7890 ext.6234.

The following tips are from last year's summit.

1. Know your numbers. Your shop's monthly financials should give you key factors to watch—a report card, of sorts. These facts should be part of you—and be something you remember when making daily decisions. These facts include: the percentage of sales spent on payroll, facilities and advertising; your cost of goods sold; average order amounts; gross monthly sales; and net profits.

2. Watch attitudes carefully. Be sure that your staff does not become "the doom squad." Flowers are a happy purchase and care should be taken to eliminate negative talk about the economy—as it will hamper sales. Be the example of positive thinking for your employees to follow.

3. Watch sales volume closely. Using your POS system, you should be tracking your sales by the day and comparing them to the most recent prior year. Watch for trends. When sales are flat or dip slightly for longer than a week, take action immediately—offer a promotion, send out an email campaign, start that reminder service you've been putting off or host an in-shop event.

4. Network with other florists to learn the latest ideas for marketing on a shoestring. Some of the easiest ideas are: create a calendar of in-store events, give coupons for return future purchases with every in-shop purchase, and send emailed newsletters (gather email addresses with giveaways or in-store drawings).

5. Review every expense in your shop. Shop around for lower van insurance rates, more cost-effective trash removal, phone and internet services, banking fees, payroll preparation services, etc. The money you save every month drops right to your bottom line and increases profitability.

6. The web rules. Learn as much as you can about making your website an exciting place to visit. Stagnant sites rarely have market share. Take a personal interest in making your site an extension of your "brick and mortar" store. If managing the site is too much for you to handle, choose a trusted employee to do the job.

7. Sympathy sales are a worthy target for most shops. Develop a plan to reach more customers who send flowers for "sympathy expressions." Partner with a local funeral home, advertise on the funeral home's or a local newspaper's online obituary website. Follow-up each



Participants in the Education Center's Business Smarts Summit meet in group sessions to brainstorm and trade strategies for success.

sale with excellent design using fresh flowers and personal service.

8. Use your suppliers wisely. Work with flower providers to create specials with items that are plentiful on the market. Create designs, name them, snap a digital photo and place items on your shop's web site. Create phone scripts for phone selling. Also, place the same designs in your front cooler for walk-in customers.

9. Establish weekly sales and production targets for all employees. Communicate these goals to each person and track their success against these goals. Reward people who consistently achieve more than goal.

10. Watch staffing levels. Monitor sales trends closely and set your staffing and production levels accordingly. Create a list of "work-ahead" items for future holidays or upcoming weddings and use down time to get ahead of the game. Idle hands are the most costly thing for a small production-oriented business.

11. Offer voluntary flexible time off to adjust staffing levels. Many employees love the flexibility of working part-time for this reason. Mothers really appreciate extra summer time with their kids.

12. Brush up on care and handling techniques. Not only will you save precious dollars in product shrink—you will also improve the consumer's idea of an arrangement's value. (Many customers assess the value of an arrangement according to how long it lasts.)



Better than ever at 100

In 2008, **Jackman's in North Bay, ON**, Canada had a lot to celebrate! Not only was it the shop's 100th anniversary year, but the shop had recently completed a grand renovation of its retail showroom, modernized its order-entry and phone systems, expanded its call center capacity, developed a new state-of-the-art website, and proudly re-introduced itself to customers as "fresh since 1908" with a new logo and a new look.

Jackman's has been recognized by Teleflora as Canadian Florist of the Year for the last 11 years. "For a number of years now Teleflora has been a valued partner in our business development," says Barry Pond, who has owned the shop with his wife Marcia since 1977. Last November, Teleflora's Richard Cook and Cam Wilson traveled to North Bay to present Barry and Marcia with a commemorative plaque in honor of the anniversary.

Jackman's employs 25-plus people year-round, with peak employment reaching over 50 people at the busiest times of the year. "All we have accomplished to date is due to our willingness to embrace change, to be risk-takers and to empower our talented team members to help make us stronger and better," says Barry. "It has always been—and continues to be—fun."

Teleflora in the news

The one and only Oprah Winfrey was an honored guest at *The Hollywood Reporter's* annual Women in Entertainment Breakfast, held in December at the Beverly Hills Hotel—where the tables and the stage were all graced with red rose arrangements, courtesy of Teleflora and **Edelweiss Flower Boutique in Santa Monica, CA.**



Getting Christmas out the door
At Christmastime Teleflora marketing counselor Suzi Lawrence paid a visit to **Designs By Tammy Your Florist in Edmond, OK** and found Tammy herself—shop co-owner Tammy Kloxin, that is—preparing the last of the Thomas Kinkadee arrangements! An Eagle shop, Designs By Tammy Your Florist has been a Teleflora member since 1997.

Yes, there is a future for retail florists, and it's already here!



Celebrating Haentze Floral's 150th year in the floral industry are, from left to right, manager Eric Schraufnagel, owner Tony Ferdinand's son Paul, design manager Joyce Spannauer, Tony Ferdinand, and Tom Butler, Chairman of Teleflora.

Recently I visited Haentze Floral in Fond du Lac, WI, a beautiful, successful shop that celebrated its 150th anniversary just last year. I asked owner Tony Ferdinand, "How does a business survive and thrive for 150 years?"

Tony believes one key factor is the ability to change. While some fundamentals are the same for flower shops 150 years ago and today—like the importance of fresh product and customer service—others have evolved and emerged.

Tony is a florist who has adopted technology as one of the tools that he relies on every day, not only to operate more efficiently, but also to better serve the shop's customers. Tony finds technology essential to achieving a high level of service and success, in a number of ways: with direct marketing, with knowing the customer's history when flower-shop staff are on the phone with that customer, with tracking costing, even with something as simple as making enclosure cards look more professional.

From a small nursery and flower shop started by an aspiring immigrant from Germany, Haentze Floral has come a long way. Today, thanks to their Teleflora website, Haentze Floral receives internet orders from their customers. "To be part of something that's been around this long, it's amazing," says manager Eric Schraufnagel. "It's quite an accomplishment."

With help from Teleflora Technologies, Haentze Floral will be around a lot longer—and so will you. Our congratulations to Tony and all his staff.



Tom Butler AAF is Chairman of Teleflora.

More updates from Tom can be found at MyTeleflora.com.

Teleflora will support sales for Mother's Day and Father's Day 2009 with enticing new promotions.



gift card, a \$500 Stems&Bunches flower pack and a free Mother's Day co-op ad. Florists who purchase three of the five codified Mother's Day products will be eligible to win one of 15 first prizes, each comprising a \$250 Macy's gift card and a \$200 Stems&Bunches rose pack.

Our first-ever Father's Day sweepstakes has many of the same features, including terrific prizes for consumers and florists alike. In addition, it helps raise money in the fight against prostate cancer.

In the **Triple Play Sweepstakes**, customers who purchase a bouquet in the Father's Day 2009 baseball mug (09F100) will be eligible to win one Grand Slam Prize of an all-expenses-paid, three-day, two-night baseball journey for two, including tickets to two major league games—plus, the opportunity to watch pre-game batting practice (total value: \$3,000). Valuable prizes, including tickets plus

What mom doesn't love a shopping

spree—at Macy's, no less? And how many dads would love to win a three-day baseball trip for two, including tickets to two Major League baseball games? Those are only the top prizes among many that will spike added interest in Teleflora's holiday bouquets for Mother's Day and Father's Day 2009.

Among the potential winners of **Mom's Shopping Spree Sweepstakes** are customers who purchase a Teleflora codified Mother's Day bouquet from Teleflora.com as well as any recipient of a Teleflora codified Mother's Day bouquet.

For the Grand Prize, both the person sending and the person receiving one of the Mother's Day codified bouquets will win a \$10,000 shopping spree to Macy's. Twenty-five first-prize winners will receive a \$500 shopping spree and 500 second-prize winners will receive a \$50 shopping spree.

Game pieces for Mom's Shopping Spree sweepstakes will be included in the product boxes of all five Mother's Day 2009 codified products. For your customers to be eligible to win, you must include one game piece with your shop name and phone number written on the back with each of the codified bouquets that are purchased and/or delivered between April 20, 2009 and May 15, 2009. With the PIN number from the game piece you provide, your customer can go online to www.teleflorasweepstakes.com to register to win.

But the sweepstakes isn't only for your customers. Florists who purchase all five codified Mother's Day products will be eligible to win one of five grand prizes. Each grand prize includes a \$1,000 Macy's

autographed jerseys or baseballs, will also go to 10 first-prize winners and 20 runner-up winners.*

Again, sweepstakes game pieces will be included in the product boxes for the codified holiday product. You must include one game piece with your shop name and phone number written on the back with each of the codified bouquets that are purchased and/or delivered between June 1, 2009 and June 26, 2009.

For florists, those who purchase the Father's Day 2009 baseball mug will be eligible to win one grand prize of a manager's jacket plus two sets of tickets (value: \$360), one of 10 first prizes of a Stems&Bunches box of roses plus one set of tickets (value: \$230), or one of 20 runner-up prizes of two sets of tickets (value: \$160 each).

In addition to these amazing prizes, Teleflora will donate a portion of the proceeds to the Prostate Cancer Foundation for every container purchased.

In order to be eligible for either the Mother's Day or the Father's Day sweepstakes, you must be codified for the Teleflora product for that holiday product by March 20, 2009. Don't miss out—order your product today!

*Mutually agreed-upon major league game, ticket value up to \$40 each, selected by Prostate Cancer Foundation and Teleflora. All prizes reflect approximate retail value, are not final, and are subject to change. Quebec florists are not eligible. Please see myteleflora.com for official rules. 🌸

At Teleflora.com, you're the expert with "Florist's Choice."

What makes "the Teleflora difference"? You do. In keeping with that philosophy, a new feature at Teleflora.com promotes "Florist's Choice" bouquets. This feature allows the consumer to simply tell you the occasion, the price and any special request. You take it from there. You're the design expert and with these simple instructions, your customers can trust that you will deliver something beautifully unique, with the freshest flowers possible. There's no need to reference recipes or worry about flower or vase availability.

The order will come across your Dove system with the item number "CHOICE". This will be followed by any special requests from the customer, such as "Likes mixed bouquets in soft pastel colors" or "Likes pink flowers. Hates

carnations" or even "I trust your expertise. Just send the freshest flowers available." (Teleflora.com provides customers with a default list of requests from which they can select, or they can fill in their own directive.) Filling this order is easy: simply fill to value and tailor the arrangement to the requested style using your expert judgment.

On Teleflora.com, this product is being given a high profile in an effort to simplify the selection process for the consumer and remove complexity for you when you fill the orders. Customers will see this as a page in Teleflora.com's main navigation drop-down and banners promoting the feature throughout the site. It is also featured as a product in key category pages, including for major holidays. 🌸



Save 10% on all Lands' End apparel!

Teleflora has partnered with Lands' End to bring you exciting savings on customized apparel. This program was developed just for you—our Teleflora members. Visit the site today to see how you can benefit from everything Lands' End has to offer—all at a 10% discount!

Get started shopping today by visiting the online store at <http://ces.landsend.com/telefloramembers>. It's also accessible via myteleflora.com or by calling **800.419.1097**. You are able to purchase customized shirts, hats, aprons, tote bags and more—all made-to-order with your shop logo. No minimum purchases are required, so get your shopping lists ready.

Registration is as easy as 1 – 2 – 3:

1. Visit Lands' End at <http://ces.landsend.com/telefloramembers> and click on "Click here to create your Kiosk within telefloramembers."
2. Where you see "First time user?" click "Register with us" located on the left side under the login box.
3. Complete the registration form and click "Submit" at the bottom of the screen.

For detailed instructions for setting up your E-Store Kiosk, please log on to myteleflora.com and click on the Shopping tab.

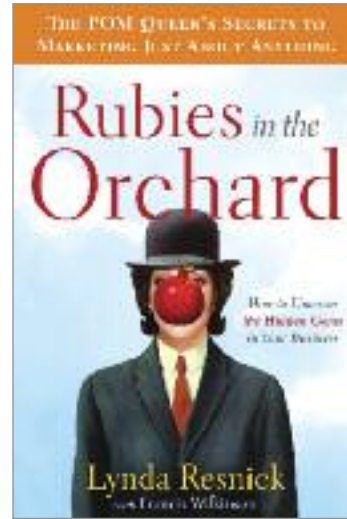
Note to Canada members: Visit the online store at <http://ces.landsend.com/telefloramembers> to view the merchandise and make your selections, then call **800.419.1097** to place your order. 🌸



Coming to a bookstore near you: Rubies in the Orchard.

Since 1979, when Stewart and Lynda Resnick purchased Teleflora, Lynda Resnick has been the marketing genius behind Teleflora's success. In the '80s, her inspired flowers-in-a-gift concept change floral marketing forever. While she remains active day-to-day in Teleflora's ongoing marketing initiatives, including last year's America's Favorite Mom promotion, Mrs. Resnick has gone on to marketing triumphs at other companies acquired by the Resnicks, including FIJI Water and POM Wonderful.

Now, her secrets for creating memorable products and pioneering fresh approaches to launch and promote them are divulged in a new book, *Rubies in the Orchard*, scheduled for release in March of 2009. For Lynda Resnick, every marketing campaign starts with two questions: what is the intrinsic value of the product or service she is selling (the "rubies in the orchard," in the case of pomegranates), and how can that value be communicated to the consumer? Through behind-the-scenes stories of her successes at POM, the business that created a whole new category of wildly popular products, and at FIJI, a premium bottled water whose sales she increased 300 percent since the Resnicks purchased it in 2004, she imparts wisdom from her career, as well as insights into the unpredictable consumer marketplace, and shows how to build brands in today's skeptical age. She also shares tales from her remarkable life—from opening an ad agency at the age of 19 to how she built Teleflora into the largest floral-services company in the world. 🐾



Here's a great deal on a ribbon printer.

A ribbon printer lets you offer your customers one more way to express their sentiments, loud and clear. It also gives you the means to make sure your floral and gift presentations stand out in a crowd. That includes printing ribbon with your shop's own logo, so your customers will never forget where their beautiful flowers came from.

In partnership with Elite Ribbon Printers, a well-established leader in the field, Teleflora is now offering the Teleflora Ribbon Printer—a quick, easy and economical way to customize your floral products. With a wide range of fonts, type sizes, styles, images and logos available, you can create almost any look imaginable, printing vertically or horizontally on ribbons as small as a quarter of an inch up to four inches wide. For only \$699 you can print elegant ribbons for less than 13 cents each in just seconds, with no computer experience necessary. Try it risk free for 60 days. For details visit myteleflora.com or call 866-949-2001. 🐾



Get a jump start on 2010!

Remind your customers of your shop all year long with our gorgeous 2010 floral calendars. We offer three types: a twelve-month wall calendar featuring our most stylish new bouquets; a handy year-at-a glance pocket calendar and even a year-at-a glance magnetic calendar. All calendars include your shop name and address imprint. Visit myteleflora.com to view the calendars and call 800-421-2815 to order today! 🐾



Grow your business by collecting customer data.

Location, location, location may no longer be as important as data, data, data for florists, who continue to see a rise in online orders and fewer cash and carry customers. However, some shop owners don't give data collection the same amount of thought as they do window displays or other aspects of their business.

"Ideally, collecting customer information is a part of a shop's culture," advises Danielle Ezell, Teleflora's Director of Technology Marketing. "Customer data is an asset just like furniture and equipment. If a florist is using a point-of-sale system, collecting information such as email addresses is relatively easy during the sales process."

"We collect email addresses by asking the customer if they would like us to email them a receipt for credit card phone orders," says Ian Oelschlegel with **Robertson's Flowers in Philadelphia, PA**, which uses RTI as the shop's point-of-sale system. "In addition, we also tell them they will receive an email when the driver marks the package as delivered."

Heather Tuckey with **Plaza Flowers in Norristown, PA** says she uses a similar approach to collect email addresses at her shop. In addition, Plaza stresses to employees the importance of using occasion codes during the order entry process.

"It's important to make your staff aware of the occasion code in the card message. If they understand that selecting Birthday or Anniversary is how the sender will get a reminder the next year, than they will be more careful to select the correct occasion," said Tuckey.

5 Ways to Grow Your Database

1. Ask for a customer's email address as part of the sales process on every order.
2. Utilize your POS system's occasion code field by asking, "Is this order for a special occasion?"
3. Place a sign up sheet on your counter asking people to provide their email and physical address to get special offers.
4. Make it fun. Offer incentives to the employee who collects the greatest number of email addresses in a month.
5. Verify the billing address and e-mail address listed on existing customer accounts each time they order. 🐾

We're launching a marketing makeover, with help from Dove POS.

Owners Jim and Lynda Gervais at **Ann's Secret Garden in Bethany, OK**, have opened their doors to the Teleflora Technology Marketing Department for a marketing makeover. Over the course of the year, the technology marketing team will work with Jim and Lynda to create, execute and track new marketing promotions for the year—with the aid of their Dove POS system. Each month, this section of *MyTeleflora News* will teach you how to implement these ideas in your own shop.

In business for over 12 years, Ann's Secret Garden is known not only for beautiful flower designs but also for interior design work and balloon bouquets. After working in other floral shops for years, Jim and Lynda decided to open their own shop. A few years ago they decided to purchase a Dove POS system. Over the past year, Lynda has been diligent in collecting their customers' contact information within the system. Now they have an extensive database that they can utilize for their marketing promotions during the year.

The first step in developing a new marketing promotion is to plan ahead! The technology marketing department met with Jim and Lynda to create a promotional calendar for the year. We discussed major holidays, local events and special occasions; and how we could communicate to the right audience for each promotion. With the framework of a marketing plan in place for the year, Jim and Lynda are ready to begin implementing these ideas.

Here are a few tips that you can use in planning a promotional calendar for your own shop:

- Sit down with a calendar and determine what holidays and other special occasions you would like to promote.
- Planning should begin a month to three months before a holiday or occasion.
- Check myteleflora.com and the Resource Guide that comes with your Teleflora Member Directory for information on materials available from Teleflora to integrate into your planning.
- Brainstorm with your staff. Think about local events during the past year and incorporate them into your promotional plans.
- Write a list of promotions and determine dates to send out emails, postcards, and/or letters to your customer list. Send everything so it will be received a week before the holiday or promotion.
- Ask your customers when they order—whether it is over the phone or in the store—how they heard about your shop, so you can track which promotions work for you. 🐾