

Essential Marketing Skills to Help Your Customers Succeed

Presenters:

- ▶ Tim Dewey, DVFlora
- ▶ Yvonne Ashton, Mayesh Wholesale
- ▶ Jacque Sir Louis, Smithers-Oasis North America
- ▶ Kim Clay, Syndicate Sales
- ▶ Yvette Speziani & Monica Fernandez, Equiflor Corporation



marketing & communications TOOLKIT



DESIGNED TO HELP YOU HELP YOUR CUSTOMERS!

Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect



learn



grow

Should and can we engage with our customers to help them in their Marketing efforts?

- ▶ Quote: SAF Editorial -Art Conforti, PFCI, President of Beneva Corporation, Sarasota, Fla.
- ▶ If you don't have a marketing plan, if you think you don't need to be marketing during the holidays because you have done so well for so long, then you will fade away.
- ▶ Remove the blinders and realize customers have **more choices** than ever before.



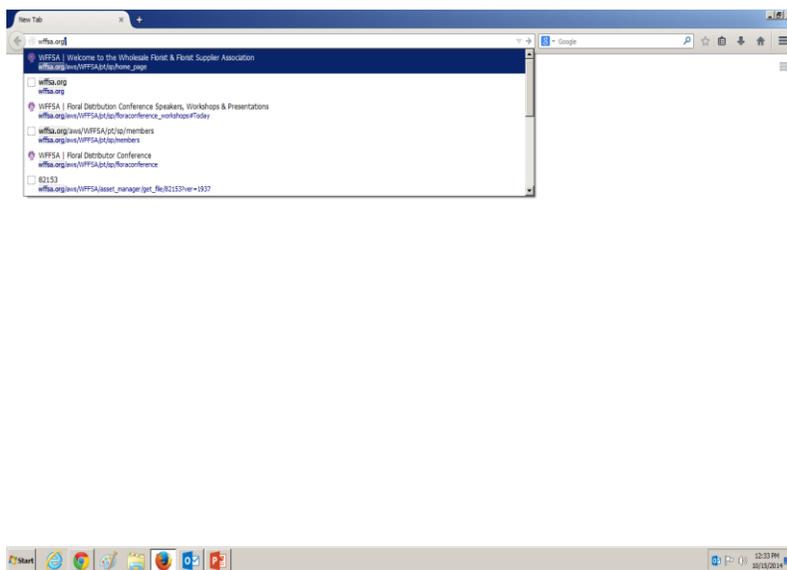
Marketing and Communications TOOLKIT

- ▶ Commissioned by WF&FSA. Written by Marla Viorst.
- ▶ Updated by Current Marketing Committee. Released July 22, 2014
- ▶ Over **325 people** have downloaded the Toolkit to date
- ▶ Simple document for Wholesalers to provide to retailers with tools to use for their businesses
- ▶ WF&FSA Marketing Committee:
 - ▶ Chair: Tim Dewey, DVFlora, Sewell, NJ
 - ▶ Dennis Paul, McCallum Sauber Florists, Washington, DC
 - ▶ Kim Clay, Syndicate Sales, Kokomo, IN
 - ▶ Federico Cock-Correa, Tahami & Cultiflores, Medellin, Colombia
 - ▶ Trip Demaree, Tri-Mar Inc., Scottsdale, AZ
 - ▶ Yvette Speziani, Rio Roses, Doral, Florida
 - ▶ Jacque Sir Louis, Smithers-Oasis North America, Kent, OH
 - ▶ Yvonne Ashton, Mayesh, Miami, FL
 - ▶ Dan Fisher, Fitz Design, Punta Gorda, FL

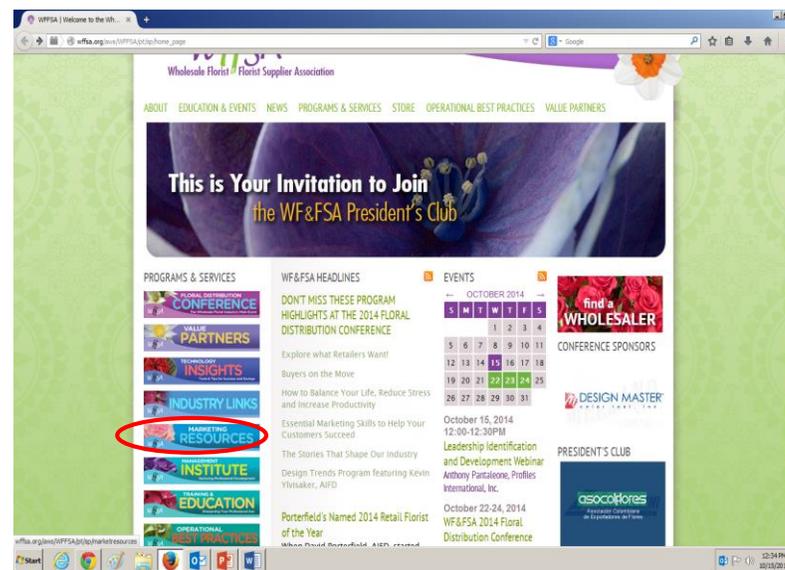


How to show your customers how to access toolkit

1. Visit wffsa.org from any web browser

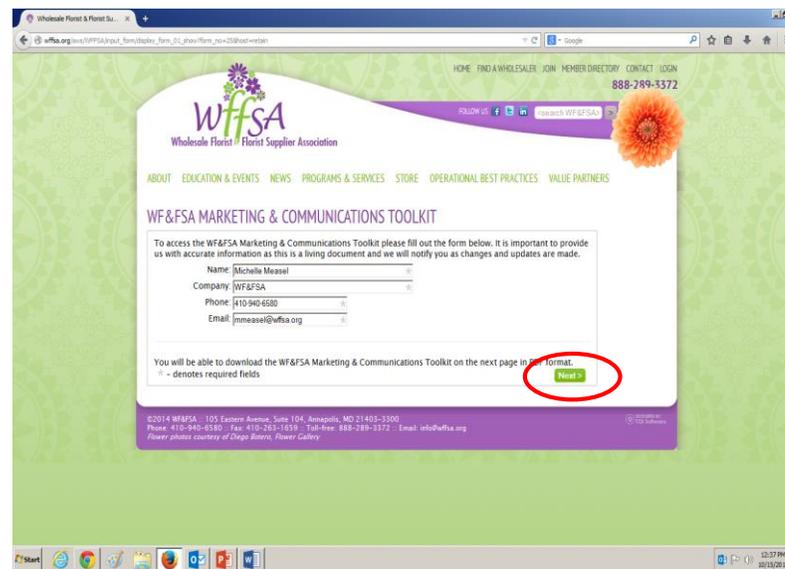
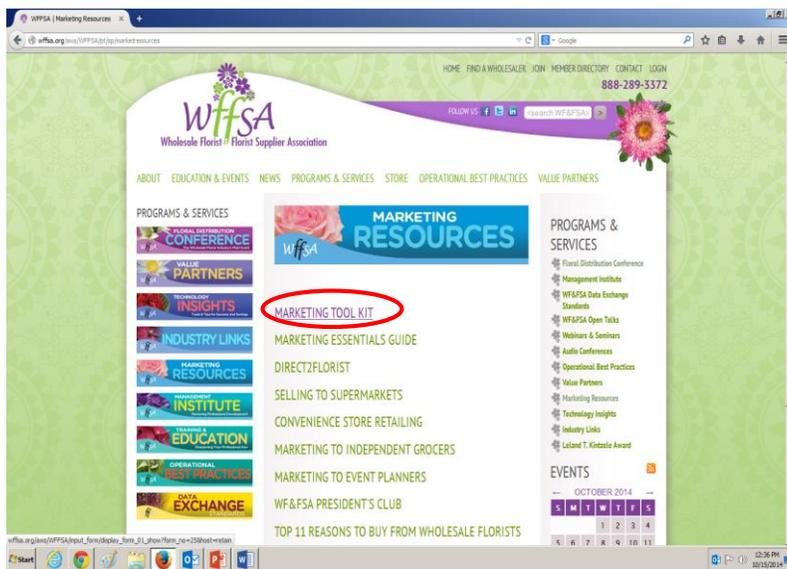


2. From the home page of WF&FSA click on “Marketing Resources” tab located on the left.



How to show your customers how to access toolkit

3. At the top of the next landing page 4. Fill in all of the required fields and click “next”
click on “Marketing Tool Kit”



How to show your customers how to access toolkit

5. The next page will ask you to verify your information, once you've done that click submit.

Wholesale Florist & Florist Supplier Association

HOME FIND A WHOLESALER JOIN MEMBER DIRECTORY CONTACT LOGIN 888-289-3372

FOLLOW US: [Facebook] [Twitter] [LinkedIn] [Google+] [Search WFFSA]

ABOUT EDUCATION & EVENTS NEWS PROGRAMS & SERVICES STORE OPERATIONAL BEST PRACTICES VALUE PARTNERS

WFFSA MARKETING & COMMUNICATIONS TOOLKIT

Please confirm your entries and click 'Submit':

Field	Value
Name	Michelle Measel
Company	WFFSA
Phone	410-940-6580
Email	mmeasel@wffsa.org

©2014 WFFSA · 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300
Phone: 410-940-6580 · Fax: 410-263-1939 · Toll-free: 888-289-3372 · Email: info@wffsa.org
Flower photos courtesy of Diego Botero, Flower Culture

6. On the last page click on the button titled “CLICK HERE TO DOWNLOAD” and your PDF copy of the WF&FSA Marketing & Communications Tool Kit should begin. Once your download is complete click finish at the bottom and you're all done.

Wholesale Florist & Florist Supplier Association

HOME FIND A WHOLESALER JOIN MEMBER DIRECTORY CONTACT LOGIN 888-289-3372

FOLLOW US: [Facebook] [Twitter] [LinkedIn] [Google+] [Search WFFSA]

ABOUT EDUCATION & EVENTS NEWS PROGRAMS & SERVICES STORE OPERATIONAL BEST PRACTICES VALUE PARTNERS

THANK YOU!

The ALL NEW WFFSA Marketing & Communications Toolkit is provided as a free member service, designed to help you to help your local retail florist raise awareness of their business with new and existing customers, as well as highlight the unique skills and expertise of their local communities.

©2014 WFFSA · 105 Eastern Avenue, Suite 104, Annapolis, MD 21403-3300
Phone: 410-940-6580 · Fax: 410-263-1939 · Toll-free: 888-289-3372 · Email: info@wffsa.org
Flower photos courtesy of Diego Botero, Flower Culture



Future sustainability and success for our retail customers is the lifeline for our segment of the supply chain.

- ▶ We should provide more than just products and delivery.
 - ▶ Keep our segment relevant to our customers.
 - ▶ We are critical to the success of the retailer.
 - ▶ There are many options for the retailers to buy from
-
- ▶ Use the Toolkit to help show the value of a Wholesaler to the Retailer



Yvonne Ashton
Director of Marketing
Mayesh Wholesale

yashton@mayesh.com
www.mayesh.com



connect



learn



grow

Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



with
Yvonne Ashton



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect



learn

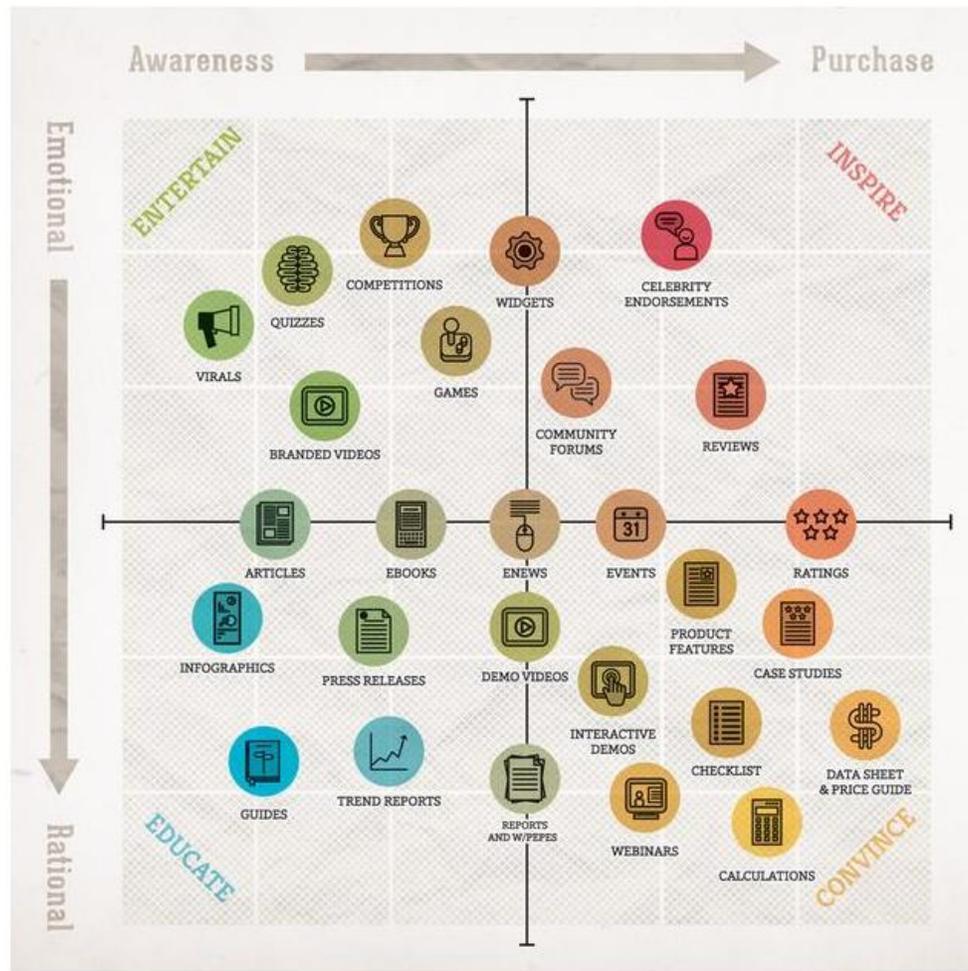


grow

Why Do We Blog/Email & How Does it Help?

- ▶ Entertain
- ▶ Inspire
- ▶ Educate
- ▶ Convince

Source: First10 & Smart Insights



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect



learn



grow

What Are the Measurable Benefits?

- ▶ For our community, both blogging and email serve as engines to get important or useful information to our audience, prospects and customers.
 - ▶ How well we do this can be measured with surveys and customer retention rates.
- ▶ For Mayesh, the ultimate for most marketing activities is to increase sales.
 - ▶ We can measure:
 - ▶ Sales
 - ▶ Leads
 - ▶ Website stats: visits, bounce rate, session time
 - ▶ Blog comments
 - ▶ How often a link is shared
 - ▶ Email open and click rates



connect



learn



grow

Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014

Retail Example - Blogging

<http://blog.kalla.com/>

Refer a friend, get 10% off. [Learn more](#)

kalla



BEHIND THE SCENES: WHAT INSPIRED ROSA & THE ARTIST >

We launched Kalla this past March and it's no secret that [Bea & the Lady](#) stole the spotlight from the get go. We have to admit - she's one of our favorites too. Bea is a perfect example of how important a vase can be in relation to the flowers it houses. So the challenge was posed to create another "face vase". But how can you duplicate that kind of success? The only answer is to find an equally strong vase to floral pairing. Which brings us to Rosa & the Artist. Our lead designer, Addie, takes us behind the scenes...



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect



learn



grow

Retail Example - Email

Lowe's
Greenhouse,
Florist &
Gift Shop

From: Mary Lynn & Jeff Griff <lowesgift@aol.com> Sent: Thu 10/9/2014 10:00 AM
To: yashton@mayesh.com
Cc:
Subject: 12 Weeks of Christmas Sale! at Lowe's Greenhouse



October 8-12
Celebrating the 5th year of bringing the world to Northeast Ohio...

Click [here](#) to check it out!



THE 12 WEEKS OF CHRISTMAS
12 weeks of savings, celebration and fun!

Week 1: October 1 - 9
Artificial Wreaths and Garlands are 20% off!

Week 2: October 10-16
Houseplants, Ivy & Herb Topiaries & Orchids - 20% off

[Click here for details of all 12 weeks!](#)



CHECK THIS OUT:
These fun and whimsical planters are the perfect fall patio decorations!



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect



learn



grow

Jacque Sir Louis
Marketing Manager
Smithers-Oasis North
America



jsirlouis@smithersoasis.com
www.oasisfloral.com



connect



learn



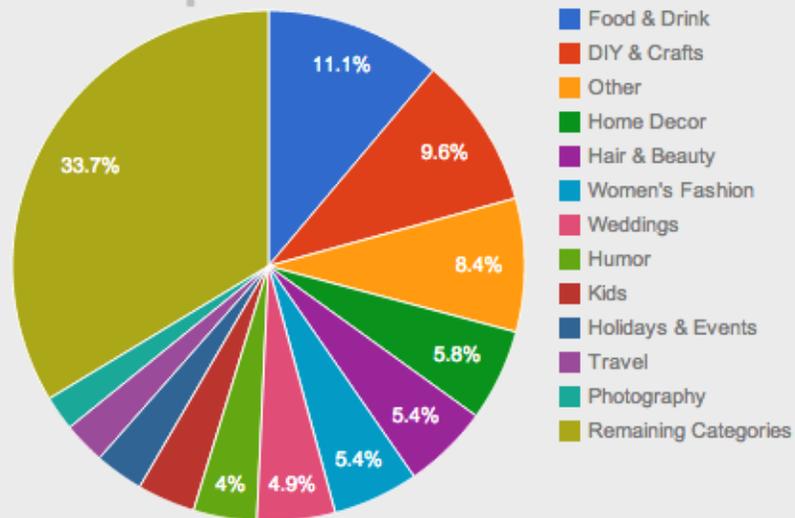
grow

Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014

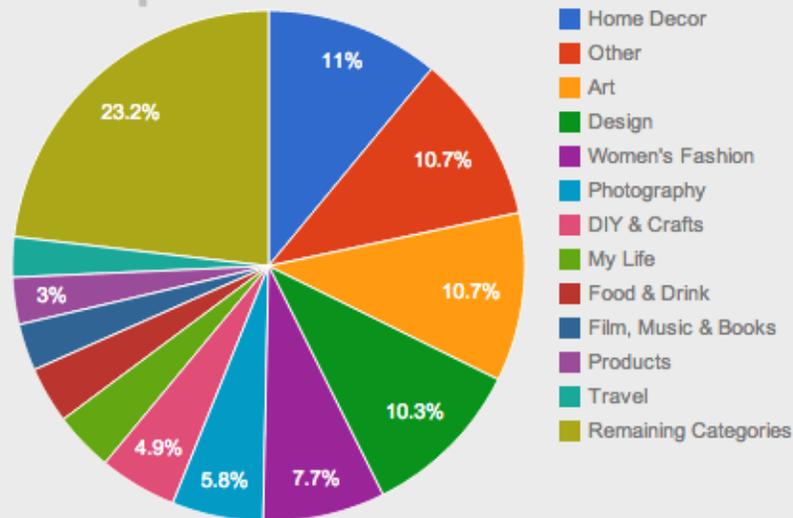
Pinterest - business or pleasure?

What are the Most Popular Categories?

Popular Pins



Popular Boards



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect



learn



grow

Pinterest at a Glance

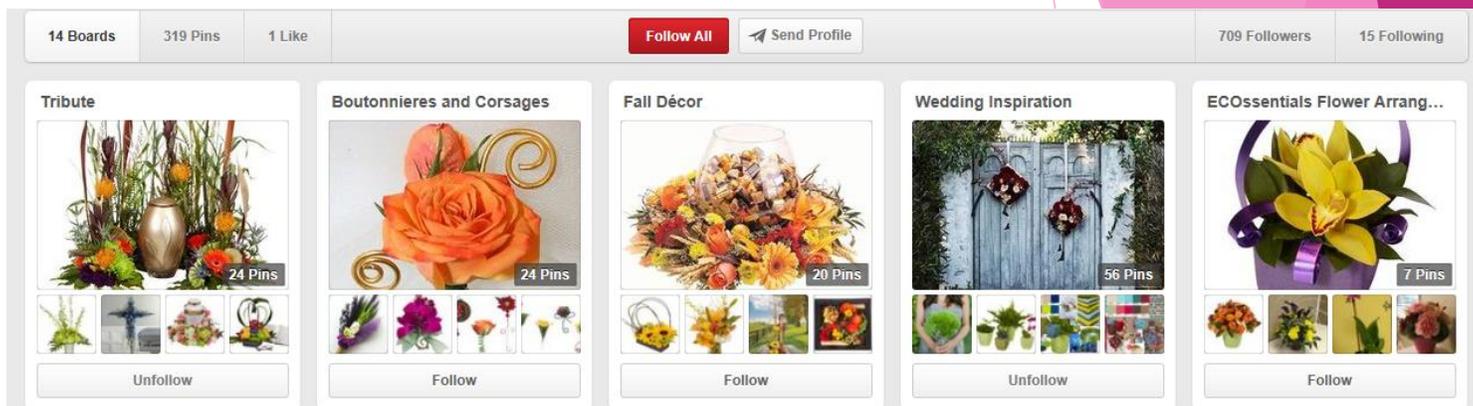
- ▶ December 2011 Pinterest became one of the top 10 largest social networks with 11 million visits per week
- ▶ January 2012 Pinterest was driving more referral traffic to retailers than LinkedIn, YouTube and Google+
- ▶ Over 70 million registered users
- ▶ Females
- ▶ It is the fastest site in history to break through the 10 million unique visitor mark
- ▶ Added Business Accounts in November 2012
- ▶ Wedding is #7 most popular pin



Pinterest Measureable Benefits

Much like Facebook

- ▶ Visits/total impressions
- ▶ Unique Visits/unique views
- ▶ Repins
- ▶ Top performing Pins



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect

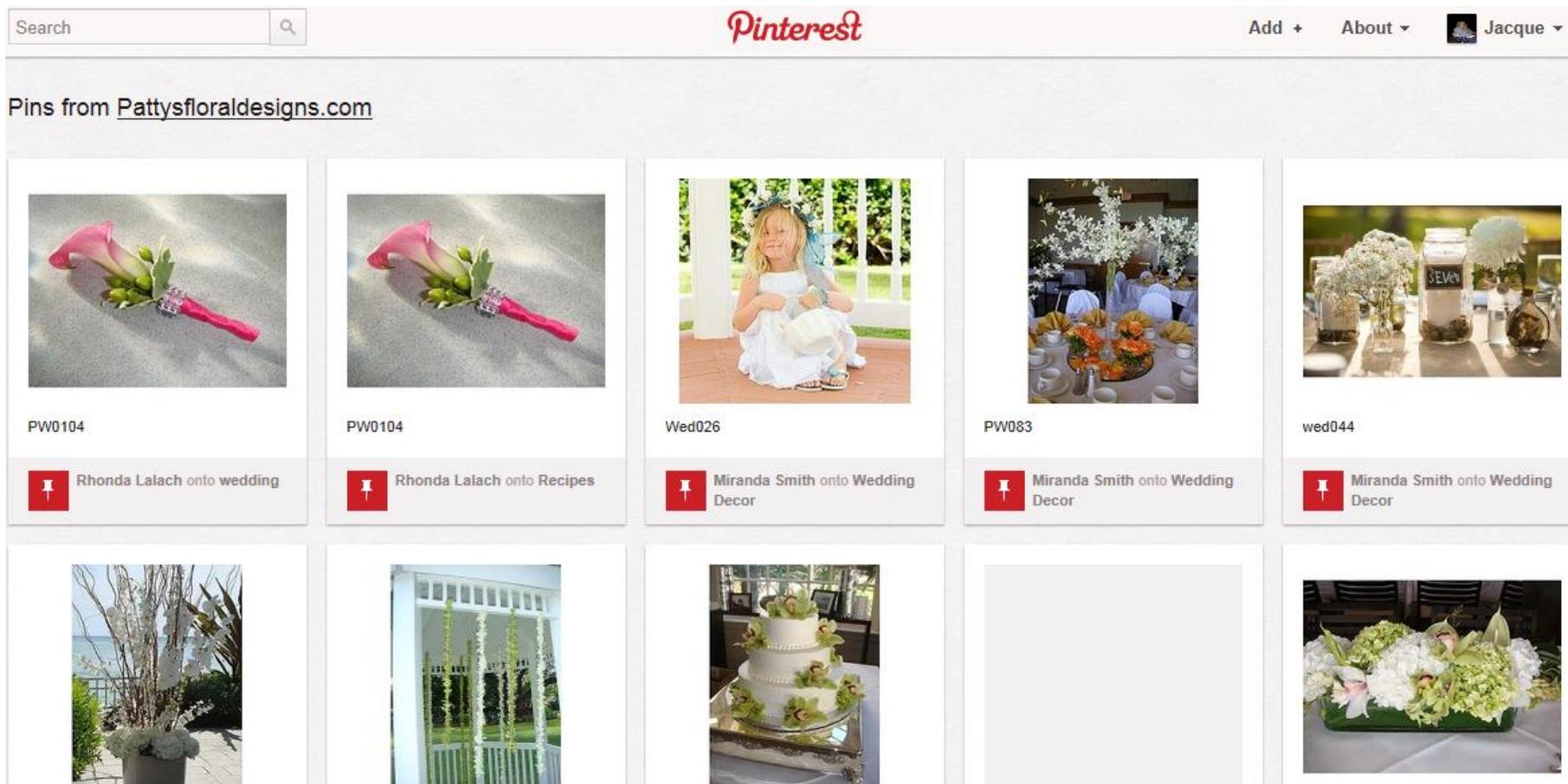


learn



grow

Connecting with customers



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect

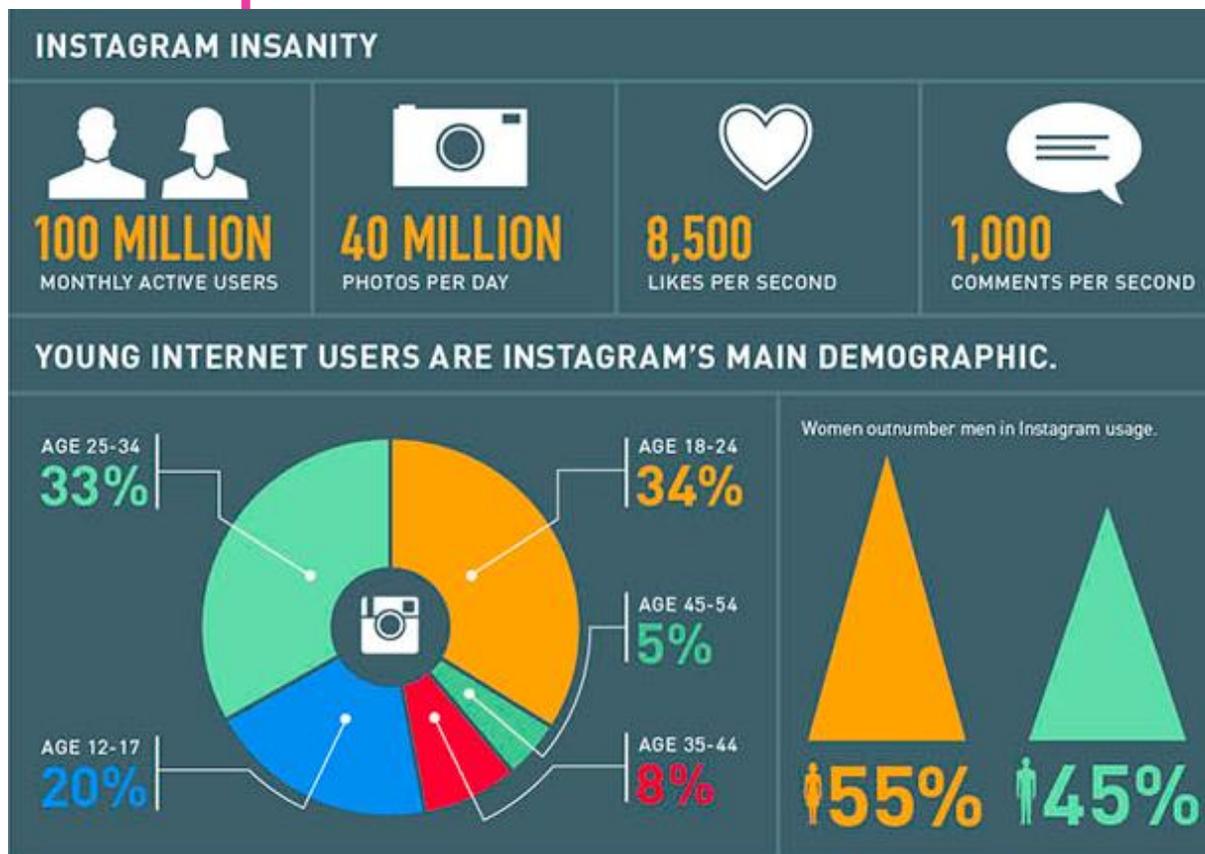
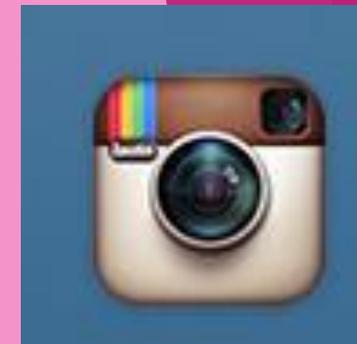


learn



grow

Instagram - business or pleasure?



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect

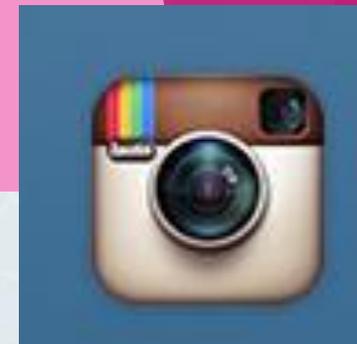


learn



grow

Instagram at a Glance



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect



learn



grow

Instagram Connecting with Customers



- ▶ Show fun visuals
- ▶ Followers/following/Posts



design sponge 2 days ago Follow

Hilarious and beautiful flower arrangements at @fwscout 's book launch party tonight. The book is about mastering mistakes in the kitchen and these we're inspired by an exploding blender. Congrats to Dana and her lovely co-writer @turshen ❤️

audreyaponte, zoebabian, foofo_love11 and 2,954 others like this.

camilla_b_bond @fatherbond

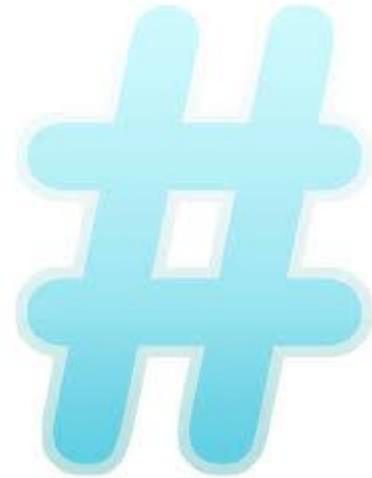
fontescarolina @ayllabrederodes

ashleygariandbk These we're amazing! Sorry I didn't get a chance to meet you and @turshen tonight but glad to see you had a great time!

ayllabrederodes Lindo @fontescarolina

sfgirbybay so clever!

thepastry so great!



Kim Clay
Graphic Designer
Syndicate Sales

kclay@syndicatesales.com
www.syndicatesales.com



connect



learn



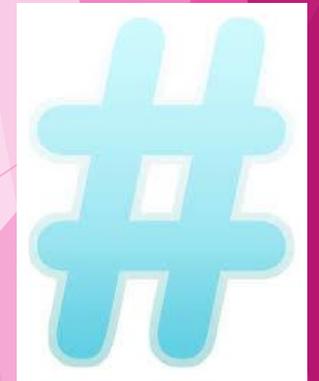
grow

Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014

#HASHTAGS

We've all heard of them, but what are they and what do they do?

- Multiple uses & are fun to use!
- To properly use hashtags, they must be preceded by a # and there can not be any spaces between letters or words
- Primarily used to group topics on social media platforms
- #WFFSAFDC14
- They are searchable



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



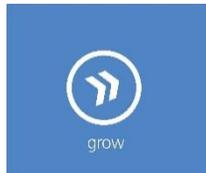
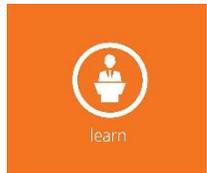
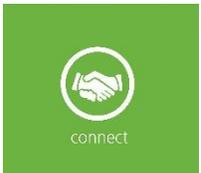
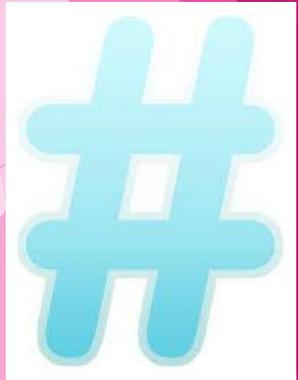
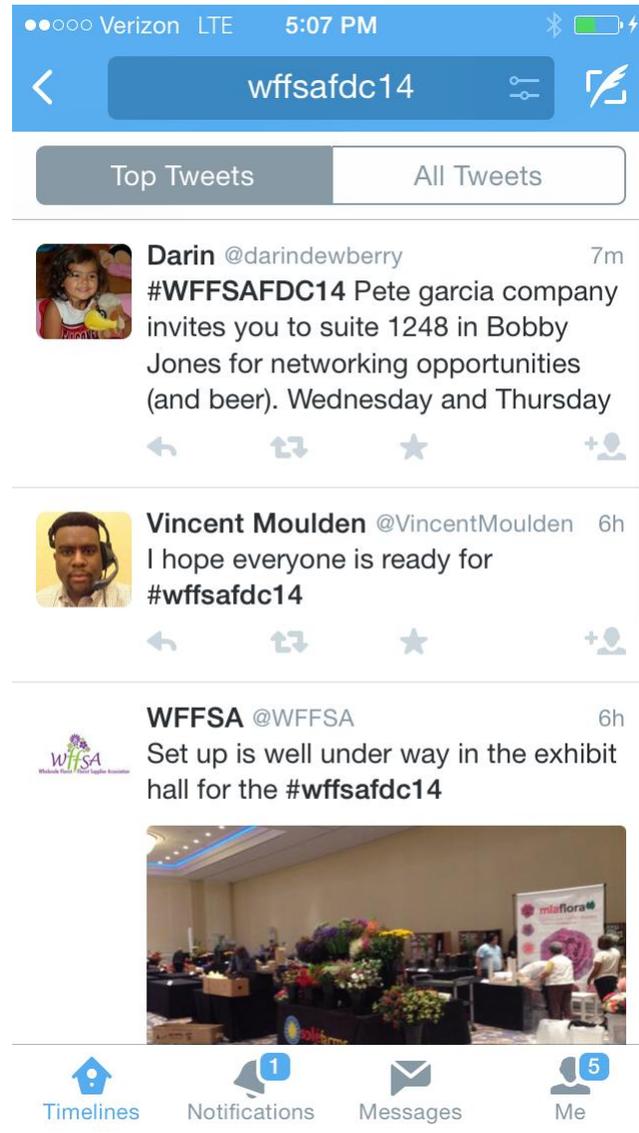
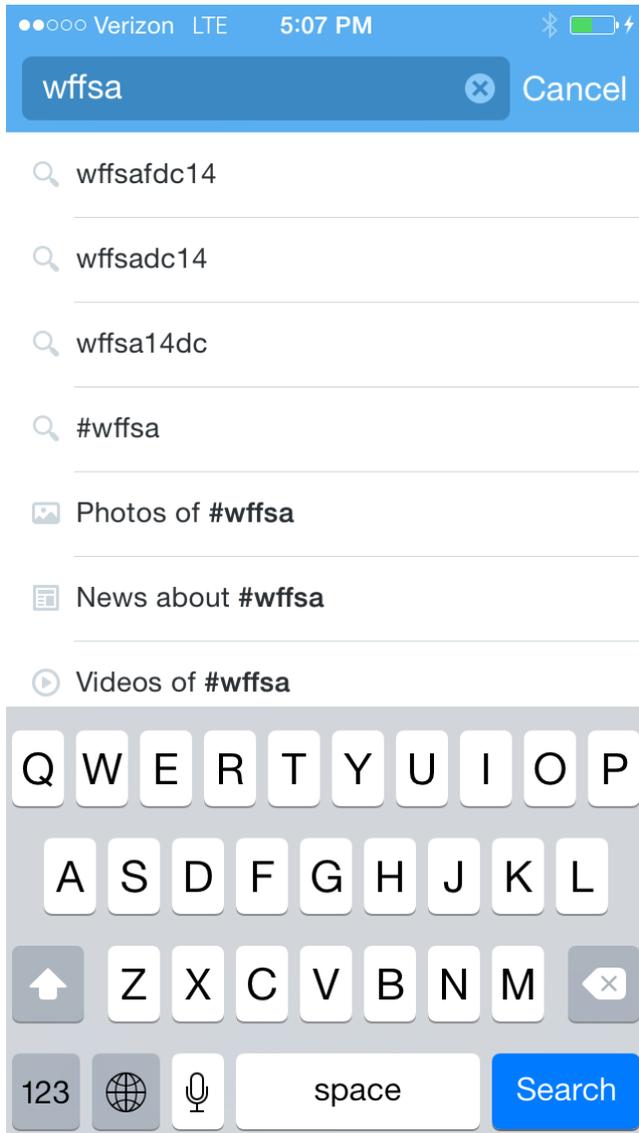
connect



learn



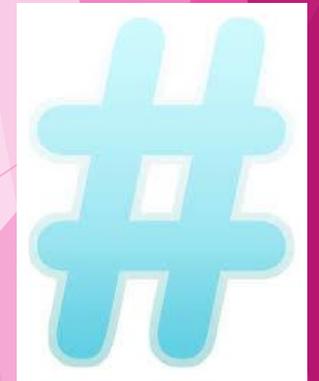
grow



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014

Additional Uses

- Can be used to add emphasis, humor, or emotion to a tweet or instagram post
- Great for Businesses—be sure to use relevant hashtags
#floral #flowers #wffsa #floralarrangement #valentinesday #roses
- At Syndicate Sales we're currently using a hashtag for our 2015 catalog design process
- Helps build interest and excitement, as well as followers on social media
- We also ran a contest on Instagram to increase our followers & to build relationships
- #postyourpastels
- Easy to track results



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect



learn



grow

#POSTYOURPASTELS




INSTAGRAM
follow-us!



...a **NEW CONTEST** from Syndicate Sales!

DON'T WORRY

You still have one week left to #PostYourPastels!

CLICK HERE

for details!

CONTESTENDSMAY21



WIN *this*
20x20

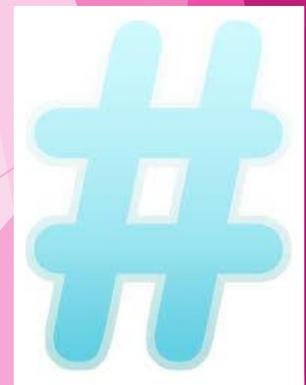
from
KATE MULLIN!

follow her!

@KateMullin



Syndicate 



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect

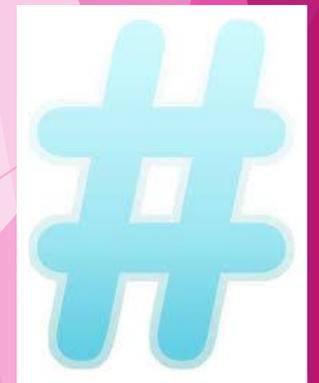


learn



grow

#wffsafdc14



Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect



learn



grow

Yvette Speziani &
Monica Fernandez
Equiflor



yspeziani@equiflor.com
www.RioRoses.com



connect



learn



grow

Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014

SAY IT WITH A VIDEO: YouTube **MARKETING**

Yvette Speziani and Monica Fernandez-Hermo



PROVIDER OF THE WORLD'S FINEST ROSES



Why Use Video Marketing

- ▶ Initial Equiflor use of video marketing was sporadic.
- ▶ Playlist Live convention experience changed that.
- ▶ Equiflor's marketing strategy was to NOW consistently communicate with our customers using social media as well as traditional marketing methods.
- ▶ Experience Playlist Live Video.



Why Use Video Marketing

Playlist Live Experience STATS

- ▶ Convention for the fans creators and supporters of online video.

ATTENDEE STATS	
GENDER	PERCENTAGE
Female	84%
Male	16%
AGE RANGE	PERCENTAGE
13 & Under	16%
14-20	60%
21 & Up	24%

PLAYLIST LIVE SOCIAL REACH

RIGHT BEFORE, DURING & AFTER THE EVENT



1 MILLION
PLAYLIST-LIVE.COM PAGE VIEWS



172,000
LIVE STREAM VISITS
100,000
UNIQUE LIVE STREAM VISITS



#PLAYLISTLIVE

205 MILLION
TIMELINE IMPRESSIONS
53,000+
UNIQUE TWEETS

35%
ORIGINAL TWEETS
58%
RETWEETS



420,000
IMPRESSIONS
5,300
LIKES



20 MILLION+
VIEWS OF VIDEOS MENTIONING THE EVENT*
*within one week of event ending

CONTENT CREATORS

WHO ATTENDED PLAYLIST LIVE



23.9 MILLION
SUBSCRIBERS
24 BILLION
VIDEO VIEWS
55,500+
VIDEOS



59.2 MILLION
FOLLOWERS



44.8 MILLION
LIKES



52.8 MILLION
FOLLOWERS

WHY USE VIDEO MARKETING

YouTube STATS:

YouTube Facts and Figures Infographic
Produced by: www.techwelkin.com

YouTube was founded by Chad Hurley, Steve Chen, and Jawed Karim in Feb 2005

In Oct 2006 Google acquired YouTube for **\$1.65 billion**

Today
As per Alexa, YouTube is 3rd most viewed website after Google and Facebook

60 HOURS of video gets uploaded on YouTube every minute

4,000,000,000
4 billion videos are watched every day

800 million visitors per month

3 billion hours of video watched per month

YouTube is localized in 39 countries

... and in 54 languages

In 2011 more than 1 trillion views took place
i.e about 140 views for each person on earth!

3 billion videos YouTube is monetizing every week

30 percent of videos account for 99 percent of views

Most Popular video of all time
(as on 3 March 2012)

1 Justin Bieber - Baby ft. Ludacris
732,000,000 views

YouTube Mobile gets **600 million** views every day

500 years of YouTube videos are watched every day on Facebook

700 YouTube videos are shared on Twitter every minute

100 million people take a social action on YouTube (likes, shares, comments, etc) every week

1 First Ever Video on YouTube
"Me at the Zoo" by co-founder Jawed Karim on April 23, 2005
URL: www.youtube.com/watch?v=jNQXAC9IVRw

More than 50% videos are rated or commented upon by the users

120 million+ videos have been claimed by YouTube Content ID

Tens of thousands full length movies are available



WHY USE VIDEO MARKETING

Why use Video Marketing in your Company?

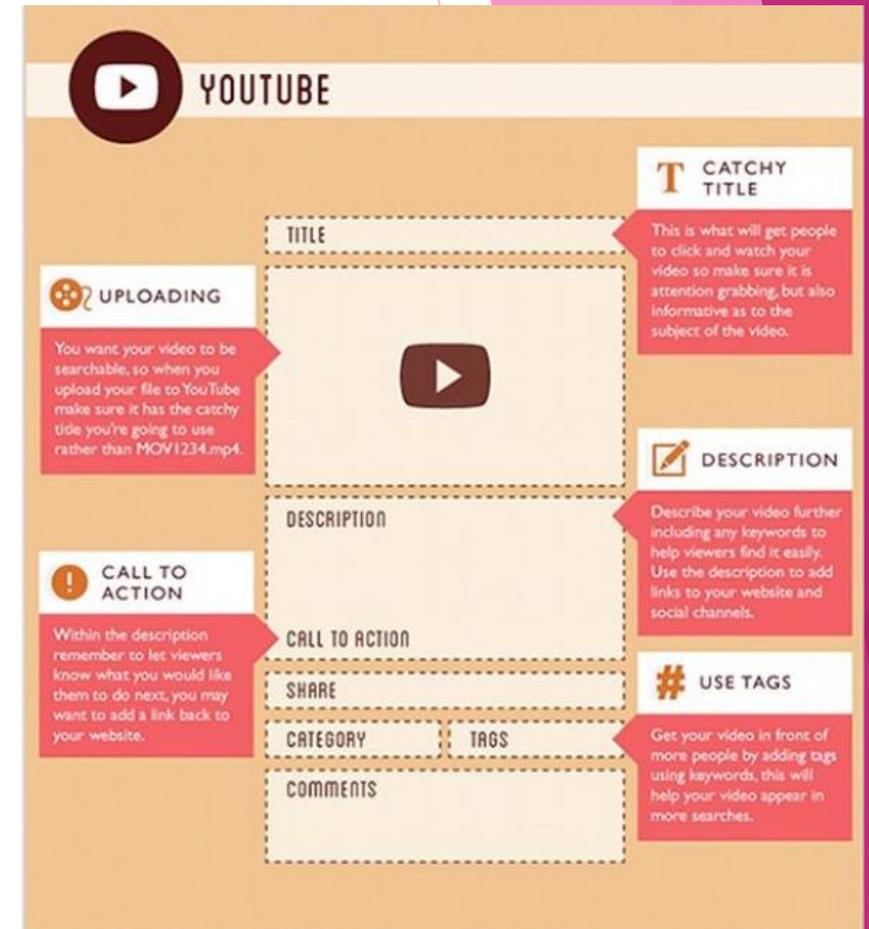
- ▶ It is the art of communicating with your customers and potential customers by using the most widely used senses, visual and auditory.
- ▶ Video marketing allows your company to engage your customer to your brand and your value added components. Example, company culture, charitable involvement, products, education and industry news.
- ▶ It targets information that is tangible to the right audience in a multiple mobile platform, which is how the world is working now. Example, iPads, iPhones, tablets, and androids.
- ▶ Technology is evolving from delivering content to you as a passive observer to offering you the opportunity to connect with your customer directly and engaging the customer to participate with your company. Example, our Liv Rio Corazon promotion to wholesalers and retailers.
- ▶ Consumer habits are changing and evolving, especially with the younger “Z” generation (1995-2012).
- ▶ Your marketing platforms need to change to meet future consumer engagement.



WHY USE VIDEO MARKETING

HOW CAN A RETAIL FLORIST USE YOUTUBE TO MARKET

- ▶ Producing videos is quite easy and inexpensive.
- ▶ All you need is any computer/laptop, iPhone, android, tablets, and/or iPads.
- ▶ Software: iMovie (MAC), Live Movie Maker (PC) Mobile Free Apps: Viddy, Capture, Magisto.
- ▶ Understand your audience know your customer.
- ▶ Content should be interesting, entertaining, informative and definitely able to grab your customers attention.
- ▶ Set up YouTube Channel with creative channel name. (ex: Liv Rio)
- ▶ Creating a YouTube channel allows your customers to go to one site to view your videos.
- ▶ Company LOGO should always be visible - use it as your icon, make it consistent throughout.
- ▶ Post consistently to keep your customers engaged and repost on other social media outlets. (ex: Facebook, twitter, blogs...)



WHY USE VIDEO MARKETING

- ▶ Thank you for your time, If you have any questions you can contact us at marketing@Rioroses.com
- ▶ Enjoy some of the Videos we have done, including one from a retail florist in Dallas, TX who won one of our Liv Rio Promotions.



Thank you!



DESIGNED TO HELP YOU HELP YOUR CUSTOMERS!

Essential Marketing Skills to Help Your Customers Succeed

Essential Marketing Skills to Help Your Customers Succeed
WF&FSA Floral Distribution Conference - October 23, 2014



connect



learn



grow