

PR Boot Camp

Get In Shape Now

Jennifer Sparks, V.P., Marketing
Society of American Florists





Today's Goal

Intensive session focusing on key areas:

- Define PR/Role in marketing mix
- Value of PR: Why do it?
- How and when to use it
- Available PR tools/materials
- Hands-on ideas and member examples
- Contacting the media
- Spokesperson do's and don't's
- Social media in the mix: Creating content



PR BootCamp Powerpoint

available at

safnow.org/PRBootCamp



What is Public Relations?

**Generating publicity through
third-party outlets,
primarily the *news media*,
and within your *community*.**



There are many disadvantages to PR. You can't control the content, you can't control the timing, and you can't control the visual appearance of your message. You can't even be sure that any of your messages will be delivered.

The Fall of Advertising & The Rise of PR
Al Ries and Laura Ries



But the one advantage of PR makes up for all of the disadvantages. PR has credibility, advertising does not. People believe what they read in newspapers or magazines or what they hear on radio and see on television.

The Fall of Advertising & The Rise of PR
Al Ries and Laura Ries



Power of PR

Using the credibility and influence of third parties to deliver information that will educate and inspire target audiences to change behavior, shift mindset, and take action.



PR's Value: Why Do It?

- Objective believability, credibility
 - Floral messages achieve third-party credibility through news media
- Increases depth of message delivery
 - News articles allow more content than advertising
- Complements other marketing activities
- Cost effective
- Minimizes damage in times of crisis



PR in the Marketing Mix

Public Relations

-- Uses third parties to deliver key brand messages; offers credibility

Internet Promotion/ Social Media

-- Capitalizes on the Internet to communicate with consumers, deliver messages, create conversation

Objective:
Raise awareness,
use product,
change behavior

Advertising

-- Promotes product directly to consumers in a controlled manner; all information directly from company

Direct Marketing

-- Targets consumers directly with information about a particular product



How Do We Do PR?

Community
News Media
Social Media



PR in Your Community

- **Networking: Get involved!**

- Chamber of Commerce or other community business groups
- Social or charitable organizations
- Church or school communities



PR in Your Community

- **Speaking engagements:
Be seen!**

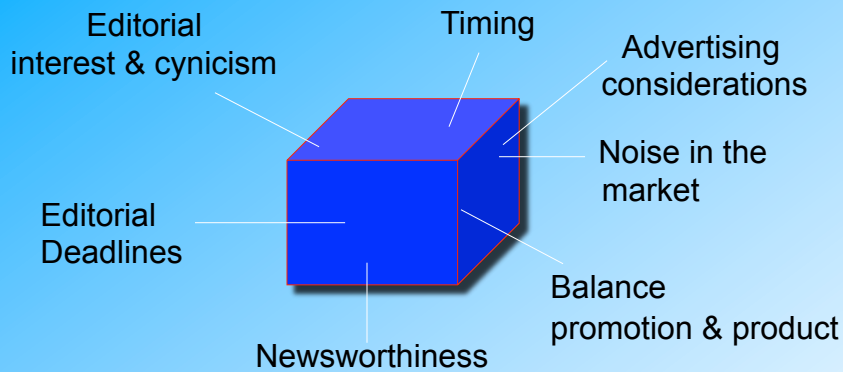
- Garden and country clubs
- Community festivals
- Small business seminars
- In-store workshops



Working with the Media



The Media Box We Work In



**News is 24/7
Today Local = Global**



PR: Earned Media

- Different from advertising...you have to **EARN** it
- Takes time and persistence but the pay-off can be big
- Builds credibility through third-party endorsement



Message Credibility

- Messages delivered by third parties are more believable/less self-interested than advertising
- Media coverage lends legitimacy to the message
- Third party endorsement underscores validity



***How do you generate
media coverage?***

**YOU NEED A
NEWS HOOK!**



**The key to capturing the
media's attention is:**

CONTENT

***Make it newsworthy
and make it timely!***



Litmus Test for “News”

- *Is it a first?*
- *Is it unusual?*
- *Is it visual? (television, print photo op)*
- *Is there a dramatic impact – broader implication?*
- *Is it a scandal?*
- *Is it relevant to their audience?*
- *Can it be linked to a trend?*
- *Can it be linked to an event or occasion?*
- *Does it affect the wallet?*



PR: Earned Media

- **Newsworthy and/or timely items**
 - National trends/research
 - Local events
 - HOLIDAYS:
Valentine’s Day, Mother’s Day, Christmas
 - Offer behind-the-scenes look at holiday preparations
 - Offer ride-alongs for reporters on holiday deliveries
 - Home decorations (Christmas)



PR: Earned Media

- **Create a media opportunity**
 - Business anniversary
 - Coverage of your business' longevity in the community
 - Get public events in the media calendar
 - Media to cover the event
 - Store event
 - Floral workshop for reporters



Consumer Research/Trends

Ride the SAF Wave!

**Capitalize on SAF's proven news hooks
to establish your shop as the expert
and generate valuable local exposure**



SAF PR Fund: Public Relations Objectives

- Promote the unique benefits of flowers and plants, and the expertise of professional florists.
- Strategic, innovative public relations campaigns to generate news stories in newspapers, magazines, online, TV and radio nationwide
- **Consumer research and trends as NEWS HOOKS**



1.1 BILLION impressions

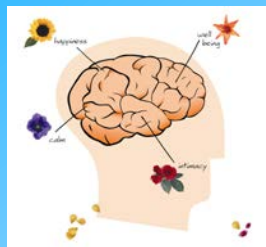


Ride the SAF Wave!

- Available PR programs
- Ideas on creating a LOCAL angle
- Real SAF member examples



SAF's Emotional Impact of Flowers Study



Proof positive:

A gift of flowers creates instant delight, and increases enjoyment and life satisfaction.



Capitalizing on Emotional Impact Research

- **Press release on shop letterhead**
 - Home, Lifestyle or Health print reporters
 - Radio news directors
 - TV assignment editors
- **Get noticed...send flowers with the press release!**
 - Reporters and staff will feel the effects of flowers for themselves



Capitalizing on Emotional Impact Research

- **TV Segment**
 - Contact the program producer at a local TV station
 - “Prove” how flowers make people in your community happy.
- **Ride-alongs**
 - Invite reporters to go on flower deliveries and capture recipients’ reactions to the flowers



Capitalizing on Emotional Impact Research

■ Contest

- Partner with a local radio station
- Listeners call in to tell why their special person deserves a smile
- Winner (selected by DJs) receives a flower arrangement
- You provide the flowers in exchange for free mentions of your shop and the research
- ***Make it a regular segment!***



Florist Examples

■ Idaho

- “Share a Smile” monthly TV segment

■ Colorado

- Shop owner heard disparaging remarks about Valentine’s Day flowers on a morning radio show
- Sent study findings to general manager and got invited to come on the same show and talk about them



Florist Examples

- **Indiana**

- Advertises on local radio station
- Station asked him to come on air for a 15-minute flower segment every Wednesday

- **Arizona**

- Shared study findings with local newspaper
- Shop owner quoted throughout local story
- Story also published in nine newspapers nationwide



SAF's Flowers & Seniors Study



Proof positive:

- Nature's support systems help seniors cope with everyday challenges.
- Flowers are *scientifically proven* to ease depression, inspire social networking and refresh memory as we age.



Capitalizing on Flowers & Seniors Research

- **Press release on shop letterhead**
- **Timing is everything!**
 - To make the story more newsworthy, pitch to the press just before Mother's Day, Father's Day or Grandparents' Day



Capitalizing on Flowers & Seniors Research

- **Radio promotion**
 - Target audience: Seniors and their adult children
 - Local morning show
 - Oldies, classical, jazz or news/talk station
 - Listeners call in to have a special senior citizen surprised with flowers
 - DJs talk about your shop and the research results



Capitalizing on Flowers & Seniors Research

- **“Flower Fun” sessions**
 - Work with local senior living communities and nursing homes
 - Bring flowers for the seniors to create their own arrangements.
 - Invite the press to photograph and write about the event
 - Provide the research results
 - Time it with family weekends



Florist Examples

- **Colorado**
 - Florist donates money for a senior citizen homebound exercise program
 - Got Rotary Club to match donations
 - Sends bud vase and info about the Flowers & Seniors study with first visit



SAF's Impact of Flowers & Plants on Workplace Productivity Study

Proof positive:



Problem-solving skills, idea generation and creative performance improve substantially in workplace environments that include flowers and plants



Capitalizing on Workplace Research

- **Chamber of Commerce**
 - Offer to write an article on the benefits of flowers and plants in the workplace for their newsletter
 - Ask the Chamber or other business group to consider you as a presenter for their next event



Capitalizing on Workplace Research

- **Business news**
 - Contact the business editor of your local newspaper about the Workplace research
- **Local tie-in**
 - When pitching the story give your observations about how local businesses use flowers and plants (corporate customers)



Florist Examples

- **Pennsylvania**
 - Owner sent press release to local radio station
 - Station featured him as a “local floral expert” in a morning news story about the study
- **Ohio**
 - Owner contacted local TV station about the study
 - Interviewed on camera
 - Station called a few weeks later to do live shots from shop for Mother’s Day!



Florist Examples

- **Virginia**

- Approached local chamber of commerce with study results
- Wound up writing a column for their newsletter and getting her name and shop in the byline



So I've got my news hook,

WHAT NEXT?



Contacting the Media



Types of Media Targets

- **Print**
 - Daily newspapers
 - Weekly newspapers
 - Community newsletters
 - Consumer weekly and monthly magazines
- **Broadcast**
 - Local cable or network television stations
 - Radio stations
- **Online media**



Contacting the Media

Create a target media list:

- Visit the news outlet's website and review bios to learn more about them
- Check for a list of section editors:
 - Community news (events/shop anniversary)
 - Feature/lifestyle or garden (research/trends/how-to)
 - Business (shop anniversary/workplace research)
- Read local papers, watch the news and listen to the stations you want to target
- Know which reporters might be interested in your story before pitching it



Contacting the Media

- **Pitch the story**
 - Contact local media (press release, email)
 - Send with flowers
 - Reporters love visual impact – describe what their viewers or readers might see if they cover the story
- **Follow up!**
 - Call/email to see if information was received and to answer questions
 - If interested, be helpful and expedient



Contacting the Media

- **Don't give up**
 - Timing is everything
 - Keep trying
 - It may take several tries before the media "bites"
 - Be persistent and learn from each try



Contacting the Media

- **The media may call you for comment on a story that seems negative**
 - Be accessible
 - Use the opportunity to present your views in a responsible manner
 - Take time to carefully develop your response
 - Because helpful, more likely they will contact you in the future

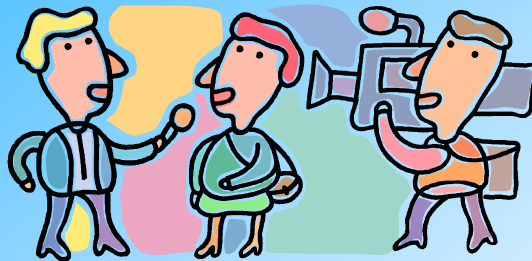


You could be a regular contributor too!

The screenshot shows the website auburnpub.com, branded as 'The Citizen'. The top navigation bar includes links for News, Sports, Opinion, Blogs, Entertainment, Lake Life, Social Media, and Obituaries. A weather widget displays '60°' and 'Scattered Clouds'. Below the navigation is a 'Quick Links' section with several article thumbnails. The main content area features a category 'FLOWERS, PLANTS AND THINGS' and an article titled 'Cosentino: What makes a good florist?'. The article includes social media sharing buttons for Facebook (0), Twitter (0), +1 (0), and Share (1), along with 'Print' and 'Email' options. The byline reads 'July 19, 2013 3:00 am · Carmen Cosentino | Special to The Citizen' and '(0) Comments'. The article text begins: 'Today, with so many places to purchase flowers, a person might be confused about the role of the various vendors. I think that each has a place and each serves a different purpose and a different clientele. The only objection I have with the nontraditional florist and even some flower shops is that when a flower or plant is past its prime, discard it. Selling something that is "over the hill" is bad for everyone. When a person pays, even half price, for a flower that will be disappointing in'. The SAF logo (SOCIETY of AMERICAN FLORISTS) is visible in the bottom right corner of the article preview.

Being accessible pays off

Interviewing with the Media



Spokesperson DO's and DON'Ts

DO's:

- Be open, honest, accurate
- Keep answers short; soundbites
(10 seconds or less)
- Prepare three key messages to communicate
- Use questions as opportunity to make your key points (bridge)
- Humanize yourself and the industry as caring and responsive
- **Stay positive!**



Spokesperson DO's and DON'T's

DON'Ts:

- Don't dwell on negative allegations or repeat negative words. Decide what's at the root of the question and address it
- Don't say 'I think' or 'I believe'; it weakens your opinion
- Don't dismiss a question with 'no comment'; in the public's mind it translates as guilt
- Don't make comments 'off the record'; if you don't want it on the news, don't say it





***Rain, Sleet, Snow and Ice
No Match for Cupid***
(Florist quotes from Actual Local News Article)

“We’re doing what we have to do. That’s our job.”

“It’s our worst nightmare.”

The challenge, (florist) said, would be met.

“We’re like the mailman. We’re getting them out.”



***To Air, or Not to Air
(Dirty laundry, that is)***
(Florist quotes from Actual Local News Articles)

“Typically, they [the wholesalers] raise everything just because they can.”

“The economy is terrible. I’m ready for someone to buy my business.”



Interviewing with the Media

- **Practice “headline testing”**
 - Imagine a good headline and a bad headline that could result from a decision or something you say
 - Rule of thumb: Don't say it if you wouldn't want to see it as front page news



Interviewing with the Media

- For face-to-face or on-camera interviews, dress neatly and professionally (but *real*), as you would when meeting with a client.
- Wear a *smile!* (Even for phone interviews)



The POWER of Public Relations

*Putting flowers and your
business in the context of people's
everyday exposure to the news
(and/or browsing of the Internet)*



PR: The Media

- **Be a resource**
 - Be available and responsive *ESPECIALLY* during busy times (*If you don't, your competitor will*)
 - Be prepared for potentially negative stories
- **Establish yourself as a credible source and they'll come back to you***



Learn from Peers

- 9 degrees below 0 in Chicago
- The media came calling and Red Kennicott of Kennicott Brothers Flowers made himself available



“We’ve got a lot of spring flowers right now. Daffodils, tulips, hyacinths. Flowers like that make people think of spring.”

Chicago area coping with deep freeze

Thursday, February 10, 2011



Learn from Peers

- Bras for A Cure: fundraiser to support local cancer treatment organization



Dandelions Flowers & Gifts,
Eugene, OR



Learn from Peers

BRAS FOR A CURE
BENEFITS WILLAMETTE VALLEY CANCER INST

- Dandelions Flowers & Gifts
1710 Chambers St.
- Each vote costs \$1
- www.brasforacure.com

A display of various bras made of flowers on mannequins, with a sign that says 'Ask Us About Bras for a Cure' and a 'NEWS SOURCE 16' logo.

Learn from Peers

Plaza Flowers, Philadelphia

- Provides flowers for set of local TV station
- Gets regular opportunity for interviews



Learn from Peers



6-minute segment!

- Segment on C&H of summer roses
- Included research about flowers
- Live audience got roses



Make sure PR is a part of your marketing mix!

- Advertising
- **PUBLIC RELATIONS**
 - Social Media
- Direct Mail
- Promotions
- Internet



Utilizing **SOCIAL MEDIA** to reach out to customers



Twitter

- Social networking tool that allows users to communicate instant updates to hundreds/thousands of followers at a time
- Put your Twitter handle on business cards, letterhead, e-mails, website, etc.



Twitter: Topics to Tweet About

- Daily specials: If your name is 'Hannah' stop by the shop for a free rose
- Pictures of unique arrangement/new variety
- Birthday greetings
- Holiday reminders
- Quick flower care tips
- Prompt: "Invited to a dinner this weekend? Stop by the shop and pick up flowers for the host."



Ask your customers to follow you!

Mandy Majerik Aifd Pfcí –Be sure to follow me to see what I am up to
www.twitter.com/mandyshothouse



MANDY MAJERIK (MANDYSHOTHOUSE) on Twitter

www.twitter.com

HOTHOUSE IS A FLORAL BOUTIQUE NESTLED IN THE LAKEVIEW DESIGN DISTRICT - HOTHOUSE: THE ART OF LIVING & GIVING WELL

about an hour ago · Comment · Like · Share

2 people like this.

Write a comment...



Facebook

- Show your stuff
- Encourage dialogue
- Promote your personality, style, brand

facebook

But what to post about?



Floral Facebook

- Promote events and workshops

Monday Morning Flower and Balloon Co.

Have you always wanted to stop in our shop and then design your floral arrangement? Now you can! — at Monday Morning Flower and Balloon Co.



Floral Facebook

- Plant ideas in customers' heads



Jennifer Pryor
Get Well Wishes going out today! — at White House Florist.



Dr Delphinium

One lucky lady will be receiving 142 roses at her office today!
WOW! #roses #love #impressive



Floral Facebook

- Provide ideas



Relles Florist
Having a weekend party?



Floral Facebook

- Show off your designs



Relles Florist
Serene centerpiece.



Like · Comment · Share · 38 minutes ago · 🌸



Starbright Floral Design
The sights of summer! Citrus and lavender and hydrangea. Who could ask for more!



Floral Facebook

- Show off your designs



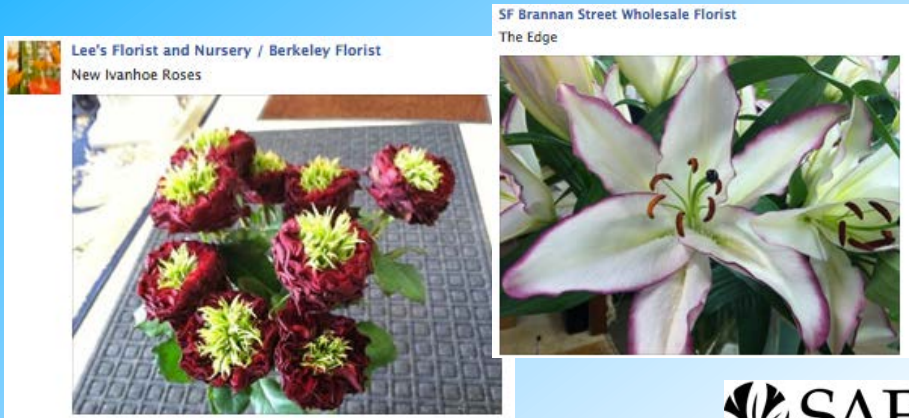
Floral Facebook

- Share your work (customers love photos)



Floral Facebook

- Tempt their palate: Share favorite varieties



Floral Facebook

Monday Morning Flower and Balloon Co. added 7 new photos to the album Fresh Floral Arrivals.



Floral Facebook

- Showcase color

Starbright Floral Design

How is this for amazing color?



Comment

Plaza Flowers

What do you think of our Purple Haze Roses?
Like · Comment · Share · 4 hours ago

Album: Timeline Photos

Shared with: Public



Floral Facebook

- Educate customers

Monday Morning Flower and Balloon Co – Yardley

Ever wonder why those gorgeous hand tied bridal bouquets cost what they do? This little video breaks it down for you. — with Monday Flowers and Georgianne Foster Vinicombe at Monday Morning Flower and Balloon Co - Yardley.



Floral Facebook

- Offer tips and advice



Aboutflowers.com Wondering what is the hottest corsage for prom? Find the answer and more ...

FAQs about Ordering Prom Flowers, Prom Corsages and Prom Boutonnieres

www.aboutflowers.com

Florists Directory, Wedding Flowers, Flower Care Tips, Funeral Sympathy Flowers, Flowers for Mom, Flower Gifts, Card Messages, Flower Photos

📅 April 5 at 4:43pm · Comment · Like · Share



Floral Facebook

- Offer tips and advice



Rose Garden Florist PROM FLOWERS ARE LIKE A HAM

SANDWICH don't leave them in your **HOT** car! Take them home and refrigerate till you meet your date. **NOT** the freezer. Have fun – be safe – send pictures! ♥



Floral Facebook

- Make it personal:
Brag about your employees!



Floral Facebook

- Promote your services creatively



Like · Comment · Share · 2 · 45 minutes ago ·



Floral Facebook

- Inspire with the power of flowers



California Grown Flowers

"When two friends understand each other totally, the words are soft and strong like an orchid's perfume."
-MLK



Ismael Resendiz

"If we could see the miracle of a single flower clearly, our whole life would change." - Buddha



Floral Facebook

- Be timely



Aboutflowers.com

It's Back to School Time! If your student is college bound, send flowers in school colors and ask the florist to deliver it in a mascot vase, which becomes a keepsake, holding pens and pencils in the dorm.

<http://www.aboutflowersblog.com/flowers-commemorate-the-first-day-of-school/>



Floral Facebook

- Create timely reminders



Monday Morning Flower and Balloon Co. Mother's Day, next Sunday!



Smile Blog

mondaymorningflowers.blogspot.com

The crazy business of being a florist! I'm constantly challenged and inspired by my business and find great pleasure in sharing both my floral and non-floral thoughts with you!



Carey's Flowers Good Morning! Mother's Day is right around the corner – Don't forget to send your Mom fresh flowers!!



Yesterday at 9:25am via HootSuite - Comment - Like

SOCIETY OF AMERICAN FLORISTS



Carey's Flowers Good Morning! The SHHS Prom is tonight and Mother's Day is Next Sun. 5-9-10 Come on in and get the best flowers and plants EVER!!!!!!!!!!!!!!



Monday Morning Flower and Balloon Co. With wedding and prom season just around the corner a quick boutonniere refresher!



Proper Boutonniere Placement

www.youtube.com

Not sure how to put on a boutonniere? Whether you are going to a prom or are the groom getting married, putting on a boutonniere should not be anything that stresses you out! Just remember, it goes on the left and follow the simple rules in this video for the perfect placement!



Floral Facebook

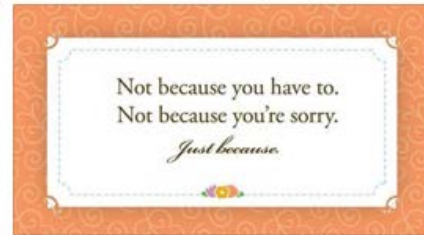
- Encourage “Just Because”

Relles Florist

Someone is about to have a terrific Friday! Surprise someone you love with flowers!



White House Florist shared California Grown Flowers's photo.



Floral Facebook

- Share stories



Karen Fountain got one of those smiles earlier. Had a delivery to do on my way home. The recipient opened the door and looked "bothered", but her face brightened up with a big smile when she realized I had birthday flowers! I love those moments!

Hide

about an hour ago · Comment · Like



Floral Facebook

- Encourage conversation

Karin's Florist

IT'S WEDDING WEDNESDAY!! We love summertime because wedding season is in full bloom! What are your favorite color schemes for a summer wedding?



Floral Facebook

- Use humor and personality



Karin's Florist

Happy Monday.....

What do you get when you cross poison ivy with a 4-leaf clover?
A rash of good luck.



Floral Facebook

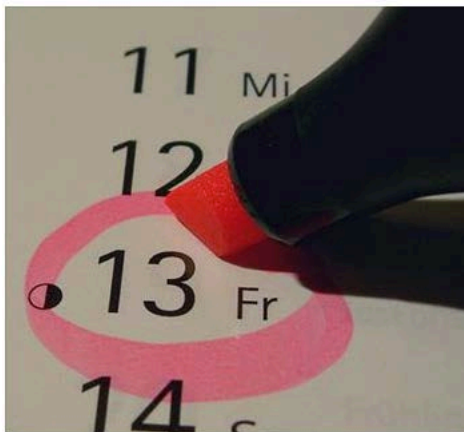
- Use timeliness, creativity, specials for followers



Ken Young

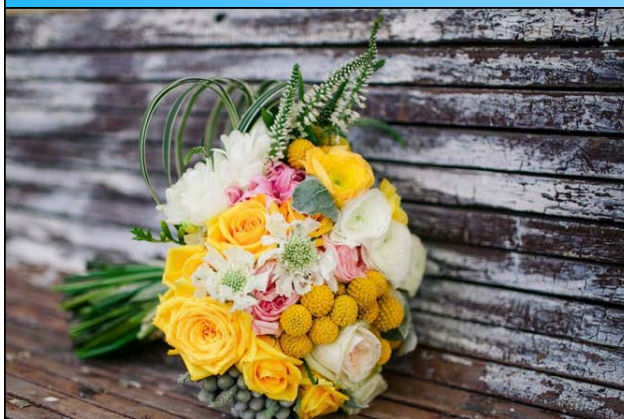
friggatriskaidekaphobia (noun) : The fear of Friday the 13th.

It's Friday the 13th but there's no reason to be scared because you'll SAVE 13% on your first purchase of the day when you use Promo Code: FRIDAY at www.PhoenixFlowerShops.com



Floral Facebook

- Showcase trends *Partner with photographers*



Mandy Majerik Aifd PfcI

about an hour ago

Bridal Bouquet: Gorgeous Yellow & White with a feminine hint of pink! (Mary Margaret Smith Photography) — at Rancho de las Aguilas (Home of the Eagles).

Like · Comment · Share

3 people like this.



Write a comment...

Sponsored

Create Ad

Sperry Top-Sider Women
hautelook.com



Deep discounts on Sperry Top-Sider Women and more at HauteLook. Shop now and save!

Visit Philly
Philadelphia — visitphilly.com

Win a Philly getaway! LIKE & enter.



- Showcase event services
- Give a shout out to partners (and reach their followers)



Floral Facebook

- Showcase events you are working on



Floral Facebook

- Showcase events you are working on

BOUQUETS Mayfest party in private home, for girls only. 60 little girls and 100 ladies.



Mayfest



Floral Facebook

- Share media coverage!
Establish yourself as the expert

Dr Delphinium

Love this design from the Springtown, Texas barn wedding we did that is featured on Style Me Pretty today! #weddings #ranch #succulents Follow the link for more gorgeous photos:
<http://www.stylemepretty.com/2013/08/02/springtown-texas-barn-wedding-from-dyan-kethley-meredith-bacon/>



SMP BLOGS | SMP MAGAZINE

STYLE ME PRETTY TEXAS

WEDDINGS | VENDOR GUIDE | GALLERIES | FASHION | CITIES

SPRINGTOWN TEXAS BARN WEDDING FROM DYAN KETLEY + MEREDITH BACON

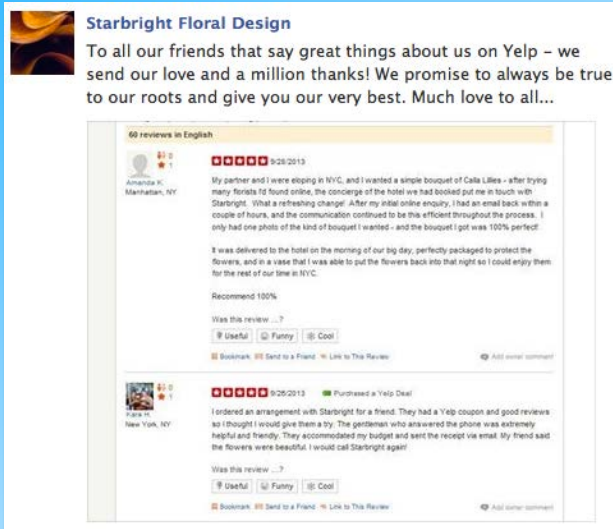
AUG 2 | by Dawn | COMMENTS (2) | DETAILS

You know what I love about this wedding? Well, besides everything! It's the adorable bride and groom. A duo that dove head first into creating and crafting their big Texas affair all of the way from Tennessee. It's some serious dedication that totally paid off with a breathtaking affair chock-full of personality and, well... you know how we adore those. From the sweet Oak Knoll Ranch setting to the succulent-filled blooms from Dr. Delphinium in an entire gallery of pretty from Dyan Kethley and Meredith Bacon, it's the perfect start to your Friday. Kick off the weekend in style in the full gallery.



Floral Facebook

- Encourage customers to add a review to enhance your local profile, and share when they do!



Starbright Floral Design
To all our friends that say great things about us on Yelp – we send our love and a million thanks! We promise to always be true to our roots and give you our very best. Much love to all...

66 reviews in English

Alminda K. Manhattan, NY
9/25/2013
★★★★★
My partner and I were eloping in NYC, and I wanted a simple bouquet of Calla Lilies - after trying many florists I'd found online, the concierge of the hotel we had booked put me in touch with Starbright. What a refreshing change! After my initial online enquiry, I had an email back within a couple of hours, and the communication continued to be this efficient throughout the process. I only had one photo of the kind of bouquet I wanted - and the bouquet I got was 100% perfect!

It was delivered to the hotel on the morning of our big day, perfectly packaged to protect the flowers, and in a vase that I was able to put the flowers back into that night so I could enjoy them for the rest of our time in NYC.

Recommend 100%

Was this review ...?
Useful Funny Cool

Bookmark Send to a Friend Link to This Review Add other comment

Rachel H. New York, NY
9/25/2013
★★★★★ Purchased a Yelp Deal
I ordered an arrangement with Starbright for a friend. They had a Yelp coupon and good reviews so I thought I would give them a try. The gentleman who answered the phone was extremely helpful and friendly. They accommodated my budget and sent the receipt via email. My friend said the flowers were beautiful. I would call Starbright again!


Was this review ...?
Useful Funny Cool

Bookmark Send to a Friend Link to This Review Add other comment



Floral Facebook

- Be your brand



Mandy Majerik Aifd Pfc Another fun and funky boutonniere from HotHouse! It is so rewarding to have clients who return year after year because they trust your brand ;)



Fri at 1:07pm · Comment · Like · Share

Kimberly Nelson and Jennifer Bowker Sparks like this.

Write a comment...

Floral Facebook

- Showcase community service



Monday Morning Flower and Balloon Co. We'd love to give children a tour of our shop. Anyone need a fun trip for Girlscouts? If so, contact us, we'd love to host them!!



Bike To Work Photo Contest

Contest Type: Photo Contest | Contest Ends: 05/23/2010 11:55 PM

Friday May 21st is Bike to Work Day! To encourage you to hop on and ride we are offering gift cards to bikers who send us a photo of themselves (friend/family member) on a bike.

[View Contest](#)

[View Entries](#)

[Submit Your Entry](#)

[Contest Rules](#)



Floral Facebook

- Showcase community service

Monday Morning Flower and Balloon Co. I was walking the shop the other day and realized I love the plaque Homefront gave us as a gift for our support. Artwork done by one of their clients. So nice!



*Georgianne and Kevin,
Your flowers bring smiles and beauty
to our homeless families when they most need
sustenance and smiles.*

Thank You



Let Other Experts Do the Talking

- Build third-party credibility



Cathy Hillen-Rulloda Major props to Society of American Florists Jennifer Sparks for her Q & A in this Wallet Pop article about finding the best deals on Mother's Day Flowers.



How to find the best deal on Mother's Day flowers

www.walletpop.com

How to find best Mother's Day flowers



Aboutflowers.com



Pretty, Scented Flowers Improve a Bad Mood and Promote Wellness

naturalmedicine.suite101.com

People are attracted to pretty and fragrant flowers. Flowers can perk up awful moods, neutralize anxiety, and enhance sociability; all promote wellness.

Let Other Experts Do the Talking

- Build third-party credibility for flowers



Aboutflowers.com Christine Arylo is a firm believer that the amount of love you have in your life starts with the amount of love you have for yourself. So, in addition to giving flowers to others, remember to give flowers to yourself too. Research shows that flowers make people happier; make yourself happier and include flowers as a part of your daily...

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Christine Arylo's Flower Facts on Relationships and Gift Giving

Length: 0:37



Build Content



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www.AboutFlowers.com

- A wealth of content ideas:
 - Hip Givers' Guide
 - Floral trends and research
 - Guide to flowers and plants
 - Design styles
 - Creative gift ideas
 - Decorating and entertaining
 - Holiday information
 - Ordering advice



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A LIFESTYLE BLOG FROM ABOUTFLOWERS.COM



My Philosophy on Flowers

by Tim Farnell on April 13, 2011 at 1:36 am



Being a floral designer, I find myself fortunate to have a career working with the most beautiful product on the face of the earth. Flowers, themselves, have such character and personality. Each bloom speaks to us with a distinctive color or form. They draw us in with their fragrance and texture. Like the sirens in Greek mythology, they lure us in to get a closer experience of the joy they hold within.

Composite Bridal Bouquets Make Comeback

by Mandy Melenik on April 25, 2011 at 10:33 am

Composite bouquets are the perfect option for brides who desire a vintage-style bouquet. Several flower blooms or even just a few petals are used to create beautiful, composite bouquets that are so very eye-catching going down the aisle and will look classic in photographs years to come.



During wedding consultations, I show composite bouquets. I want brides to see how beautifully it photographs and what an impact it makes in front of the camera.

Creating A Colorful Patio

by Blaine Bissell on July 11, 2011 at 10:48 am



In this day and age, so many of us have downsized. Our "gardening area" has diminished and is confined to a small deck, porch or patio. The idea of carving home from earth is a huge chore of weeding, deadheading, digging the hoses around and harvesting the fruits of our labor have been reduced to some nice potted plants on the back of a lawn. I personally am guilty of this and love it. I've had homes with huge gardens with hundreds of unique and exotic flowers and plants that don't have a website.

SOCIETY of AMERICAN FLORISTS

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- Decorating
- Entertaining
- Gifting
- Relationships/
Friendship
- Floral Trends
- Love
- Prom
- Weddings
- Holidays
- Gardening
- Flower & Plant
Care

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Links to all social media platforms

The screenshot shows the homepage of AboutFlowersBlog.com. At the top, there's a navigation bar with 'HOME', 'CONTRIBUTORS', 'ABOUT', 'MEDIA GALLERY', 'MY FLOWERS', and 'FLORIST DIRECTORY'. A 'FOLLOW US' box is overlaid on the right, containing icons for Facebook, Twitter, YouTube, RSS, and Pinterest. The main content area features an article titled 'Be a Thankful House Guest' by Joanne Benedick, dated August 1, 2011. Below the article is a 'TOP CONTRIBUTORS' list and a 'CATEGORY' list. On the right side, there are links to 'florist directory' and 'aboutflowers'.

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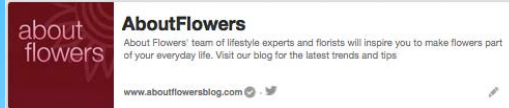
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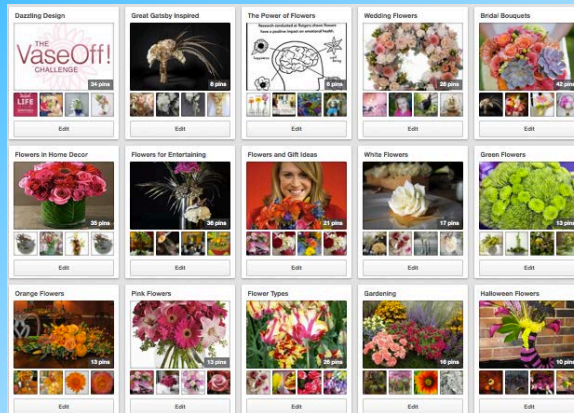


Build Content

- Pin and Re-pin



Pinterest



[Pinterest.com/AboutFlowers](https://www.pinterest.com/AboutFlowers)



Build Content

- Join AboutFlowers FB page for content ideas
- Share content



Build Content: Sharable Facebook Graphics

- Create holiday reminders



Build Content: Sharable Facebook Graphics



safnow.org/graphics-for-facebook-posts



Build Fans/Followers



Expand Your Facebook Network

- Join professional floral industry FB groups:
 - Society of American Florists
 - Aboutflowers.com
 - Local, state, regional groups
- Friend other florist FB pages to connect and share/gather ideas

facebook



Expand Your Facebook Network

- Join other local business FB pages:
 - Wedding vendors
 - B2B clients
 - Restaurants
 - Colleges and universities
 - Professional organizations
 - Adult recreational sports leagues

The Facebook logo, consisting of the word "facebook" in a white, lowercase, sans-serif font, centered within a dark blue rectangular background.

Does Facebook Work?



Bellevue Florist Yes! And I have to say, FB has provided an additional sales tool for me. I have received 4 orders in the last week just through messages in my inbox. It is so good to remind people that you're out there. Whatever people are comfortable with works for me.





Make sure PR is a part of your marketing mix!

- Advertising
- **PUBLIC RELATIONS**
 - Social Media
- Direct Mail
- Promotions
- Internet



“What’s the difference between advertising and PR? Advertising is saying you’re good. PR is getting someone else to say you’re good.”

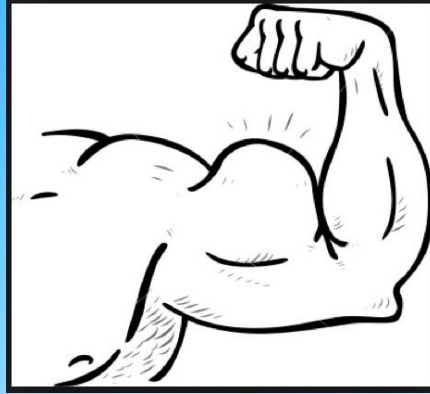
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