



### A Few Goals

How do you make the most of the Christmas season in a growth market? To rejuvenate this holiday season, you don't need to spend more!

Attract new customers and keep your existing customers. We'll show you how to merchandise, market and sell using new inspirational and exciting ideas.

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### Bringing Customers Into Our Store

- Direct Mail
- Email Marketing
- Social Media
- Incentives

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### Merchandising Tips for Your Store

- Create a realistic table setting in store
- Holiday specials should be creative
- In store product location
- Sustainable, Biodegradable, Recyclable
- Be on time
- Keep your shop appearance fresh
- Smithers-Oasis in store merchandiser

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### Merchandising Quick Tips

- Avoid overstocking shelves
- In-store signage for specials
- Fantastic lighting
- Color block your shop
- Constantly move in store displays
- Price everything

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### Promote Holiday Design Collections

- Name design and giftware collections
- Display collections in the shop



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### Don't Forget Your "DIY" Customer

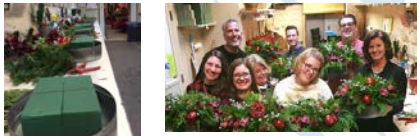
- Create your own DIY "kits"
- Purchase the Smithers-Oasis Porch Kit



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### Classes, Classes, Classes

Hold a Centerpiece Class In Your Store



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### The Plant Upgrade

- Feature blooming and green plants
- Show many plants in many containers and in several price points
- Accessorize with Smithers-Oasis products



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### Searching for Holiday Trends

- Look to major retailers for ideas
- Look outside the floral industry
- Go wandering the mall and take pictures



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### Sustainability Biodegradability

- Enhanced biodegradability has been added to all OASIS® Floral Foam Maxlife products
- If possible use locally sourced evergreen products making sure the companies reforest



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## Centerpiece Ideas

- Wood Box Centerpiece



- Cork Pot Centerpiece

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## Flower Care with Floralife® Flower Care Products

- Floralife® Clear Crowning Glory® Solution
- Floralife® Finishing Touch Spray
- Floralife® Express Universal 300



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# INSPIRATION

FROM SMITHERS-OASIS



# Thank You

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