



Society of American Florists



 SAF  *Amelia Island* 2019  
SEPTEMBER 18-21, 2019 135<sup>TH</sup> ANNUAL CONVENTION / RITZ-CARLTON AMELIA ISLAND

# Online Shopping Through Your Customers' Eyes

*Facilitator: Renato Sogueco, AAF, PFCI, Floriology powered by BloomNet*

*Florist Panel:*

*Jennifer Barnard, Tillie's Flower Shop;*

*Bill Bobulinski, Miss Daisy's Flowers & Gifts;*

*Kaitlin Radebaugh, AAF, Radebaugh Florist & Greenhouses*

# Meet the Panel



## **Jennifer Barnard**

Jennifer is co-owner of Tillie's Flower Shop in Wichita, KS. A fourth generation, family owned business, Tillie's was established in 1876 by her great grandparents. Barnard has a degree in Business Administration and Marketing. With 22 years in the industry, her expertise includes online marketing, social media, product development, and customer service. She is a member of the Midwest Floral Group.



## **Kaitlin Radebaugh**

Kaitlin joined the family business, Radebaugh Florist & Greenhouses in Towson, MD, in 2007. Since then, Radebaugh has worked in various positions within the business, from outside marketing, to sales, design, management and more. She is now a co-owner with her two cousins, creating a leadership team that represents the family's fourth generation.



## **Bill Bobulinski**

Bill founded Miss Daisy's Flowers & Gifts in Leesburg, FL in 2004. His primary focus is the operations management and technological aspects of the business, serving as beta tester for BloomNet Technology. Bill spent most of his early career in the restaurant industry. For over 13 years, Bill co-owned and managed a successful restaurant in downtown Leesburg, FL. Wanting a career change, Bill went to work as a truck driver, delivering fresh flowers from Miami to all over the United States.

# Internet Birthday August 6, 1991

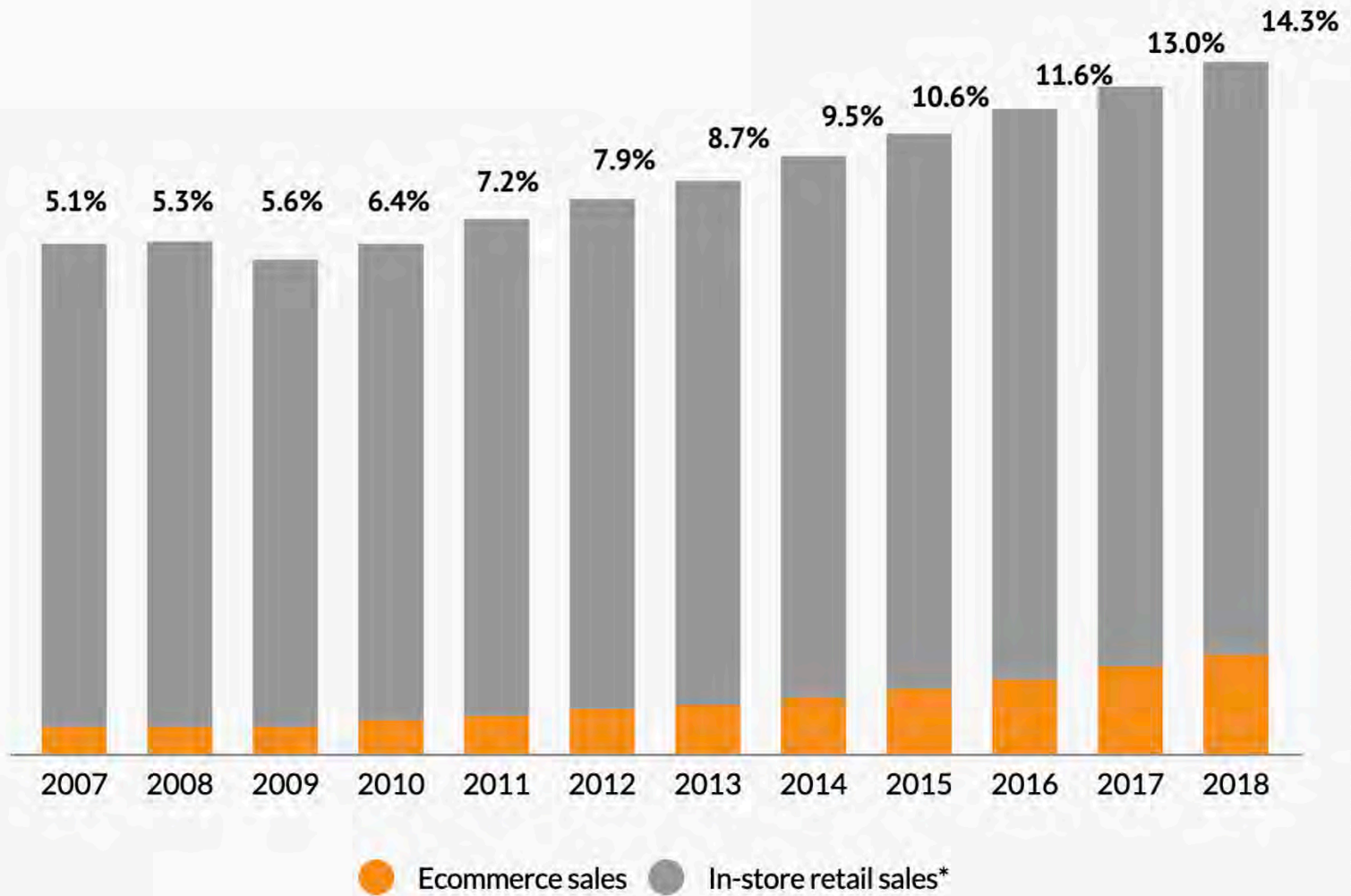


*"On the Internet, nobody knows you're a dog."*

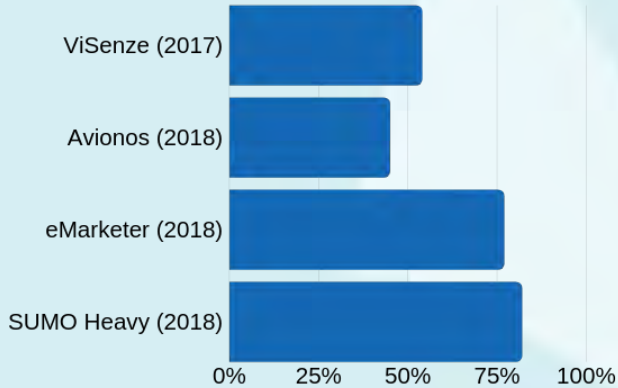
©The New Yorker Collection 1993 Peter Steiner  
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## U.S. ecommerce penetration

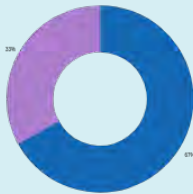
U.S. ecommerce sales as a % of total retail sales



# USERS WHO HAVE NEVER MADE A PURCHASE VIA SOCIAL NOR THAT BEGAN ON SOCIAL

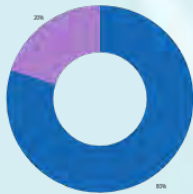


# SOCIAL PURCHASES AVERAGED BY SAMPLE SIZE ACROSS STUDIES



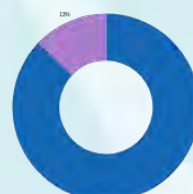
**67%**

Have not purchased "from" nor directly within social



**80%**

Have not purchased directly within social



**87%**

Have not purchased using Instagram



## CROSSING THE MOBILE BUYING DIVIDE

**53.7%**      **\$1.04T**

U.S. shoppers who start and finish purchases on mobile

Worldwide difference between mobile and desktop e-commerce

Data via eMarkter (2018) and Statista (2018)

## AVERAGE CONVERSION RATES IN E-COMMERCE

**MOBILE**

**1.73%**

**DESKTOP**

**4.02%**

Data via Montate (2018)

# Search Rank = Clicks = \$

## Google Click-Through Rates Desktop (Mobile) in June 2019

Position 1 – 29% (22.8%)

Position 2 – 14.6% (14.2%)

Position 3 – 9.8% (10%)

Position 4 – 6.2% (6.1%)

Position 5 – 4.3% (4.0%)

Position 6 – 3.0% (2.8%)

Position 7 – 2.2% (2.0%)

Position 8 – 1.7% (1.6%)

Position 9 – 1.36% (1.2%)

Position 10 – 1.1% (0.9%)

**68 Percent of Clicks**



***Panel Question: How much time do you spend on the ecommerce aspect of your business? What are some key performance indicators (KPIs) in which you pay attention in Google Analytics?***



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# What do you Track in Analytics?

Let's take a quick tour . . .

- Merchandise the homepage
- Mobile traffic?
- Top landing pages?
- Search terms?

***Panel Question: Do you actively employ any SEO strategies to improve rank on your website?***



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# Content Marketing: Blogs

Traditional key algorithm for Google RankBrain is keyword saturation – more keywords used in context, the better

- ▶ Miss Daisy's Flowers & Gifts  
<https://www.missdaisysflowers.com/blog/>
- ▶ Radebaugh Florist & Greenhouses  
<https://www.radebaughfloristblog.com/>

# Voice is the new search interface

Shift to Mobile > mobile speed and databases.

- ✓ Siri, Alexa, Cortana and Google Home in Mobile
- ✓ Voice is now incorporated into PC and Mac desktop operating systems
- ✓ Cable, Satellite remotes – voice is default interface
- ✓ Every smartphone running Android or Apple iOS is voice enabled.
- ✓ Amazon reported in 2019 More than 100 million Echo devices have been sold
- ✓ Voice commerce is modifying consumer behavior with Amazon Echo, Apple Homepod and Google Home devices.



# Use Search Tools

Consumers are prompted ask questions!  
Confirm consumer questions about flowers

- <https://answerthepublic.com/>

Confirm and use actual Google search terms for flowers

- <https://ads.google.com/home/tools/key-word-planner/>

ANSWER THE PUBLIC

Blog What's New <sup>1</sup> FAQ Sign in Go Pro

Language Region Enter your keyword

EN Pro only e.g. dresses, xbox, flights, etc. Get Questions

## We're all searching for something.

The auto suggest results provided by Google & Bing are a goldmine of insight for today's marketers. As you type you are presented with an aggregated view of the questions &

***Panel Question: Do you capture high-quality photography and why?***



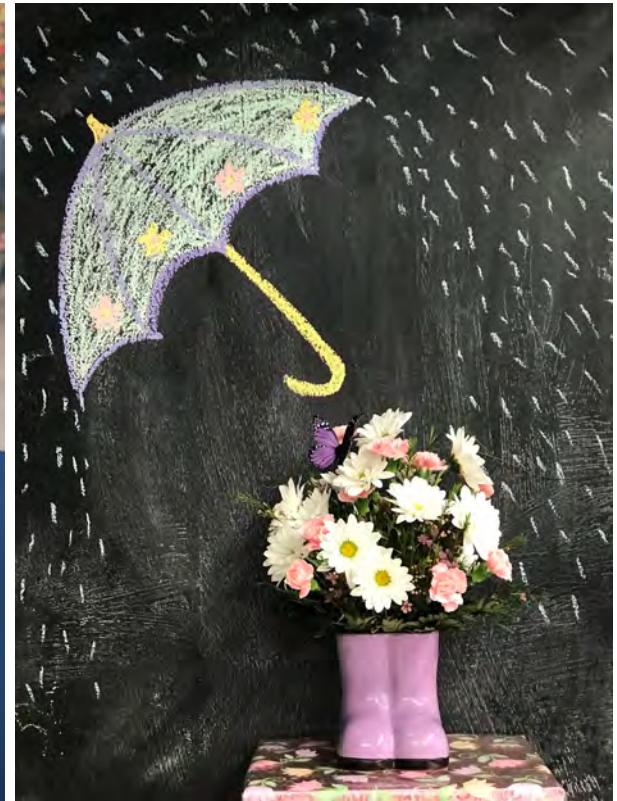
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# Photography: Tillie's Flower Shop





# Photography: Tillie's Flower Shop



# Photography: Radebaugh Florist







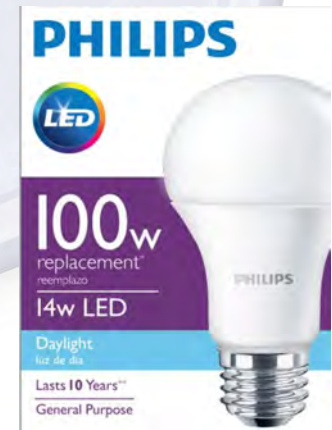


# Light Studio at the Shop

- ☑ Buy at least (3) three lights
- ☑ 5000K or “daylight” is best — compact fluorescents or LED
- ☑ Diffuse light is best to eliminate sharp shadows
- ☑ Kits will costs from \$200 (compact fluorescent) to \$500 (LED)

# Great Photo Quality, Low Cost – \$75

- (1) Lightcube 36x36 Photo Studio Shooting Tent  
Light Cube \$39.99 <http://amzn.to/2pYDu0r>
- (3) Utility Lights 75-Watt Incandescent Clamp  
Light \$6.97 <https://thd.co/203aT2d>
- (4) Philips 100W Equivalent Daylight A19 LED  
Light Bulbs \$23.45 <https://thd.co/2r5GOqB>




## Catalog photos from (wire) services

Google does not like duplication – results in “wasted” content

- Take your own version
- Change the file name
- Tweak the description
- Add ALT Text


### Summer Fields




Select Size

Standard \$92.95

Add Something Extra

 Boxed Chocolates

 Stuffed Animal

Recipient Zip Code

Delivery Date

Find Zip Code

DESCRIPTION	SIZES
<p>Rustic yet ravishing, this glorious array of sunflowers blended with delicate orange roses and pink lilies combines simplicity with sophistication. A lovely way to say, "I'm thinking of you."</p> <p>The radiant bouquet includes orange roses, pink asiatic lilies, orange alstroemeria, dark pink carnations, yellow sunflowers and yellow daisy spray chrysanthemums. Delivered in a classic urn glass vase.</p>	



***Panel Question: What's your goal with social media?***



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# Social Media: Miss Daisy's

**Miss Daisy's Flowers & Event's Showroom**  
Yesterday at 6:30 AM · 🌐

Design of the day...  
Shop us at  
[www.missdaisysflowers.com](http://www.missdaisysflowers.com)




👍❤️😮 31      2 Comments 2 Shares

👍 Like    💬 Comment    ➦ Share

**Miss Daisy's Flowers & Event's Showroom**  
September 6 at 2:15 PM · 🌐

Do you want your flower bouquets to last longer? Removing leaves that have fallen below the waterline will make your bouquet look better, and also prevent bacterial growth. #FlowerTip  
<https://www.missdaisysflowers.com/>



#FlowerCare

👍❤️ Andrea Boscato Muller and 11 others      1 Share

👍 Like    💬 Comment    ➦ Share

📝 Write a comment...

4:01      📶      🔋

Page      Settings



👍❤️ 34      3 Comments 4 Shares

👍 Like    💬 Comment    ➦ Share

328 people reached >      Boost Post

🚩    📈    📧 20+    💬 13    📄

# Social Media: Radebaugh Facebook



Radebaugh Florist

Posted by Hootsuite  
August 18 at 8:30 AM · 🌐

A cheerful gift to celebrate a beautiful new baby girl! This gift crate includes a floral themed swaddle, a plush pink flamingo and a gorgeous fresh flower arrangement in a sleek pyramid vase. [#welcometotheflock](#) [#babygirlflowers](#) [#radebaughflorist](#) <http://ow.ly/YgOM50vyy4u>



Radebaugh Florist

Posted by Hootsuite  
August 26 at 8:15 AM · 🌐

[#StrawberryDaiquiri](#) is a signature design at [#RadebaughFlorist](#). This is a sweet summer design full of pink, white and green blooms in a sleek vase. Feature flowers include pink hydrangea, Wasabi roses, astrantia and light pink cymbidium orchids. [#BaltimoreFlorist](#)



# Social Media: Radebaugh Instagram

**radebaughs**  
Radebaugh Florist




[View Insights](#) [Promote Again](#)

Liked by **jessmitche** and 202 others

**radebaughs** We have a Bee in our flowers! Swipe to see our Mother's Day arrangement named after this generation

**radebaughs**  
Radebaugh Florist




[View Insights](#) [Promote Again](#)

Liked by **jessmitche** and 202 others

**radebaughs** We have a Bee in our flowers! Swipe to see our Mother's Day arrangement named after this generation

**radebaughs**  
Towson, Maryland



***Panel Question: Mobile usage continues to grow. Are there any important mobile-specific strategies you'd like to share?***

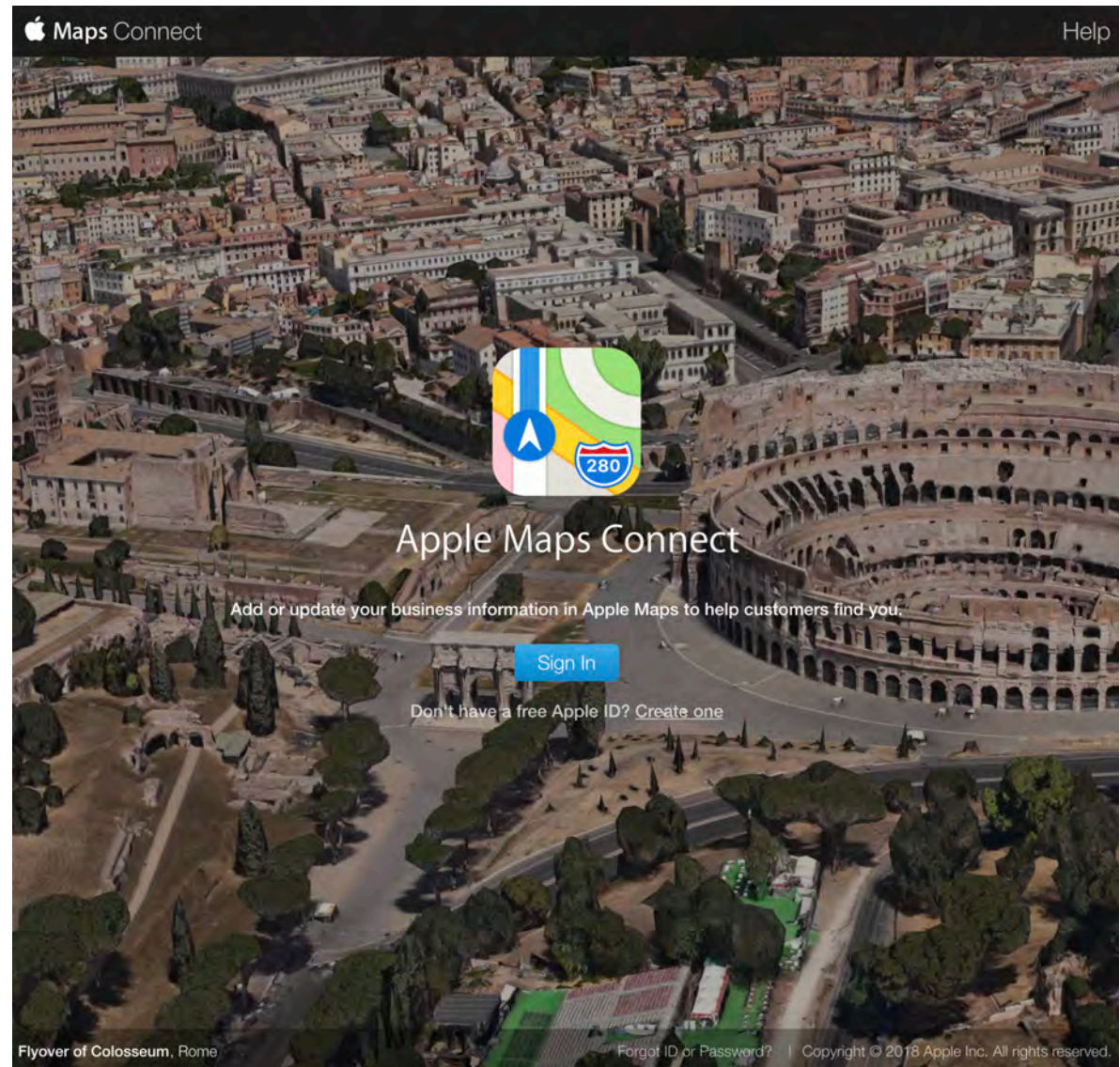


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# Mobile Search Requirements

Shift to Mobile > mobile speed and databases.

- ✓ Mobile responsive websites, mobile website speed:  
<https://www.thinkwithgoogle.com/feature/testmysite>
- ✓ Google mobile search:  
<https://business.google.com>
- ✓ Apple mobile search:  
<https://mapsconnect.apple.com>



***Panel Question: What traditional marketing strategies do you employ to drive website traffic?***



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"Only Nature Has More Experience."  
 Radebaugh Florist & Greenhouses  
 120 E. Burke Avenue  
 Towson, MD 21286

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 Baltimore, MD  
 Permit #1621

DATED MATERIAL  
 Deliver ASAP

View arrangements and  
 order online at  
**RADEBAUGH.COM**


**Extended Holiday Hours**  
 Open Sundays, Dec. 2, 9, 16 & 23  
 10 am - 3 pm  
 Open Christmas Eve  
 8 am - 1 pm

# CHRISTMAS

at Radebaugh's

Tuesday  
 December 25th



RADEBAUGH.COM/CHRISTMAS  410.825.4302

**Easter Promotion** Save \$5 when you spend \$59.95 or more in our greenhouses or flower shop. Use promotion code **041919** at point of purchase. Offer valid on in-store purchases or local delivery orders only. Offer expires 4/19/19.

radebaugh.com



- #701 \$46.95 Blooming Bunny Basket
- #702 \$59.95 Scent of the Season
- #704 \$79.95 Spring Souffle
- #G346a \$49.50 Double Tulip Basket
- #G338b \$77.50 Country Basket
- #G347b \$32.50 Triple Stem Easter Lily

- #205 Mylar Balloon \$5.25
- #649 Triple Mylar Balloon Special \$14.95
- #614 8 oz. Box Wockenfuss Chocolates \$12.99
- #612 12 oz. Box Wockenfuss Chocolates \$17.99

- Follow us on Twitter @radebaughs
- Follow us on Instagram @radebaughs
- Visit us at Facebook/radebaughs



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 Towson, Maryland 21286  
 410.825.4302 | 866.301.3228  
**RADEBAUGH.COM**

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 Permit #1621

Open Mon-Sat, 8am-5pm... Greenhouses open Sundays starting April 14 from 8am-3pm

# HOP TO IT!

Easter Sunday  
 April 21st



- #703 Pastel Perfection \$62.95
- #G338g Large Canoe Basket \$110.00
- #G751a Double Hydrangea Basket \$90.00
- #G353a Double Geranium Basket \$49.50
- #705 Easter Artistry \$69.95



"Only Nature Has More Experience."  
**radebaugh.com**



# Conversion matters: Top 3 Reasons for Cart Abandonment

- **61%.** *Unexpected high costs (shipping, tax, fees)*
- **35%.** *Website wanting the user to create an account*
- **27%.** *Too long/complicated checkout process*

# Questions and Answers!



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