

## What do I get?

- Each customer gets a customized email plan based on their purchase history.
- Personalized email reminders to your customers for past birthday, anniversary, and general occasion purchases.
- Nurture emails at least once per month to keep them engaged, but not overwhelmed.
- Major floral holidays have email series of up to 6 emails

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### Mailers (add on option)

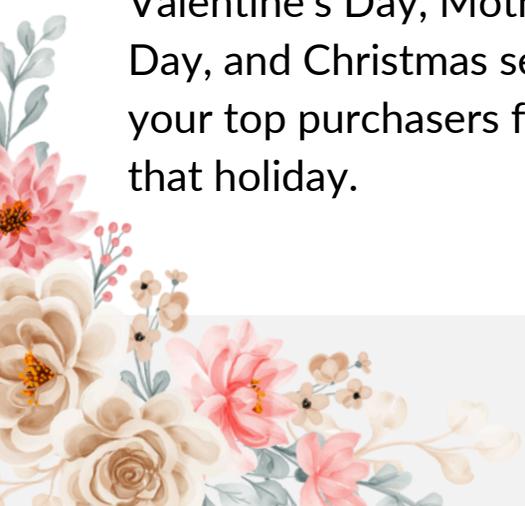
- Personalized postcards to remind them of an upcoming birthday or anniversary
- Full page brochures for Valentine's Day, Mother's Day, and Christmas sent to your top purchasers for that holiday.

## Why do I need this?

- Webhost and POS email marketing send very high volume but have low delivery - they blast customers too often, hurting your chance of the email being delivered and increasing the likelihood of being marked as spam.
- Most customer buy flowers 1-2 times per year. Emails need to be timely and relevant for them to be useful. We ensure that they are.
- Sending too many irrelevant emails means they don't get opened. And when they don't get opened, the email client (Google, Yahoo, etc) stops delivering them to the inbox.
- Customer Keeper sends timely, relevant, and personalized emails at a frequency that is optimized.

## How do I get started?

- Choose your preferred email style: Classic Series or Featured Product Series
- We will collect 1 year of customer and order data from your POS and/or Webhost. This data will be formatted and loaded into our proprietary secure system to begin triggering personalized emails.
- We will maintain your data by pulling 3 times per year, ahead of major holidays.
- If you have Dove POS, Teleflora can send us your orders daily. *This is a free service and we highly recommend this because you'll never need to think about getting us data again!*



# Featured Product Series: Birthday Reminders

## Email 1



*Reminder: It's almost  
Chrystal's  
birthday!*



Don't Let Their Birthday  
Go Unnoticed —

*Send Flowers*

Choose your gift!

What a fabulous arrangement you sent last year!  
These are our favorite designs right now for birthdays...

*Sweet surprise*

Queen Bee

Schedule delivery



*Wow them!*

Love you to  
the moon

Schedule delivery



Let us help you make their birthday special again!

Visit us online

Your florist,  
*Alex Waldbart Florist*

(314) 644-3566  
alexwaldbartflorist@florist-mail.com  
7801 Clayton Rd Saint Louis, MO 63117

## Email 2



*Chrystal's special day is almost here...*



Don't Miss Their  
*Birthday!*

Let us create a gorgeous,  
premium design, just for them!



View our birthday collection

Everyone loves a flower delivery on their birthday...  
Make their day again this year!

*Watercolor  
Memory*

A best seller! Hydrangea and  
lilies create a splash of brilliance  
and vibrant colors!

Visit us online



*Butterfly  
Effect*

Sweet and whimsical! A burst of  
yellow sunshine to make  
anyone's day brighter!

Visit us online



We're here to help you make their birthday extra  
special!

Visit us online

Your florist,  
*Alex Waldbart Florist*

(314) 644-3566  
alexwaldbartflorist@florist-mail.com  
7801 Clayton Rd Saint Louis, MO 63117

## Email 3



*Are you ready for Chrystal's birthday?*



Celebrate Their Special Day with

**BEAUTIFUL  
BLOOMS!**



View our collection!



**Lemon  
Lift**

Bright and cheerful  
flowers like daisies and  
roses will have them  
grinning ear to ear on  
their birthday!

**Daisy  
Delight**

Gerbera daisy and  
snapdragons will bring  
some whimsy to their  
special day!



Visit us online

Don't let time run out - schedule their delivery right  
away!

Visit us online

Your florist,  
*Alex Waldbart Florist*

(314) 644-3566  
alexwaldbartflorist@florist-mail.com  
7801 Clayton Rd Saint Louis, MO 63117

- Subject lines and emails are personalized with the sender's name and the recipient's name
- Reminders for this purchase stop once a customer clicks an email in the series

# Featured Product Series: Anniversary Reminders

## Email 1



**Reminder: It's almost Chrystal's anniversary!**

Express your love with flowers



We're here to help you celebrate the magic of your love story with a bouquet as beautiful as your bond.

[See our Anniversary gifts](#)

What a fabulous arrangement you sent last year!  
What will you choose this time?



*Wow them!*  
**Grande Roses**

[Schedule Delivery](#)



*Twist on tradition!*  
**Crazy In Love**

[Schedule Delivery](#)

Let us help you make their anniversary special again!

[Visit us online](#)

Your florist,  
**Alex Waldbart Florist**

(314) 644-3566  
alexwaldbartflorist@florist-mail.com  
7801 Clayton Rd Saint Louis, MO 63117

## Email 2



Chrystal's anniversary is almost here...

Never Miss a Moment to Say  
— 'I Still Do' —

Time has a beautiful way of reminding us how far love can bloom. As your special day approaches, let us help you mark the moment with something as timeless as your love.

[See our Anniversary flowers!](#)

Show the love on their anniversary... Make their day again this year with a gorgeous arrangement!

Our Top Picks for Anniversaries



**Queen Bee**

Honey, you're the ruler of my heart! Lily with roses in a classic cube vase.

[Schedule delivery](#)



**Love you to the moon**

They rock your world! Hydrangea, stargazers, and roses will show them how much!

[Schedule delivery](#)

Let us help you make their anniversary special again!

[Visit us Online](#)

Your florist,  
**Alex Waldbart Florist**

(314) 644-3566  
alexwaldbartflorist@florist-mail.com  
7801 Clayton Rd Saint Louis, MO 63117

## Email 3



Are you ready for Chrystal's anniversary?



LOVE IS IN BLOOM —  
THE *Anniversary*  
IS SOON!

[Choose your gift!](#)

— OUR —  
*Anniversary* FAVORITES



**CRAZY IN LOVE**

[Schedule delivery](#)



**WATERCOLOR MEMORY**

[Schedule delivery](#)

Time is running short - reach out today

[Visit us Online](#)

Your florist,  
**Alex Waldbart Florist**

(314) 644-3566  
alexwaldbartflorist@florist-mail.com  
7801 Clayton Rd Saint Louis, MO 63117

- Subject lines and emails are personalized with the sender's name and the recipient's name
- Reminders for this purchase stop once a customer clicks an email in the series

# Featured Product Series:

## General Reminders

### Email 1



**This time last year, you sent flowers  
to Pam.**

Wasn't that a thoughtful moment...

**Is it time to send again?**

If it feels like the right time, we're here to help you make it special.

[Send Flowers Again →](#)

Your florist,  
*Alex Waldbart Florist*

[\(314\) 644-3566](tel:3146443566)  
[alexwaldbartflorist@florist-mail.com](mailto:alexwaldbartflorist@florist-mail.com)  
7801 Clayton Rd Saint Louis, MO 63117

### Email 2



Last year, around this time,  
you sent flowers to Pam.

Moments like that stay with us.

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Time to send again?

If you're thinking of them today, we're just a few clicks away.

[Send Flowers Again →](#)

Your florist,  
*Alex Waldbart Florist*

[\(314\) 644-3566](tel:3146443566)  
[alexwaldbartflorist@florist-mail.com](mailto:alexwaldbartflorist@florist-mail.com)  
7801 Clayton Rd Saint Louis, MO 63117

- Subject lines and emails are personalized with the sender's name and the recipient's name
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Recipe Code: TMF-1453

## Queen Bee

Honey, you rule! Queen Bee says you are here to fix the crowns of others. A clear cube features a Yellow Asiatic lily with support from roses and a green mini hydrangea.

### Recipe (as pictured)

- 2 Red Freedom Rose
- 1 Yellow Asiatic Lily
- 1 Orange Spray Rose
- 2 Green Mini Hydrangea
- 1 Solidago
- 1 Ruscus
- 1 Leather Leaf
- Syndicate Sales #3059-12-09 4" Square Vase

### Pricing

Standard Price: \$69.95  
 Deluxe Price: \$79.95  
 Premium Price: \$89.95

### Dimensions

Approximately 9"W X 9"H  
 All Around Arrangement



[View details & download image](#)

Recipe Code: TMF-1452

## Love You to the Moon

They rock your world. Love You to the Moon will express your devotion. A white hydrangea takes center "space" among stargazers, roses, and other flowers in our Bella vase.

### Recipe (as pictured)

- 3 Hot Pink Rose
- 3 Orange Rose
- 2 Stargazer Lily
- 1 White Hydrangea
- 3 Purple Stock
- 3 Blue Delphinium
- 3 Hot Pink Gerbera Daisy
- 3 Purple Spider Mum
- 1 1/2 Blue Thistle
- 2 Bupleurum
- 2 Ruscus
- 3 Salal,
- 2 Leather Leaf
- Syndicate Sales #4061-06-09 10.625" Bella Vase

### Pricing

Standard Price: \$159.95  
 Deluxe Price: \$179.95  
 Premium Price: \$199.95

### Dimensions

Approximately 27"W X 32"H  
 All Around Arrangement



[View details & download image](#)

Recipe Code: TMF-1001

## Watercolor Memory

A splash and splash of brilliance and vibrant colors! Watercolor Memory is a watercolor painting of flowers, brought to life. With fantastic white hydrangea, energetic alstroemeria and oriental lilies, accompanied by carnations and roses.

### Recipe (as pictured)

- 1 White Hydrangea
- 2 Alstroemeria
- 1 Oriental Lily
- 2 Carnation
- 2 Pink Rose
- 2 Micro Pom
- Salal
- Pittosporum
- Syndicate Sales #4102-12-09 6.5" Gathering Vase

### Pricing

Standard Price: \$99.95  
 Deluxe Price: \$114.95  
 Premium Price: \$129.95

### Dimensions

Approximately 8"W X 16"H  
 All Around Arrangement



[View details & download image](#)

Recipe Code: TMF-316

## Butterfly Effect

A cube of nature and sunshine to make someone's day.

### Recipe (as pictured)

- 5 Rose
- 2 Sunflower
- 2 Alstroemeria
- 1.5 Asiatic Lily
- Curly Willow
- Pittosporum
- Butterfly
- Syndicate Sales #3064-12-09 4" Square Vase

### Pricing

Standard Price: \$69.95  
Deluxe Price: \$79.95  
Premium Price: \$89.95

### Dimensions

Approximately 6"W X 8"H  
All Around Arrangement



[View details & download image](#)

Recipe Code: TMF-1629

## Lemon Lift

Sweet and tangy. Lemon Lift will brighten your space with a mix of bright, cheerful flowers like daisies, roses and berries, accented with a butterfly.

### Recipe (as pictured)

- 4 Yellow Daisy Chrysanthemum
- 2 Matsumoto Aster
- 3 Orange Rose
- 3 Green Hypericum Berry
- 1 Salal
- Variiegated Pittosporum
- Butterfly
- Syndicate Sales #3030-12-09 5" Rosie Posie Vase

### Pricing

Standard Price: \$74.95  
Deluxe Price: \$84.95  
Premium Price: \$94.95

### Dimensions

Approximately 9"W X 9"H  
All Around Arrangement



[View details & download image](#)

Recipe Code: TMF-1665

## Daisy Delight

Delight in everyday joys. Daisy Delight inspires a fun, playful vibe. Flowers like gerbera daisy, stock, and snapdragons are whimsically arranged in our vibe vase.

### Recipe (as pictured)

- 1 Pink Gerbera
- 2 Purple Stock
- 1 Lavender Snapdragon
- 1 Hot Pink Spray Roses
- 1 White Waxflower
- 1 Seeded Eucalyptus
- 4 Leatherleaf
- Syndicate Sales #4118-12-09 6.375" Vibe Vase

### Pricing

Standard Price: \$54.95  
Deluxe Price: \$64.95  
Premium Price: \$74.95

### Dimensions

Approximately 18"W X 15"H  
All Around Arrangement



[View details & download image](#)

Recipe Code: TMF-589

## Grande Roses

Two dozen premium roses designed with specialty foliage in a clear vase.

### Recipe (as pictured)

- Rose 24
- Aspidistra 10
- Salal 8
- Syndicate Sales #C929 12" Riviera Vase

### Pricing

Standard Price: \$259.95  
Deluxe Price: \$289.95  
Premium Price: \$319.95

### Dimensions

Approximately 12"W X 24"H  
All Around Arrangement



[View details & download image](#)

Recipe Code: TMF-1532

## Crazy in Love

Red roses and stargazer lilies will fill anyone's heart with crazy love.

### Recipe (as pictured)

- 6 Red Rose
- 1 Lily
- 1 Seeded Eucalyptus
- 2 Salal
- 2 Variegated Pittosporum
- 12 Bear Grass
- Syndicate Sales #3263-06-09 8" Cylinder

### Pricing

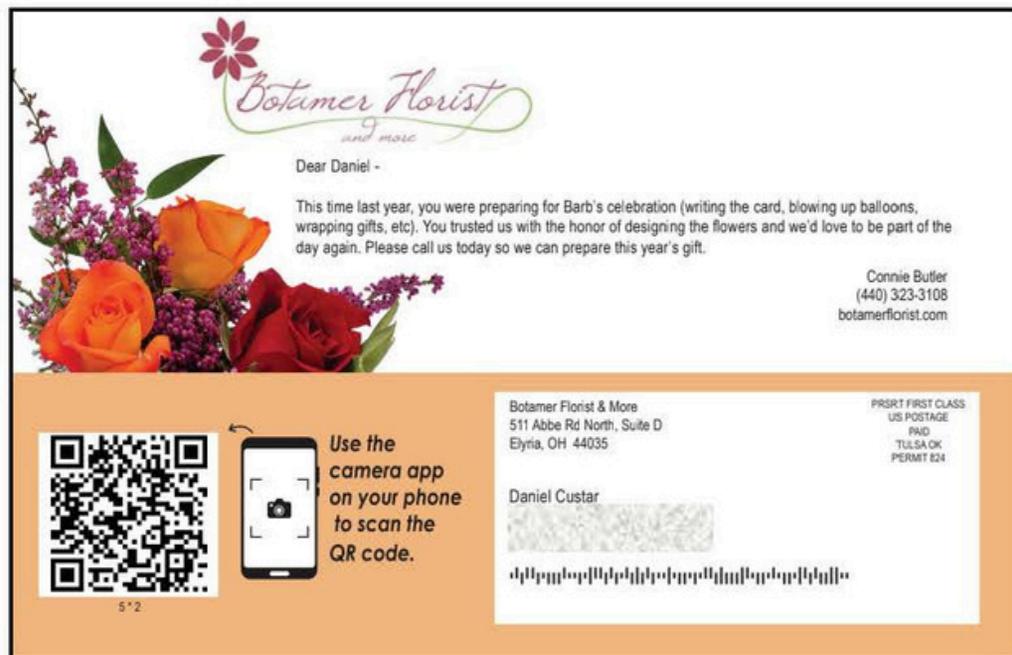
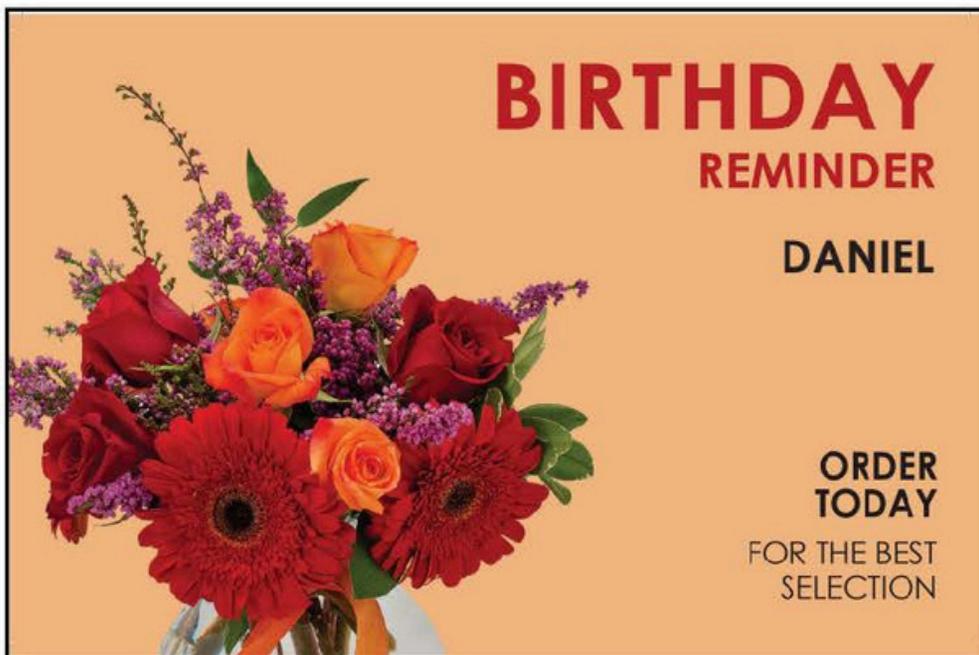
Standard Price: \$109.95  
Deluxe Price: \$124.95  
Premium Price: \$139.95

### Dimensions

Approximately 10"W X 17"H  
All Around Arrangement



[View details & download image](#)



QR Code Landing Page

Your shop info, personalized for the customer, and with a video of a flower arrangement being made

**Outside**

**Michele Brooks -**  
 Mother's Day is almost here!  
 Flowers are always the right way to express your love.  
 Celebrate the Moms in your life with one of nature's most beautiful gifts.  
 Call or go online to order today!  
 Your Florist,  
*Claire Kramer*

PRSRRT STD  
 U.S. POSTAGE  
**PAID**  
 TULSA, OK  
 PERMIT 824

**Alex Waldbart Florist**  
 7801 Clayton Rd  
 Saint Louis, MO 63117

*Watercolor Memory*  
 A splash of vibrant color! Watercolor Memory blends white hydrangea, alstroemeria, lilies, carnations, and roses into a living painting.

**ALEX WALDBART FLORIST**  
 Established in 1872  
 (314) 644-3566  
 alexwaldbartflorist.com

**Michele Brooks**  
 123 Main Street  
 Anywhere, USA 12345

Use the camera app on your phone to scan QR Code  
**SCAN QR CODE**

**Inside**

*Love You to the Moon*  
 They rock your world. Love You to the Moon will express your devotion. A white hydrangea takes center "space" among stargazers, roses, and other flowers in our Bella vase.

*Breezy*  
 Breezy and refreshing! Lavender roses and white hydrangeas elegantly arranged in a bubble bowl.

*Queen Bee*  
 Honey, you rule! A clear cube holds a yellow Asiatic lily, roses, and a green mini hydrangea.

*Daisy Delight*  
 Delight in everyday joys. Daisy Delight inspires a fun, playful vibe. Flowers like Gerbera daisy, stock, and snapdragons are whimsically arranged in our vibe vase.

- Tri-folded for mailing
- Mailed to your top customers from the past two years of the holiday

- Valentine's Day, Mother's Day & Christmas featuring TeamFloral products