

Special Edition

**Especially for
teamfloral
Members**

*from the author
Dan McManus*

FLOWERS AND Profits

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COLLECTING THE RENT

Are Event Rentals in Your Future?

Ready to rev up your wedding and event bookings? Then you could rev up your rental niche while you're at it. They go hand-in-hand. As more brides look to florists for more services, they expect to be able to rent everything from champagne flutes to arches and trellises from you for a one-stop shopping experience. Every time you say, "We can't do that," aren't you sending that bride to a florist who can? And how is it impacting your ability to serve your corporate clients?

The most logical way to expand your wedding and event business is to offer more in the way of rentals. Brides, wedding planners, event coordinators, and corporations gravitate toward florists who can do more than provide flowers and plants. Nowadays "décor" means a lot more than it did a decade ago.

Providing more rentals doesn't mean you have to fork over a big wad of cash, add more square footage to your shop, or even rent a storage building. What you actually need is what you most likely already have – a good reputation and excellent vendor relationships and contacts.

Line Up Vendors

Your suppliers will determine the quality and dependability of your work, so choose them carefully and after thorough research. There are companies that specialize in almost anything you need for a wedding or event. You'll probably start with vendors that can supply

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Collecting the Rent

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linens, tables, and chairs and expand from there. Some items would be best if you had on hand yourself, such as candelabras, candlesticks, arches, kneeling benches, and vases/urns. Aside from these “basics,” you can find a vendor to provide everything else from D.J.’s to doves.

Some florists set out to find a vendor for each service and “partner” with them exclusively. They share website links, post their names on all promotional literature, and even share email lists when applicable. Another way to go is to find two or three vendors for each service and allow clients to choose which one to go with or have you choose for them.

Being associated with more than one vendor for each service can also be beneficial should a vendor be overbooked and unable to take on the work or if a vendor becomes unreliable. You’ll have a backup when it counts. Whichever way you go, be sure that you’re comfortable with each vendor. If you go with one vendor per service, be sure the supplier is top of the line and well-known in your area for exceptional services and products.

When checking out the vendors, look for a wide selection in product, colors, and prices. Jot down the names of vendors you’ve already met or dealt with and take a look at their websites to see the scope of what they have to offer. Talk to the ones you already have a connection with first, but don’t commit fully to any of them until you’ve checked out their competition. Go to their warehouses whenever possible to see the merchandise in person and determine if it’s good quality and there’s enough variety. Ask around to see what other vendors event coordinators in your area use and be sure to check them out, too.

In this way, you’ll weed out the non-contenders and be close to the perfect vendor list for your shop.

Protect Your Investment

Wedding and event planners bring all the elements and services together and coordinate the whole operation. The more services you coordinate, the more you can charge. That’s what you’ll be doing as you expand this niche. Since you’ll be dealing with multiple vendors, make your pricing simple. For example, a 20 percent markup on all rentals should cover your expenses and labor, insure a profit, and keep you competitive. As for your

own items that you’ll rent out, price them so that you’re able to recoup your cost after two or three rentals. A good rule of thumb is that the more fragile the item, the higher the markup. Delicate and easily stained or broken items will have a shorter rental life, so you’ll need to recoup your investment quicker.

Be sure to have a checklist of every item you order from a vendor for your customers. Also note where and when it’s expected to be delivered and if the vendor has people to help unload large items or if you’ll need to have your own employees on hand to do that.

Go over the checklist with your customers to be sure everything is included and there are no changes they want to make. Customers should initial changes and sign the document to show that they’ve seen it and approve it. The document needs to show what is and isn’t included and what penalties or replacement costs are in place should anything be cancelled or damaged. Consumers are used to rental agreements, so this shouldn’t be a problem for them.

Be Present and Meticulous

Either spearhead the arrival of rentals yourself or assign a trusted employee to be there to check them off as they arrive and to examine everything to be sure it’s what was ordered and in good shape. Have a camera or a cellphone camera handy to take photos of any scratches, stains, or nicks while the vendor’s employees are still there. If possible, show a time and date stamp so that the vendor can see that the photos were taken at the time of arrival and not after being used by your customers.

Document any major mistakes and missteps by texting or emailing the vendor and being specific about what’s wrong, why, and what you’d like done about it. Be polite but clear. Without written documentation, you could back yourself into a corner. For instance, if white linens are delivered and your contract called for cream-colored ones and you go ahead and use them for the event, you’ll have a hard time getting any compensation from the vendor.

However, if you text or email and detail the mistake and ask for a replacement, then you have put the vendor on notice. If a replacement can’t be made in the time allotted, ask for a cost adjustment. Once you have that confirmed by the vendor and you approve it, send a note that you’ve accepted the offer and will use the linens on hand for the event. In this way, should you end up with a disagreement, you have documented

the negotiations.

You might never need the photos you take or the texts and emails you send, but keep them for a few months just in case. They protect you, your customers, and your vendor relationships.

After all, you will only be as good as your vendors in your customers’ eyes. If the vendors don’t impress them, then you won’t either. That’s why it’s a good idea to be on hand as merchandise arrives. Schedule the deliveries hours before you need to place the rentals so that you have time to check everything and ask for replacements when needed. It’s up to you to schedule the arrivals so that they make sense and you’re not standing around with your caterer waiting for tables to be delivered so the buffet can be arranged.

Your shop’s name is on the line, so schedule plenty of time to go over your checklists, work with your vendors, and correct any mistakes before they can impact the wedding or event. It’s always better if your customers are never aware of any problems going on behind the scenes.

The goal is to provide memorable events that go off without a hitch and you’ll need to work closely with your vendors to make that happen. 💰

Not Just Flowers and Bowers

Renting items for weddings and events usually includes such things as linens, tables, chairs, arches, and tents. However, as you delve deeper into event planning you will undoubtedly be asked to provide more unusual services because weddings and corporate event planners are often seeking the “wow” effect. That means you should be ready to sub-contract things like:

- DJ’s, vocalists, musicians, and bands
- Dancers (hula, ballroom, hip-hop, flamenco, Irish step dancing, etc.)
- Artists (who create an original painting at the event of the event and guests)
- Photo booths
- Chocolate fountains, dessert bars, candy counter
- Guest swag bags
- Fortune tellers
- Unique drinks created just for that wedding or event



Go from Pretty to Premium

There's nothing wrong with a customer saying that your flower designs are "pretty." It's a compliment. However, Mother's Day is a good time to break out of the "pretty" mold and wow your customers with a premium or higher design look. A premium design should have a richer look to it and this can be accomplished several ways.



Virtually any flower can be used in a design and still be considered a premium selection. Even daisies and carnations! The presentation, design, container, and packaging can create an upscale price tag for any combination of flowers and greenery.

If you develop a premium look that appeals to your customers and one in which they perceive a higher value, then they will expect to pay more for it. Premium doesn't mean you have to use a higher priced vase or expensive flowers. You can invest more time and creativity in a design and it will garner a higher perceived value and price tag.

Attractive Touches

Think beyond flower choices because that element will change with each design. Instead, think about what style you want to use – English garden, contemporary, Victorian, or maybe Asian. Then select your flowers and greenery to go with the style. Choose a style that you think will appeal to the majority of your customers.

You might have noticed that your customers are gravitating toward certain colors or shapes. It could be reflective of their home or office décor. Understanding your customer preferences and employing these in your premium designs will spur more sales. You'll appeal to what you know they already like and

kick it up a notch with a more intricate shape or vase or even more creative touches, such as large leaves, branches, or even pods.

Clear vessels give you a unique opportunity to add supporting material that also provides more visual appeal, such as shells, polished rocks, marbles, or beads. Try some intricate caging in clear vessels. Wood picks are handy to glue together in random patterns to create interesting grids. You can spray-paint them in whatever color you want for your design. If you have some thin reeds, lash them with twine to make some cages that will look like underwater scenes in clear containers.

Vary Your Shapes

Something as simple as a different shape can elevate a design in your customers' eyes. For example, a design that uses a rectangle container with flowers placed all on one end of it, but with orchids arching over to the other end lends itself more to visual art than a standard flowers arranged upright in a vase.

Create a crescent by grouping snapdragons or bells of Ireland and bending them to the desired shape. Use Scotch broom in a complete circle and then place flowers and greenery within the circle.

Invest in some over-sized vases – perhaps very tall, slender ones – and use them as your focal point for flowers and greenery that might have been considered "ordinary" before being placed in such an eye-catching container. Sometimes the size or shape of a container is all it takes to make a design more interesting and noteworthy.

Experiment with additional foliage and plant textures that are eye-catching. Select foliage that your customers haven't seen too often. Experiment with broom bloom, bunny tail, ming fern, river cane, and ting ting. The different shapes of leaves and branches can change the entire look of a design.

High Style Permanence

Some customers view premium as

long-lasting and nothing lasts longer than permanent botanicals. If you haven't "upped your game" and the prices of your permanent designs lately, it's high time. Shop your vendors for realistic stems and blooms in colors that are popular with your customers, on trend, and also in neutral colors that can go with any décor. The more realistic they look, the better.

Display these permanent designs with your fresh flower ones to demonstrate how real they look. This will convince customers who haven't considered them before to give them a try. You're taking the risk out of it simply by demonstrating that it's nearly impossible to tell them apart from the real flowers.

Select flowers that your customers recognize, such as orchids, roses, lilies, and carnations. When customers have to touch them to see if they are real, it increases the chances of sales of the permanent designs. You might try mixing permanent flowers with dried ones, too.

Employ some permanent stems, branches, and foliage in plants to provide more color and a different shape. For example, permanent vine roses could bind a bouquet of real long-stemmed roses. Tall permanent pussy willow branches could add to the height of an arrangement of sunflowers.

Pricing Your Premiums

What you charge for your premium designs has more to do with creative panache than it does with COGS and your usual markup. Know what the actual cost to you is for each design and then add in the one-of-a-kind creativity you put into it. When customers can see that these designs are a cut above the rest, a higher price will be expected and acceptable. 💰

NOTE: For an updated and current list of Zoom presentations and Teleflora in-person Academy classes visit the Teleflora Industry Relations Facebook page.

Offer Mom Your Best

What is your average order for Mother's Day? Would it surprise you to know that the average male consumer will spend about \$167 for the holiday this year? According to the National Retail Federation, men spend about \$15 more than women. Either way, you have a huge opportunity to increase your shop sales even if the number of customers you serve doesn't increase.

How often did you sell a bouquet that exceeded even \$100 last Mother's Day? Are you missing an opportunity? Most shop undersell this important holiday. The biggest challenge to offering premium designs is the effort it takes to break through your own psychological barriers.

It's natural to think, I would never spend that much on flowers, so the customers won't either. Most shop employees place too much emphasis on the tiny minority of customers who complain that \$45 is too much for flowers and not enough emphasis on the silent majority who accept the recommendation of \$65, but would be happier if they were given a more exciting option at \$85.

It definitely takes more skill to describe an arrangement than to blurt out, "How

much do you want to spend?" but the rewards are great for those willing to try.

The solution lies with you first. When the shop owner demonstrates how easy it is to sell premium arrangements, everyone else will begin to try and most will be successful.

Mother's Day is the second most popular "flower" holiday behind Christmas. Consumers will release more than \$18 billion into the economy and florists will only get a small portion of that. Why not increase it? If you are not happy with your sales picture so far in 2023, this is a great time to "up" your game by offering premium designs and keepsake containers.

While men generally stick to roses for Valentine's Day gifts, they are more apt to be enticed to purchase cut flower designs for Mother's Day that feature orchids, lilies, hydrangeas, and tulips. They will be more interested in containers that can be used again or are even collectibles. It will benefit both you and them to offer premium designs that feature more impressive blooms and foliage.

Designs that Wow

As you plan your shop's special Mother's Day designs think "premium" all the way. Premium flowers, premium foliage, and premium containers. Challenge yourself and your designers to come up with several price points in the premium range of \$79, \$99 and \$129.

Write a sentence describing the designs, name them, and you have your specials to promote. As you plan out the specials, have one design in a tall cylinder or cube vase, one in a round vase, and one in a keepsake container. Vary the colors and consider having one monochromatic design. Be different and be bold. Add curly willow, leafy branches, bear grass, or curls of colored wire. Glue jewels to leaves and insert jeweled pins into the center of focal blooms. Dust leaves with gold or silver glitter.

Don't shy away from sentiments and nostalgia. Include blooms that are timeless and fragrant and greenery that is dramatic and architectural.

Your sales script should use words such as "premium," "deluxe," "high-style," and "finest and



freshest” to make it clear to your customers that you are offering the best for their Mother’s Day gifts.

Break through Roadblocks

Rehearsing your descriptions with the sales team is crucial to selling premium designs. After all, you have to describe them once you receive a call for an order. Do you want to rehearse on your customers or on each other?

Avoid the too-common practice of “selling from your own pocketbook.” Beginning a sales conversation with a \$79 or \$99 arrangement or even a \$129 design might appear to be daunting, but it only takes a little practice and the description will enthusiastically roll off your tongue.

You will find the process goes even smoother when you offer an employee incentive for each premium design sold. Make it simple: \$2 for the \$79 price point, \$3 for the \$99, and \$5 for the \$129.

Entice with Words

Be sure that descriptions of the designs focus on the premium flowers so that customers understand they will be purchasing a high-style arrangement. Here’s an example; “For Mother’s Day our top design is an artful arrangement of the finest Casablanca lilies, pink hydrangeas, hot pink garden roses, and lush greenery in a beautiful clear glass vase. It runs \$125. How does that sound?”

Your middle-priced design should sound equally astounding. “If you want something truly special this year, our most popular seller is a knockout arrangement of premium pink and white tulips in a round etched glass bowl. It is elegant and impressive for only \$95. How does that sound?”

Finally, your lowest priced premium design should be outstanding. “How about a statuesque design that features a tall, graceful, white orchid stem presented in a glass cylinder vase? It is simple and beautiful for \$79. How does that sound?”

Dress Up Plants

Fresh flower designs should be your primary focus, but you obviously stock plants for Mother’s Day, as well. Statistics show that a third of consumers will purchase plants instead of arrangements. Rather than try to compete with big box and grocery stores for low-end plants, create something they won’t be carrying – an embellished beauty.

Start with larger pot sizes and then embellish with a lovely container and include a bow or other decorative element, such as a mushroom bird or jeweled pick. Plan to retail your premium plants at \$49 and \$69. You will explain the difference between your \$49 plant and a grocery store \$19 with a well-crafted description delivered with enthusiasm by your sales person.

For example; “This \$59 ivy plant will continue to grow around a pyramid armature situated in the center of a beautiful ceramic container that will fit nicely in any décor. Ivy is easy to take care of and this size is perfect to sit on a table or wide windowsill.”

According to SAF, the most popular flowering plants purchased for Mother’s Day include azaleas, orchids,

kalanchoes, hydrangeas, and chrysanthemums. Dish gardens are also good choices for Mother’s Day. Green plants such as jade, philodendron, ferns, and dieffenbachia should be staples in your shop this time of year. Be sure to use leaf shine on them so that they stand out.

Display your stunning selection in a high-traffic area and use signage to get customers’ attention. Include picks that read, “I Love Mom” or “Happy Mother’s Day!” and a big, bright bow. Offer a \$10 add-on, such as a collection of flower seed packets with a card that reads “Love Grows” or “A Mother’s Love is Forever”.

Emphasize Value, Not Price

Your regular customers might be surprised at higher price points, but once they hear the description, it will become clear that you have something far more special than is available at mass retailers.

Let your customers know that these are unique designs created for an extra-special Mother’s Day gift. In your descriptions, explain benefits by describing how dendrobium orchids have a long vase life, lily buds will open over time as older ones fade, and that the blooms in a certain design are redolent with fragrance, giving that “fresh from the garden” aroma.

Don’t forget to mention the container in your scripted description. Containers are part of the value to consumers. Always include a description of the vessel and let customers know if they are keepsakes – a teapot, a basket, a ceramic vase, or a silver or glass bowl. Consumers will recognize the value of a beautiful container once it is pointed out.

People give flowers to show their love and affection, especially for Mother’s Day. When your flowers make a lasting impression, you please your customers and begin to create a larger loyal following for premium blooms and foliage in upscale designs. 💰

A Floral Super-size

This technique worked wonders for helping the fast food industry grow stagnant sales. It can do the same for you.

One way you can increase your average sale is to offer customers the option to increase the “wow” effect of the design they have selected by adding three roses for only \$15 more.

Show your staff how to make the offer and be sure it’s enticing. Write a script for them.

For example; “We can add three red roses to that arrangement to give it more color and a fuller look for an additional \$15...” Wait a few seconds for the customer response. Most of the time, the customers will say, “Okay.” Once in awhile, you might need to give another prompt, such as, “These are our premium long stem roses and they are stunning.” That should do the trick. Most customers want to send a lush arrangement and will like the idea of adding a bit more for a bigger impact.

The Changing Face of Graduations

Graduations don't just happen in late spring. With more and more people taking online classes, degrees are earned practically all year long! Plus, there are graduations from nursery school, elementary school, middle school, along with high school and college. Don't forget graduates from technical and specialty schools too.

With so many reasons to celebrate accomplishments and milestones, it would be smart to carry graduation or "completion" gifts all year long, wouldn't it? After all, one out of three Americans are expected to buy at least one graduation gift this year. An average of \$107 is spent per person on graduation gifts, according to the National Retail Federation. Chances are more than one graduation gift will be bought in any household, as well.

In between the big flower holidays, it's important that you take advantage of every sales opportunity. Put a small special section on your website devoted to graduations. Note that graduates deserve to be honored, then list ways you can help with this. Have a selection of gifts, from bouquets to snack baskets, and with a price range of \$25 to \$250.

Have your designers create special arrangements in school colors. Add mugs or balloons with the school mascot or emblems on them. Make banners that read, "You Did It!" "Congratulations Graduate," and "We're So Proud of You!" Look through leftover prom charms for ones you can add to the arrangements. Take photos of the charms and post them on your website with the offer, "Order Graduation Flower Arrangements and we will add a beautiful charm of your choice for only \$10 more."

Market your graduation designs by email, on your website, and on Facebook and Snapchat. Post photos of them occasionally on social platforms.

Don't forget the instructors! Create a couple of "thank you" bouquets that can be delivered to teachers. Offer a discount for orders of three or more. Promote this on your website and with emails.

The more people you reach about your special graduation designs and gifts, the better. You'll be helping customers display their pride and preserve a memory. Celebrations of achievements are wonderful occasions in life. You can play an important part in making them even more special.

Graduation Spending

Experts predict \$5.8 billion will be spent on graduation gifts this year.

Source: National Retail Federation's annual survey conducted by Prosper Insights & Analytics



Partnering with your Spouse

A couple going into business together -when it works, it works beautifully. But when it fails - it can get ugly.

Before you "partner up," insure greater success by considering some basic guidelines. By putting everything in writing, you will have something concrete to look at in times of disagreement or discourse. Everyone's life goes through changes, so you should be prepared to adjust your partnership as needed.

First, write down everything you can think of that might come up and would require you and your spouse to reach a final decision.

Then list ways to achieve an agreement should you be unable to reach one on your own. You might name a trusted third party - a lawyer or accountant - to step in and assist you, or you might consider hiring a mediator to listen to your dilemma and help you find a solution.

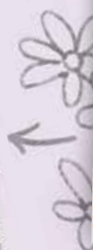
Second, list what kind of initial commitment, both financially and personally, you both intend to give to the new venture. What will be the initial money outlay and how much will each of you commit to keep it going? Also, what kind of hours will you agree to work? Who will handle childcare situations, family crises, and who will run the personal errands during the day?

Third, make a plan as to how you will dissolve your business partnership should the need arise. It's better to thrash through this now when it seems a remote possibility than to try to figure it out in the heat of a breakup. One partner may want to pull out because of time constraints or different priorities, and the other will be left to run the shop. An equitable parting of the ways should be ironed out before that occurs.

Fourth is the hardest to confront: plan for the event of a partner's death. It's an unpleasant task, but crucial for peace of mind.

Fifth, before you sign any agreement to share a business, analyze your relationship and bear in mind that any problems you're having will be amplified when you become business partners. The added demands on each of you will test your endurance and your commitment to each other. Address any concerns you might have before you begin to divide your family and business responsibilities.

Some states require a partnership to file its agreement, so check with your state's Commissioner of Labor and your attorney.



Successes and New Challenges

They say when you're successful you still have problems – you just have more options from which to choose! As sales slowly improve after the pandemic, many shop owners are hiring new workers. One of the options you have when hiring someone is to check references. But is it really worth all the effort?

It's easy to skip. After all, you met the person and he or she seems fine. It's also time-consuming and seems like an invasion of privacy. Besides, what good does it do to call references? The applicant wouldn't supply the name of anyone who would say anything negative anyway.

Did you know?

Effects of a Bad Hire

When you have to replace a worker, you lose more than time. Here are some of the other effects on your business:

- Loss of sales
- Productivity slowdown
- Negative staff morale
- Cost to recruit and train a replacement

However, by not following through, you put your business and your customers at risk.

For instance, suppose you hire a man – based on your own judgment – to make deliveries. He is well-spoken, clean-cut, and personable. For the first six months he proves to be reliable and you're impressed with his willingness to go the extra mile for better customer service.

But then he's involved in an accident in your delivery van and the driver of the other car is seriously injured. The driver, it turns out, has a past DUI (driving

while under the influence of alcohol or drugs) offense and you're named in a negligent hiring lawsuit.

This is a disturbing scenario, but it could happen to any business owner. Checking a candidate's references will reduce the likelihood of such an incident. You can help protect yourself, your shop, and your customers by doing at least three things. First, ask about any arrests or convictions in the job application. Include a statement that allows you to check their backgrounds and credentials. This also gives you the right to make inquiries and protection for the former employer to speak truthfully about the applicant.

Next, actually run the check. Don't let it fall through the cracks. It doesn't have to be perfect to be effective. Call the references and the former employers. You can gain some peace of mind by making a reasonable attempt to check an applicant's past by using an online search service such as www.truthfinder.com that will give you key information for approximately \$30. Conducting a background check will help you defend yourself in an unlawful hiring lawsuit should that need ever arise.

You can save time by accepting only references who are familiar with the applicant's work experience and who aren't just personal friends or relatives. When conducting a reference interview, ask the person for names of others who can discuss the applicant's job performance.

Keep good notes. The check will confirm what the applicant has said. But if you find just one bad apple and that check prevents you from hiring that person, then the effort for everyone will have been worth your time and effort.

Dan McManus

Flowers and Profits publisher Dan McManus gives the inside scoop – lessons he's learned from working with some of the smartest florists in America.

dollars & cents

Clear Out Seasonal Merchandise

Florists usually don't have the advantage of ample storage space as large stores do, so they have to move out seasonal merchandise that didn't sell. The best way to clear out markdowns is through beautiful displays.



If you want to move out that merchandise, make it enticing. You won't spur sales by stacking merchandise on shelves in the back of your shop. Place the merchandise in the front of your shop and create a fetching display of it. Use flashing lights, bright "Magnificent Markdowns" signs, streamers, balloons, or anything else that will make this area of your shop simply irresistible.

Keep the merchandising moving. Displays that sit for more than two weeks become dreary to the eye of the customer. Map out the traffic patterns in your shop and swap markdown merchandise displays and out of the patterns. This will keep your displays fresh and interesting.

Ad Hoc Compensation



The term ad hoc is Latin and means "for this purpose." A bonus or other incentive given to an employee for specific work is an ad hoc compensation.

It's the most common type of employee incentive. For instance, if you tell your employees that you'll reward them with a bonus if they reach certain sales goals, this is an ad hoc compensation. And, yes, it's taxable. The term also refers to one-off or occasional pay and market/equity adjustments.

“ WISH I'D SAID THAT! ”

"Far and away the best prize that life offers is the chance to work hard at work worth doing."

- Theodore Roosevelt

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FLOWERS AND
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Online Marketing

Tips, tricks, and strategies to make it easier for your shop to become visible to online shoppers.

With some products being hard to get, is it good customer service to have a substitution notice on our website?

No. If you were seated at restaurant and the menu had big notices about product shortages and substitutions, would that be helpful to you?

Online tracking data shows very clearly that any type of landing page deters shoppers who hop back to Google and pick another shop. You will most certainly lose customers if you post such a notice – or any other notice that appears before your homepage.

The best policy is to remove products from your website that you know you will not be able to fulfil – just make sure you maintain a nice assortment. If someone places an order for an out-of-stock item, call the customer and help him or her pick an alternative – describe something beautiful and fresh that you just received. It may sound like extra work, but it is a small price to pay to have an inviting site that entices your customers to order. Some shops call every web customer to confirm the order and usually get rewarded with an add-on purchase or an upgrade to the initial arrangement size. It can be a positive event for your customers and your shop.

I bought a unique dotcom domain name for flowers years ago. Should I switch to it for my shop domain or should I sell it? I'm hoping it has appreciated in value over the years.

Unfortunately, in most cases the value of a domain name has decreased as it has become easier to conduct

online searches. Most consumers go straight to Google even when they know the business' name or URL. It's just easier. I would not switch away from your established domain as that will cause Google to rank you lower in searches – credit is given for longevity. As for selling it, you can put it up for sale and see what happens. There are a lot of online services that broker names. Google "selling a domain" and you will have a lot of options. Good luck!

Is texting anniversary reminders to our customers a good idea?

Texting is a great way to help your customers remember special events. It is one of the most effective marketing tools available and also one of the cheapest. But, you must have written permission to text marketing messages to a person.

A friendly text reminder seems innocent enough, but in a landmark court case, a medical clinic was found guilty of texting flu shot reminders to customers that had not given permission to receive texts from the clinic. The decision was later overturned on appeal, but it stands as a stern warning to not text without written permission. 💰

*Send your questions to
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Dan McManus is the founder of TeamFloral, the largest online marketing firm for florists.



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