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BloomNet Vice President of Digital Strategy and Education

CONQUERING THE CHALLENGES OF **DIGITAL MARKETING**



Digital marketing is composed of many complex, moving parts. Think of the challenges of understanding and adopting into your marketing plan search engine optimization (SEO), search engine marketing (SEM), managing online reviews, confirming your business information is accurate across the Internet, and, lastly, consistently creating content about your business to stay relevant with customers.

In recent issues of *floriology* magazine and online webinars, we've already tackled a few of these topics, sharing strategies and best practices of how you can handle these challenges on your own. And we will continue to do so. However, we also understand this takes time and resources.

This is why *floriology* is rolling out a new program called Floriology Digital Marketing Services. Let's dive into why we are in a great position to assist you.

*** We know technology.** Technology is wonderful when it's familiar and you are comfortable using it. Unfortunately, tech-

nology is ever-changing, so it's tough for flower shops just to keep up. We stay on top of innovation on your behalf, determine its relevance to your business, and help you leverage it. We live and breathe this stuff (so you don't have to)!

*** We know the flower business.** Plenty of companies offer similar marketing services, but they manage lots of clients that are not florists. Thus, they take a generic approach. Our focus is just to help florists, so we dial in solutions customized for the business.


*** We will continue to educate.** Although we do the heavy lifting — managing your web marketing for you — we reach out on a regular basis and explain, in

simple terms, how these strategies impact your business and highlight areas in which you can grow further. We support this journey through exclusive webinars, livestreams, and more in-depth consultation.

TELL ME ABOUT THE PROGRAM!

Right now, Floriology Digital Marketing Services will only be available to BloomNet network florists using the Commerce web platform. For \$499 per month, a Floriology Digital Marketing Expert will call you monthly to review the following key areas of digital marketing and perform the work on your behalf:

*** SEO.** This is the core strategy. The other marketing services we'll discuss enhance this core service. Our Expert reviews

 For more information, go to floriologyinstitute.com/digitalmarketing/. We look forward to working with you!

by Marc Grzeskowiak,
BloomNet Vice President of Technology

CHANGE IS SCARY... BUT IT'S WORTH IT!

monthly Google Analytics reports with you and proposes SEO tweaks to start building traffic — and clicks — to your website. Once changes are confirmed, we perform this work on your Commerce website. We'll also adjust prior to holidays to maximize exposure.

* **SEM.** Since we know all your local information and business strengths through the SEO work, we can develop custom Adwords campaigns to maximize local traffic and ad clicks from search results. Once campaigns are created, we manage them, report progress, and tweak them as necessary to improve ROI. We can also manage Bing and Facebook ads if you opt to expand your online ad presence.

* **Content.** On our initial call on content, we provide guidance on how to install a simple process you and your staff can follow to consistently develop blog topics, write the blogs, and re-purpose this content for social media. On subsequent calls, we check on this process and add content from our exclusive content calendar so you'll have a good mixture of posts for customers.

* **Reviews.** Customers rely on reviews to gain confidence before they purchase. As part of this service, we install a system that automates the collection of positive reviews and allows you to convince negative reviewers to post positive reviews. We monitor reviews for you, flag submissions that need your attention, and advise you on how to respond.

Rather not pay a monthly fee? You can alternatively fund this program, which includes all services mentioned and full management of your entire online store, for just 20 percent per order. This excludes credit card processing. Our aim is to offer a solution that fits your business since we know how critical digital marketing is to a shop's success in this new marketplace. 📌

I remember a few years back I had made the decision to try a Mac computer. I had used one years earlier, but never felt comfortable with it. The experience was different, it was not what I was used to, so I just didn't like it. On this second go around, I committed to myself that no matter how painful it was, I needed to give myself three months before abandoning the effort. Why? I figured I had used a Windows-based PC for more than 20 years, and couldn't expect change to come about quickly. I needed to give it a chance.

I mention this story because **my experience in working with florists and their adoption of technology is not dissimilar to my switch to a Mac. Whether it's new technology or switching to a new point of sale system after 10 or 15 years, change is scary and sometimes painful.** What's interesting is that pain points are usually not with the technology or user experience, but rather our comfort zone. For instance, the Mac I was switching to had all the same functional capabilities that I needed, and even some more that have made my life easier. However, my perspective and habits initially prevented me from seeing the real benefits behind the change. I convinced myself that I couldn't use it before I even started.

Florists operate in a very interesting space. At your core, you are most likely a highly creative individual, which is where your design inspiration comes from. I would expect technology usually is not second nature. You want it to come easily, but it doesn't, and at times it can seem like it takes too much effort. And of course, when push comes to shove, designing and delivering arrangements to your customers takes priority.

Perhaps we have a sense as to why adopting new technology is difficult. But change is never easy! What are you missing out on? Could your business operate more smoothly? Realize higher sales? Reduced cost? The only people who can answer that question



as it relates to your business are you and your staff.

As we enter the summer months with the major floral holidays and prom season winding down, what a perfect time to step back and try something new for your business. This time of year affords you the opportunity to experiment and maybe even struggle or fail! Yes, it's OK to fail. I would suggest that if you are trying something new that may impact your customers, that you have a backup plan to ensure they are not adversely affected.

My switch to a Mac took all of three months before I was as proficient as I was on my PC. I gave it a chance, and I can honestly say I will never go back. In what areas of your business can you try something new this summer ... something that can bring important benefits? Technology is a great place to begin, considering how the right technology can, for example, enhance your delivery capabilities, boost your operational efficiencies, and improve your profitability. 📌

✿ Not sure where to start? Reach out to us, we're here to help. For info, call **1-800-BloomNet (1-800-256-6663)**, email technologysales@bloomnet.net or chat at www.bloomnet.net.