

What do I get?

Emails

- 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

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.

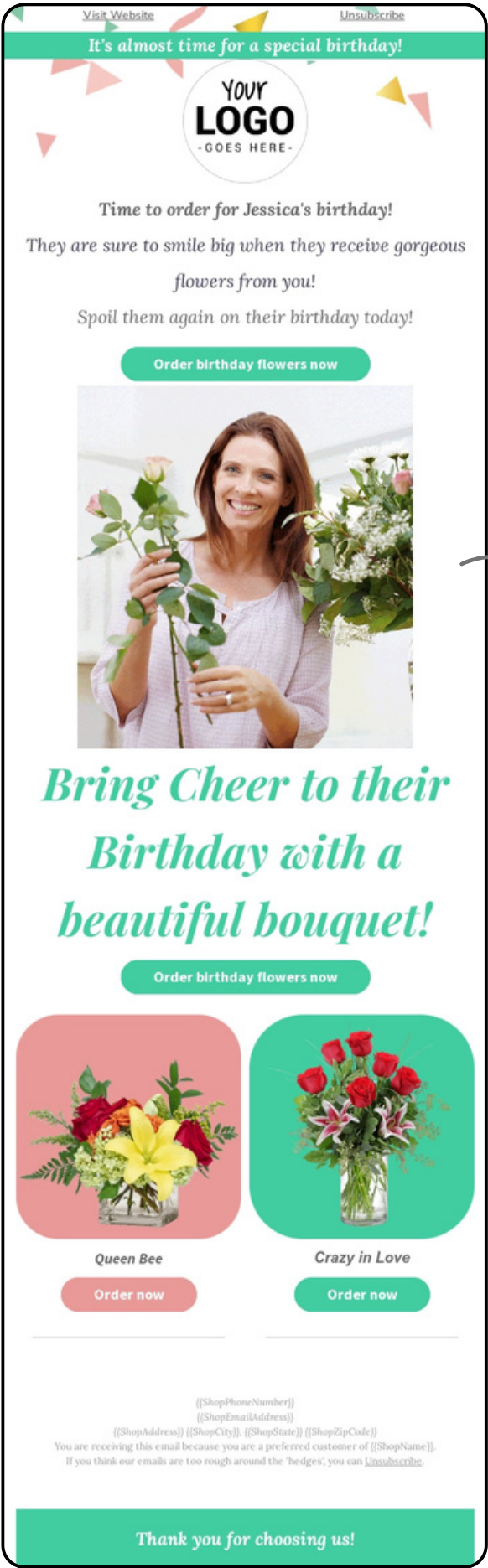
Why do I need this?

- 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.

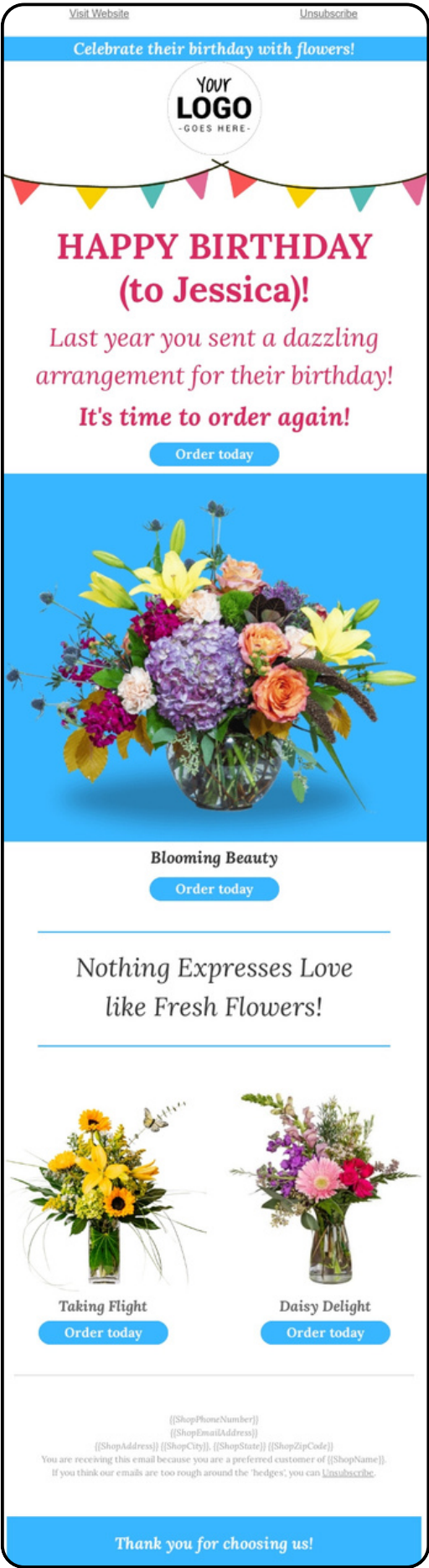
How do I get started?

- Our data technician, Regina, will contact you and schedule a time to pull 1 year of customer and order data from your POS and/or Webhost.
- We will format and load your data into our system and begin sending emails.
- 1-2 times per year we will contact you to do another pull to keep your data current.
- If you have Dove POS, Teleflora can send us your orders daily. This is a free service and we highly recommend this!

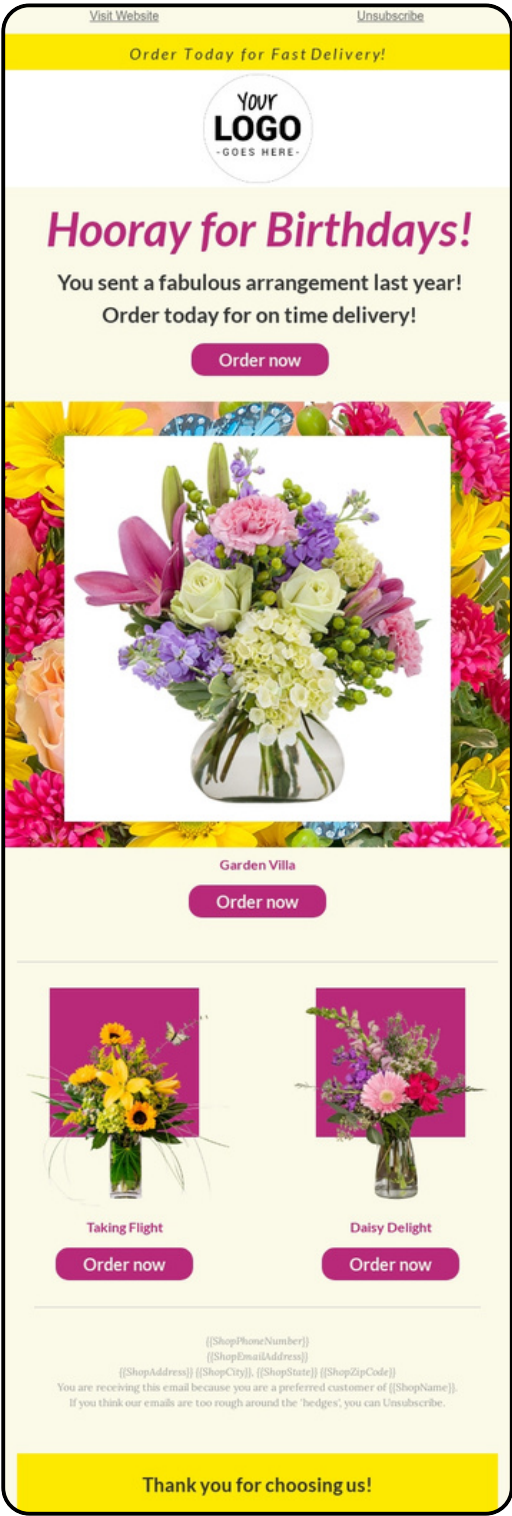
Email 1



Email 2



Email 3



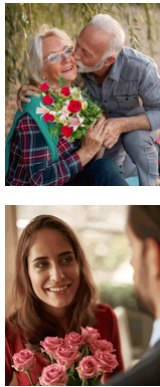
main
graphic
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images

- 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
- Product free versions are available upon request

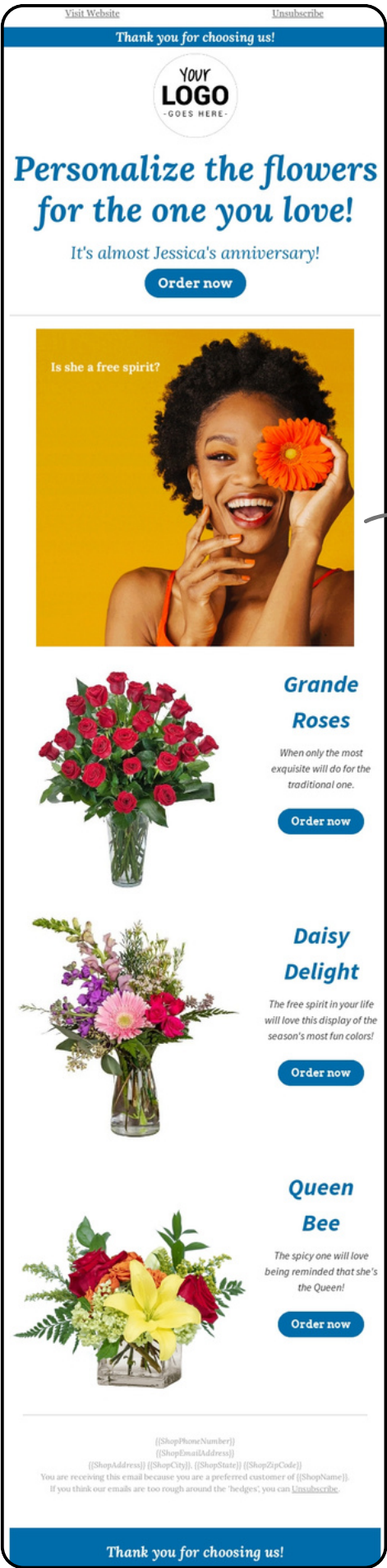
Email 1



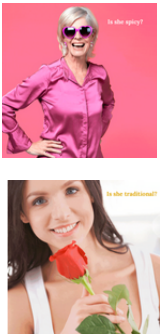
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Email 2



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Email 3

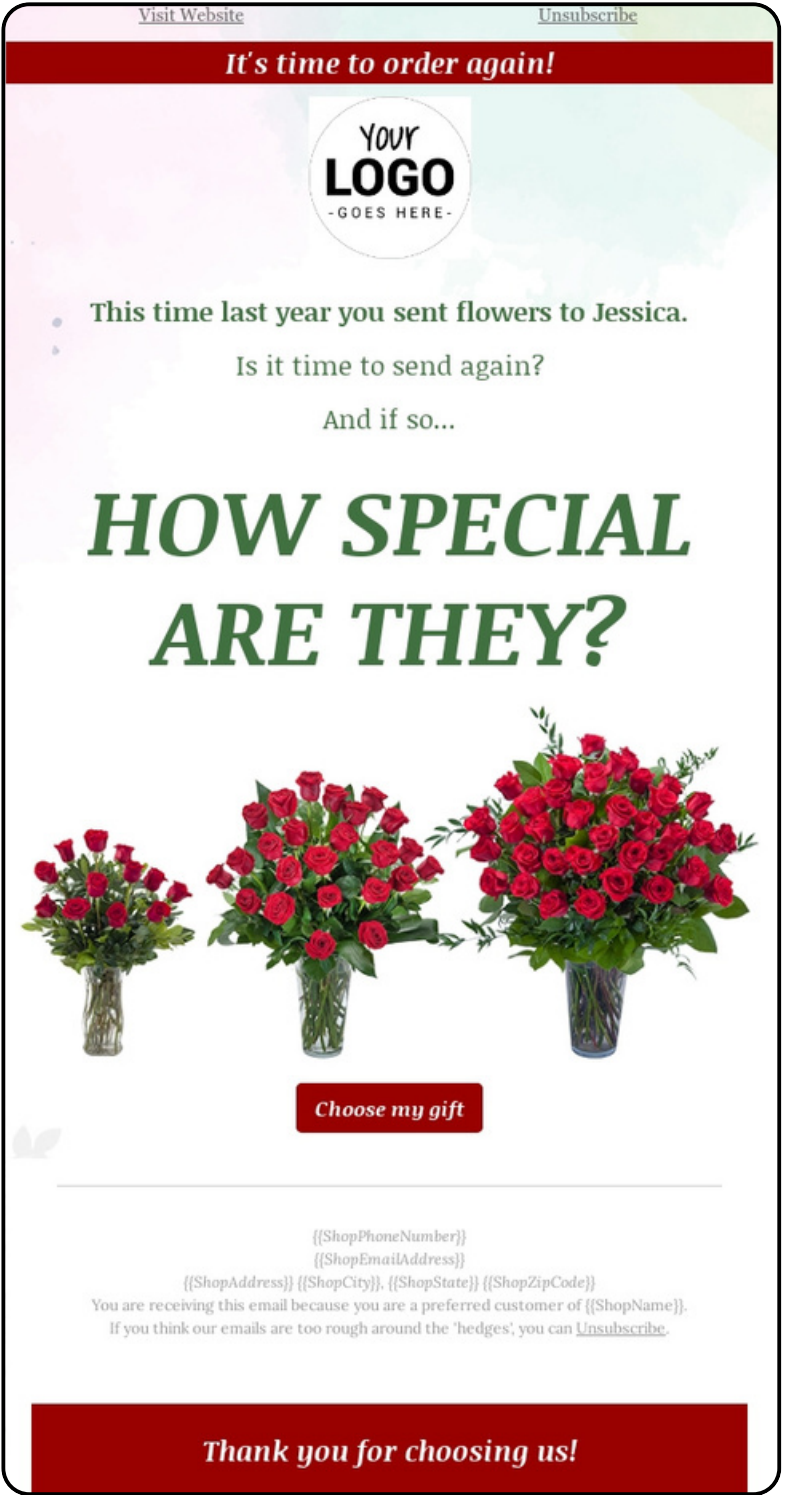


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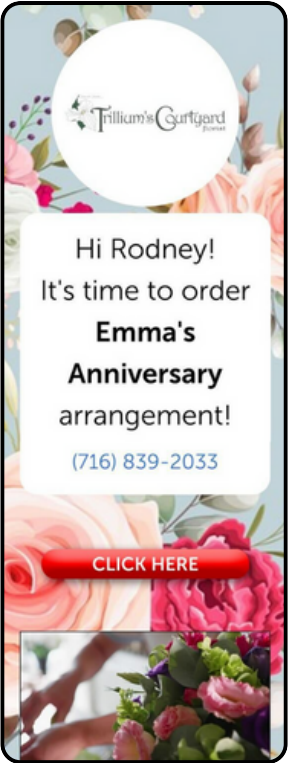
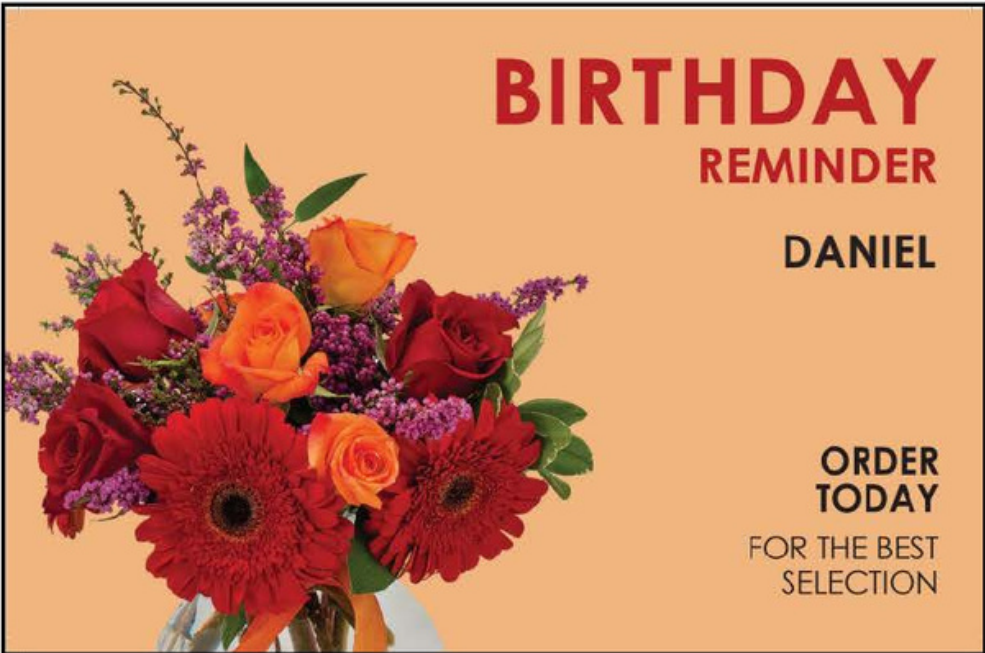
Email 1



Email 2



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QR Code Landing Page

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

Outside



SONG OF GRATITUDE

Show your appreciation with the Song of Gratitude bouquet. A pair of butterflies visit this grouping where pink roses, green hydrangeas, carnations, dianthus and berries are topped with loops of lily grass. This gift is sure to be a pleasant surprise.



Mr. Floral Customer
123 Main St.
Anywhere, USA

Inside



SOUTHERN HOSPITALITY

A clear vase filled with beautiful hydrangeas.



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.



TAKING FLIGHT

Lift their spirits high.

Taking Flight's sunny yellows will have them soaring with happiness. Yellow lilies, sunflowers and other flowers are playfully arranged in this sunny arrangement.



MY ANNA MARIE

My Anna Marie is a sweet pop of purple with lovely lavender roses, purple stock, and bright green accents in a clear glass cube container appropriate for a coffee table or desk.

Use the camera app on your phone to scan the QR Code

Your Flower Shop
123 Main St.
Anywhere, USA

Your phone number
Your website

- Mailed to your top customers from the past two years of the holiday
- Available for Valentine's Day, Mother's Day, and Christmas