

Maximum Makeover, Minimal Effort: *Website Edition*

by

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Ellie LaFever and Lori Wilson

Flower Clique



SAF

Orlando 2021

September 21-23 | Loews Royal Pacific Resort

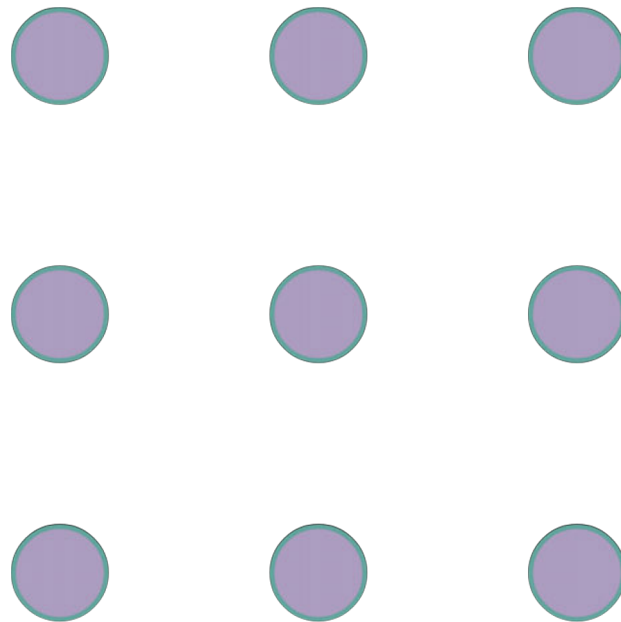
Reconnect. Recharge. Get Inspired.



We're excited to
be **HERE!**



Can you make only **4** continuous unbroken lines through ALL nine dots, without lifting your pen or pencil?



**Don't think outside
the box.**

**Think as if there is
no box.**



The time is now!

80-85% orders are online
10-20% physical location

TODAY

- Connect the digital and physical dots
- How to take what you have and make it better
- The five hot trends in the world of e-commerce for florists
- The power of placement
- Why connection is currency and what this means for your website



Front of House

Where customers browse, transactions happen, and products & fresh flowers are displayed.

- Exterior
 - SEO
 - How people find you
 - Curb appeal
- Front Door / Entry
 - Homepage
 - Personalization
 - Buttons/Banners
 - First impression of offerings
- Display Floor / Display Cooler
 - Product pages
 - Merchandising
 - Hot spots
- Checkout / Cash Wrap
 - Reviews
 - Last impression
 - Customer Experience / Training

Back of House

Where production happens, supplies and fresh flowers are housed, and behind the scenes operations take place.

- Workroom
 - Productivity
 - Education
 - SAF/Career Connection
 - FPS / SPS
- Cooler
 - Bundles (Ordering + Productivity)
 - Flowers on website need to be in cooler
 - Have what you sell! Start with the website, simplify and then go from there
 - Phone orders
 - Shift your mindset
 - You can control what people buy - and what you sell
 - Organization
 - Cooler rotation
- Office
 - Leadership
 - Logistics / Ordering / Operations
 - Profitability

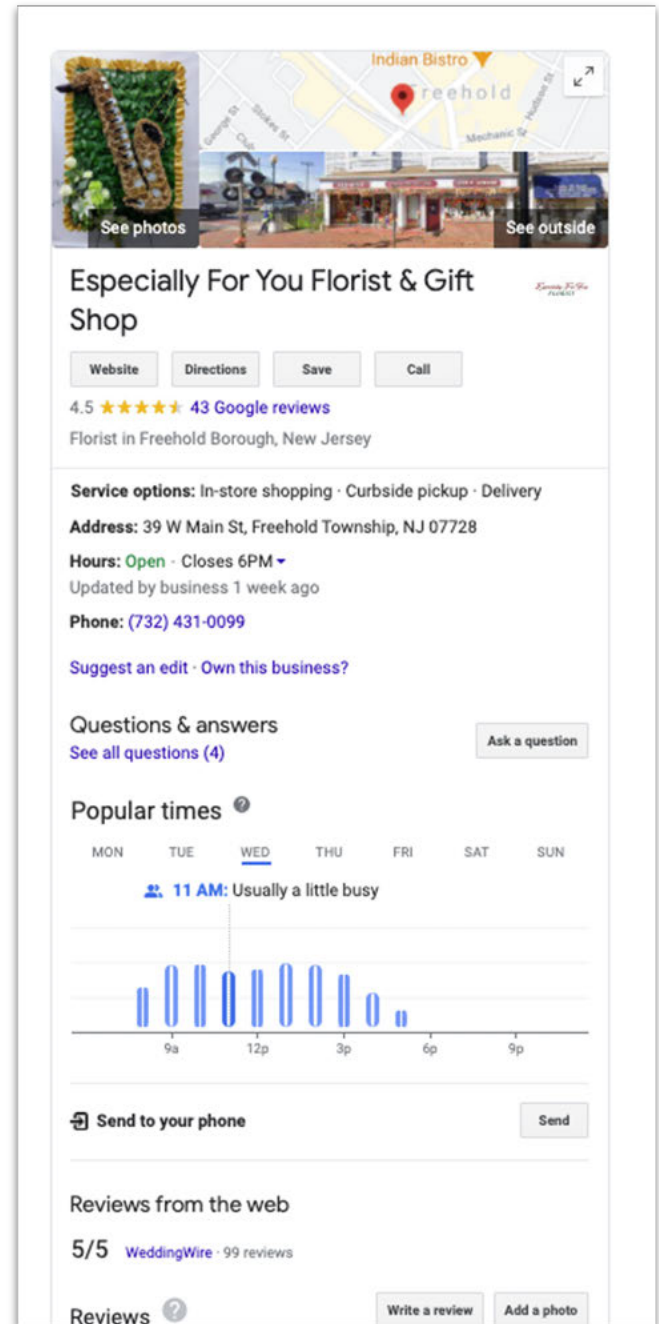
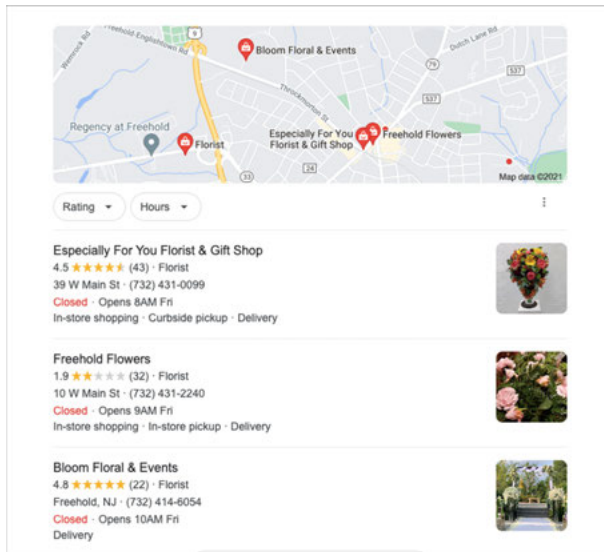
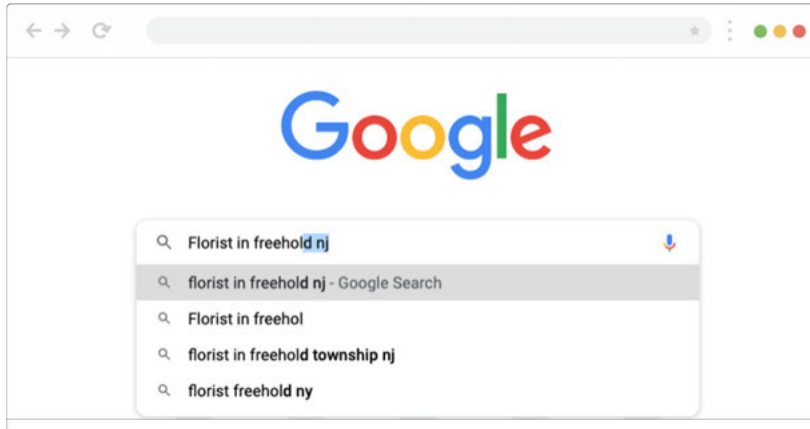


Exterior

Front of House

Outward Facing
SEO / How People Find You
Curb Appeal

SEO: How People Find You



What You Can Do:

SEO

1. **Google Review Button**
2. **Google My Business**
 - a. Keep updated, contact info, hours, location, delivery area + specials
3. **Keep your site fresh with updates**
 - a. Ongoing changes on your website
4. **Use Keywords when you add any content**
 - a. Home Page, About Us and your product descriptions.
 - b. Try this free tool:
[Semrush.com/analytics/keywordmagic/start](https://www.semrush.com/analytics/keywordmagic/start)
5. **Monitor and Maintain your Reviews**
 - a. Watch and respond!
6. **Backlinks: Get others to link to your site**
 - a. Reputable! Blogs, Funeral homes, Chamber of commerce



Entry / First Impressions

Front of House

“Front Door” = Homepage
Personalization with Banners

A MEMBER OF THE FTD FAMILY OF FLORISTS

Home | Shopping Cart | Account

728 Morris Park Ave., Bronx, NY 10462
Local: 718-792-6989

OCCASIONS PRODUCTS ABOUT US SITE SERVICES

OCCASIONS

- Autumn
- Any Occasion
- Birthday
- Sympathy
- Anniversary
- New Baby
- Congratulations
- Love & Romance
- Thanks
- Get Well
- Wedding

PRODUCTS

- Roses
- FTD Exclusives
- Gourmet Baskets
- Plants
- Best Sellers
- Corporate Gifts

SITE SERVICES

- Delivery Info
- Our Guarantee
- About Flowers
- Bookmark Us
- Outable Sentiments
- Site Features
- Site Map
- Security & Privacy

INTERNATIONAL DELIVERIES

The FTDB® Marmalade Skies™ Bouquet
us \$39.99
[ORDER NOW](#)

The FTDB® Birthday Brights™ Bouquet
us \$39.99
[ORDER NOW](#)

The FTDB® Best Day™ Bouquet
us \$50.99
[ORDER NOW](#)

The FTDB® Florist Designed Bouquet
us \$34.99
[ORDER NOW](#)

The FTDB® Beyond Blue Bouquet
us \$44.99
[ORDER NOW](#)

The FTDB® Fiesta Bouquet
us \$49.99
[ORDER NOW](#)

The FTDB® Bright Harvest Basket
us \$67.99
[ORDER NOW](#)

The FTDB® Long Stem Red Rose Bouquet
us \$74.99
[ORDER NOW](#)

—Saving the Kansas City MO area for all your floral needs—

821 North Coble Avenue Kansas City, MO 64151 Local: (816) 587-6787

SEARCH Home

Home

- Best Sellers
- Occasions
- Just Because
- Anniversary Flowers
- Birthday Flowers
- New Baby Flowers
- Get Well Flowers
- Graduation Flowers
- Back to School Flowers
- Holidays
- Thanksgiving (CAN)
- National Boss Day
- Sweetest Day
- Halloween
- Thanksgiving (USA)
- More Holidays...
- Roses
- Sympathy Flowers
- Funeral Flowers
- Standing Sprays & Wreaths
- Casket Flowers
- Sympathy Arrangements
- Cremation and Memorial
- Seasonal
- Fall Flowers
- Winter Flowers
- Spring Flowers
- Summer Flowers
- Plants
- Modern/Tropical Designs
- Gift Baskets
- Wedding Flowers
- Wedding Bouquets
- Wedding Party Flowers
- Reception Flowers
- Ceremony Flowers
- Gift Items

FALL FLORALS \$75.00
[BUY NOW](#)

SUNNY ESCAPE \$70.00
[BUY NOW](#)

HARVEST RHAPSODY FRESH FLOWER VASE
Capture the essence of fall with this stunning arrangement filled with captivating orange roses, sunflowers, purple 'Masonpiper' carnations, yellow button poms, rust calla lilies, and more. Harvest Rhapsody is a beautiful mix of seasonal colors. Surprise someone you love or treat yourself to this breathtaking bouquet! \$70.00, \$80.00, \$90.00
Shown at \$80.00
[BUY NOW](#)

Flower Exchange (807) 347-9819 || (866) 638-6767 Log In Cart Search

Birthday Flowers Occasions Flowers About Us Help IN A HURRY? QUICK SHOP

Make Their Big Day Extra Special!

Birthday Bash Bouquet \$54.99
[Buy Now >](#)

Your Wish is Granted Birthday Cake Bouquet \$54.99
[Buy Now >](#)

Fly Away Birthday Bouquet \$54.99
[Buy Now >](#)

Your Special Day Cake Bouquet \$54.99
[Buy Now >](#)

Deal of the Day \$40.00
[Buy Now >](#)

[SEND BIRTHDAY FLOWERS](#)

For the best and freshest flowers in Worland, Flower Exchange has exactly what you're looking for! Check out our wide selection of flower arrangements to make your next occasion memorable.

Flowers

Occasions: Any Occasion, Birthday, Anniversary, New Baby, Love & Romance, Congratulations, Get Well, Sympathy

Products About Us Site Services CONTACT US

TRUSTY KINGS

The FTDB® Sweet Surprise™ Bouquet \$29.65
[BUY NOW](#)

The FTDB® Sunny Sunshine™ Bouquet \$34.65
[BUY NOW](#)

The FTDB® Love is Great™ Bouquet \$44.65
[BUY NOW](#)

The FTDB® Wondrous Nature™ Bouquet \$38.65
[BUY NOW](#)

The FTDB® Floral Affection™ Arrangement \$39.65
[BUY NOW](#)

The FTDB® Marmalade Skies™ Bouquet \$41.65
[BUY NOW](#)

Welcome to our website!

Flowers provides flower and gift delivery across the USA and Canada. Send flowers for any occasion same day delivery is available until 1pm. We offer a large variety of fresh flowers and gifts. Enjoy the convenience of safe and secure ordering online 24 hours a day. The goal is to exceed our customers' expectations with quality, value and professional service. SAME DAY DELIVERY! Trusty Kings Flowers provides flower delivery service nationwide. (800)781-0824 *Excludes care packages.

Make Their Big Day Extra Special!



Birthday Bash Bouquet
\$54.99
[Buy Now >](#)



Your Wish Is Granted Birthday
Cake Bouquet
\$54.99
[Buy Now >](#)



Fly Away Birthday Bouquet
\$54.99
[Buy Now >](#)



Your Special Day
\$54.99
[Buy Now >](#)

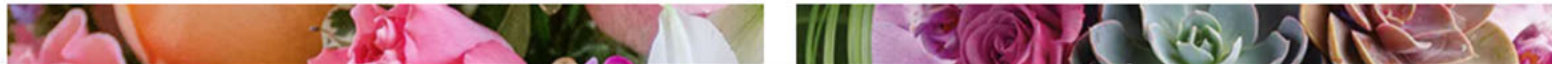


Deal of the Day
\$40.00
[Buy Now >](#)

[SEND BIRTHDAY FLOWERS](#)

PROUD MEMBER OF THE
teleflora. Network

*For the best and freshest flowers in Worland, Flower Exchange has exactly what you're looking for!
Check out our wide selection of flower arrangements to make your next occasion memorable.*





OCCASIONS ▾ FLOWERS & PLANTS ▾ FLOWER SUBSCRIPTION SYMPATHY ▾ WEDDINGS ABOUT US     



SHOP MICHAEL'S HERITAGE FLORIST FOR THE BEST FLOWER DELIVERY IN KANSAS CITY



Fresh-Picked from the Garden
\$95.00
[Buy Now >](#)



Fresh Thyme
\$85.00
[Buy Now >](#)



Aspen Magic
\$155.00
[Buy Now >](#)



Reigning Supreme
\$79.00
[Buy Now >](#)



Mango Sunrise
\$59.00
[Buy Now >](#)

SHOP OUR BEST SELLERS

PROUD MEMBER OF THE
teleflora.Network






“Front Door” / Entry

Especially For You
FLORIST

OCCASIONS ▾ FLOWERS & PLANTS ▾ GIFTS & MORE ▾ FLOWER SUBSCRIPTION SYMPATHY ▾ WEDDINGS ▾ ABOUT US IN THE NEWS ▾

Thank You
FOR
SHOPPING
LOCAL!
~ Especially For You Florist ~

SHOP ESPECIALLY FOR YOU FLORIST & GIFT SHOP FOR THE BEST FLOWER DELIVERY IN FREEHOLD

				
Fresh-Picked from the Garden \$80.00 Buy Now >	Fresh Thyme \$85.00 Buy Now >	Aspen Magic \$139.95 Buy Now >	Reigning Supreme \$79.00 Buy Now >	Mango Sunrise \$49.95 Buy Now >

SHOP OUR BEST SELLERS

Hot Trend #1:

Local Is
Everything

Hot Trend #2:

Homepage is
the Hotspot
(Highest-Converting Page)

About Adel Flowers & Gifts

We are family owned and operated. We are committed to offering only the finest floral arrangements and gifts, backed by service that is friendly and prompt. Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect.

Don's Own Flower Shop has been proudly serving Geneva and surrounding areas since 1985. We are family owned and operated and committed to offering only the finest floral arrangements and gifts, backed by service that is friendly and prompt. Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect.

About The Company

Flower Exchange proudly serves the Worland area. We are family owned and operated. We are committed to offering only the finest floral arrangements and gifts, backed by service that is friendly and prompt. Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect.

About the Company

Claprood's Florist proudly serves the Pickerington area. We are family owned and operated. We are committed to offering only the finest floral arrangements and gifts, backed by service that is friendly and prompt. Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect.

About Us

Bashful Daisy

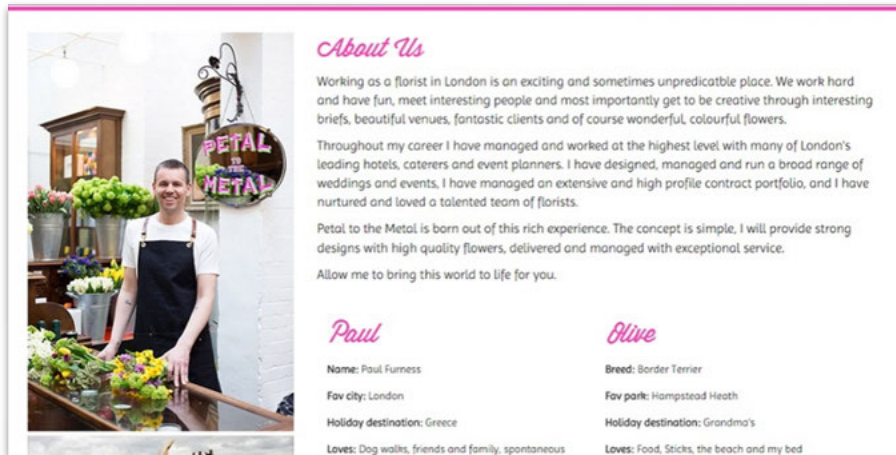
Flowers, backed by service that is friendly and prompt. Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect. Let Bashful Daisy be your first choice for flowers.

About The Flower Merchant

The Flower Merchant proudly serves Springfield. We are family owned and operated. We are committed to offering only the finest floral arrangements and gifts, backed by service that is friendly and prompt. Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect.

Make it personal!

1. You should get your point across in 6–8 seconds.
2. A great 'About Us' page should showcase your business values & accomplishments.
3. Don't forget to mention the owner name, designers, etc. People like to see real names and real people!



About Us

Working as a florist in London is an exciting and sometimes unpredictable place. We work hard and have fun, meet interesting people and most importantly get to be creative through interesting briefs, beautiful venues, fantastic clients and of course wonderful, colourful flowers.

Throughout my career I have managed and worked at the highest level with many of London's leading hotels, caterers and event planners. I have designed, managed and run a broad range of weddings and events, I have managed an extensive and high profile contract portfolio, and I have nurtured and loved a talented team of florists.

Petal to the Metal is born out of this rich experience. The concept is simple. I will provide strong designs with high quality flowers, delivered and managed with exceptional service.

Allow me to bring this world to life for you.

<i>Paul</i>	<i>Olive</i>
Name: Paul Funness	Breed: Border Terrier
Fav city: London	Fav park: Hampstead Heath
Holiday destination: Greece	Holiday destination: Grandma's
Loves: Dog walks, friends and family, spontaneous	Loves: Food, Slicks, the beach and my bed



ABOUT US

About the Comp



Established in 1886, K'nees Florists proudly serves the Moline, Illinois, Bettendorf, Iowa, the entire Quad Cities area and beyond. We are locally owned and operated by Trisha Engle & Aaron Tennant & staff. We are committed to offering only the finest floral arrangements and gifts, backed by service that is friendly and prompt. Because all of our customers are important, our professional staff is dedicated to making your experience a pleasant one. That is why we always go the extra mile to make your floral gift perfect. Let K'nees Florists be your first choice for flowers.

What You Can Do:

Entry/First Impression

- 1. Look with the eyes of the consumer**
 - a. Would YOU stay/browse/buy on your site?
 - b. Clear images, easy to shop, check out, add-ons, etc.
- 2. Personalize: Custom Banners**
 - a. Local
 - b. Colorful
 - c. Occasion-based
 - d. Product-Based
- 3. Personalize: About Us Page**
 - a. Share your story



Display Floor

Front of House

Product Pages
Merchandise
Hot Spots

Anniversary Flowers

SORT: Bestselling 

Need anniversary gift ideas? Flower Exchange can help! We've got all types of flowers for an anniversary. Nothing says love like surprising your loved one with a stunning bouquet on your special day! Flower Exchange delivers to Worland, WY

DELIVERY DATE:



Shop by:

Grandparents Day

Birthday

Get Well

Just Because

Love & Romance

Make Someone Smile

New Baby

Sympathy

Thank You

Wedding

Flowers to wear

FILTER YOUR RESULTS

COLOR

-  (10)  (19)
-  (24)  (36)
-  (31)  (10)
-  (45)  (17)

FLOWER

- Alstroemeria(30)
- Calla Lilies(1)
- Carnations(30)
- Chrysanthemums(8)
- Daisies(8)
- Gerbera Daisies(6)
- Hydrangea(12)
- Iris(2)

Show More Flowers 

STYLE

- Cheerful for Him(7)
- Classic for Her(18)



best seller
My Perfect Love - Long Stemmed Red
Roses
\$195.00



best seller
Spring Romance Bouquet
\$49.95



best seller
So Enchanting Bouquet
\$54.99



new
Teleflora's Mad Crush Bouquet
\$44.99



best seller
Lavish Love Bouquet With Long Stemmed
Red Roses
\$135.00



best seller
Be My Love Bouquet With Red Roses
\$59.95



new
Teleflora's Young At Heart Bouquet
\$44.99



new
Teleflora's Spring Beauty Bouquet
\$44.99



new
Teleflora's Wings Of Thanks Bouquet
\$49.99



My Perfect Love - Long Stemmed Red Roses \$145.00
Spring Romance Bouquet \$29.95
Scintillating Bouquet \$12.00



Twiflowers Mad Dash Bouquet \$22.99
Love's Love Bouquet With Long Stemmed Red Roses \$15.00
All My Love Bouquet With Red Roses \$14.95



Twiflowers Energy At Heart Bouquet \$22.99
Twiflowers Spring Amity Bouquet \$22.99
Twiflowers Hugs Of Thanks Bouquet \$22.99



Twiflowers Bright Star Bouquet \$22.99
Twiflowers Art Of Spring Bouquet \$22.99
Twiflowers Gorgeous Graduation Bouquet \$22.99



Twiflowers Exquisite Artistry Bouquet \$22.99
Twiflowers Spring Splendor Bouquet \$22.99
Twiflowers Spring Candy Lily Mix \$22.99



Twiflowers Cheer Morning Bouquet \$22.99
Blue Hyacinths \$22.99
Beautiful In Blue \$22.99



Twiflowers Amaze - Three Bouquet \$22.99
Twiflowers Love's Love Bouquet \$22.99
Twiflowers Scintillating Heart Bouquet \$22.99



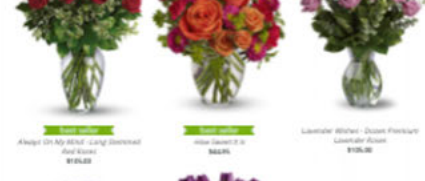
Twiflowers Garden Romance \$22.99
Twiflowers Garden Romance \$22.99
Golden Candy \$22.99



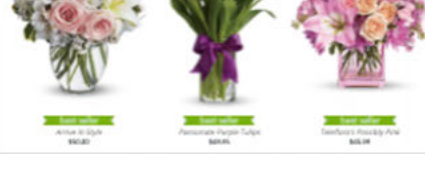
Twiflowers Endurance Cottage \$22.99
Twiflowers Art Of Spring Bouquet \$22.99
A Dream Bouquet With Red Roses \$22.99



Twiflowers Our Romance Bouquet With Red Roses \$22.99
Twiflowers Sweet Surrender Bouquet \$22.99
Twiflowers Garden Romance \$22.99



Always On My Mind - Long Stemmed Red Roses \$22.99
New Romance \$22.99
Twiflowers Special Touch Bouquet \$22.99



Twiflowers Love That Pink Bouquet With Roses \$22.99
Twiflowers Sweet Splendor Bouquet \$22.99
Twiflowers Twiflowers Pink \$22.99



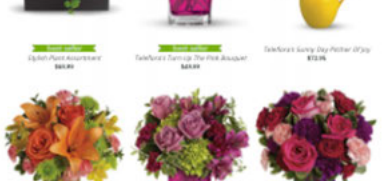
It's My Party By Twiflowers \$22.99
Twiflowers Shining Beauty \$22.99
Twiflowers Spring Fun Spring Mixed Bouquet \$22.99



Never Get On By Twiflowers - Of Red Roses \$22.99
Twiflowers Sweet Surrender Bouquet \$22.99
Twiflowers New Romance \$22.99



Twiflowers 1st First Pickup Bouquet \$22.99
My Favorite Twiflowers Pickup By Twiflowers \$22.99
Twiflowers Sweet Day Mother Of Joy \$22.99



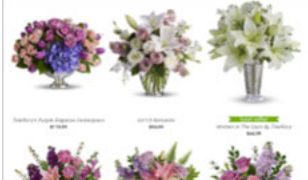
Twiflowers 1st First Pickup Bouquet \$22.99
Twiflowers Sweet Day Mother Of Joy \$22.99
Twiflowers Sweet Day Mother Of Joy \$22.99



Twiflowers Special Touch Bouquet \$22.99
Twiflowers Sweet Splendor Bouquet \$22.99
Twiflowers Sweet Splendor Bouquet \$22.99



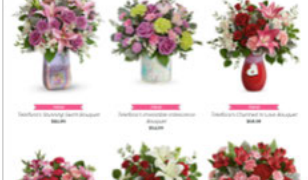
Twiflowers Love That Pink Bouquet With Roses \$22.99
Twiflowers Sweet Splendor Bouquet \$22.99
Twiflowers Sweet Splendor Bouquet \$22.99



Twiflowers Spring Amity Bouquet \$22.99
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Twiflowers Spring Amity Bouquet \$22.99
Twiflowers Spring Amity Bouquet \$22.99
Twiflowers Spring Amity Bouquet \$22.99

Search (999) 999-9999 [LOG IN](#) [CART](#)

Flower*Clique













OCCASIONS ▾ FLOWERS & PLANTS ▾ FLOWER SUBSCRIPTION SYMPATHY ▾ WEDDINGS ABOUT US IN A HURRY? [QUICK SHOP](#)

Home > Occasions > Anniversary & Romance

ANNIVERSARY & ROMANCE

Need anniversary gift ideas? Flower Clique Playground can help! We've got all types of flowers for an anniversary. Nothing says love like surprising your loved one with a stunning bouquet on your special day! Flower Clique Playground delivers to Niceville, FL.

SORT: Bestselling ▾

			
Darling One \$59.00	One Dozen Vibrant Roses \$89.00	Mod Magenta \$69.00	Pink Roses (6) \$49.00
			
Sweet Charlotte \$95.00	Cashmere and Mint \$69.00	Love Story \$199.00	Mango Showstopper \$145.00
			
Picnic Basket for Two \$89.00	Red Roses (3) \$35.00	Beautiful in Blue \$79.00	Red Roses with Modern Foliage (12) \$125.00

Hot Trend #3:









Make it “Organic” / Wild

- For Customers & Designers Alike

Hot Trend #2:

You Have the Power of Placement

- YOU tell customer what they want, what you want to make, and make a profit on

			
Red Roses with Eucalyptus Foliage (24) \$195.00	Peachy Sweet \$65.00	Luna Blue \$109.00	Love You Bunches \$125.00
			
Sweet Hydrangea \$79.00	Isle of Tahiti \$109.00	Red Roses (6) \$49.00	Mango Oasis \$115.00

BIRTHDAY

SORT: Bestselling

Look no further than Flower Clique Playground for birthday gifts! Live up any birthday party with a festive birthday flowers or surprise them with a cheerful "Happy Birthday" bouquet! We offer birthday flower delivery to Niceville, FL or nationwide.



Morning Thyme
\$89.00



Wide Blue
\$55.00



Cloud Nine
\$85.00



Belle De Jour
\$65.00



Reigning Supreme
\$79.00



Positano Sunset
\$69.00



Mango Showstopper
\$145.00



Red Roses (6)
\$49.00



Mango Split
\$39.00



Sweet Hydrangea
\$79.00



Fresh Tangerine
\$49.00



Bouquet of the Month Club (6)
\$349.00



Beautiful in Blue
\$79.00



Dracama Lemon Lime Plant
\$45.00



Fresh-Picked from the Garden
\$95.00



Health Nut Basket
\$69.00

BIRTHDAY



GET WELL



GET WELL

SORT: Bestselling

Nothing says "Get Well Soon" like a vibrant bouquet of fresh flowers! Look no further for get well gifts than Flower Clique Playground. We deliver get well flowers to Niceville, FL or nationwide to brighten their day. They'll be sure to get well soon!



Sahara Bliss
\$75.00



Red Roses (3)
\$35.00



Large Dish Garden
\$69.00



Cloud Nine
\$85.00



One Dozen Vibrant Roses
\$89.00



Love Reigns
\$49.00



Belle of the Ball
\$139.00



Mango Sunrise
\$59.00



Designer's Choice Arrangement
\$69.00



Wide Blue
\$55.00



French Countryside
\$89.00



Classic Fruit & Cheese Basket
\$129.00



Sweet Hydrangea
\$79.00



Sweet Amore
\$65.00



Peace Lily Plant
\$49.00



Reign of Beauty
\$95.00

OCCASIONS ▾

FLOWERS & PLANTS ▾

FLOWER SUBSCRIPTION

SYMPATHY ▾

WEDDINGS

ABOUT US



DELIVER TO THE SERVICE

Flower Arrangements

Sympathy Plants

Casket Sprays

Shop By Collection

Urn & Memorial Tributes

Standing Sprays & Wreaths

DELIVER TO THE HOME

Sympathy Plants

Flower Arrangements

POPULAR CHOICES



\$69.00



\$99.00



\$249.00



\$60.00



Gracefully Majestic Casket Spray
\$425.00



Gracefully Majestic Urn
\$290.00



Gracefully Majestic Standing Spray
\$300.00



Majestic Urn
\$210.00

8 → How many bridesmaids/groomsmen do you plan to have?

Key **A** N/A

B 1 to 2

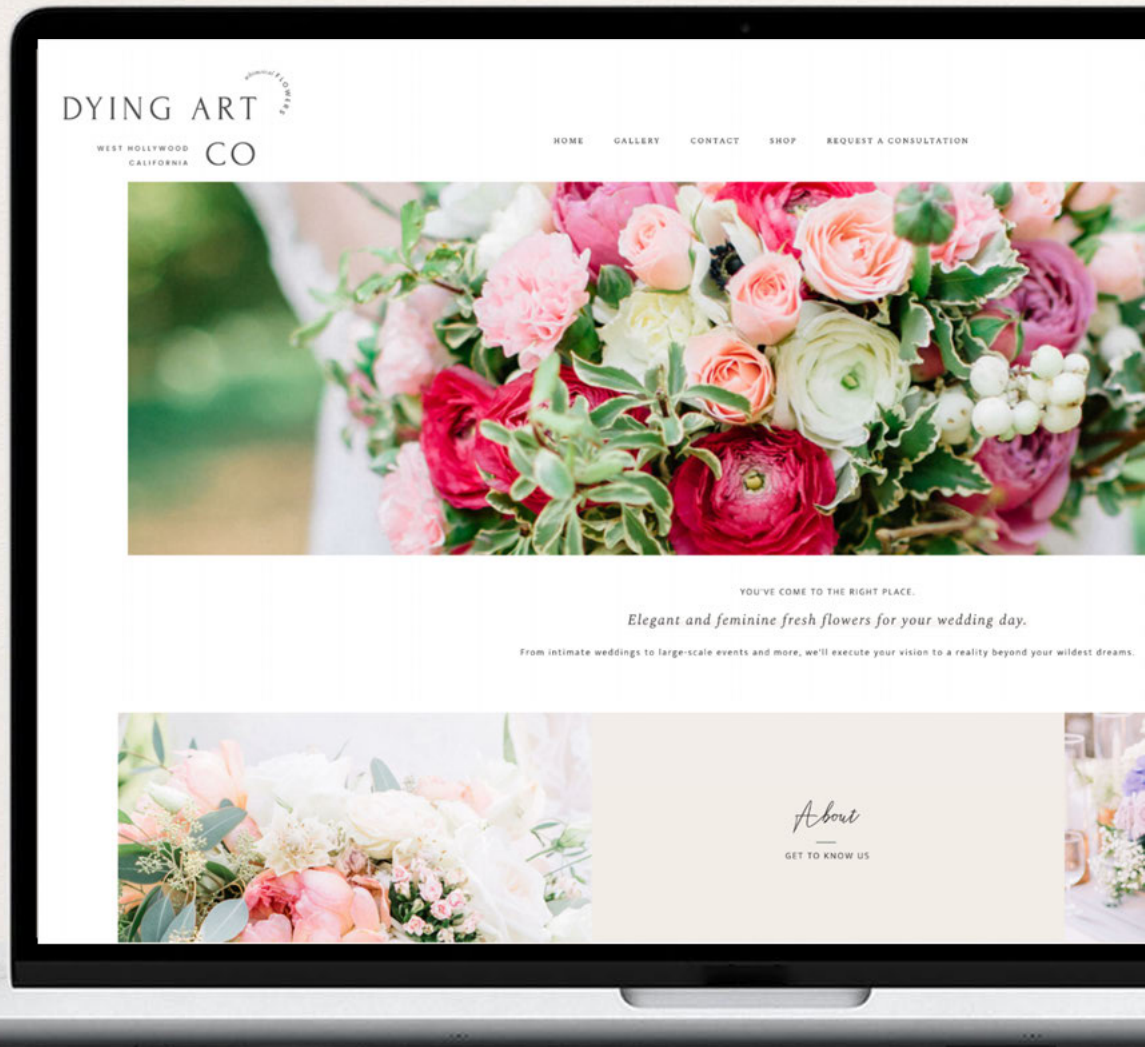
C 3 to 4

D 5 to 6

E 7 to 8

F More than 8

OK ✓



Digital Wedding Presence

MAKE IT.

Everything you need to grow your business online.
Start your free website trial today. No credit card required.

GET STARTED →



Google Forms

Software

WIX Creation ▾ Business ▾ Growth ▾ Resources ▾ Pricing Support

Create a Website You're Proud Of

Discover the platform that gives you the freedom to create, design, manage and develop your web presence exactly the way you want.

[Get Started](#)

By Wix. No credit card required.

Typeform Solutions ▾ Templates ▾ Integrations ▾ Resources ▾ Pricing Enterprise Careers [Log in](#) [Sign up](#)

There's a better way to ask

You don't want to make a boring form. And your audience won't answer one. Create a typeform instead—and make everyone happy.

[Get started - it's free](#)

- ✓ No credit card required
- ✓ No time limit on Free plan

Hot Trend #5: Show em' what you've got!

GIFT BASKETS

Flowers Unlimited has Gourmet Gift Baskets for any occasion. We offer several different gourmet treats to send the perfect gift! Flowers Unlimited will deliver Gourmet Gifts to Martinsburg, WV and the surrounding areas.



Spice Party
\$138.95



Stylish in the Rain
\$126.95



Sweet Treats
\$84.95



Tea Thyme
\$85.95



You're One in a Melon
\$75.95



April Cornell Napkin, Tea Towel &
Placemat Set
\$129.95



April Cornell Apron & Placemat Set
\$85.95



Garden Medley
\$96.95

What You Can Do:

Display Floor

1. **Limit your offerings: less is more**
 - a. What do you want to be your best sellers?
2. **Placement is Key**
 - a. If you want to sell something, put it on your homepage or in the first 2 rows of a product page
3. **Show your powerhouse products (gifts)**



Checkout / Cash Wrap

Front of House

Last Impression
Customer Experience

REIGN OF BEAUTY

Save for Later



SELECT SIZE

Standard
\$95.00

Deluxe
\$105.00

Premium
\$119.00

ADD SOMETHING EXTRA



Tips

Select



Hand-Made
Greeting Cards

Select



Mylar Balloons

Select



PICK UP IN STORE INSTEAD

RECIPIENT ZIP/POSTAL CODE

DELIVERY DATE

[Find Zip/Postal Code](#) | [Use Address Book](#)

ADD TO CART

What You Can Do:

Checkout / Cash Wrap

1. **Make sure it's easy**
 - a. No roadblocks or barriers your website
2. **Add-ons offered**
3. **Ask for the Review**
 - a. In person and through email



Workroom

Back of House

Education

SAF / Career Connection

FPS / SPS



SOCIETY of AMERICAN FLORISTS

Your Growth is Our Business



American Institute of
Floral Designers





Fresh Tangerine
\$49.00



Wilde Blue
\$55.00



Capri Sunset
\$149.00



Medium Dish Garden
\$59.00



Positano Sunset
\$69.00



Deal of the Day
\$39.00



Morning Thyme
\$89.00



Mango Showstopper
\$145.00

What You Can Do: Workroom

1. Give your designers and staff resources they need to succeed.



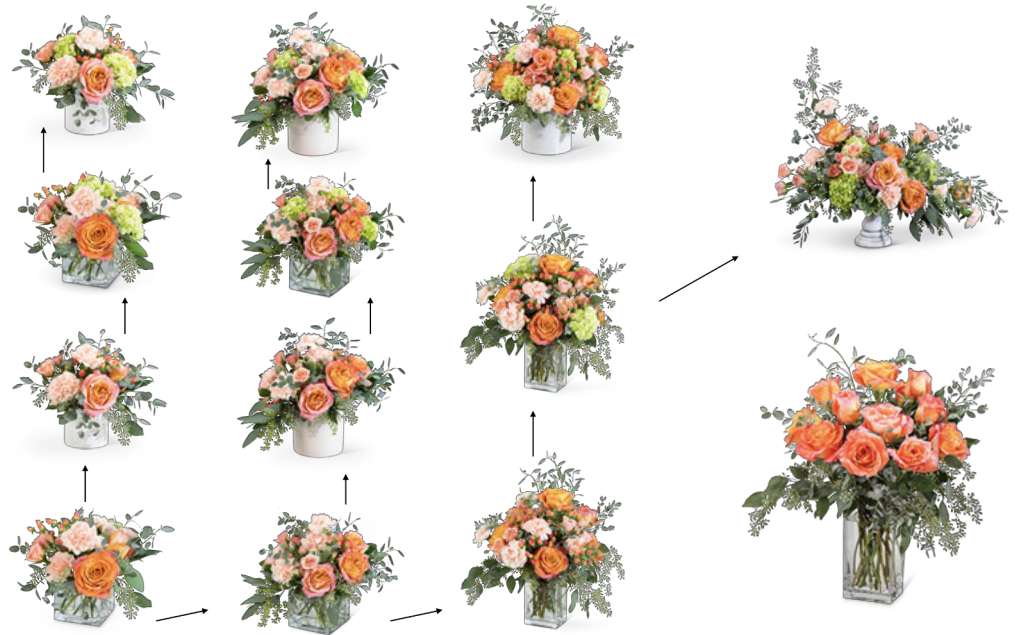
Cooler

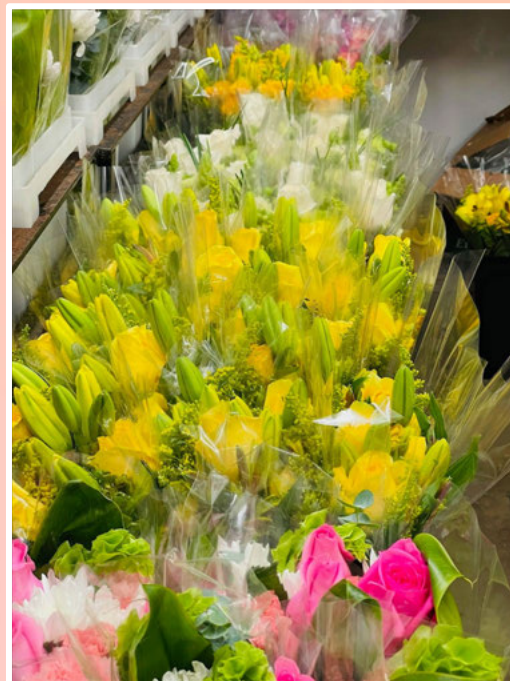
Back of House

Productivity & Organization

Cooler Inventory

Logistics / Ordering / Operations







What You Can Do:

Checkout / Cash Wrap

1. Create and photograph designs
2. Have what you sell, sell what you have
3. Know what's on your website (it's your online menu)
 - a. When the customer calls, be ready



Office

Back of House

Profitability:

Actually making money doing what you love!



best seller

Beautiful In Blue
\$44.99



~~\$54.99~~ \$52.24

Buy Now

Beautiful in Blue Bouquet



Beautiful in Blue
\$60.00



Best Seller

Beautiful in Blue
\$79.95

What You Can Do: Office

1. Pricing Appropriately
2. Use Custom Images to avoid price comparison
3. Use the same flower combination for 5-10 products on your site

Connection
is Currency

Home icon | Cart icon with 1 item | Store icon

Nature's Besties

Josh Kozlowski
Admin · September 13 at 12:21 PM · 🌐

New arrivals daily! Stop in for this week's special! 😊

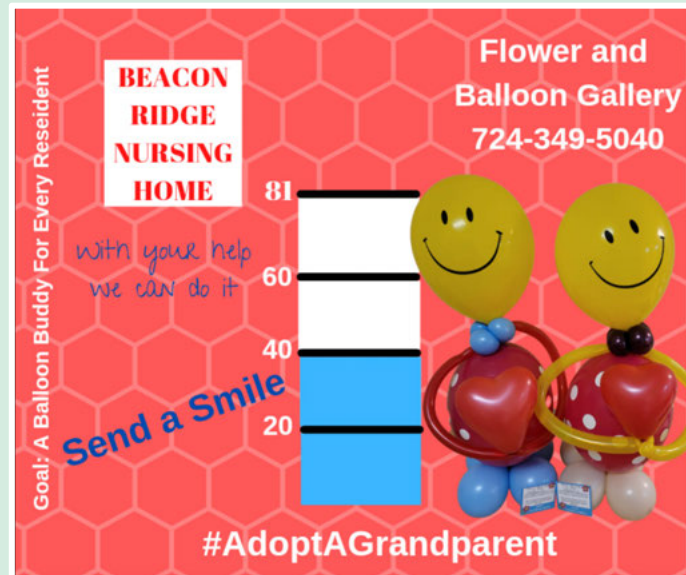


Leona Sue's Florist
August 27 at 12:21 PM · 🌐

We are eating local! [Kajun Eatz](#)
A new favorite!

One of 4 classes we are offering this year! Sign up early to ensure seats! [Heartland Pizza Company](#) will be hosting these events in their beautiful Gathering room! Drinks and pizza provided!





There's no box.

If you could learn one
thing from me...

You've got this!



Flower Clique

**women-founded.
women-run.**



We build.

You create.

We bridge the gap between retail florists and the modern-day consumer, taking your flower shop to an elevated online shopping experience. The win-win? Higher sales, higher profits, and happier staff with a more streamlined system.

Flowers are your passion - they're ours, too.





Flower Clique

women-founded.
women-run.



We build.

You create.

We are a complete website management solution, members-only wholesaler, floral community, podcast, a wealth of industry knowledge, business consultant, an honest team, and the best support system for florists today.

With a Flower Clique membership, you get it all for one low monthly rate.



ONE MEMBERSHIP. ALL-ACCESS.

Total Website
Management



White-Glove
Concierge



Business
Consultant



Wholesale
Flowers



E-commerce
Library with
700+ Products



Quarterly
Photoshoots



Celebration
of Life Guide



Online
Wedding
Lookbook



Facebook
Posts 2x
Weekly



Florist
Community

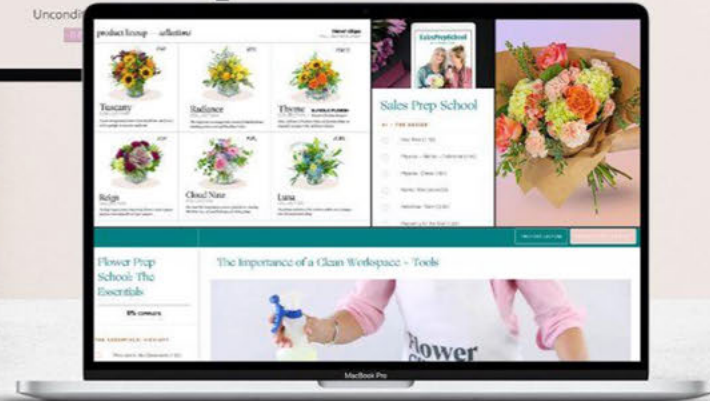
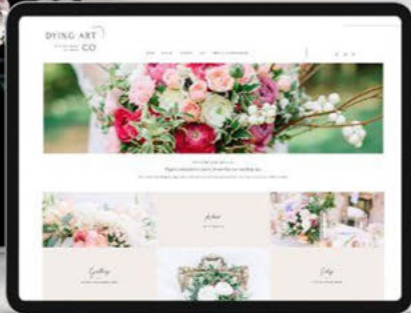
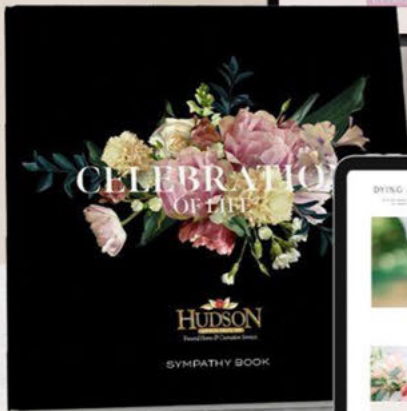
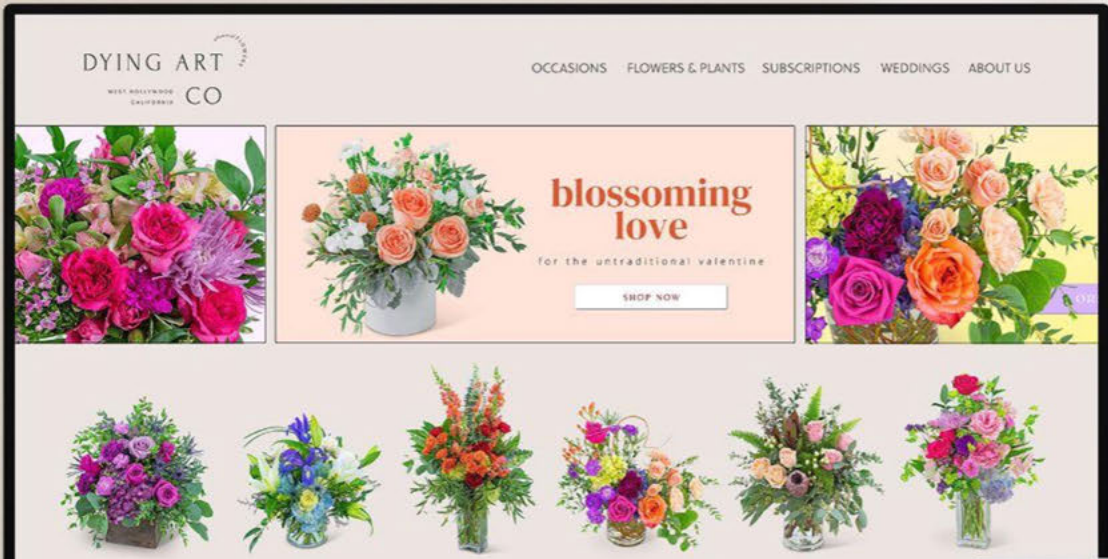


Founded by
Women



Support
Flower Farmer
Families





ONEClique

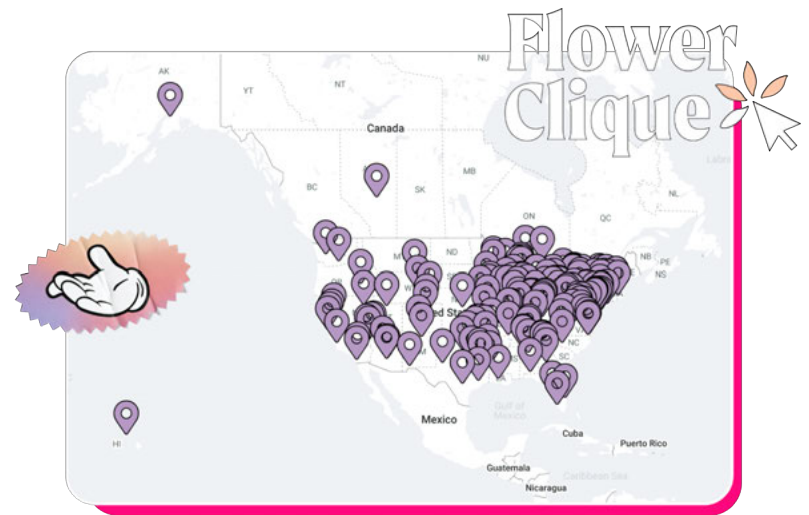
SIMPLIFIED E-COMMERCE SOLUTIONS

FULL WEBSITE MANAGEMENT

E-Commerce Management Service
Full-Time Concierge for Customizations & SEO
Maintenance, plus:

- Google My Business & Facebook Posts
- Separate Customized Wedding Website
- *Farm to Flower Shop* Inventory System
- Celebration of Life (Sympathy) Guide
- Members-only community with online resources, recipes, and education
- The most supportive florist's community

No contracts. Month-to-month membership.



A bouquet of flowers is shown in the bottom-left corner of the image. It features several large, vibrant orange and peach-colored roses, smaller light pink roses, and clusters of purple hydrangeas. Green foliage and stems are interspersed throughout the arrangement. The background is a solid, light pink color.

A membership that
inspires a better
way to work.

Email lori@flowerclique.com
and get your first month of
membership on the house.

Flower Clique