

Post-Pandemic Re-marketing:

Turning New Customers into Repeat Buyers

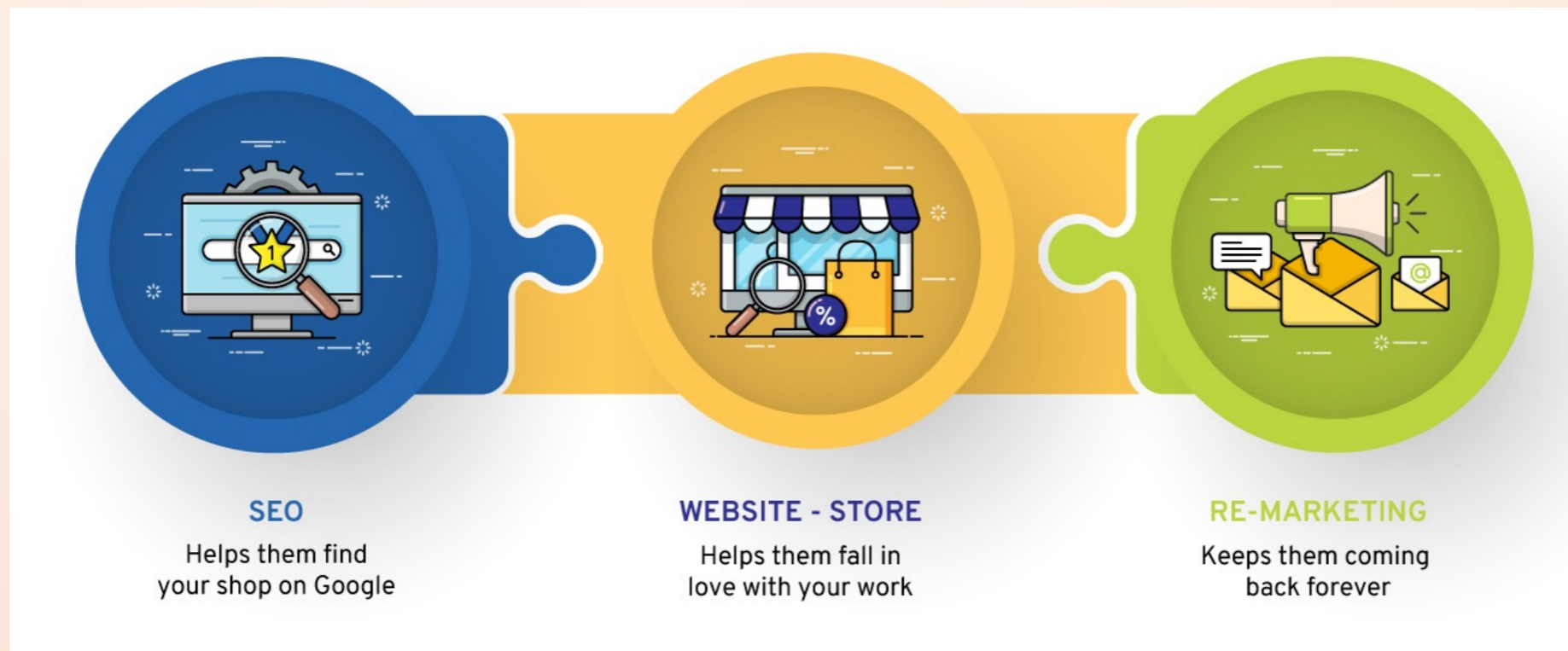
Dan McManus

A scenic view of the Orlando skyline at sunset, with buildings and a fountain reflected in a body of water. The sky is a mix of orange, yellow, and blue.

 SAF *Orlando* 2021
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Reconnect. Recharge. Get Inspired.

Marketing That Works



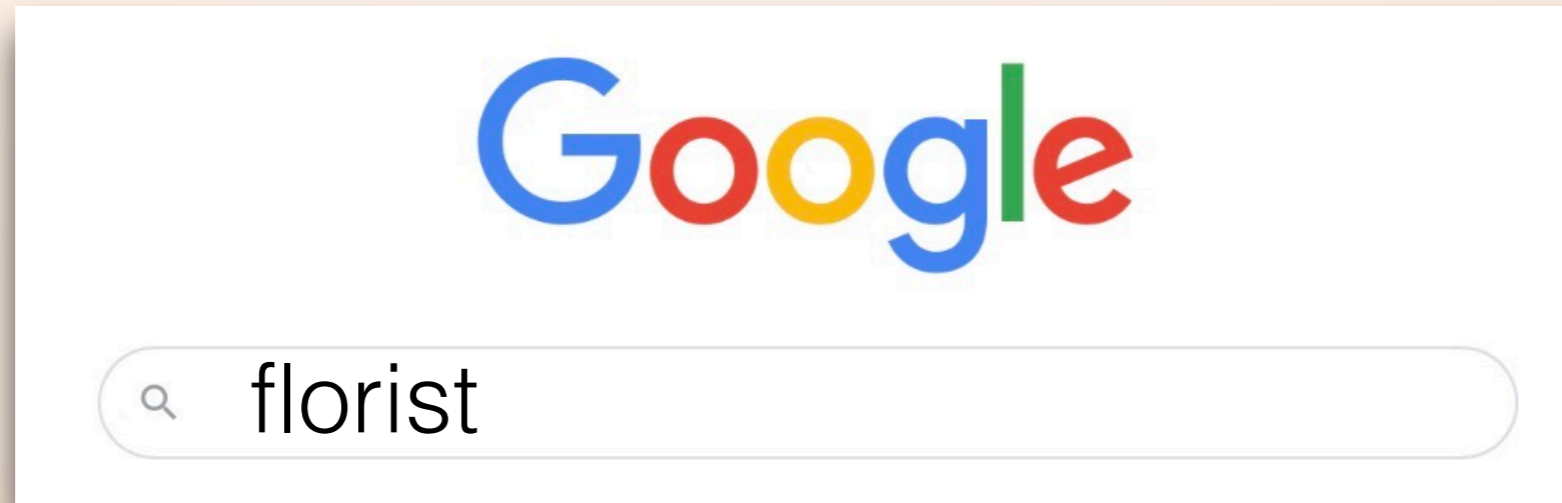
Overview

Most florists welcomed a swath of new customers as a result of the pandemic, when available gift options were limited. What are you doing to make sure those customers come back to your store?

A recent study showed that 7 out of 10 first-time customers do not call their florist the following year — instead, they go to Google to find a florist.

The problem? Traditional re-marketing — postcards, email blasts, social media — isn't doing the job. Today's re-marketing has to be personalized, customized and relevant.

Why Didn't They Buy Again?

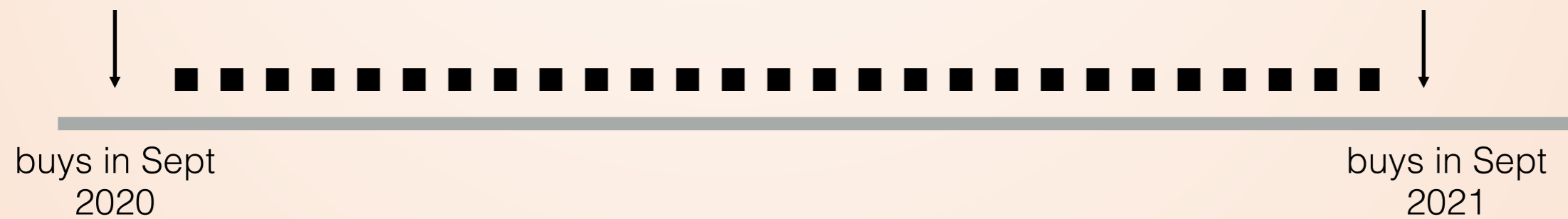


It's just too easy to find a florist.

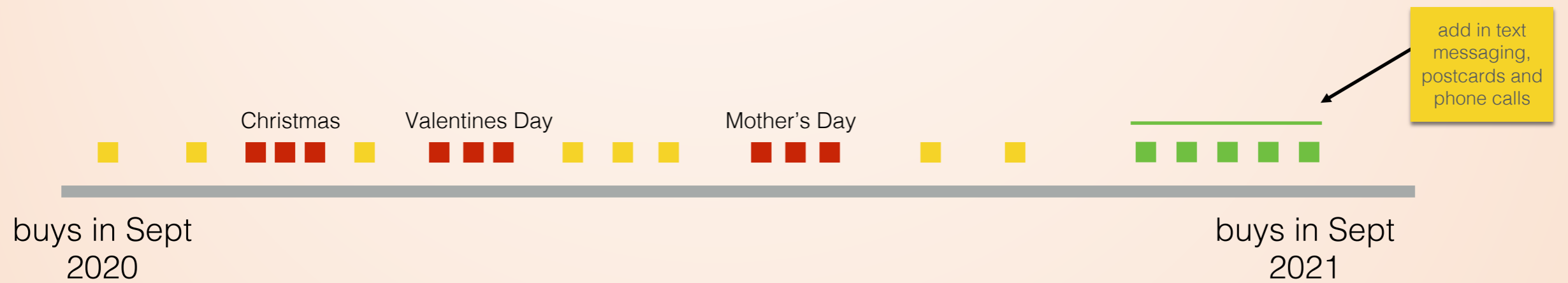
What Can We Do?

- ✓ Send emails
- ✓ Postcards
- ✓ Phone Calls

Why Email Are No Longer Effective



How Email Can Become Effective



How DIY It With Email Service

(such as Constant Contact)

- Export your list - separate it into:
 birthday, anniversary and universal
- Separate these into one file for each week
- Set up the Birthday and Anniversary and universal emails
- Attach a the right list for each weekly send

How TO DIY It With Cards

- Run the birthday and anniversary lists monthly
- Use appropriate postcards, prep the entire month
- Separate into weekly groups to mail

How To Measure Your Repeat Rate

- Export 12 months of customer sales data into a spreadsheet
- Sort by the column with dollar transactions and delete the obvious low and high numbers to get corporate accounts and funeral homes out
- Sort by phone numbers and select the option to “eliminate duplicates” and see how many lines are eliminated. Click “undo” and repeat the de-dupe process using email addresses instead of phone numbers
- The higher number is a good indicator of your repeat rate (not exact but close enough to get an idea)