PR Boot Camp

Get In Shape Now

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Society of American Florists
Today’s Goal
Intensive session focusing on key areas:

- Define PR/Role in marketing mix
- Value of PR: Why do it?
- How and when to use it
- Available PR tools/materials
- Hands-on ideas and member examples
- Contacting the media
- Spokesperson do’s and don’t’s
- Social media in the mix: Creating content
PR BootCamp Powerpoint available at safnow.org/PRBootCamp

What is Public Relations?

Generating publicity through third-party outlets, primarily the news media, and within your community.
There are many disadvantages to PR. You can’t control the content, you can’t control the timing, and you can’t control the visual appearance of your message. You can’t even be sure that any of your messages will be delivered.

The Fall of Advertising & The Rise of PR
Al Ries and Laura Ries

But the one advantage of PR makes up for all of the disadvantages. PR has credibility, advertising does not. People believe what they read in newspapers or magazines or what they hear on radio and see on television.

The Fall of Advertising & The Rise of PR
Al Ries and Laura Ries
Power of PR

Using the credibility and influence of third parties to deliver information that will educate and inspire target audiences to change behavior, shift mindset, and take action.

PR’s Value: Why Do It?

- Objective believability, credibility
  - Floral messages achieve third-party credibility through news media
- Increases depth of message delivery
  - News articles allow more content than advertising
- Complements other marketing activities
- Cost effective
- Minimizes damage in times of crisis
PR in the Marketing Mix

**Public Relations**
-- Uses third parties to deliver key brand messages; offers credibility

**Advertising**
-- Promotes product directly to consumers in a controlled manner; all information directly from company

**Internet Promotion/Social Media**
-- Capitalizes on the Internet to communicate with consumers, deliver messages, create conversation

**Direct Marketing**
-- Targets consumers directly with information about a particular product

**Objective:**
Raise awareness, use product, change behavior

How Do We Do PR?

Community
News Media
Social Media
PR in Your Community

- Networking: Get involved!
  - Chamber of Commerce or other community business groups
  - Social or charitable organizations
  - Church or school communities

PR in Your Community

- Speaking engagements: Be seen!
  - Garden and country clubs
  - Community festivals
  - Small business seminars
  - In-store workshops
Working with the Media

The Media Box We Work In

- Editorial interest & cynicism
- Editorial Deadlines
- Timing
- Advertising considerations
- Noise in the market
- Balance promotion & product
- Newsworthiness

News is 24/7
Today Local = Global
PR: Earned Media

- Different from advertising…you have to **EARN** it
- Takes time and persistence but the pay-off can be big
- Builds credibility through third-party endorsement

Message Credibility

- Messages delivered by third parties are more believable/less self-interested than advertising
- Media coverage lends legitimacy to the message
- Third party endorsement underscores validity
How do you generate media coverage?

YOU NEED A NEWS HOOK!

The key to capturing the media’s attention is:

CONTENT

*Make it newsworthy and make it timely!*
Litmus Test for “News”

- Is it a first?
- Is it unusual?
- Is it visual? (television, print photo op)
- Is there a dramatic impact – broader implication?
- Is it a scandal?
- Is it relevant to their audience?
- Can it be linked to a trend?
- Can it be linked to an event or occasion?
- Does it affect the wallet?

PR: Earned Media

- Newsworthy and/or timely items
  - National trends/research
  - Local events
  - HOLIDAYS:
    Valentine’s Day, Mother’s Day, Christmas
    - Offer behind-the-scenes look at holiday preparations
    - Offer ride-alongs for reporters on holiday deliveries
    - Home decorations (Christmas)
PR: Earned Media

- Create a media opportunity
  - Business anniversary
    - Coverage of your business’ longevity in the community
    - Get public events in the media calendar
    - Media to cover the event
  - Store event
    - Floral workshop for reporters

Consumer Research/Trends

Ride the SAF Wave!

Capitalize on SAF’s proven news hooks to establish your shop as the expert and generate valuable local exposure
SAF PR Fund: Public Relations Objectives

- Promote the unique benefits of flowers and plants, and the expertise of professional florists.
- Strategic, innovative public relations campaigns to generate news stories in newspapers, magazines, online, TV and radio nationwide.
- Consumer research and trends as NEWS HOOKS

1.1 BILLION impressions
Ride the SAF Wave!

- Available PR programs
- Ideas on creating a LOCAL angle
- Real SAF member examples

SAF’s Emotional Impact of Flowers Study

Proof positive:
A gift of flowers creates instant delight, and increases enjoyment and life satisfaction.
Capitalizing on Emotional Impact Research

• Press release on shop letterhead
  • Home, Lifestyle or Health print reporters
  • Radio news directors
  • TV assignment editors

• Get noticed…send flowers with the press release!
  • Reporters and staff will feel the effects of flowers for themselves

Capitalizing on Emotional Impact Research

• TV Segment
  • Contact the program producer at a local TV station
  • “Prove” how flowers make people in your community happy.

• Ride-alongs
  • Invite reporters to go on flower deliveries and capture recipients’ reactions to the flowers
Capitalizing on Emotional Impact Research

- **Contest**
  - Partner with a local radio station
  - Listeners call in to tell why their special person deserves a smile
  - Winner (selected by DJs) receives a flower arrangement
  - You provide the flowers in exchange for free mentions of your shop and the research
  - *Make it a regular segment!*

Florist Examples

- **Idaho**
  - “Share a Smile” monthly TV segment

- **Colorado**
  - Shop owner heard disparaging remarks about Valentine’s Day flowers on a morning radio show
  - Sent study findings to general manager and got invited to come on the same show and talk about them
Florist Examples

- **Indiana**
  - Advertises on local radio station
  - Station asked him to come on air for a 15-minute flower segment every Wednesday

- **Arizona**
  - Shared study findings with local newspaper
  - Shop owner quoted throughout local story
  - Story also published in nine newspapers nationwide

SAF’s Flowers & Seniors Study

*Proof positive:*

- Nature’s support systems help seniors cope with everyday challenges.
- Flowers are *scientifically proven* to ease depression, inspire social networking and refresh memory as we age.
Capitalizing on Flowers & Seniors Research

• Press release on shop letterhead

• Timing is everything!
  • To make the story more newsworthy, pitch to the press just before Mother’s Day, Father’s Day or Grandparents’ Day

Capitalizing on Flowers & Seniors Research

• Radio promotion
  • Target audience: Seniors and their adult children
    • Local morning show
    • Oldies, classical, jazz or news/talk station
  • Listeners call in to have a special senior citizen surprised with flowers
  • DJs talk about your shop and the research results
Capitalizing on Flowers & Seniors Research

- “Flower Fun” sessions
  - Work with local senior living communities and nursing homes
  - Bring flowers for the seniors to create their own arrangements.
  - Invite the press to photograph and write about the event
  - Provide the research results
  - Time it with family weekends

Florist Examples

- Colorado
  - Florist donates money for a senior citizen homebound exercise program
  - Got Rotary Club to match donations
  - Sends bud vase and info about the Flowers & Seniors study with first visit
SAF’s Impact of Flowers & Plants on Workplace Productivity Study

*Proof positive:* Problem-solving skills, idea generation and creative performance improve substantially in workplace environments that include flowers and plants.

Capitalizing on Workplace Research

- Chamber of Commerce
  - Offer to write an article on the benefits of flowers and plants in the workplace for their newsletter
  - Ask the Chamber or other business group to consider you as a presenter for their next event
Capitalizing on Workplace Research

- **Business news**
  - Contact the business editor of your local newspaper about the Workplace research

- **Local tie-in**
  - When pitching the story give your observations about how local businesses use flowers and plants (corporate customers)

Florist Examples

- **Pennsylvania**
  - Owner sent press release to local radio station
  - Station featured him as a “local floral expert” in a morning news story about the study

- **Ohio**
  - Owner contacted local TV station about the study
  - Interviewed on camera
  - Station called a few weeks later to do live shots from shop for Mother’s Day!
Florist Examples

- Virginia
  - Approached local chamber of commerce with study results
  - Wound up writing a column for their newsletter and getting her name and shop in the byline

So I’ve got my news hook, WHAT NEXT?
Contacting the Media

Types of Media Targets

- **Print**
  - Daily newspapers
  - Weekly newspapers
  - Community newsletters
  - Consumer weekly and monthly magazines

- **Broadcast**
  - Local cable or network television stations
  - Radio stations

- **Online media**
Contacting the Media

Create a target media list:
- Visit the news outlet’s website and review bios to learn more about them
- Check for a list of section editors:
  - Community news (events/shop anniversary)
  - Feature/lifestyle or garden (research/trends/how-to)
  - Business (shop anniversary/workplace research)
- Read local papers, watch the news and listen to the stations you want to target
- Know which reporters might be interested in your story before pitching it

Contacting the Media

- **Pitch the story**
  - Contact local media (press release, email)
  - Send with flowers
  - Reporters love visual impact – describe what their viewers or readers might see if they cover the story
- **Follow up!**
  - Call/email to see if information was received and to answer questions
  - If interested, be helpful and expedient
Contacting the Media

- Don’t give up
  - Timing is everything
  - Keep trying
  - It may take several tries before the media “bites”
  - Be persistent and learn from each try

Contacting the Media

- The media may call you for comment on a story that seems negative
  - Be accessible
  - Use the opportunity to present your views in a responsible manner
  - Take time to carefully develop your response
  - Because helpful, more likely they will contact you in the future
You could be a regular contributor too!

Cosentino: What makes a good florist?

Today, with so many places to purchase flowers, a person might be confused about the role of the various vendors. I think that each has a place and each serves a different purpose and a different clientele.

Interviewing with the Media
Spokesperson DO’s and DON’Ts

DO’s:
- Be open, honest, accurate
- Keep answers short; soundbites
  - (10 seconds or less)
- Prepare three key messages to communicate
- Use questions as opportunity to make your key points (bridge)
- Humanize yourself and the industry as caring and responsive
- Stay positive!

DON’Ts:
- Don’t dwell on negative allegations or repeat negative words. Decide what’s at the root of the question and address it
- Don’t say ‘I think’ or ‘I believe’; it weakens your opinion
- Don’t dismiss a question with ‘no comment’; in the public’s mind it translates as guilt
- Don’t make comments ‘off the record’; if you don’t want it on the news, don’t say it
Rain, Sleet, Snow and Ice
No Match for Cupid
(Florist quotes from Actual Local News Article)

“We’re doing what we have to do. That’s our job.”

“It’s our worst nightmare.”

The challenge, (florist) said, would be met.
“We’re like the mailman. We’re getting them out.”

To Air, or Not to Air
(Dirty laundry, that is)
(Florist quotes from Actual Local News Articles)

“Typically, they [the wholesalers] raise everything just because they can.”

*****

“The economy is terrible. I’m ready for someone to buy my business.”
Interviewing with the Media

- Practice “headline testing”
  - Imagine a good headline and a bad headline that could result from a decision or something you say
  - Rule of thumb: Don’t say it if you wouldn’t want to see it as front page news

Interviewing with the Media

- For face-to-face or on-camera interviews, dress neatly and professionally (but real), as you would when meeting with a client.
  - Wear a smile! (Even for phone interviews)
The POWER of Public Relations

*Putting flowers and your business in the context of people’s everyday exposure to the news (and/or browsing of the Internet)*

PR: The Media

- **Be a resource**
  - Be available and responsive *ESPECIALLY* during busy times *(If you don’t, your competitor will)*
  - Be prepared for potentially negative stories

- **Establish yourself as a credible source and they’ll come back to you***
Learn from Peers

- 9 degrees below 0 in Chicago
- The media came calling and Red Kennicott of Kennicott Brothers Flowers made himself available

“We’ve got a lot of spring flowers right now. Daffodils, tulips, hyacinths. Flowers like that make people think of spring.”
Learn from Peers

- Bras for A Cure: fundraiser to support local cancer treatment organization

Dandelions Flowers & Gifts, Eugene, OR
Learn from Peers

Plaza Flowers, Philadelphia

- Provides flowers for set of local TV station
- Gets regular opportunity for interviews

6-minute segment!

- Segment on C&H of summer roses
- Included research about flowers
- Live audience got roses
Make sure PR is a part of your marketing mix!

- Advertising
- PUBLIC RELATIONS
  - Social Media
- Direct Mail
- Promotions
- Internet

Utilizing SOCIAL MEDIA to reach out to customers
Twitter

- Social networking tool that allows users to communicate instant updates to hundreds/thousands of followers at a time
- Put your Twitter handle on business cards, letterhead, e-mails, website, etc.

Twitter: Topics to Tweet About

- Daily specials: If your name is ‘Hannah’ stop by the shop for a free rose
- Pictures of unique arrangement/new variety
- Birthday greetings
- Holiday reminders
- Quick flower care tips
- Prompt: “Invited to a dinner this weekend? Stop by the shop and pick up flowers for the host.”
Ask your customers to follow you!

Mandy Majerik Aifd PfcI - Be sure to follow me to see what I am up to
www.twitter.com/mandyshothouse

MANDY MAJerIK (MANDYSHothOuSE) on Twitter
www.twitter.com
HOTHOUSE IS A FLORAL BOUTIQUE NESTLED IN THE LAKEVIEW DESIGN DISTRICT - HOTHOUSE: THE ART OF LIVING & GIVING WELL

But what to post about?

Facebook

- Show your stuff
- Encourage dialogue
- Promote your personality, style, brand

But what to post about?
Floral Facebook

- Promote events and workshops

Monday Morning Flower and Balloon Co.

Have you always wanted to stop in our shop and then design your floral arrangement? Now you can! — at Monday Morning Flower and Balloon Co.

DIY Design Bench

Make your own arrangement. Inspire within. Make by you.

Floral Facebook

- Plant ideas in customers’ heads

Dr Delphinium

One lucky lady will be receiving 142 roses at her office today! WOW! #roses #love #impressive
Floral Facebook

- Provide ideas

Floral Facebook

- Show off your designs
Floral Facebook

- Show off your designs

Floral Facebook

- Share your work (customers love photos)
Floral Facebook

Tempt their palate: Share favorite varieties
Floral Facebook

- Showcase color

Floral Facebook

- Educate customers

Monday Morning Flower and Balloon Co – Yardley
Ever wonder why those gorgeous hand tied bridal bouquets cost what they do? This little video breaks it down for you.
— with Monday Flowers and Georgianne Foster Vinicombe at Monday Morning Flower and Balloon Co – Yardley.
Floral Facebook

• Offer tips and advice

Aboutflowers.com Wondering what is the hottest corsage for prom? Find the answer and more ...
FAQs about Ordering Prom Flowers, Prom Corsages and Prom Boutonnieres
www.aboutflowers.com
Florists Directory, Wedding Flowers, Flower Care Tips, Funeral Sympathy Flowers, Flowers for Mom, Flower Gifts, Card Messages, Flower Photos
April 5 at 4:43pm - Comment - Like - Share

Floral Facebook

• Offer tips and advice

Rose Garden Florist PROM FLOWERS ARE LIKE A HAM SANDWICH ........... don't leave them in your HOT car! Take them home and refrigerate till you meet your date. NOT the freezer. Have fun – be safe – send pictures! ♥
Floral Facebook

- Make it personal:
  Brag about your employees!

- Promote your services creatively
Floral Facebook

- Inspire with the power of flowers

California Crown Flowers

“When two friends understand each other totally, the words are soft and strong like an orchid’s perfume.”

-VLA

Israel Resendiz

“If we could see the miracle of a single flower clearly, our whole life would change.”

-Buddha

Floral Facebook

- Be timely

AboutFlowers.com

It’s Back to School Time! If your student is college bound, send flowers in school colors and ask the florist to deliver it in a
mascot vase, which becomes a keepsake, holding pens and pencils in the dorm.

http://www.aboutflowersblog.com/flowers-commemorate-the-first-day-of-school/
Floral Facebook

- Create timely reminders

Monday Morning Flower and Balloon Co. Mother's Day, next Sunday!

Smile Blog
mondaymorningflowers.blogspot.com

The crazy business of being a florist! I'm constantly challenged and inspired by my business and find great pleasure in sharing both my floral and non-floral thoughts with you!

Carey's Flowers Good Morning! Mother's Day is right around the corner – Don't forget to send your Mom fresh flowers!!

Yesterday at 9:25am via HootSuite - Comment - Like

Carey's Flowers Good Morning! The SHHS Prom is tonight and Mother's Day is Next Sun. 5-9-10 Come on in and get the best flowers and plants EVER!!!!!!!!!!!

Monday Morning Flower and Balloon Co. With wedding and prom season just around the corner a quick boutonniere refresher!

Proper Boutonniere Placement
www.youtube.com

Not sure how to put on a boutonniere? Whether you are going to a prom or are the groom getting married, putting on a boutonniere should not be anything that stresses you out! Just remember, it goes on the left and follow the simple rules in this video for the perfect placement!
Floral Facebook
• Encourage "Just Because"

Floral Facebook
• Share stories
Floral Facebook

- Encourage conversation

Floral Facebook

- Use humor and personality
Floral Facebook

- Use timeliness, creativity, specials for followers

Floral Facebook

- Showcase trends  *Partner with photographers*
• Showcase event services
• **Give a shout out to partners (and reach their followers)**

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**Floral Facebook**

• Showcase events you are working on

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BOUQUETS 180 tables, 4000 yards of fabric, 68 chandeliers, custom-made VIP tent, and so much more. $2.5 million raised for Denver Health.
Floral Facebook

- Showcase events you are working on

**BOUQUETS** Mayfest party in private home, for girls only. 60 little girls and 100 ladies.

Mayfest

Floral Facebook

- Share media coverage!

*Establish yourself as the expert*

Dr Delphinium

Love this design from the Springtown, Texas barn wedding we did that is featured on Style Me Pretty today! #weddings #floral

Follow the link for more gorgeous photos:

http://www.stylemepretty.com/2013/06/03/springtown-texas-barn-wedding-dyan-kathle-meredith-bacon/
Floral Facebook

- Encourage customers to add a review to enhance your local profile, and share when they do!

Floral Facebook

- Be your brand
Floral Facebook

• Showcase community service

Monday Morning Flower and Balloon Co. We’d love to give children a tour of our shop. Anyone need a fun trip for Girlscouts? If so, contact us, we’d love to host them!!

Bike To Work Photo Contest

Contest Type: Photo Contest | Contest Ends: 05/23/2010 11:55 PM

Friday May 21st is Bike to Work Day! To encourage you to hop on and ride we are offering gift cards to bikers who send us a photo of themselves (friend/family member) on a bike.

View Contest | View Entries | Submit Your Entry | Contest Rules

Floral Facebook

• Showcase community service

Monday Morning Flower and Balloon Co. I was walking the shop the other day and realized I love the plaque Homefront gave us as a gift for our support. Artwork done by one of their clients. So nice!

Georgianne and Kevin,
Your flowers bring smiles and beauty to our homeless families when they most need sustenance and smiles. Thank you.
Let Other Experts Do the Talking

- Build third-party credibility

Cathy Hillen-Rulloda Major props to Society of American Florists Jennifer Sparks for her Q & A in this Wallet Pop article about finding the best deals on Mother's Day Flowers.

How to find the best deal on Mother's Day flowers
www.walletpop.com
How to find best Mother's Day flowers

Aboutflowers.com
Pretty, Scented Flowers Improve a Bad Mood and Promote Wellness
naturalmedicine.suite101.com
People are attracted to pretty and fragrant flowers. Flowers can perk up awful moods, neutralize anxiety, and enhance sociability; all promote wellness.

Let Other Experts Do the Talking

- Build third-party credibility for flowers

Aboutflowers.com Christine Arylo is a firm believer that the amount of love you have in your life starts with the amount of love you have for yourself. So, in addition to giving flowers to others, remember to give flowers to yourself too. Research shows that flowers make people happier; make yourself happier and include flowers as a part of your daily...

See More

Christine Arylo’s Flower Facts on Relationships and Gift Giving
Length: 0:37
Build Content:
www.AboutFlowers.com
www.AboutFlowers.com

- A wealth of content ideas:
  - Hip Givers’ Guide
  - Floral trends and research
  - Guide to flowers and plants
  - Design styles
  - Creative gift ideas
  - Decorating and entertaining
  - Holiday information
  - Ordering advice

Build Content:
www.AboutFlowersBlog.com
Links to all social media platforms

www.AboutFlowersBlog.com

Build Content

- SAF’s AboutFlowers You Tube
Build Content

- Pin and Re-pin

Pinterest.com/AboutFlowers

Build Content

- Join AboutFlowers FB page for content ideas
- Share content
Build Content: Sharable Facebook Graphics

- Create holiday reminders

safnow.org/graphics-for-facebook-posts
Build Fans/Followers

Expand Your Facebook Network

- Join professional floral industry FB groups:
  - Society of American Florists
  - Aboutflowers.com
  - Local, state, regional groups
- Friend other florist FB pages to connect and share/gather ideas
Expand Your Facebook Network

- Join other local business FB pages:
  - Wedding vendors
  - B2B clients
  - Restaurants
  - Colleges and universities
  - Professional organizations
  - Adult recreational sports leagues

Does Facebook Work?

Bellevue Florist Yes! And I have to say, FB has provided an additional sales tool for me. I have received 4 orders in the last week just through messages in my inbox. It is so good to remind people that you're out there. Whatever people are comfortable with works for me.
Make sure PR is a part of your marketing mix!

- Advertising
- PUBLIC RELATIONS
  - Social Media
- Direct Mail
- Promotions
- Internet
“What’s the difference between advertising and PR? Advertising is saying you’re good. PR is getting someone else to say you’re good.”

Jean-Louis Gassee

Marketing and PR Tools at your Fingertips …
www.safnow.org
SAF’s PR Boot Camp:

Flex Your PR Muscle

Your Growth is Our Business