



 **SAF** **PALM** *Springs*  **2018**

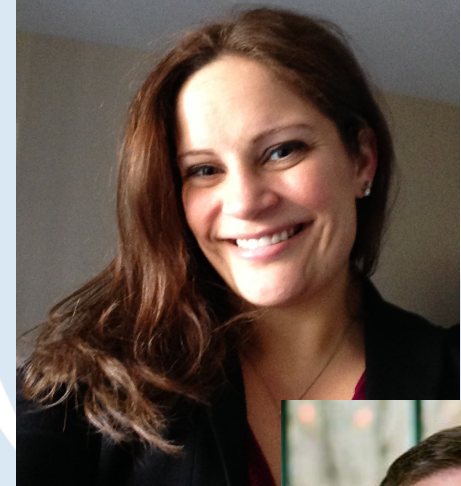
SEPTEMBER 12-15, 2018 ~ RANCHO MIRAGE, CALIFORNIA ~ 134TH ANNUAL CONVENTION

Session Agenda

- ▶ Trend sources
- ▶ Why these trends matter
- ▶ How will floral industry respond, adapt and thrive?
- ▶ The answers are with panelists and with you!

Meet the Panelists

- ▶ **Jodi McShan**
McShan Florist in Dallas
- ▶ **Chris Drummond, AAF, PFCI**
Plaza Flowers in Norristown, Pa.
- ▶ **Danny Sanchez**
South Florals Group in Miami

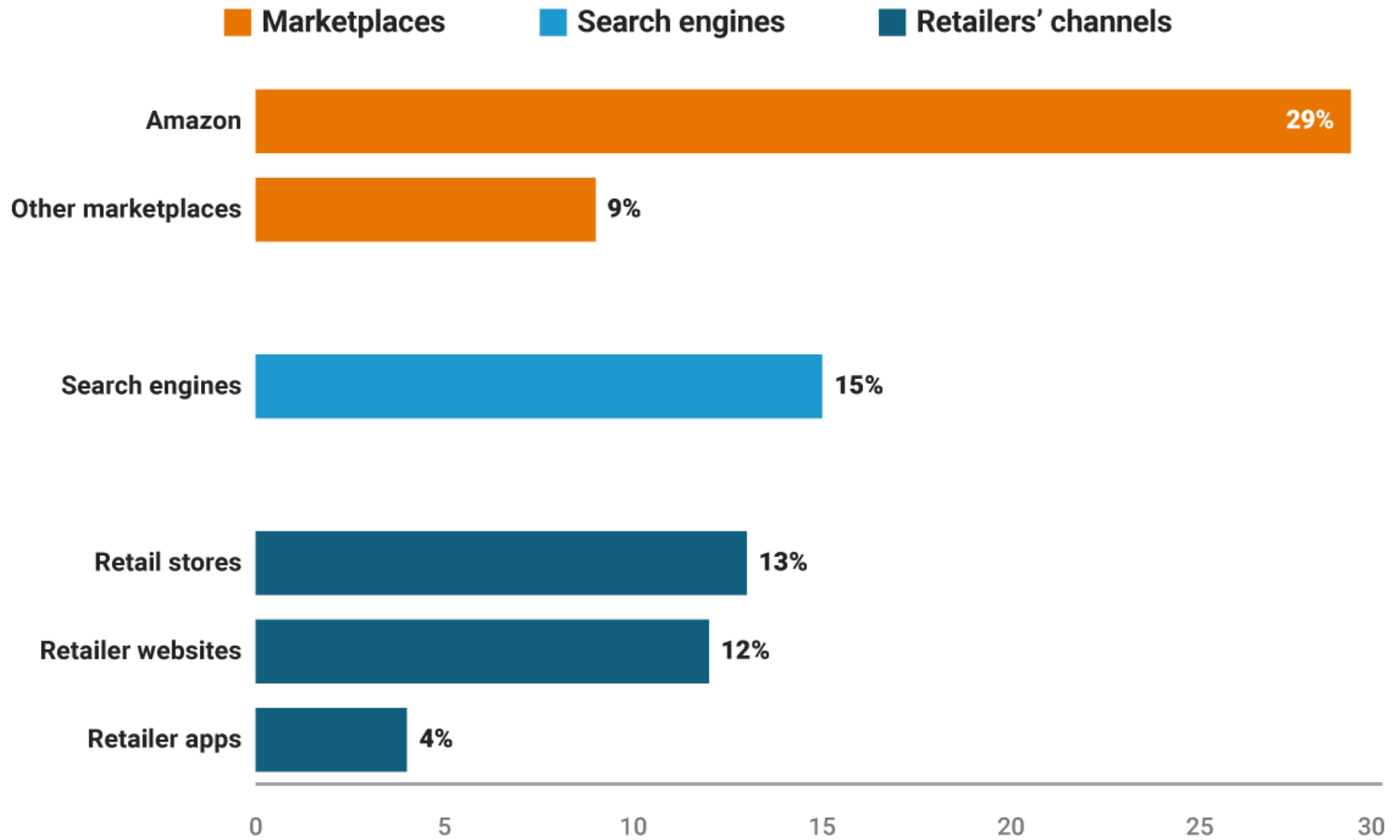


Mega-undercurrent Trends

- ▶ **E-commerce.** Sales — \$2 Trillion this year, \$4 Trillion by **2020**.
- ▶ **Mobile.** ComScore reported mobile users surpassed desktop back in **2014**.
- ▶ **Demographic Shifts.** In **2015**, Millennials became the largest generation in U.S.

FIRST STOP: AMAZON

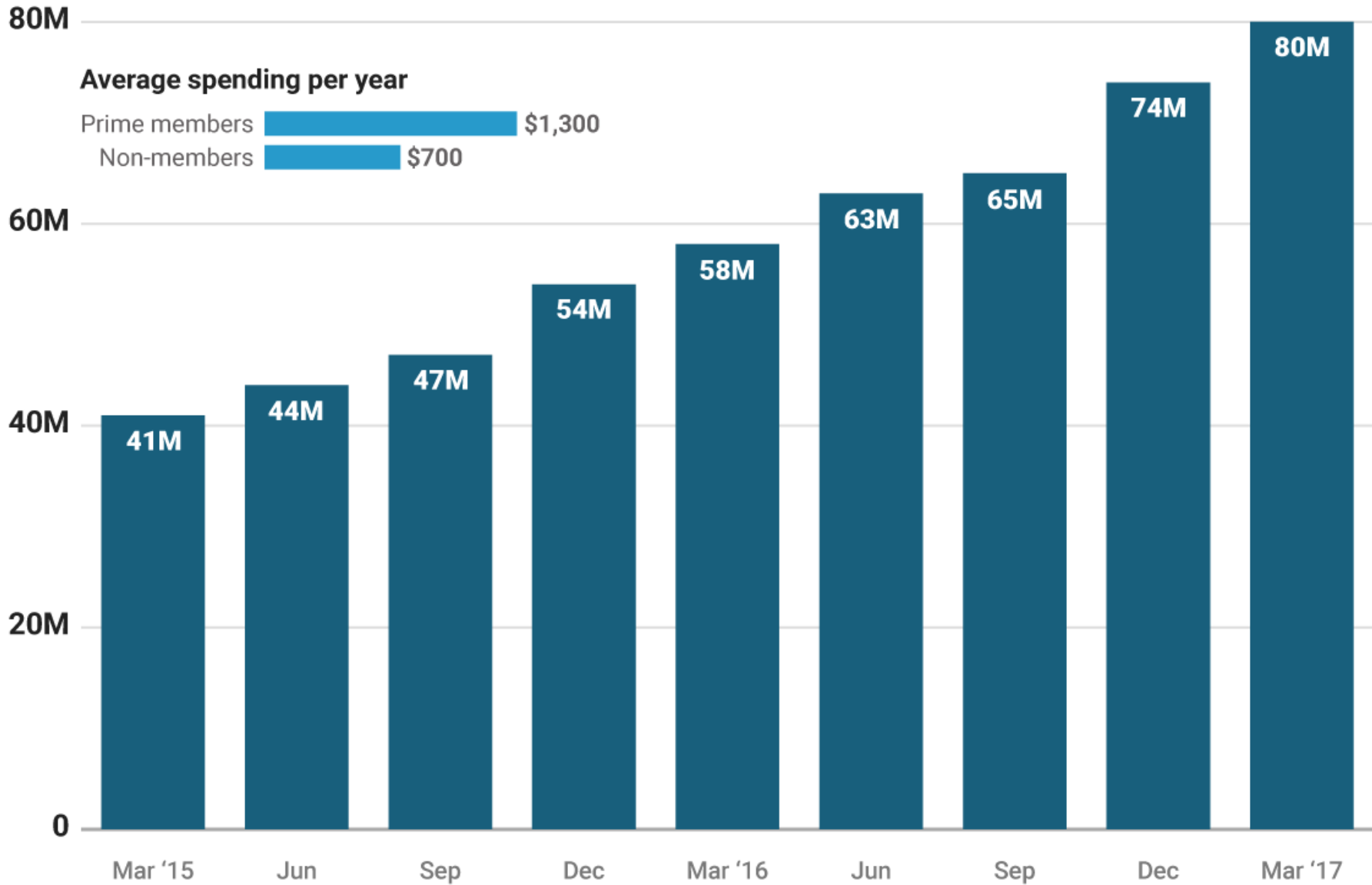
Where US online shoppers begin searching for products



SOURCE: UPS, comScore, Based on a survey of 5,189 online shoppers, Q1 2017

statista | BUSINESS INSIDER

ESTIMATED AMAZON PRIME MEMBERS IN THE US



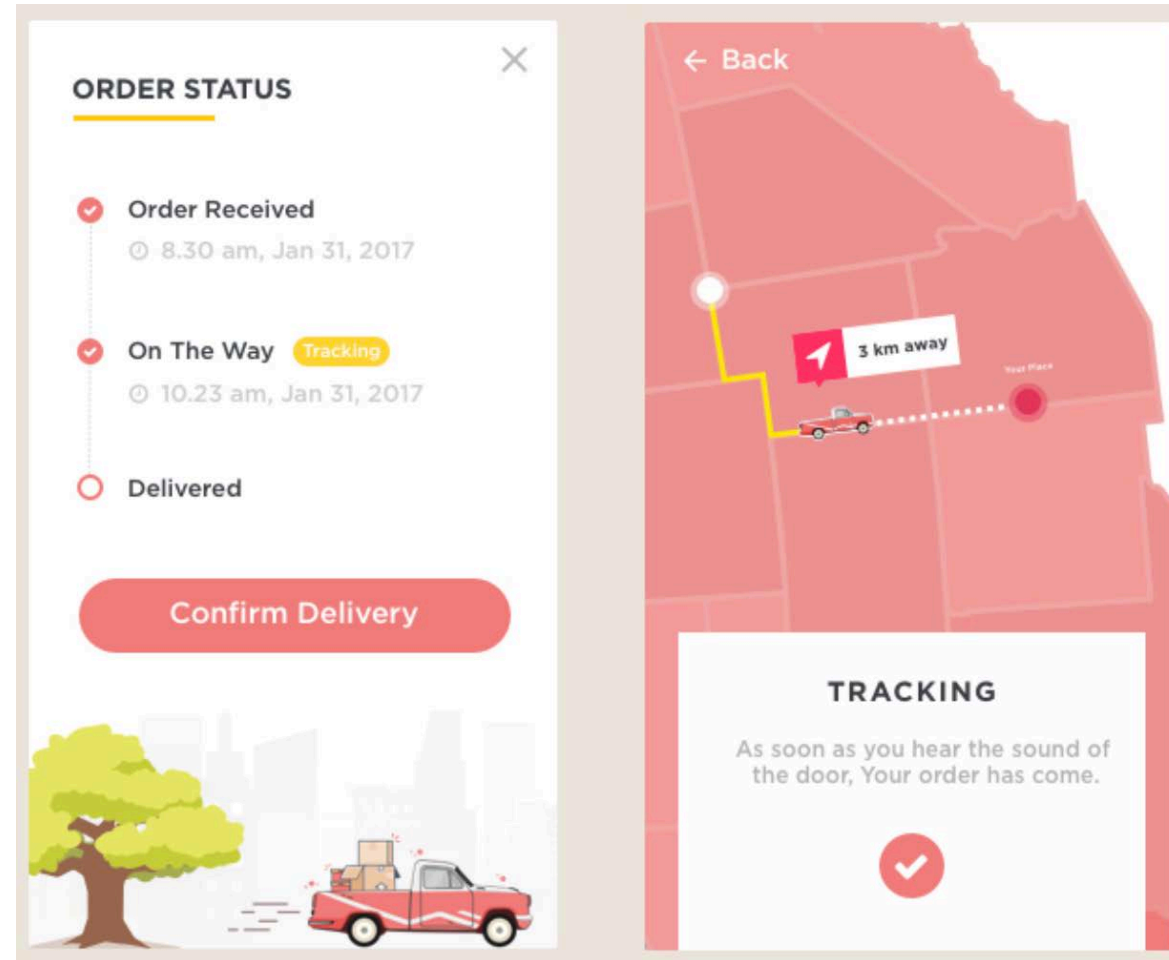
SOURCE: Consumer Intelligence Research Partners

statista | BUSINESS INSIDER

amazon = Convenience & Speed

- ▶ UX ease with either desktop or mobile
- ▶ One-click ordering
- ▶ “Free” shipping
- ▶ Delivery options and tracking

Amazon provides a “frictionless shopping experience”



Using your voice



<https://youtu.be/XWBNQEgLNhE>



SMART HUB

Search

Facebook BBC News Explore 3D YouTube Twitter SMART TV

Samsung Apps 31 Your Video Family Story Fitness Kids

Skype AccuWeather WSJ Live Web Browser Picasa

TIME TV USA TODAY This Day in History Viewster vTuner

SmartTV@samsung.com Logout WallPaper Account Manager Tools Return

48% start mobile research from search engines

– Smart Insights (2017)



48%
Start on
Search Engines

42%

Automotive

41%

Home &
Garden

38%

Apparel &
Beauty



33%
Start on
Branded Websites

31%

Finance

31%

Apparel &
Beauty

27%

Automotive



26%
Start on
Branded Apps

36%

Finance

22%

Electronics

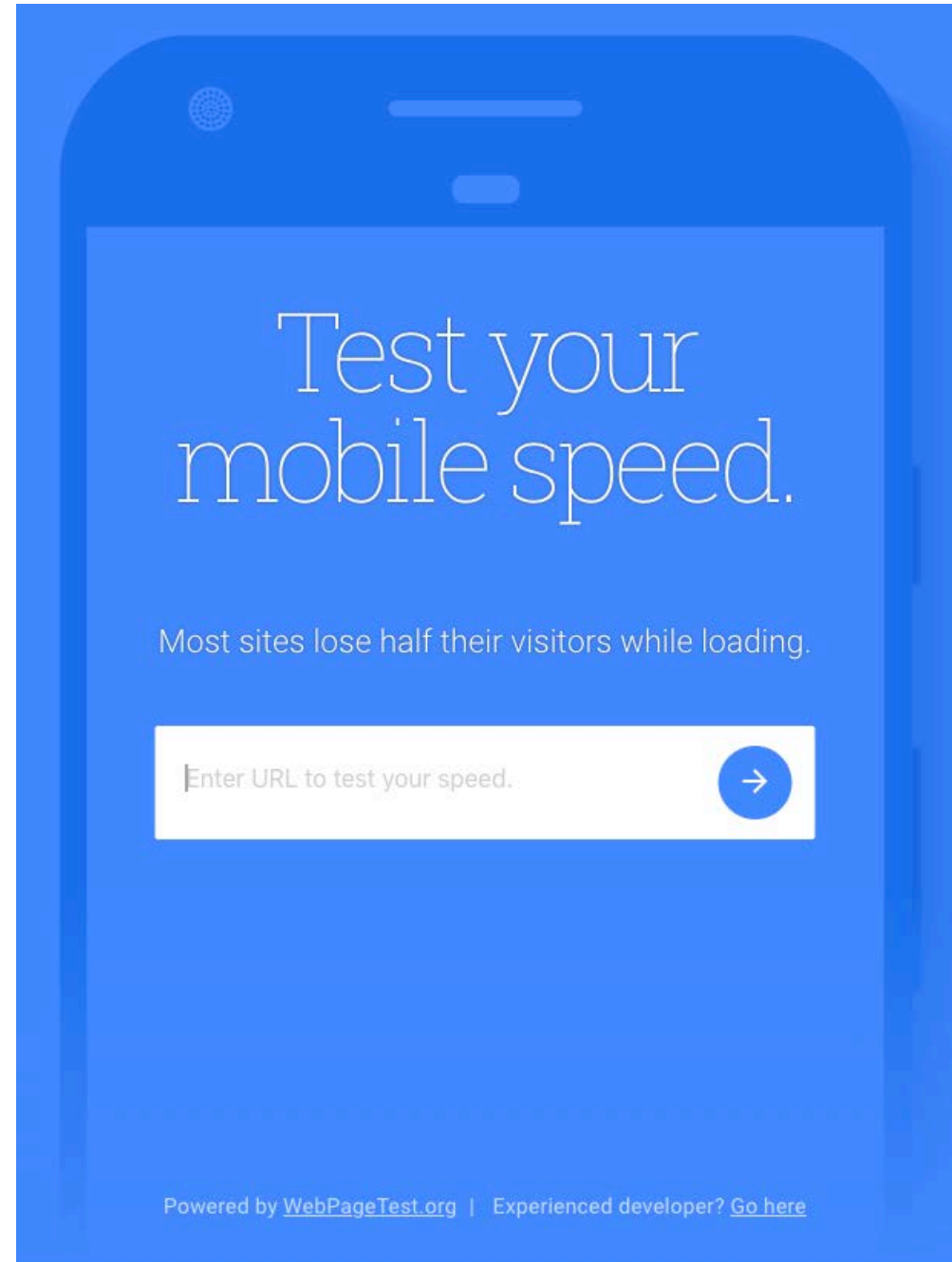
21%

Apparel &
Beauty

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<https://testmysite.thinkwithgoogle.com/>

- ▶ Mobile responsiveness is a must
- ▶ Higher rank = faster loading speed
- ▶ Graphics and photos on floral websites
- ▶ Old web tech = Javascript

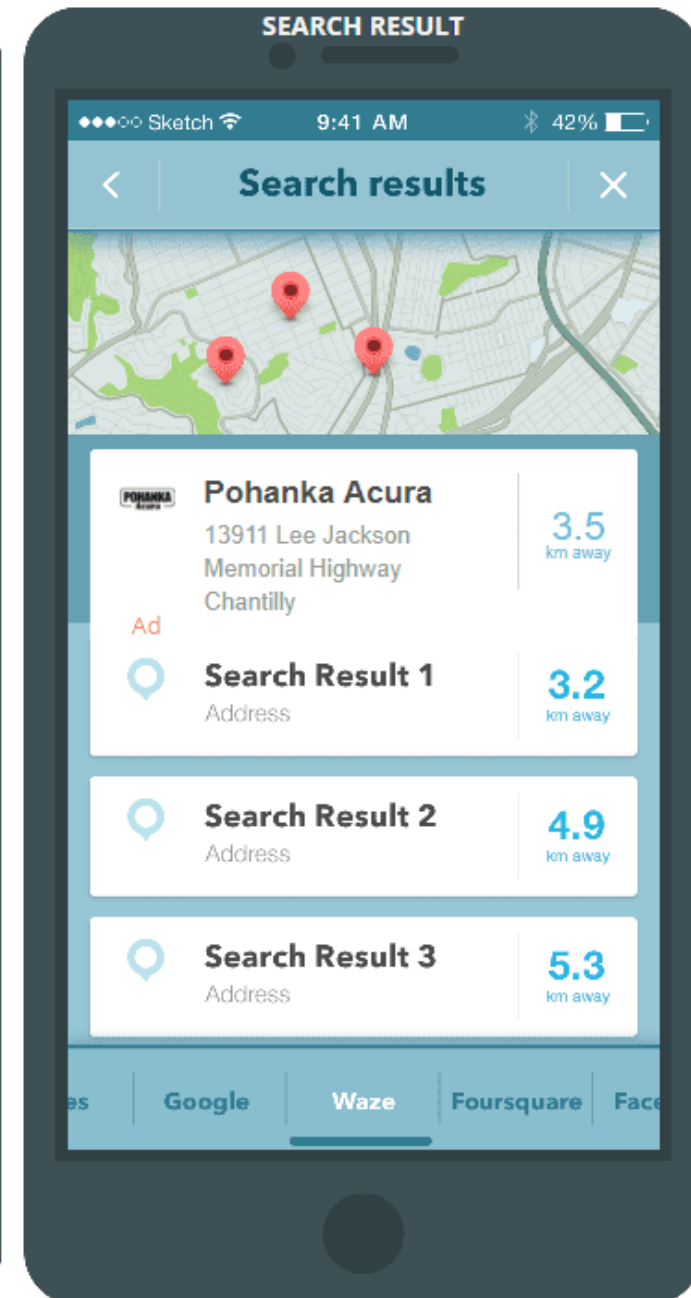
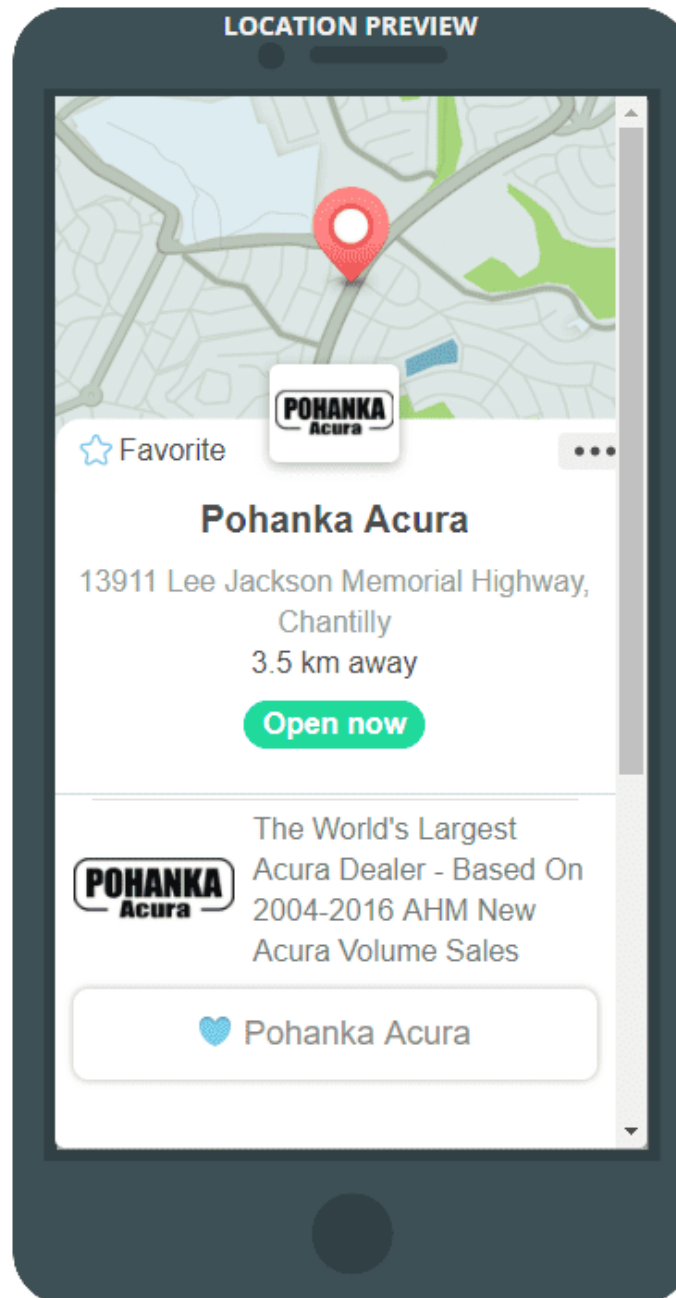
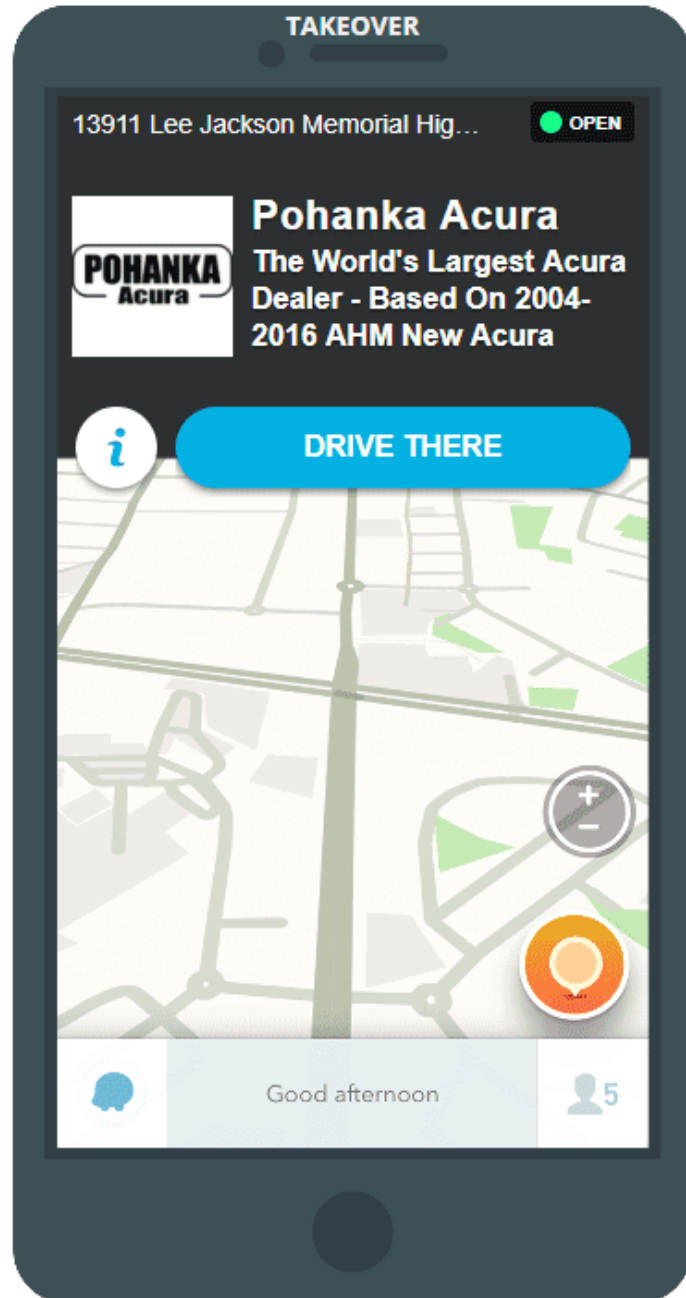


Update (Mobile) Databases

- ▶ www.google.com/business
- ▶ mapsconnect.apple.com
- ▶ www.bingplaces.com
- ▶ biz.yelp.com

Accuracy is critical. Your business name, address, phone number and website must be consistent across all databases.

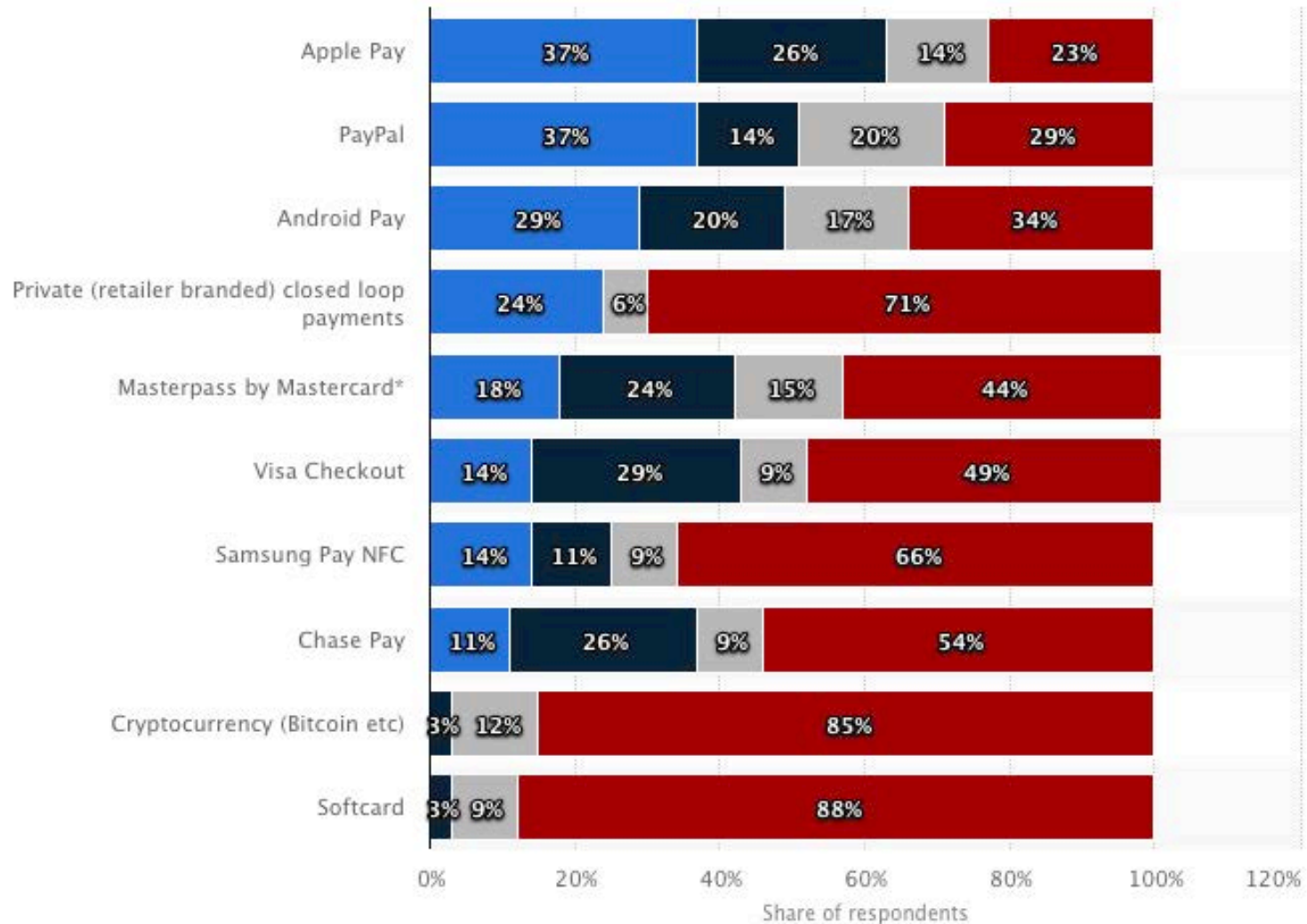
<https://www.waze.com/business>



Mobile Payments

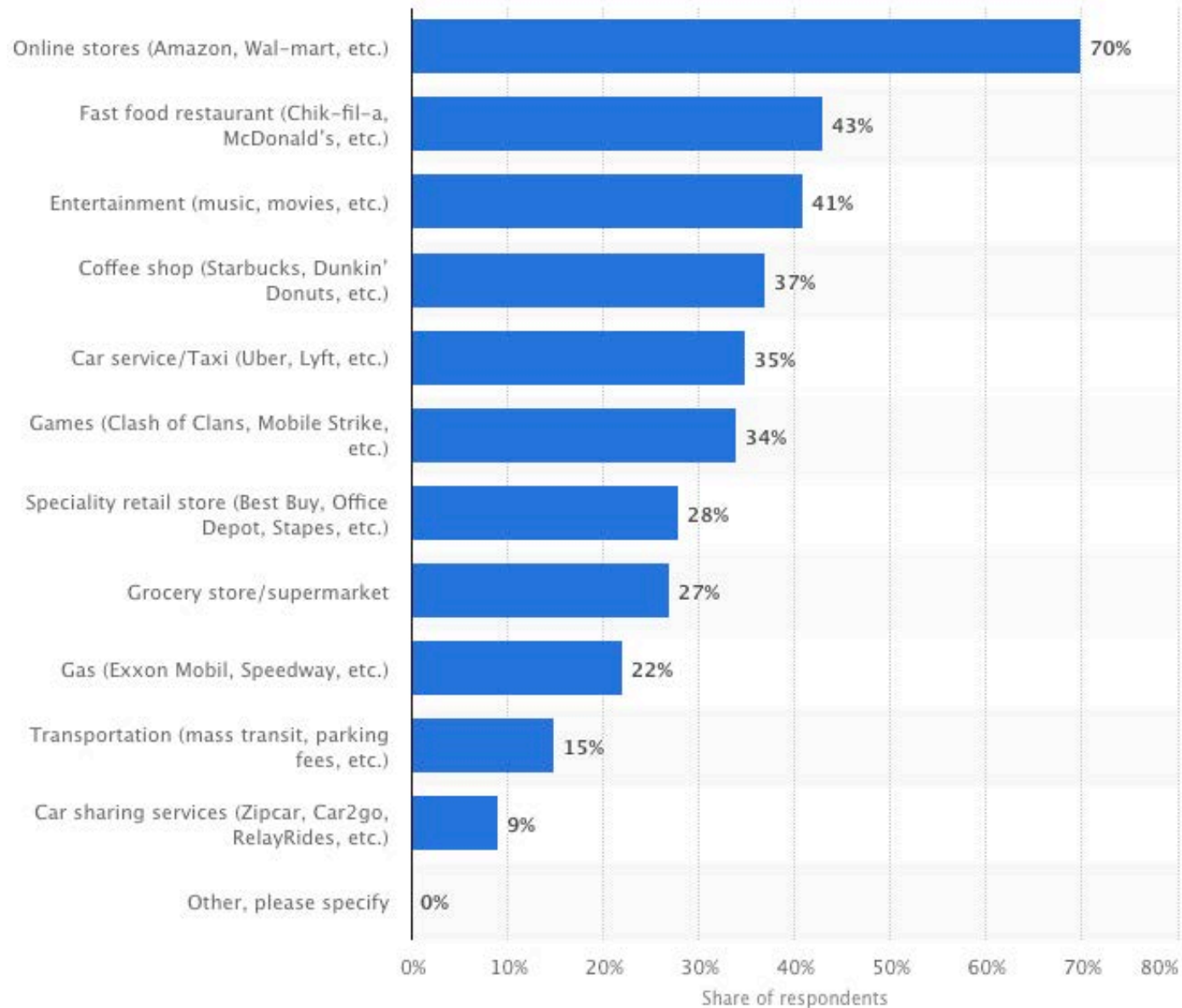
https://youtu.be/ez-2M3C_4wU

Digital payment methods US retailers accept or plan to accept (December 2017)



● Already accept
 ● Plan to accept within 12 months
 ● Plan to accept within 1-3 years
 ● Wait and see approach

Which types of apps did you use in the past 3 months to pay for goods or services through your mobile phone?





Rise of the Mobile Coupon

- ▶ michaels.com/coupons
hobbylobby.com/find-savings/weekly-ad

- ▶ App: **RetailMeNot**



You can do this now!

- ▶ www.yourflowershop.com/coupon

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Software as a Service (SAAS)

Automated wedding, event proposals

- ▶ Office365
- ▶ Curate (previously Stemcounter)
<https://curate.co>
- ▶ Details Software <https://detailsflowers.com>

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PRODUCTS ▾

FOR TEAMS ▾

LOGON

Talk to us!

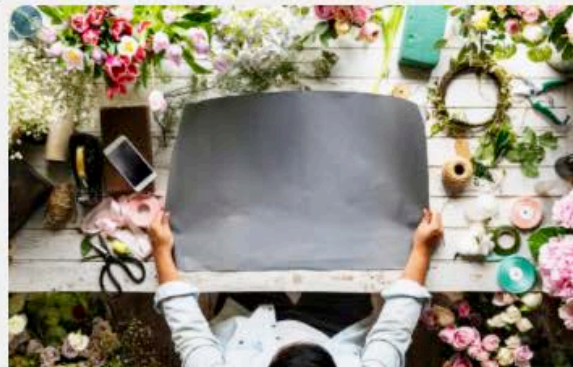
Curate Software for Weddings and Events

Curate is a software platform that puts Event Professionals in control of the millions of rentals, flowers, ingredients, and tasks they curate each year.

Talk to us!

Curate Software Platform For Event Professionals

Curate is a software platform with multiple products that provide the tools for event professionals to handle everything from proposals to strike.



What is Augmented Reality?

<https://youtu.be/AV-FiEGy15c>

Reinvent the Brick & Mortar

- ▶ Retail shop as a destination
- ▶ In-shop experiences
- ▶ Personalization



#betheflorist

https://youtu.be/_cZg7dFm35I

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Miami Flower Market

Learn to #BetheFlorist

AUGUST 29
WEDNESDAY

 A DAY LEFT TO BOOK

Hanging Around with Succulents Workshop

MIAMI FLOWER MARKET · MIAMI

 7 REVIEWS

\$15 PER PERSON

1 SESSION

SEPTEMBER 1
SATURDAY

 4 DAYS LEFT TO BOOK

Lush Garden Centerpiece Workshop


MIAMI FLOWER MARKET · MIAMI

 7 REVIEWS

\$65 PER PERSON

1 SESSION

SEPTEMBER 5
WEDNESDAY


 8 DAYS LEFT TO BOOK

Fresh Flower Curtain Workshop

MIAMI FLOWER MARKET · MIAMI

 7 REVIEWS

\$40 PER PERSON

 **1 SESSION**



Mc SHAN
FLOBIST







Driverless cars (delivery)





renato@floriologyinstitute.com

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