Online Shopping Through Your Customers’ Eyes

Facilitator: Renato Sogueco, AAF, PFCI, Floriology powered by BloomNet

Florist Panel:
Jennifer Barnard, Tillie’s Flower Shop;
Bill Bobulinski, Miss Daisy’s Flowers & Gifts;
Kaitlin Radebaugh, AAF, Radebaugh Florist & Greenhouses
Meet the Panel

Jennifer Barnard
Jennifer is co-owner of Tillie’s Flower Shop in Wichita, KS. A fourth generation, family owned business, Tillie’s was established in 1876 by her great grandparents. Barnard has a degree in Business Administration and Marketing. With 22 years in the industry, her expertise includes online marketing, social media, product development, and customer service. She is a member of the Midwest Floral Group.

Kaitlin Radebaugh
Kaitlin joined the family business, Radebaugh Florist & Greenhouses in Towson, MD, in 2007. Since then, Radebaugh has worked in various positions within the business, from outside marketing, to sales, design, management and more. She is now a co-owner with her two cousins, creating a leadership team that represents the family’s fourth generation.

Bill Bobulinski
Bill founded Miss Daisy’s Flowers & Gifts in Leesburg, FL in 2004. His primary focus is the operations management and technological aspects of the business, serving as beta tester for BloomNet Technology. Bill spent most of his early career in the restaurant industry. For over 13 years, Bill co-owned and managed a successful restaurant in downtown Leesburg, FL. Wanting a career change, Bill went to work as a truck driver, delivering fresh flowers from Miami to all over the United States.
Online Birthday
August 6, 1991

"On the Internet, nobody knows you're a dog."
U.S. ecommerce penetration

U.S. ecommerce sales as a % of total retail sales

Ecommerce sales | In-store retail sales*

<table>
<thead>
<tr>
<th>Year</th>
<th>Ecommerce Sales</th>
<th>In-store Retail Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>5.1%</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>5.3%</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>5.6%</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>6.4%</td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>7.2%</td>
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</tr>
<tr>
<td>2012</td>
<td>7.9%</td>
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</tr>
<tr>
<td>2013</td>
<td>8.7%</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>9.5%</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>10.6%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>11.6%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>13.0%</td>
<td></td>
</tr>
<tr>
<td>2018</td>
<td>14.3%</td>
<td></td>
</tr>
</tbody>
</table>

SAF AMELIA ISLAND 2019
Users who have never made a purchase via social nor that began on social:

- ViSenze (2017)
- Avionos (2018)
- eMarketer (2018)
- SUMO Heavy (2018)

Social purchases averaged by sample size across studies:

- 67% have not purchased "from" nor directly within social
- 80% have not purchased directly within social
- 87% have not purchased using Instagram
Crossing the Mobile Buying Divide

53.7% $1.04T

- U.S. shoppers who start and finish purchases on mobile
- Worldwide difference between mobile and desktop e-commerce

Average Conversion Rates in E-Commerce

**Mobile**
- 1.73%

**Desktop**
- 4.02%

Data via eMarkter (2018) and Statista (2018)

Data via Montate (2018)
Search Rank = Clicks = $

Google Click-Through Rates Desktop (Mobile) in June 2019

<table>
<thead>
<tr>
<th>Position</th>
<th>Desktop</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29%</td>
<td>22.8%</td>
</tr>
<tr>
<td>2</td>
<td>14.6%</td>
<td>14.2%</td>
</tr>
<tr>
<td>3</td>
<td>9.8%</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>6.2%</td>
<td>6.1%</td>
</tr>
<tr>
<td>5</td>
<td>4.3%</td>
<td>4.0%</td>
</tr>
<tr>
<td>6</td>
<td>3.0%</td>
<td>2.8%</td>
</tr>
<tr>
<td>7</td>
<td>2.2%</td>
<td>2.0%</td>
</tr>
<tr>
<td>8</td>
<td>1.7%</td>
<td>1.6%</td>
</tr>
<tr>
<td>9</td>
<td>1.36%</td>
<td>1.2%</td>
</tr>
<tr>
<td>10</td>
<td>1.1%</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

68 Percent of Clicks
Panel Question: How much time do you spend on the ecommerce aspect of your business? What are some key performance indicators (KPIs) in which you pay attention in Google Analytics?
What do you Track in Analytics?

Let’s take a quick tour . . .

• Merchandise the homepage
• Mobile traffic?
• Top landing pages?
• Search terms?
Panel Question: Do you actively employ any SEO strategies to improve rank on your website?
Content Marketing: Blogs

Traditional key algorithm for Google RankBrain is keyword saturation – more keywords used in context, the better

- Miss Daisy’s Flowers & Gifts
  https://www.missdaisysflowers.com/blog/

- Radebaugh Florist & Greenhouses
  https://www.radebaughfloristblog.com/
Voice is the new search interface

Shift to Mobile > mobile speed and databases.

✓ Siri, Alexa, Cortana and Google Home in Mobile

✓ Voice is now incorporated into PC and Mac desktop operating systems

✓ Cable, Satellite remotes – voice is default interface

✓ Every smartphone running Android or Apple iOS is voice enabled.

✓ Amazon reported in 2019 More than 100 million Echo devices have been sold

✓ Voice commerce is modifying consumer behavior with Amazon Echo, Apple Homepod and Google Home devices.
Use Search Tools

Consumers are prompted ask questions!
Confirm consumer questions about flowers
• https://answerthepublic.com/

Confirm and use actual Google search terms for flowers
• https://ads.google.com/home/tools/keyword-planner/
Panel Question: Do you capture high-quality photography and why?
Photography: Tillie’s Flower Shop
Photography: Radebaugh Florist
Light Studio at the Shop

- Buy at least (3) three lights
- 5000K or “daylight” is best — compact fluorescents or LED
- Diffuse light is best to eliminate sharp shadows
- Kits will costs from $200 (compact fluorescent) to $500 (LED)
Great Photo Quality, Low Cost – $75

- (1) Lightcube 36x36 Photo Studio Shooting Tent Light Cube $39.99 http://amzn.to/2pYDu0r
- (3) Utility Lights 75-Watt Incandescent Clamp Light $6.97 https://thd.co/203aT2d
- (4) Philips 100W Equivalent Daylight A19 LED Light Bulbs $23.45 https://thd.co/2r5GOqB
Catalog photos from (wire) services

Google does not like duplication – results in “wasted” content

• Take your own version
• Change the file name
• Tweak the description
• Add ALT Text
Panel Question: What’s your goal with social media?
Social Media: Miss Daisy’s

Miss Daisy’s Flowers & Event’s Showroom
Yesterday at 6:30 AM

Design of the day...
Shop us at
www.missdaisysflowers.com

Miss Daisy’s Flowers & Event’s Showroom
September 6 at 2:15 PM

Do you want your flower bouquets to last longer? Removing leaves that have fallen below the waterline will make your bouquet look better, and also prevent bacterial growth. #FlowerTip
https://www.missdaisysflowers.com/

#FlowerCare

Andrea Boscato Muller and 11 others
1 Share

Like
Comment
Share

Write a comment...
Social Media: Radebaugh Facebook

**Radebaugh Florist**
Posted by Hootsuite
August 18 at 8:30 AM

A cheerful gift to celebrate a beautiful new baby girl! This gift crate includes a floral themed swaddle, a plush pink flamingo and a gorgeous fresh flower arrangement in a sleek pyramid vase. #welcometotheflock #babygirlflowers #radebaughflorist http://ow.ly/YgOM50vyy4u

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**Radebaugh Florist**
Posted by Hootsuite
August 26 at 8:15 AM

#StrawberryDaiquiri is a signature design at #RadebaughFlorist. This is a sweet summer design full of pink, white and green blooms in a sleek vase. Feature flowers include pink hydrangea, Wasabi roses, astrantia and light pink cymbidium orchids. #BaltimoreFlorist
View Insights

Liked by jessmitche and 202 others

radebaugh We have a Bee in our flowers! Swipe to see our Mother’s Day arrangement named after this generation
Panel Question: Mobile usage continues to grow. Are there any important mobile-specific strategies you’d like to share?
Mobile Search Requirements

Shift to Mobile > mobile speed and databases.

✓ Mobile responsive websites, mobile website speed: 
  https://www.thinkwithgoogle.com/feature/testmysite
✓ Google mobile search: 
  https://business.google.com
✓ Apple mobile search: 
  https://mapsconnect.apple.com
Panel Question: What traditional marketing strategies do you employ to drive website traffic?
Conversion matters: Top 3 Reasons for Cart Abandonment

• **61%**: Unexpected high costs (shipping, tax, fees)
• **35%**: Website wanting the user to create an account
• **27%**: Too long/complicated checkout process
Questions and Answers!