



REINVENTION SUMMIT

REFRESH. RENEW.
REVIVE YOUR BUSINESS.

Digital Techniques & Storytelling

*How to use your website to
sell yourself as a local expert*

Jamie Adams, *Director of Marketing & SEO*



Digital storytelling is about making connections, having conversations, and becoming a relatable personality instead of a business entity.



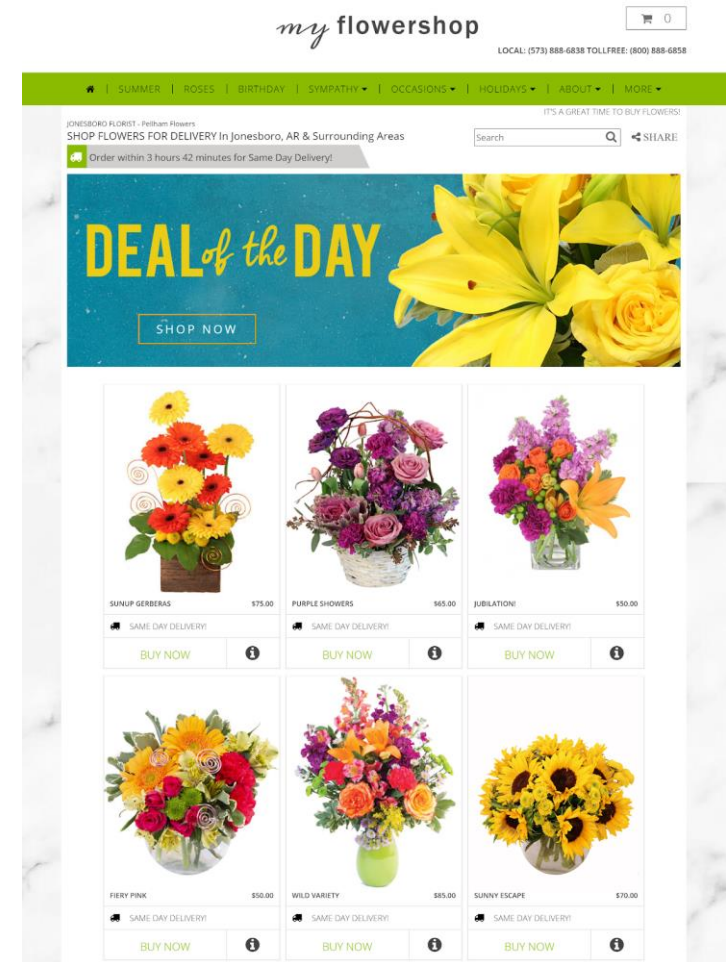
Storytelling tools:

- **Websites**
 - Digital store front
- **Social Media**
 - Customer hangouts
- **Storefront**



Website Content

- **FAQ Page**
 - Answering common questions
 - Interesting Facts
- **Managing Products**
 - Product descriptions
 - Utilize Deal of the Day and Weekly Specials
 - Being current
- **Creating rapport through:**
 - Good Customer service
 - Providing solutions
 - Making life easier



Website Images

- **Showcase what you do**
 - Promoting the arrangements you create
- **Give your business a face**
 - People want to engage with others
 - Behind-the-scenes photos
 - Bios
 - A day in the life
- **Be genuine & authentic**



FANTASTIC SUNS
GATHERING VASE

Breathtaking Big and Bright Sunflowers arranged with Yellow Alstroemeria and a touch of blue and mini green Hydrangea
Shown at \$125.00


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Videos

- Engage your audience
- Utilize Livestreaming


Latest Videos



Make your Valentine feel extra special this Valentine's Day by surprising the...
a year ago · 1.6K Views
22



Let the countdown to Valentine's Day begin! ❤️ 🌸 With so many florists...
a year ago · 620 Views
24



Are you ready for Valentine's Day? Order flowers using these 3 quick tips...
a year ago · 4.3K Views
43

Social Media

- Find out where your customers hangout
- Utilize the tools
- Showcase your brand



Physical Storefront

- Connecting your stores
- Consistent messaging



**Be invested in your website
the same way you're invested
in your brick and mortar shop.**

It's just a digital version with real customers
who want to buy flowers.





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