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SUMMIT

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REVIVE YOUR BUSINESS.

# Leveraging Your Web Toolbox to Increase Traffic

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# Agenda

## 1. Boost organic traffic with SEO

- On-page content
- Off-page references

## 2. Drive new customers to site with strategic paid efforts

- Ads for broad reach
- Ads specific to customer preferred channel

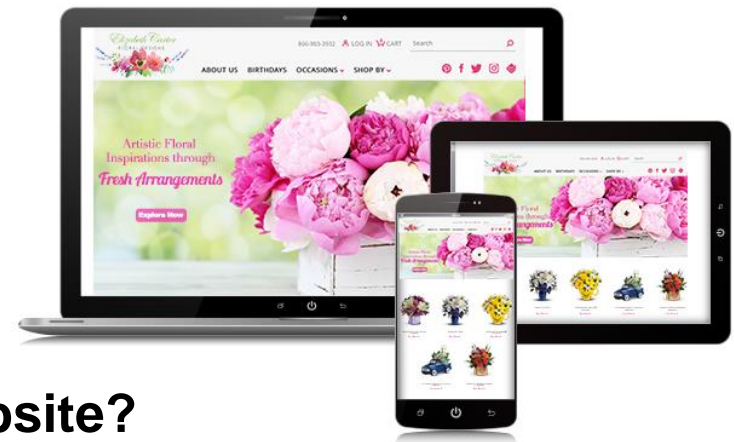
## 3. Bring customers back with customer retention strategies

- Email marketing
- Loyalty programs

# Boosting Organic Traffic

# Don't ignore your most important channel... search engines!

- You **invest a lot of time** in your website to make it easy for your customers to **find what they need**
  - Photographing product
  - Updating and/or creating categories
  - Merchandising your homepage

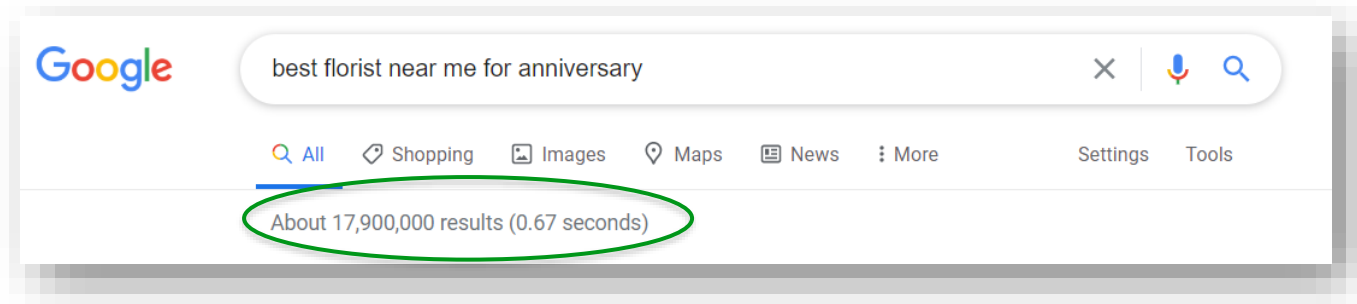


...but what if they **can't find** your website?

Ensuring you are visible to search is one of the most important investments you can make

# In a crowded SERP, positioning is vital to visibility

Vast majority of potential customers start on a **search engine** without a specific company or brand in mind



To stand out in the millions of results, **search engines** need to understand:

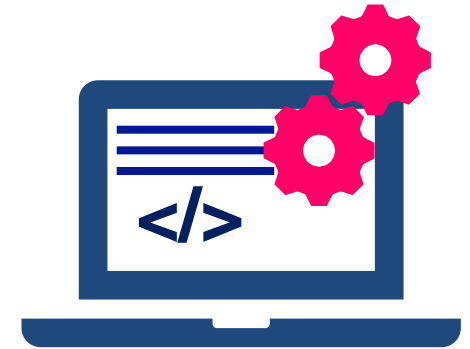
- Your site's **purpose**
- How well your site will **match** a consumer's need

How favorably they view a site continues to depend on **on-page** and **off-page** factors

# SEO best practices still in effect: on-page factors

- Ensure your website's **architecture** sets you up for **success**

- Is the site easy to **crawl** and **understand**?
- Is it **fast, responsive, secure**?
- Is it **in-line** with today's best practices?



- Keep your **content** relevant

- Is content **fresh**, high **quality** and aligned with **keywords**?
- Is it **relevant** to the information customers are searching for today?
- Is it **unique** and **descriptive**?

- Update your **code** for legibility

- Are all elements on page **tagged** with text descriptions?
- Do site tags and meta descriptions align with page content?

# SEO best practices still in effect: off-page factors

- **Connect to your social media accounts**
  - Do your profiles and/or posts direct visitors to your website?
- **Manage your backlinks**
  - How many** links does your website attract?
  - Are **links** from **trusted** and **respectable** players?
  - Are they **relevant** to your business (your community, your operations, your customer base)?
- **Have a presence across business directories**
  - Is your business information consistent and accurate across listing sites, including shop **NAP** and full **URL**?
  - How are the **reviews** across directories?
  - Does your site's **reputation** encourage new business?

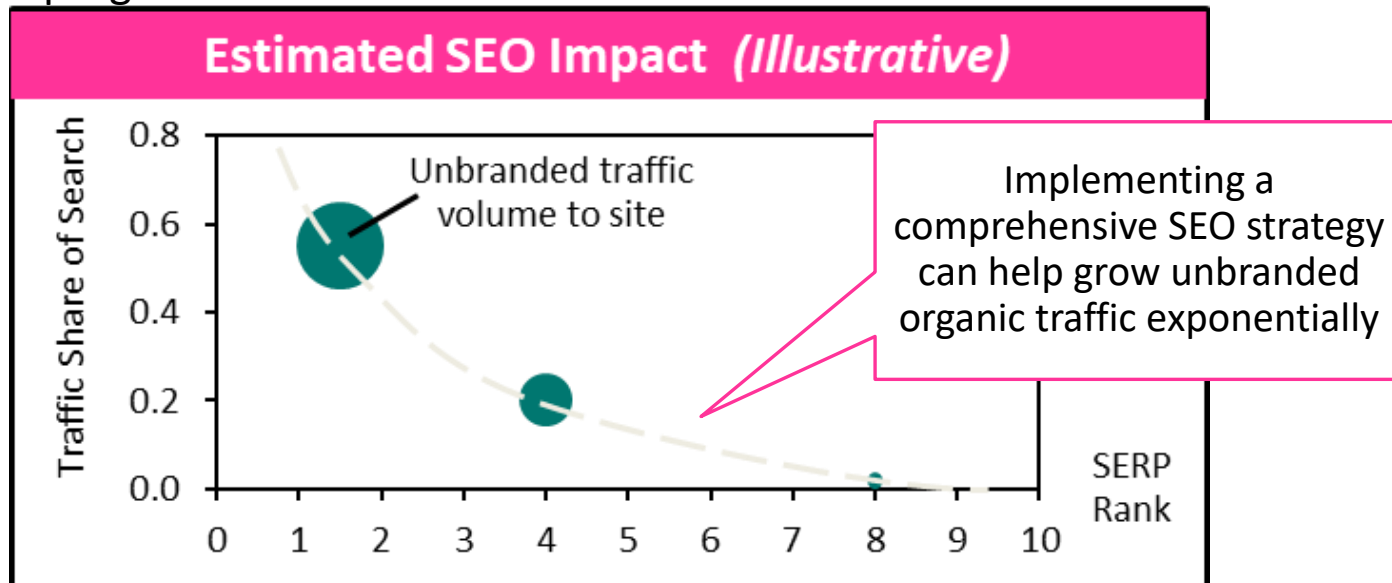


Be sure that your offline community partnerships also have a digital footprint

# SEO and Paid Search are complementary tactics

A holistic search strategy maximizes cost efficiency by gaining traffic and orders via **paid** and **organic** listings

- ✓ Ranking higher in organic results helps acquire **natural orders**, i.e. those with **no acquisition cost**
- ✓ Adding more optimized content can improve rank for broader searches
- ✓ Optimizing a site's **quality score** or **relevancy** can help **lower costs-per-click** for a paid search program





# Driving New Customers to Your Site

# While a good start, it's hard to attract new business relying on SEO efforts alone

- Your organic listing is **only 1 result** on a **search engine result page** (SERP)
- **PPC ads, business listings and reviews** are also fighting for attention on SERP
  - Mobile users now may see a single PPC ad in local pack (map)
  - Yelp listings and reviews frequently appear high in organic rank

Majority of searches

**Indirect**  
(aka Unbranded search)

The screenshot shows a Google search for "florist las vegas". The results include a local pack with several ads for florists like "Flower Delivery in Las Vegas" and "J.L. Las Vegas". Below the local pack are organic search results for "The Best 10 Florists in Las Vegas, NV" and "Las Vegas Florist | Flower Delivery by English Garden Florist".

**Direct**  
(aka Branded search)

The screenshot shows a Google search for "desert rose florist las vegas". The results include a detailed organic result for "Desert Rose Florist" with 60 photos and 67 reviews. The result includes the business name, address, phone number, and a link to the Facebook page. There are also social media icons for Facebook, Instagram, and Yelp.

# Advertising where there is a large audience of high-intent shoppers is most efficient for acquiring customers



- **88% of all search queries in US**
  - Category searches up **+29% YOY** in June alone
- **75% of in-store visits are influenced by digital**
  - 76% of people who search on their phone visit a store **within a day**



- **5 million florist searches and profile views on Yelp monthly**
  - Category searches growing **+8% YOY**
  - **97%** of florist searches are **unbranded**
- **51% of Yelp visitors make a purchase within a day**

# Google ads remain relevant to targeting today's shoppers

Google PPC ads increases the likelihood a consumer **discovers you** when searching for flowers—a category characterized by **unbranded** searches

## Benefits

- ✓ Makes it easy for a consumer to get directions, see hours, and shop online
- ✓ Highlights popular occasions and product categories
- ✓ Reinforces florist's legitimacy
- ✓ Builds brand awareness in delivery markets

Google PPC ads are an important complement to SEO efforts, helping you gain valuable real estate on a SERP

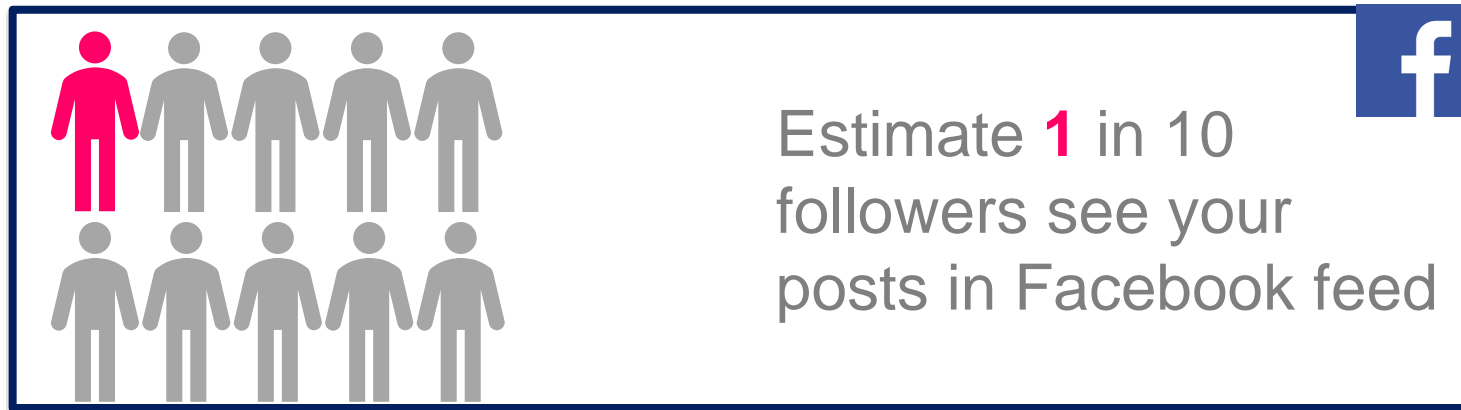
The screenshot shows a Google search for "flower shop new york". The search results include:

- Starbright Floral Design | New York's Local Florist | starbrightnyc.com**  
www.starbrightnyc.com/  
Beautiful Flowers, Freshly Cut and Hand-Delivered to Her Door. Order now.  
140 W 26th St, New York, NY - Open today - 9:00 AM - 7:00 PM  
Offers: Birthday Flowers & Gifts, Anniversary & Romance
- Flowers by Richard NYC | Same Day Flower Delivery New York City**
- 106 Flower Shop**
- Levington Flowers**
- Best Flower Shops in New York to Buy Bouquets and More - Time Out**
- 11 Best Options for Flower Delivery in NYC - Time Out**
- Voted Best Florist in NYC - Same Day NYC Flower Delivery by ...**  
https://www.starbrightnyc.com/  
Flower Delivery in NYC by Florist Voted Best Florist in NYC - Same day flower delivery in NYC, Delivering in NYC ... Weekly Flowers delivery in New York City ...
- New York Florist | Flower Delivery by Anthony Flower Shop**
- Scott's Flowers NYC: NYC Flower Delivery & Luxury Florist**
- Send Flowers: New York, NY Flower Delivery | BloomNation**
- Same Day NYC Flowers Delivery | Voted Best NYC Flower Shop**

At the bottom, there are "Searches related to flower shop new york" and a "Goooooogooole" logo.

# Advertising on social networks is better suited for targeting specific customers

- Organic content on social platforms connects you to your customers but has **limited** reach



- Advertising is required** to capture the attention of new customers
  - Leverage published demographic information and interest to create your audience
  - Create engaging ads aligned with customer behavior on platform
- For most platforms, advertising dollars can boost organic posts as well as feature a well-designed ad

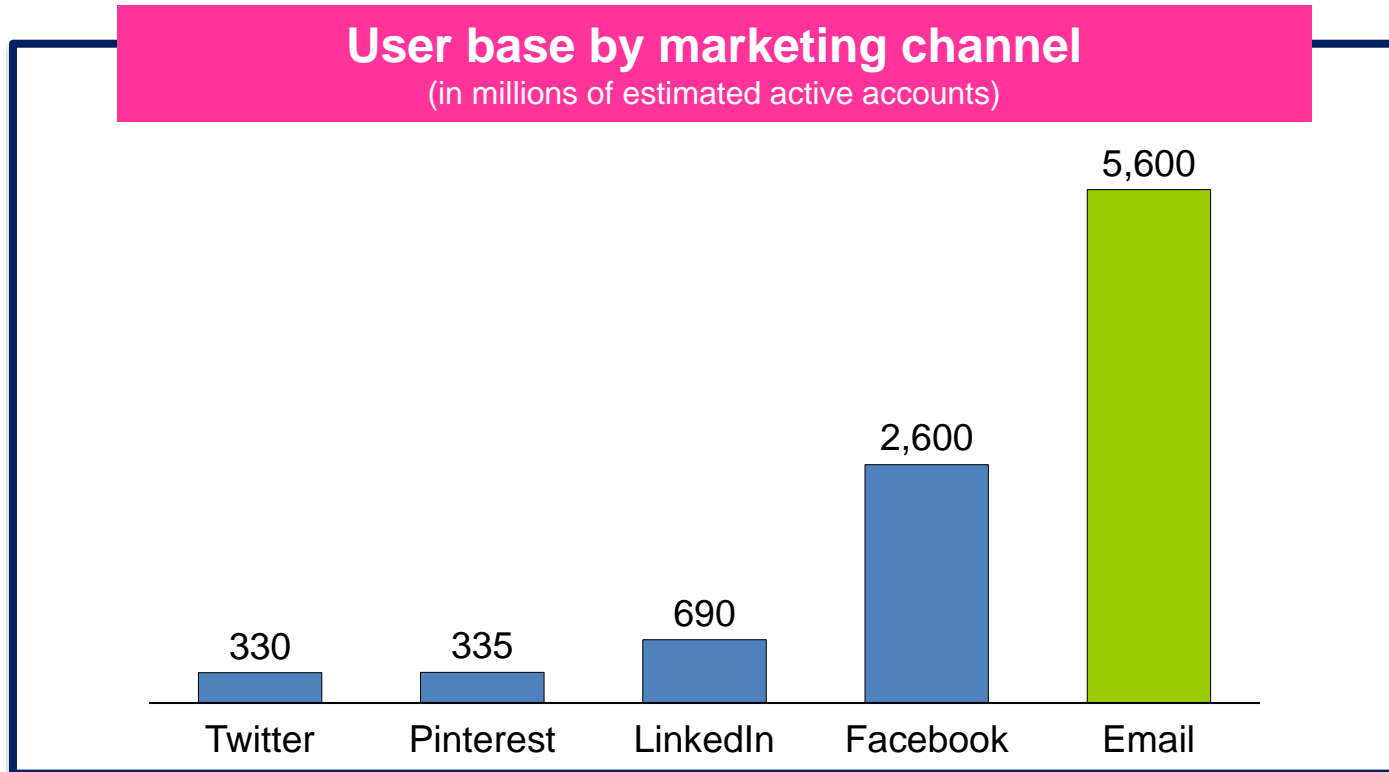
# Encouraging Repeat Business

# Your existing customers are an invaluable asset

- It is estimated to be **5 – 7x more expensive** to acquire a new customer than it is to retain an existing customer
- **83%** of people trust recommendations from friends and family over any other type of advertising
- Crafting strategies to **create advocacy and loyalty** among your existing customers will pay dividends
  - ✓ Improve your business' customer experience
  - ✓ Cultivate customer referrals and digital reviews across the web
  - **Create brand recall through continued outreach**

# Email remains an effective marketing channel for re-engagement

- **74%** of consumers **prefer email** for communicating with brands
  - Low-cost and relatively low-effort channel
  - High adoption rate among your customers across demographics
  - Customizable messaging and segments





# Loyalty programs are a low-risk strategy to grow business

- Boost **purchase frequency** from satisfied customers
  - **Communicate reward status often** as their high engagement creates unique opportunities to upsell
  - Invest in rewards that customers **appreciate** to improve the effectiveness of the program
  - Incorporate **gamification** elements to enhance the experience of participating
- Creative programs can have an **impact beyond** your loyal customer base
  - Opportunity to influence **both** the purchaser and the recipient
  - Review generation campaigns can **convert browsers** into customers
  - Help your bottom line by driving customers to **lower-cost** product or service channels

# Set your website up for success by leveraging your web toolkit to increase web traffic

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# Thank you

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