**Presenter: Dan McManus, TeamFloral**

**Re-Marketing - No Customer Left Behind**

**Fill out this form to help you remember the highlights of this session**

**Studies show that \_\_\_\_\_\_ % of customers return to their florist the next time they buy flowers.**

**The most likely reason for this re-purchase rate is because buyers \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**The #1 marketing tool continues to be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**This #1 tool does not work well for florists because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**A nurture campaign is helpful because it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**The most effective way for a shop to help customers return is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Send postcards to these groups of customers 1\_\_\_\_\_\_\_\_\_\_\_\_\_ 2\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 3\_\_\_\_\_\_\_\_\_\_\_\_**

**Using a software program like \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ allows you to create a reminder**

**system. It involves using this software program \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Today social media is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (helpful/not helpful) to attract buyers.**

**Social media is important because it \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Texting and ringless voice mail are powerful tools - be sure you have \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Questions to help you implement the strategies in this session? Email dan@teamfloral.com**