



**SAF** 137TH  
CONVENTION

**ORLANDO**

**2022** **SEPTEMBER 6-8**  
HILTON ORLANDO  
ORLANDO, FL



WORLD CLASS BUSINESS TRAINING, CONNECTIONS AND INSPIRATION.

NEW BLOOM  
SOLUTIONS

Above All Flowers

X

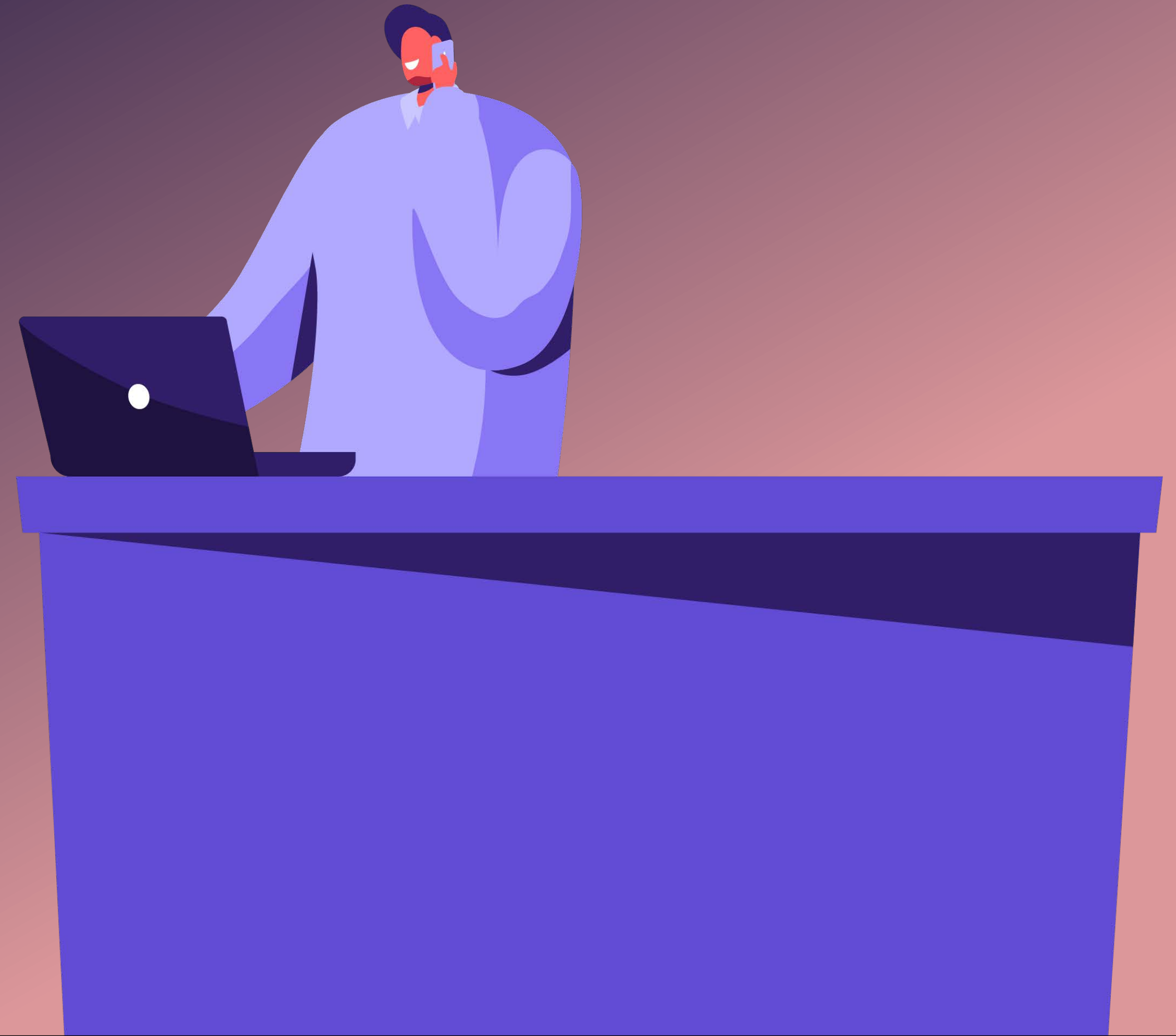


**DRIVING REVENUE  
WITH REVIEWS**

How many here are Wholesalers?

How many here are Florist?

How many here are distributors?



# SAHID NAHIM

- Owner and co-founder of Above All Flower & New Bloom Solutions.
- In the floral Industry for 17 Years
- In 2018 Founded NBS a business Solutions agency
- Google business consultant Berkeley Florist Supply for 3 years

# DANNY SANCHEZ

- CEO and Co-founder of South Florals
- In the Industry for 15 Years
- Named Top 40 under 40 for South Florida Business Journal 2022
- Creator of Bloom View & other apps
- Largest fulfillment Center for 1800 flowers in South Florida
- 6 retail locations

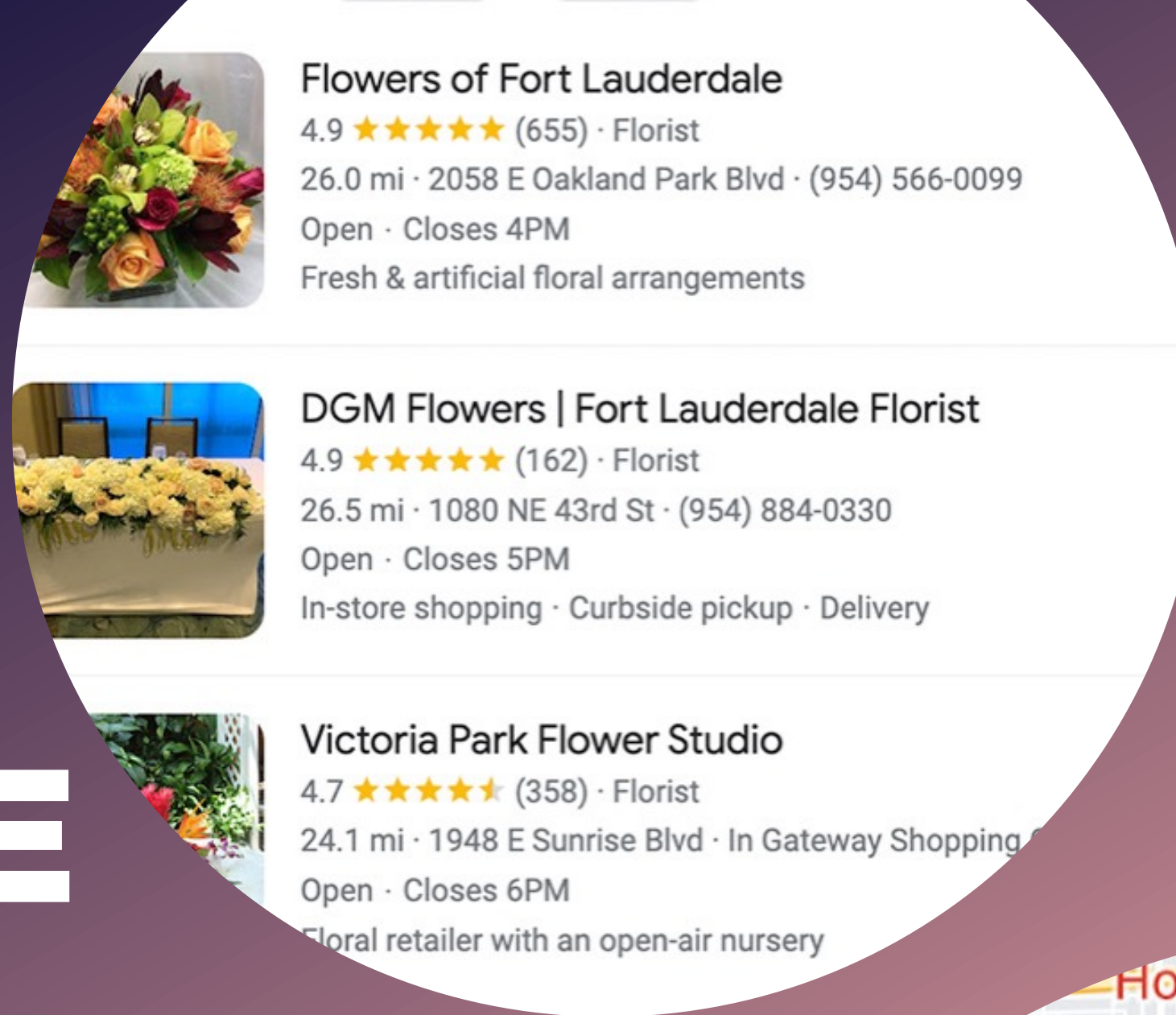
# TOPICS OF DISCUSSION

- What is Google Business Profile, How does it work
- The benefits of being intentional, having a strategy and a company culture of reviews
- Deep Dive into reviews and revenue



# WHAT IS GOOGLE BUSINESS PROFILE

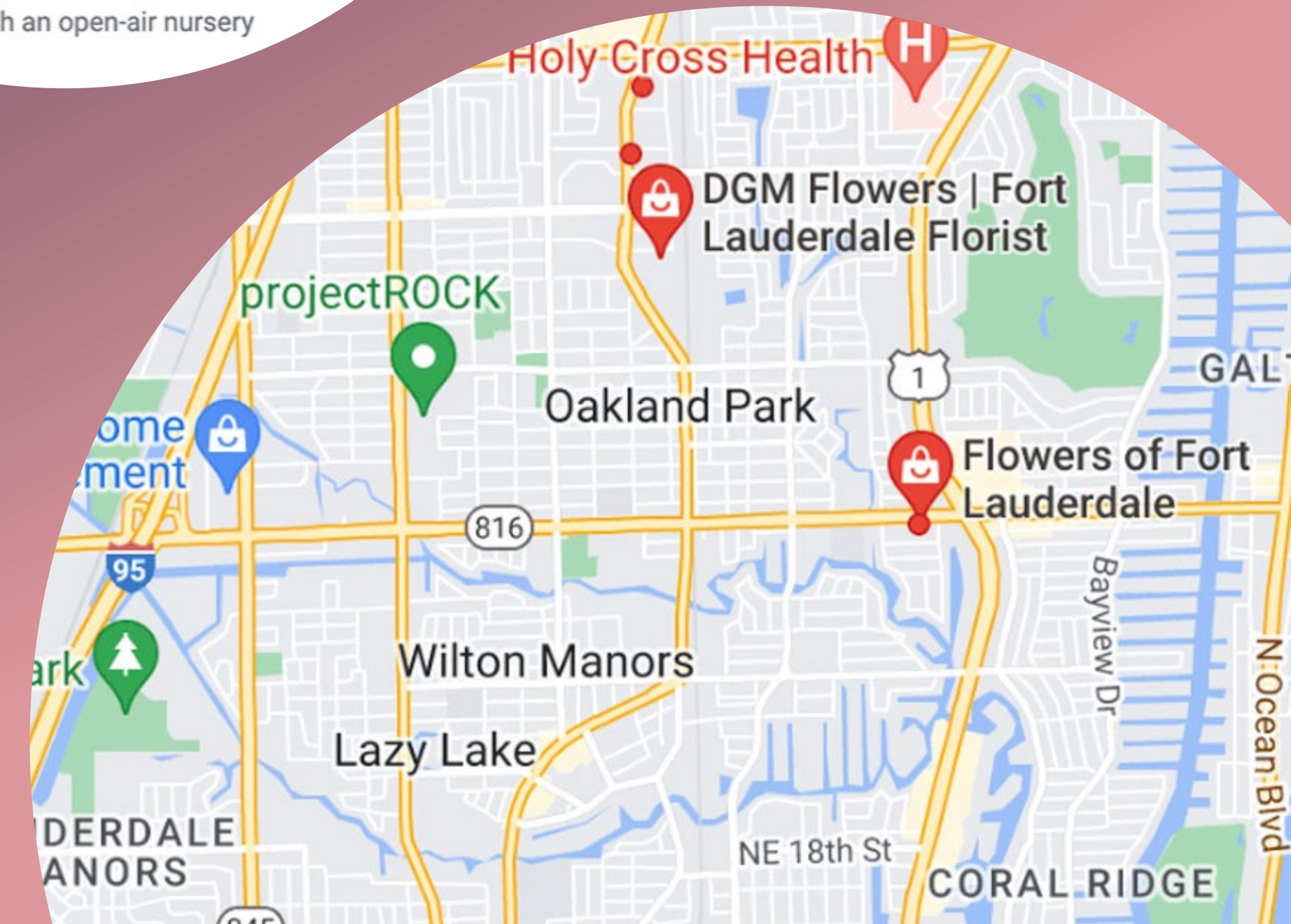
Google Business Profile is like a virtual phonebook. Not only does Google My Business make your business easier to find on Google, but online directories such as Google My Business help you to reach potential customers that would otherwise not know how to find you.



**Flowers of Fort Lauderdale**  
4.9 ★★★★★ (655) · Florist  
26.0 mi · 2058 E Oakland Park Blvd · (954) 566-0099  
Open · Closes 4PM  
Fresh & artificial floral arrangements

**DGM Flowers | Fort Lauderdale Florist**  
4.9 ★★★★★ (162) · Florist  
26.5 mi · 1080 NE 43rd St · (954) 884-0330  
Open · Closes 5PM  
In-store shopping · Curbside pickup · Delivery

**Victoria Park Flower Studio**  
4.7 ★★★★★ (358) · Florist  
24.1 mi · 1948 E Sunrise Blvd · In Gateway Shopping  
Open · Closes 6PM  
Floral retailer with an open-air nursery



# WHY IS IT IMPORTANT

- 91% of adults use search engines to find information.
- 90% of the search engine market share.
- 46% of all searches have local intent.
- 56% of actions on Google Business Profile listings are website visits. 24% of actions are calls to the business. And 20% of actions are direct searches.
- 64% of consumers have used Google Business Profile to find contact details for a local business.



# HOW DOES GOOGLE BUSINESS PROFILE WORK

- You need a Gmail account to sign up, verify your business location to establish your digital presence.
- The mini dashboard gives you direct access to perform key actions, such as edit information of your business, creating posts to inform your customers about special events, promotions, and products, as well as creating an ads to promote your business.





# WHAT KIND OF BUSINESS INFORMATION CAN YOU ADD TO YOUR GOOGLE BUSINESS PROFILE?

- Business name, address, and phone number
- Link to their official website
- Working hours and holidays
- Your business category
- Google Map pin on their location
- Social media handles
- Photos and 30-second videos of your business
- Links to specific actions like online orders or reservations
- Additional details like outdoor seating, WiFi facility, child-friendliness, and more.

# DID YOU KNOW

64% of consumers use Google Business Profile (GBP), formerly Google My Business (GMB), to find business addresses ( DigitalDot)

42% of marketers say that Google is becoming the homepage for local businesses ( DigitalDot)

46% of all Google searches are looking for local information (according to HubSpot)

Over 50% of 'near me' searches result in a physical store visit, according to Danny Sullivan Author of Search Engine Land

All things being equal, moving up a single position in Google search results increases relative CTR by 30.8%, according to Brain Dean Of Back LINKO

At least 97% of consumers look for local businesses on the internet. Vivek Patel of E2M Solutions.

76% of people who search on their smartphones for something nearby visit a business within a day  
Vivek Patel of E2M Solutions.

28% of searches for something nearby result in a purchase Vivek Patel of E2M Solutions.

# THE BENEFITS OF BEING ON GOOGLE BUSINESS PROFILE



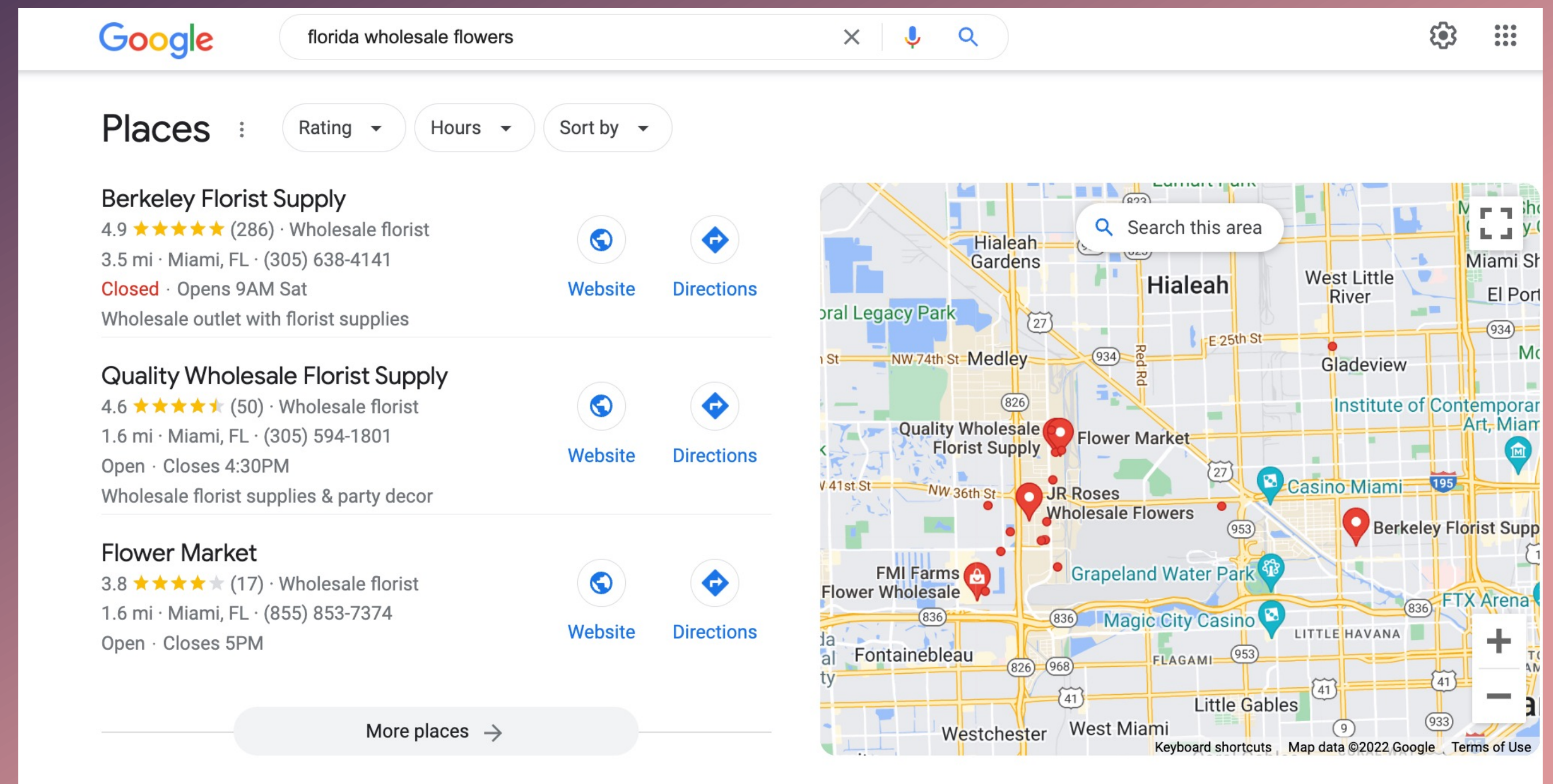
# BENEFITS AND REASONS TO USING YOUR GOOGLE MY BUSINESS

- Leveling up of the playing field in regard to local SEO. Big or small, the business who takes advantage of Google reviews is in a position to rank higher in local search results.
- 92 percent of customers compare businesses online before making a purchase decision, the majority of which relies solely on Google Search and that is why we are here today to help get you set up for success.



# GMB ALLOWS YOU TO APPEAR IN MAPS AND GOOGLE LOCAL PACK LISTINGS

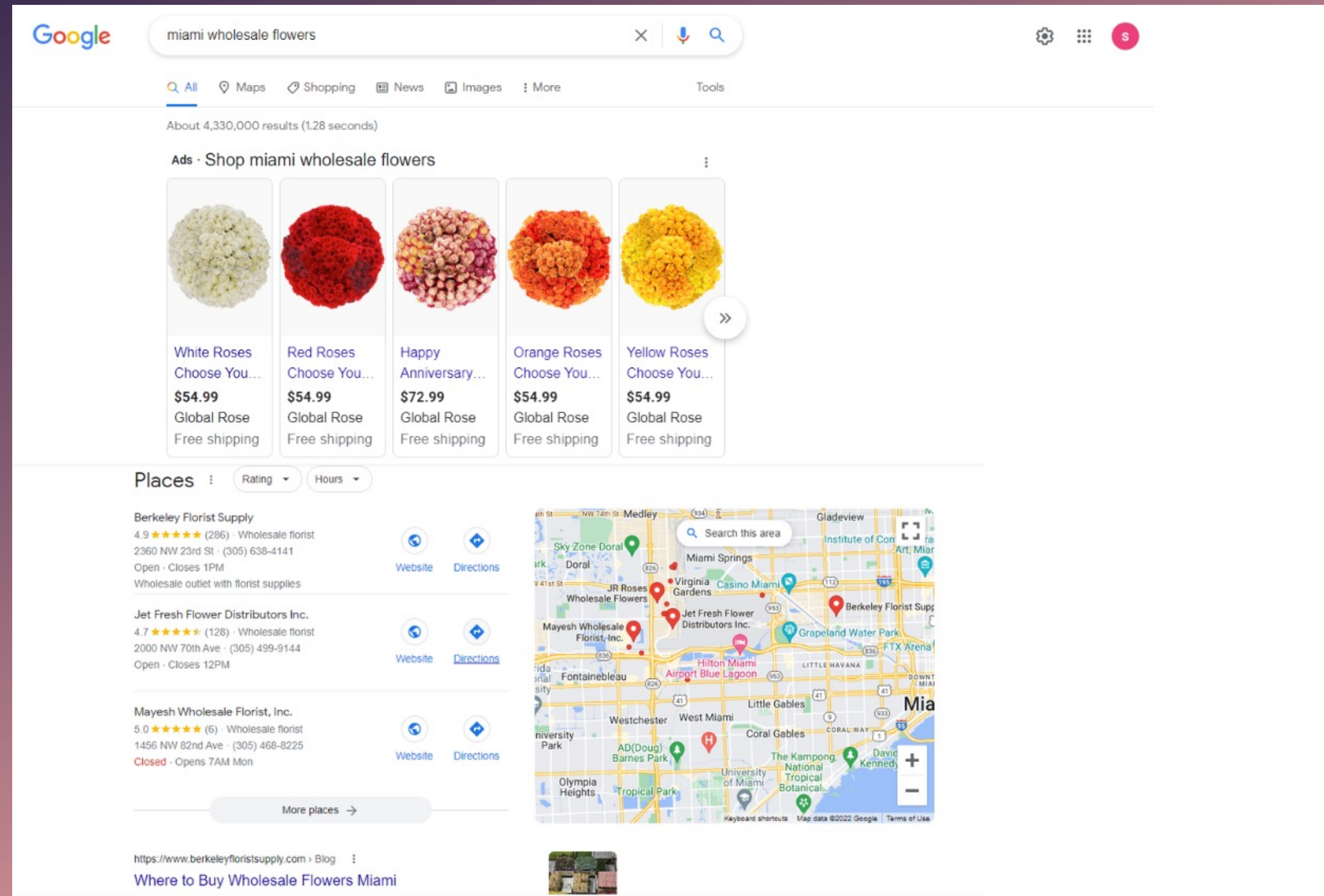
Notice the highly visible map and the list of business names that appear right on top of the page whenever you search for places on Google? That's called the Google Local Pack, and there are two reasons why you should pay attention to it.



# IT'S HIGHLY VISIBLE

- The Google Local Pack takes up huge real estate on page one of Google search results, and it's the first thing any Google user will see after they type in their query.

- According to Moz, GMB is the biggest determining factor of Google local pack rankings. So, if you're aiming to connect to your target audience — in this case, the people who are within your service area — verifying, updating, and optimizing your online information through Google My Business can help

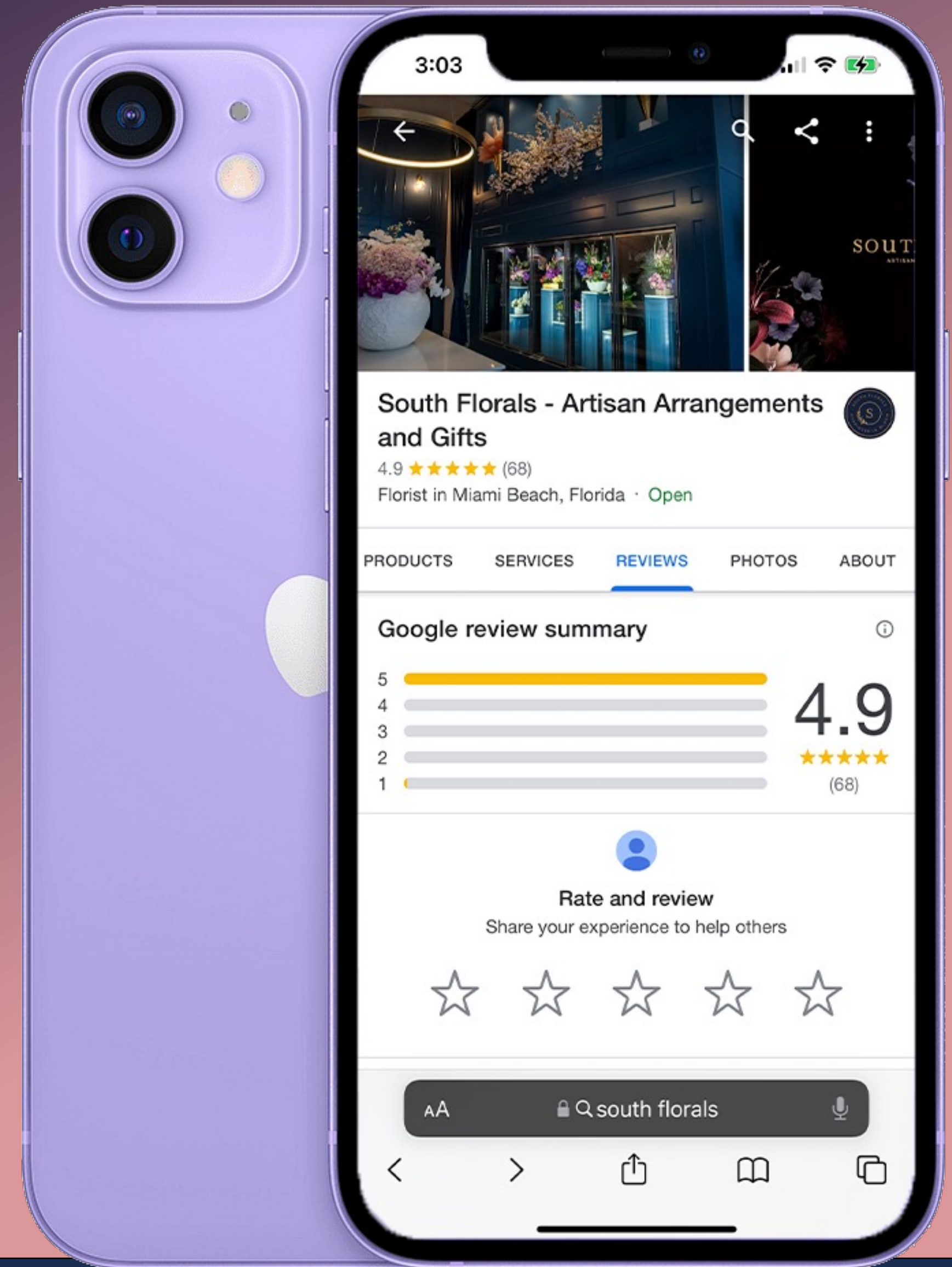


# GMB ALLOWS PEOPLE TO LEAVE REVIEWS OF YOUR BUSINESS

Reviews Improve Local SEO

Reviews Increase Sales

Reviews Show What Customers Think About Your Business



# GBP PROVIDES INSIGHTS THAT GIVE YOU HELPFUL INFORMATION

GMB is a value-driver for your Google rankings. It not only promotes your product or service, it also helps you understand the market. Google is constantly proving that it runs the show.

How is this possible?

Google My Business comes with powerful features that provide insights on important areas to assist you in creating strategies and in making decisions. This tool enables you to access statistics and insights that can help determine where your audience is coming from.



# INSIGHTS

This data includes information like:

- How customers search for your business: by week, month or quarter: By Direct, Discovery or Branded.
- Where customers find your listings- Listing in Search and or Listing on Maps
- The actions customers take on your listings.- Visit your website, request directions, Call you
- **DIRECTIONS REQUEST:** How to get to your location
- **PHONE CALL:** When and what day of the week you are receiving calls coming from google my business
- **POPULAR TIME:** It show when you have the most foot traffic and calls
- **PHOTO VIEWS:** The number of times your business photos have been viewed, compared to photos from other

# INSIGHTS

Google Business Profile Manager

**Berkeley Florist Supply**  
2360 NW 23rd Street  
Miami, FL 33142

- Home
- Posts
- Info
- Insights**
- Reviews
- Calls
- Messages
- Photos
- Products
- Services
- Website
- Users

Create an ad  
Get custom Gmail  
Add new business  
Businesses

Your insights are moving

Your metrics will move to a new-look report. Search queries are visible, and more metrics will be added in a few months. [Learn more](#)

[See new profile performance](#)

How customers search for your business ?

1 quarter ▾

Search Source	Description
Direct	People who find your Business Profile searching for your business name or address
Discovery	People who find your Business Profile searching for a category, product, or service
Branded	Customers who find your listing searching for a brand related to your business

[Promote your business in minutes](#)  
Show up more when people search for what you offer

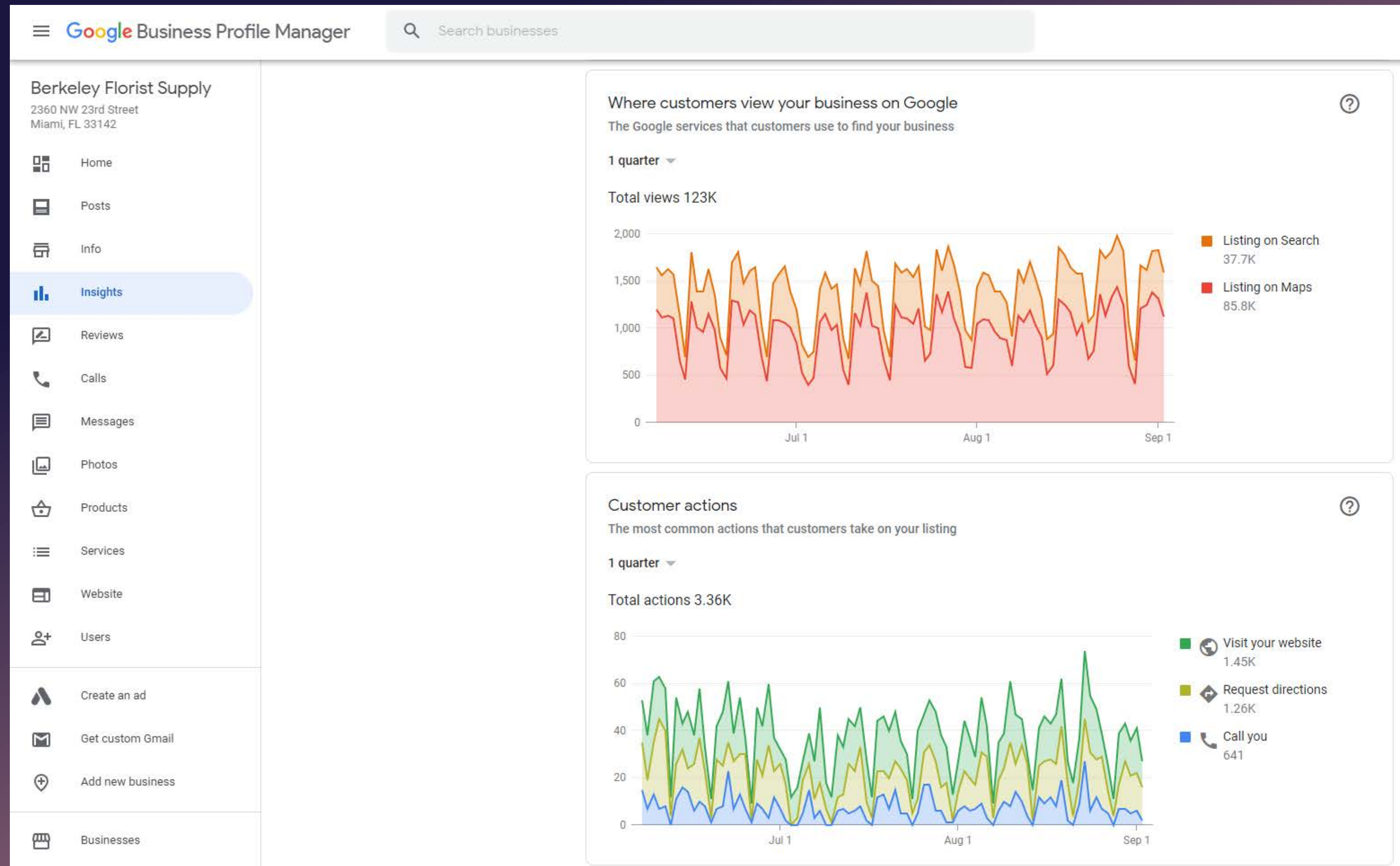
[Start advertising now](#)

Where customers view your business on Google ?

The Google services that customers use to find your business

1 quarter ▾

# INSIGHTS



# INSIGHTS

Google Business Profile Manager

Berkeley Florist Supply  
2360 NW 23rd Street  
Miami, FL 33142

- Home
- Posts
- Info
- Insights**
- Reviews
- Calls
- Messages
- Photos
- Products
- Services
- Website
- Users

Create an ad  
Get custom Gmail  
Add new business  
Businesses

### Directions requests

The areas where customers request directions to your business from

1 month

33131	33
33142	15
33166	15
33125	14
33150	12
33133	11
33146	10
33010	<10
33012	<10
33127	<10
33130	<10
33132	<10
33134	<10
33135	<10
33136	<10
33137	<10

### Phone calls

When and how many times customers call your business

Day of week 1 quarter

Total calls 663

Day of week	Number of calls
Mon	100
Tue	150
Wed	130
Thu	115
Fri	110
Sat	60
Sun	5

# DEEP DIVE INTO REVIEWS



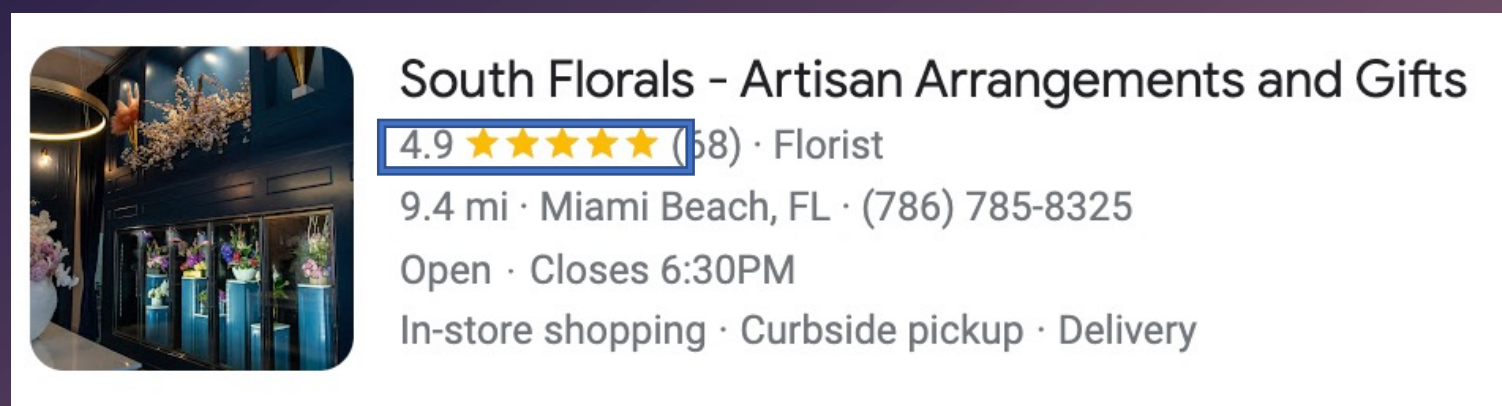
# HOW MANY REVIEWS SHOULD A BUSINESS HAVE ON GOOGLE?

- If you have 20 reviews and a 3-star rating, that's worse than having 0 reviews
- At 1 review, you have a star rating, but it's worthless because no one takes that 1 review from your mom seriously
- At 6 reviews, you've just met the bare minimum requirement for only 66%
- At 10 reviews, you've met the bare minimum requirement for 86%
- At 20 reviews, 93% of consumers searching review sites will take your average star rating seriously.

# WHAT GOOGLE LOOKS FOR IN REVIEWS:

## 1. Quality

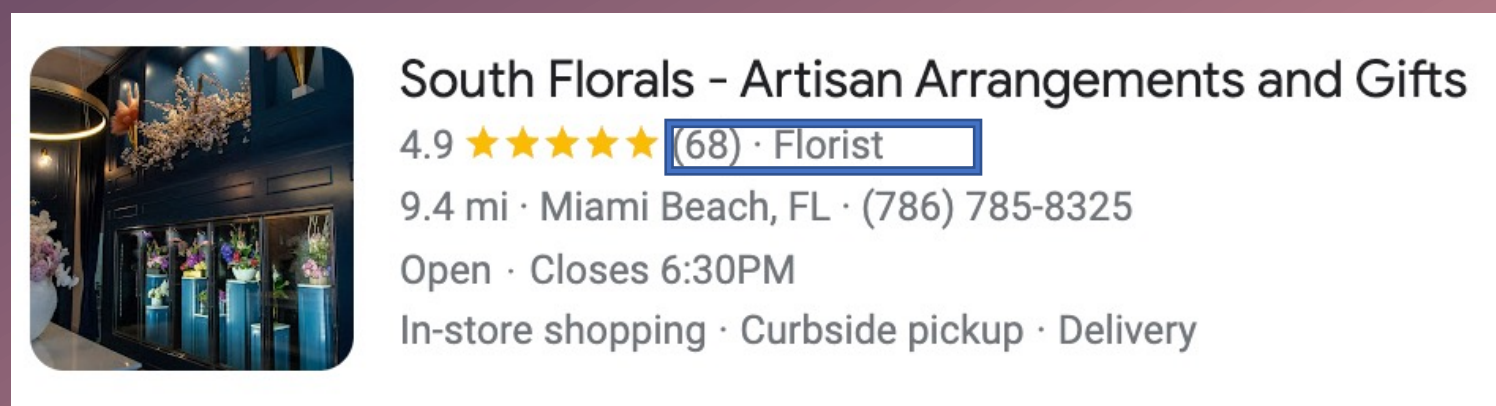
The key metric to measure the “quality” of your customer reviews is the average star rating your business gets on any given review site.



South Florals - Artisan Arrangements and Gifts  
4.9 ★★★★★ (68) · Florist  
9.4 mi · Miami Beach, FL · (786) 785-8325  
Open · Closes 6:30PM  
In-store shopping · Curbside pickup · Delivery

## 2. Quantity

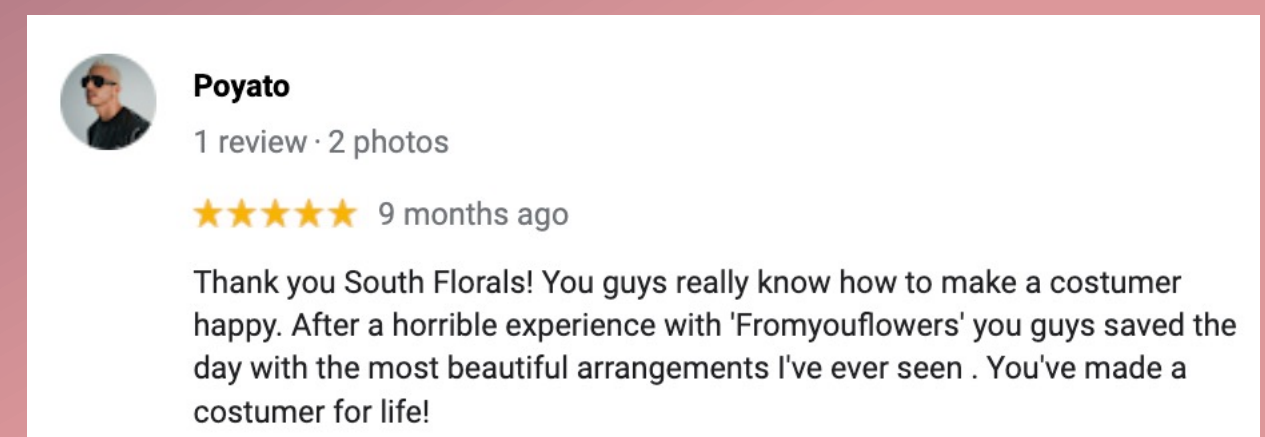
The key metric to measure your “quantity” of reviews is simply the number of reviews that make up your average star rating.



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9.4 mi · Miami Beach, FL · (786) 785-8325  
Open · Closes 6:30PM  
In-store shopping · Curbside pickup · Delivery

## 3. Recency

The key metric to measure the “recency” of reviews is the number of days/weeks/months since a customer left the most recent review your business has received.



**Poyato**  
1 review · 2 photos  
★★★★★ 9 months ago  
Thank you South Florals! You guys really know how to make a customer happy. After a horrible experience with 'Fromyouflowers' you guys saved the day with the most beautiful arrangements I've ever seen . You've made a customer for life!

# HOW TO KEEP GOOGLE REVIEWS FRESH AND RECENT

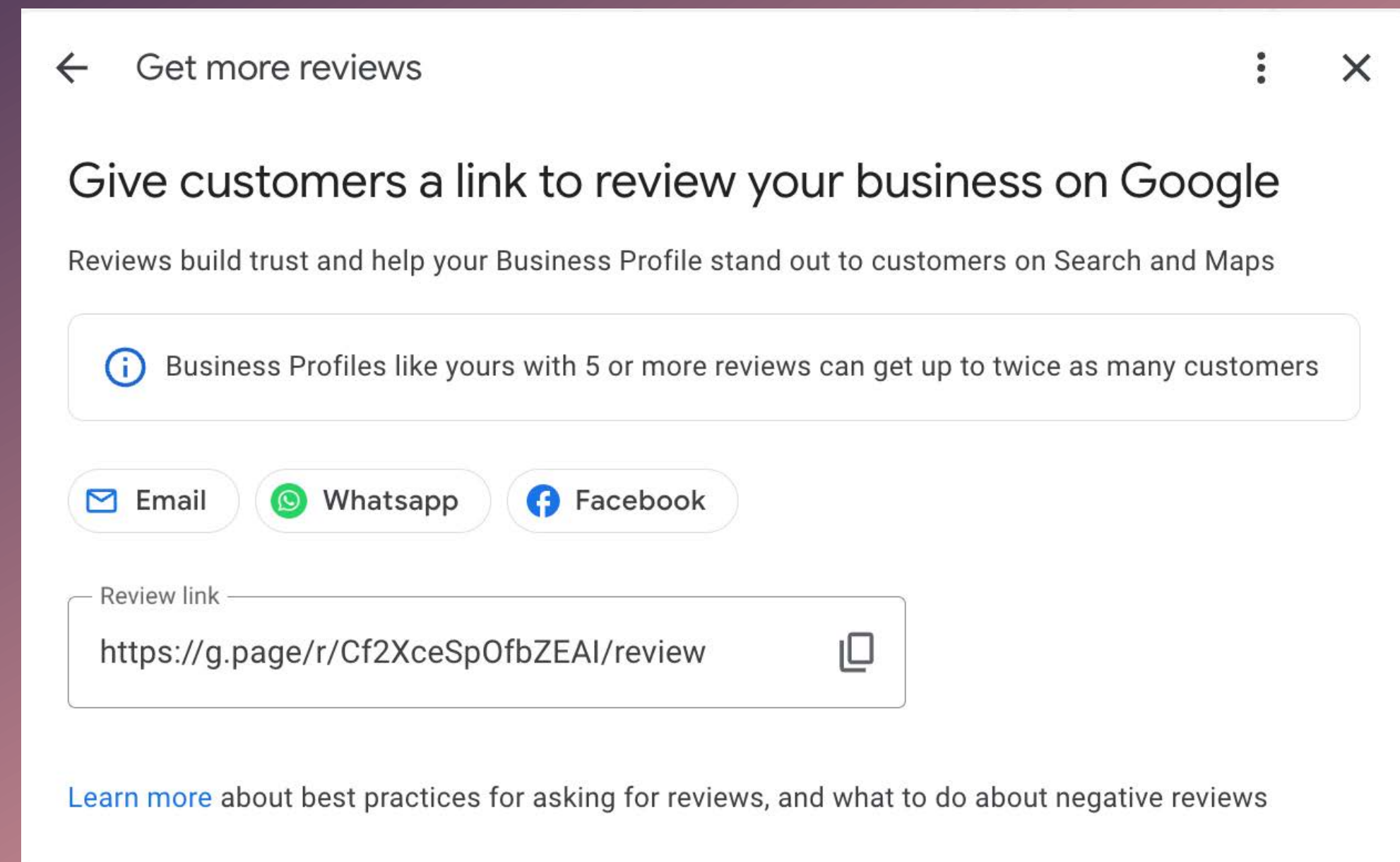
1. Ask for reviews EVERY day.
2. Avoid asking for reviews as a “marketing campaign” or “batch process.”
3. Pro Tip: Strike while the iron is hot...within 24 hours after concluded business with a customer.
4. Create a daily routine of asking for reviews from customers you’ve just satisfied that day.
5. Pre-screen every customer you ask
6. Create a easy way for your customers to give you reviews



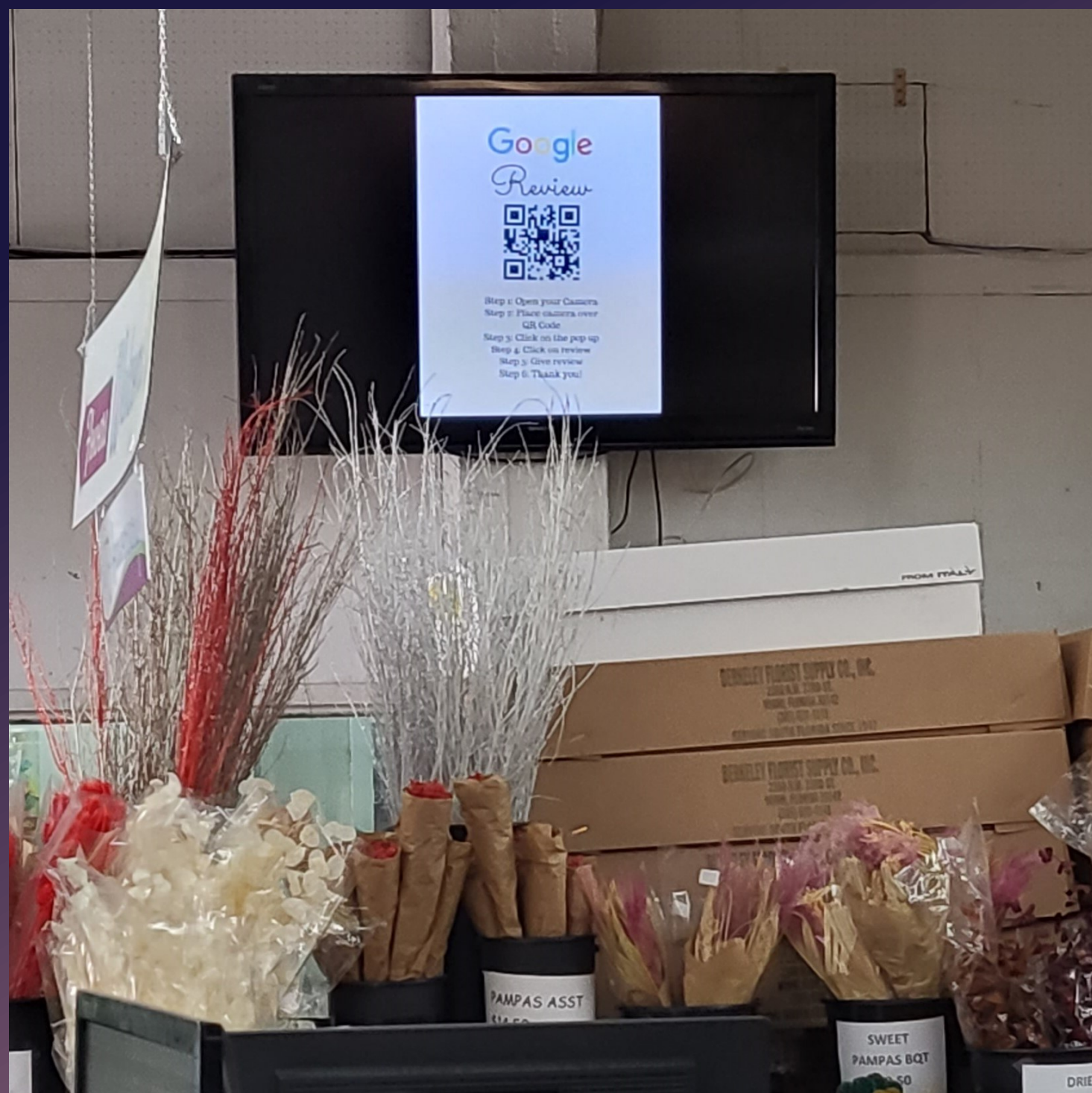
# THE RIGHT WAY TO LINK TO GOOGLE REVIEWS

Instead, you'll get far more customers to leave you a review if you can give them an easy, convenient link that takes them directly to the "Write a Review" page for your business.

1. Click on Review
2. Click on More Reviews
3. And Copy the link
4. Add to your link tree
5. Add to Create a QR Code



# QR CODE USAGE SAMPLES



**FLOWERS**  
OF FORT LAUDERDALE  
BY SOUTH FLORALS  
ARTISAN ARRANGEMENTS • GIFTS

SHARE WITH US  
@SOUTHFLORALS

f @

**New Order?**  
954.566.0099  
FLOWERSOFFORTLAUDERDALE.COM

FLOWER ARRANGEMENT  
CARE INSTRUCTIONS

**DELIVERY CARD**

**FLOWERS**  
OF FORT LAUDERDALE  
BY SOUTH FLORALS

HOW DID WE DO?  
Give us a review of your experience

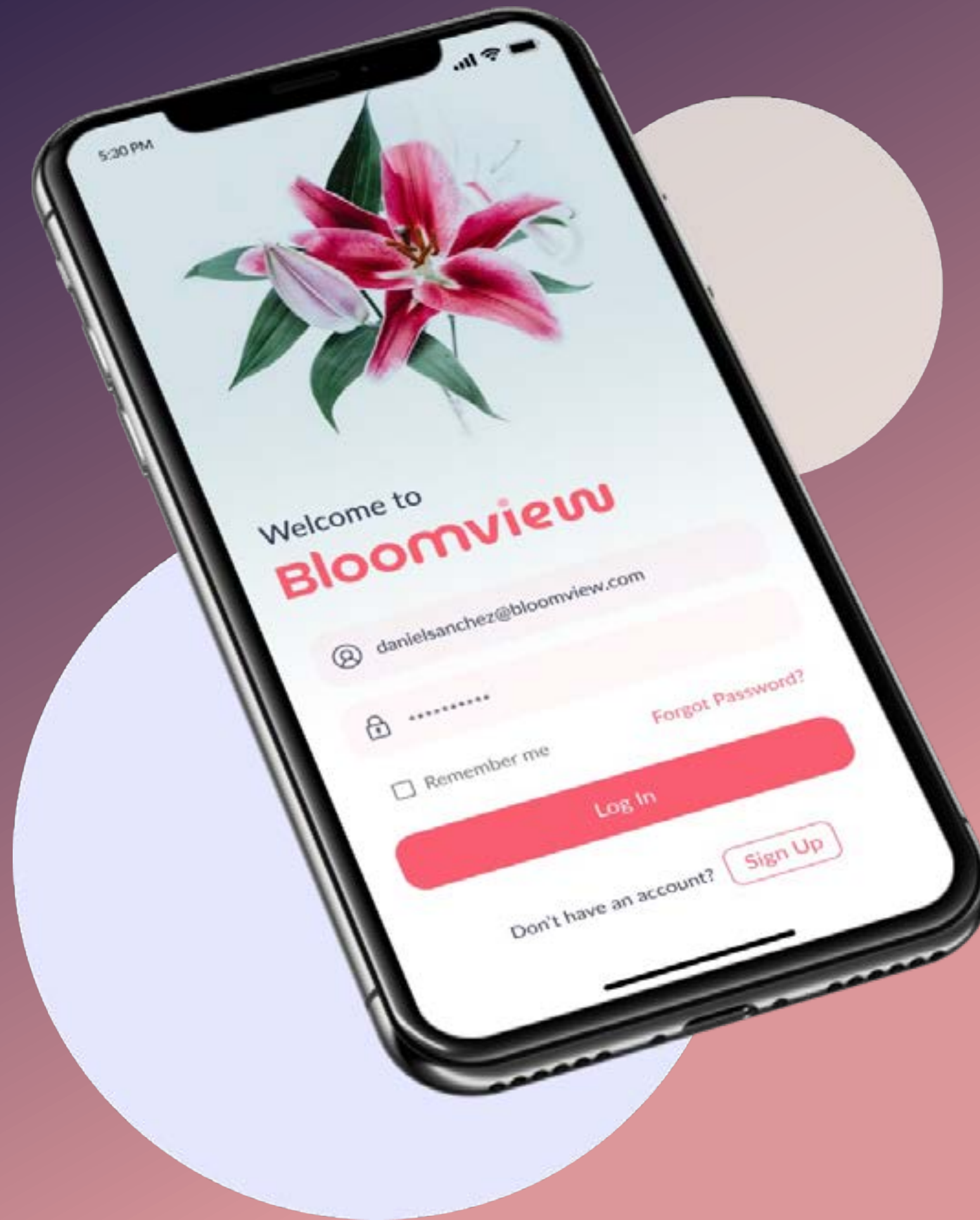
Google ★★★★★

WWW.FLOWERSOFFORTLAUDERDALE.COM

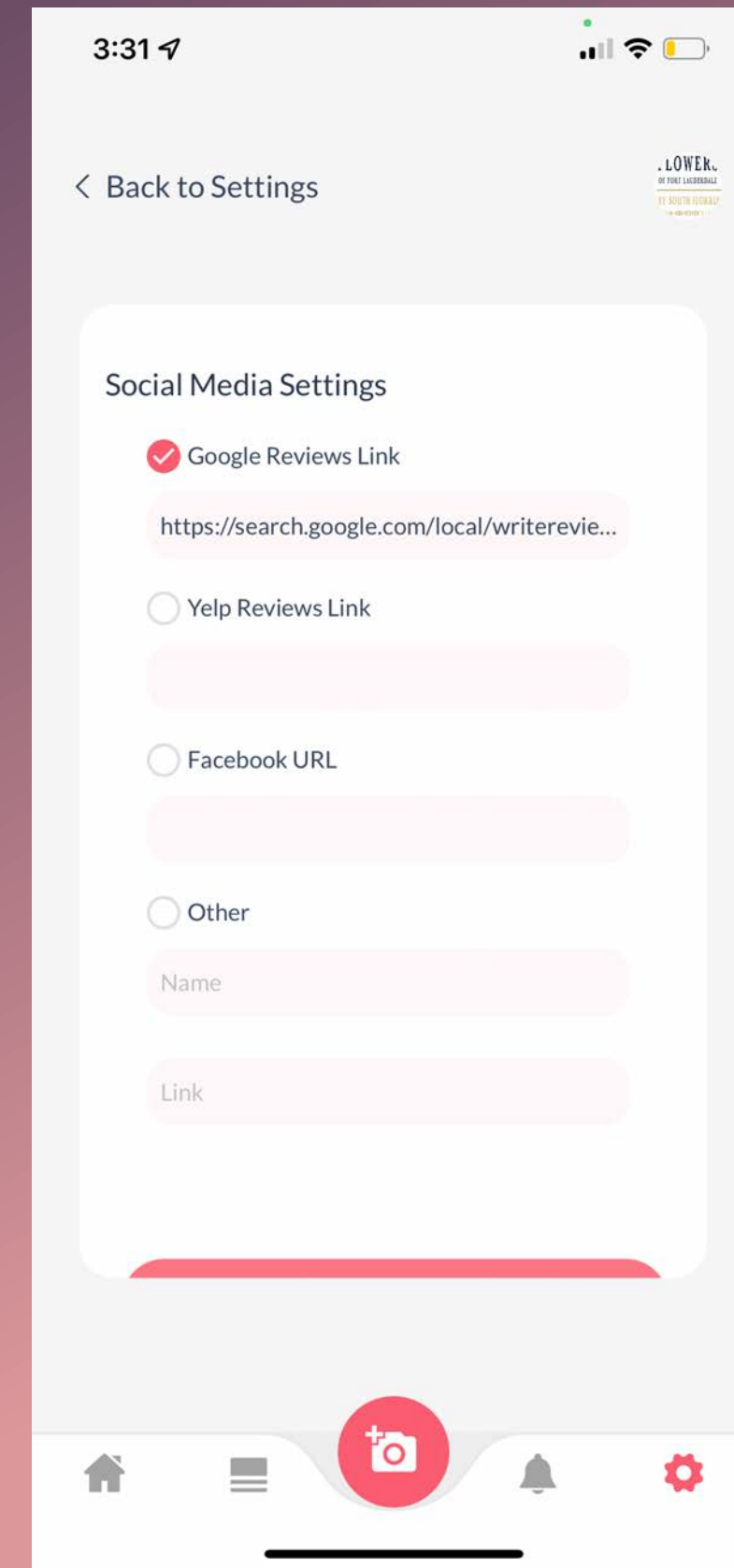
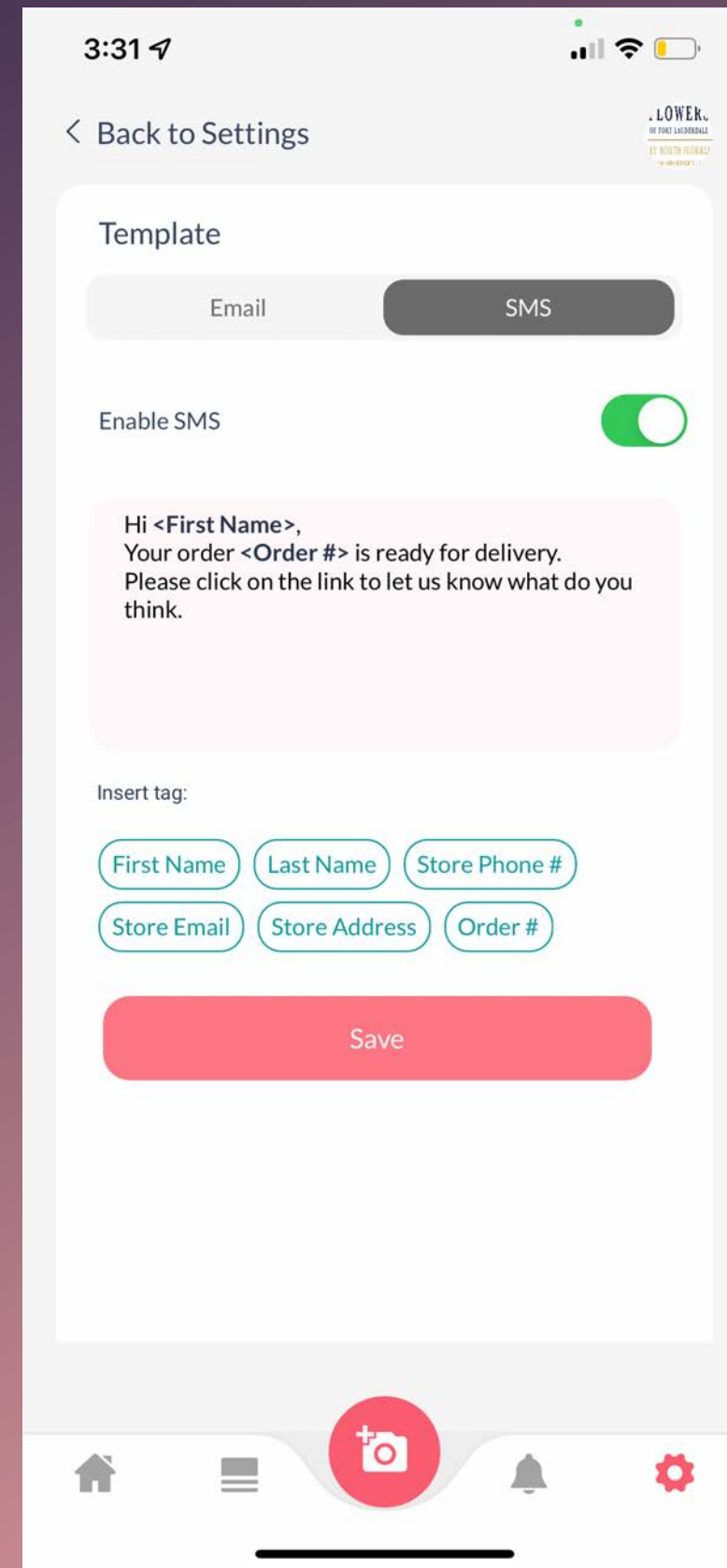
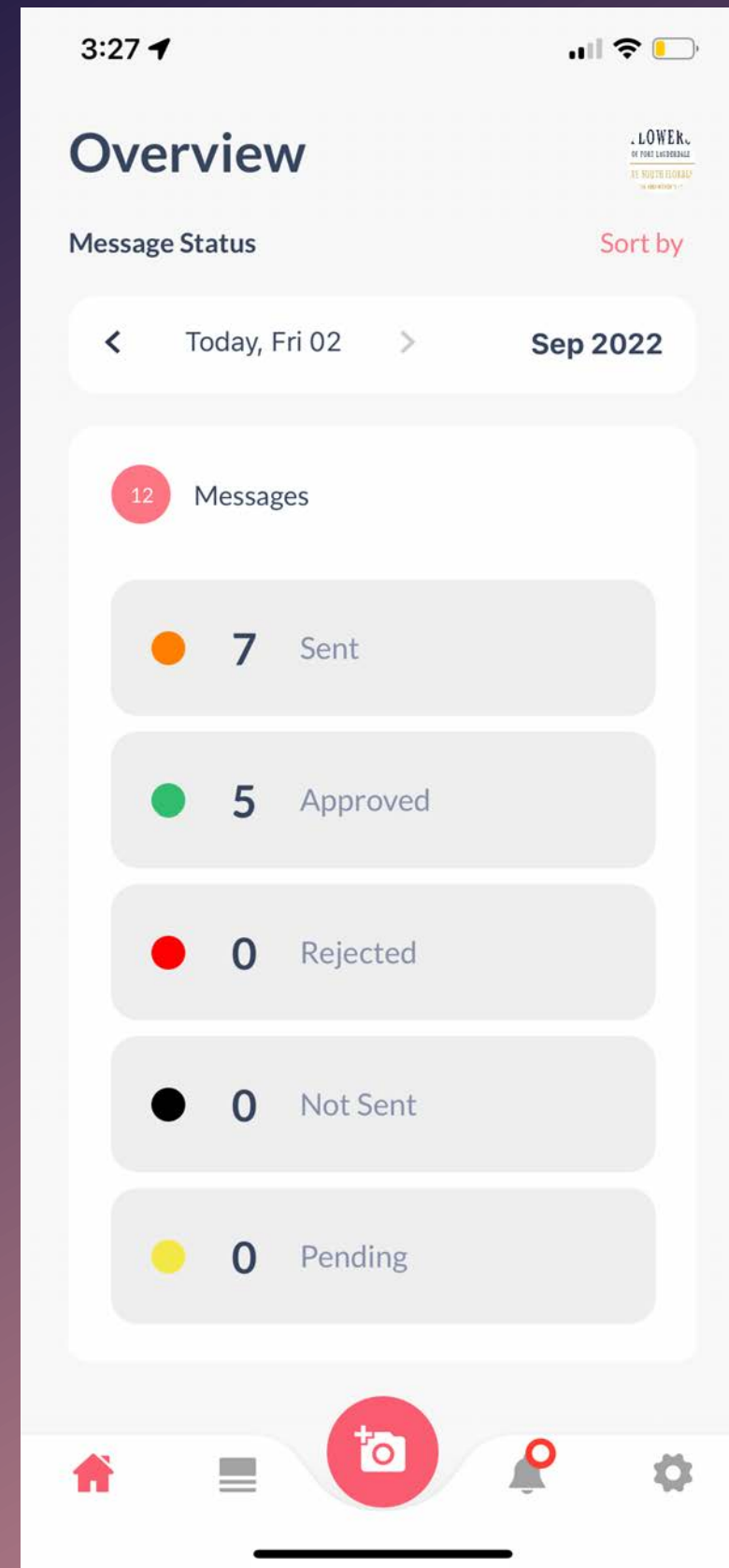
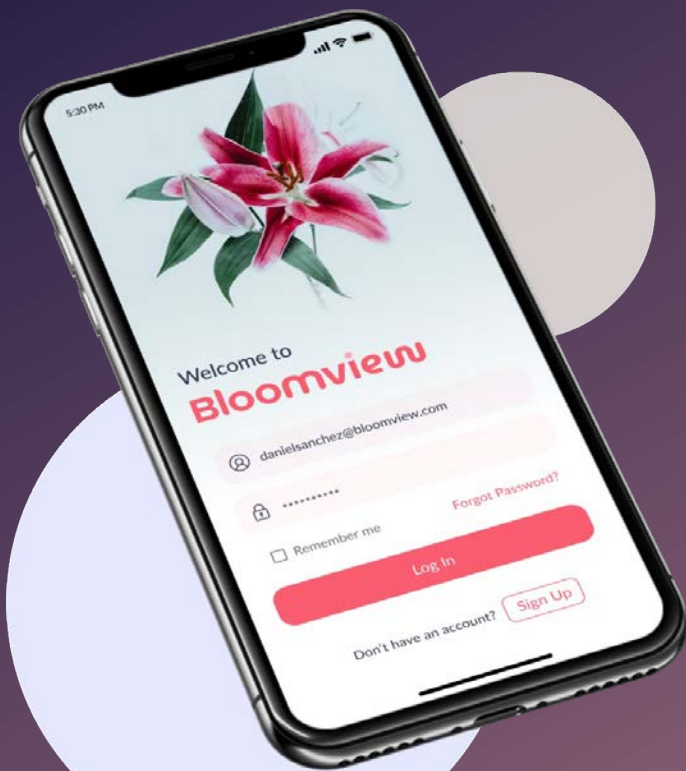
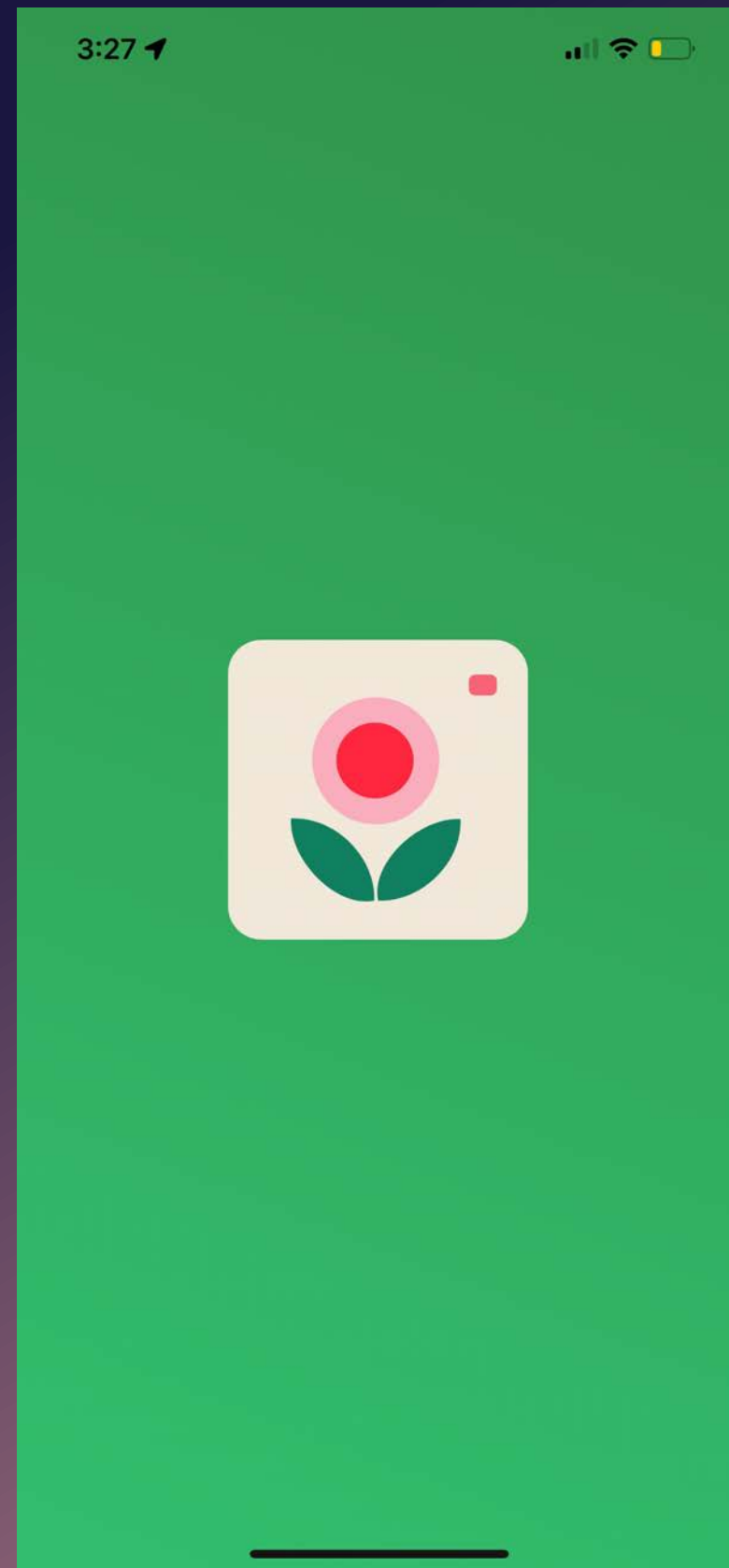
**FLOWERS**  
OF FORT LAUDERDALE  
BY SOUTH FLORALS

100% SATISFACTION GUARANTEE

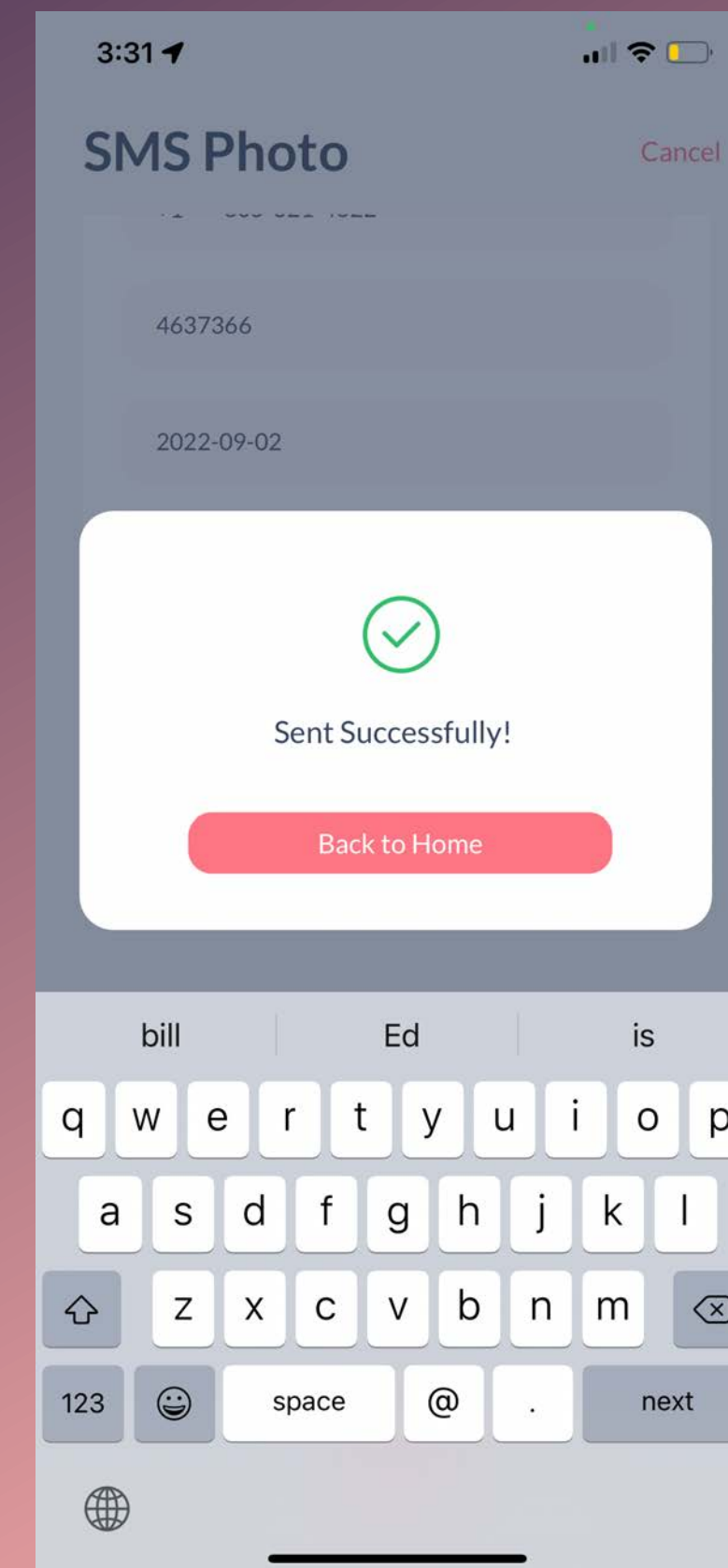
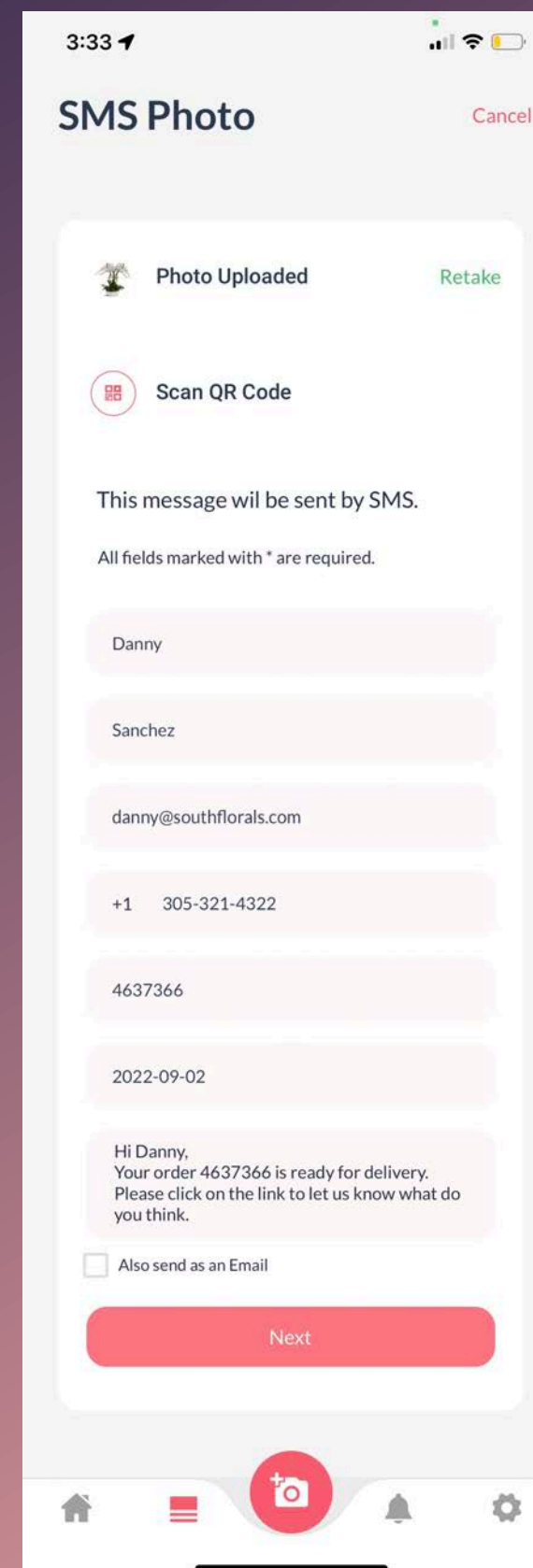
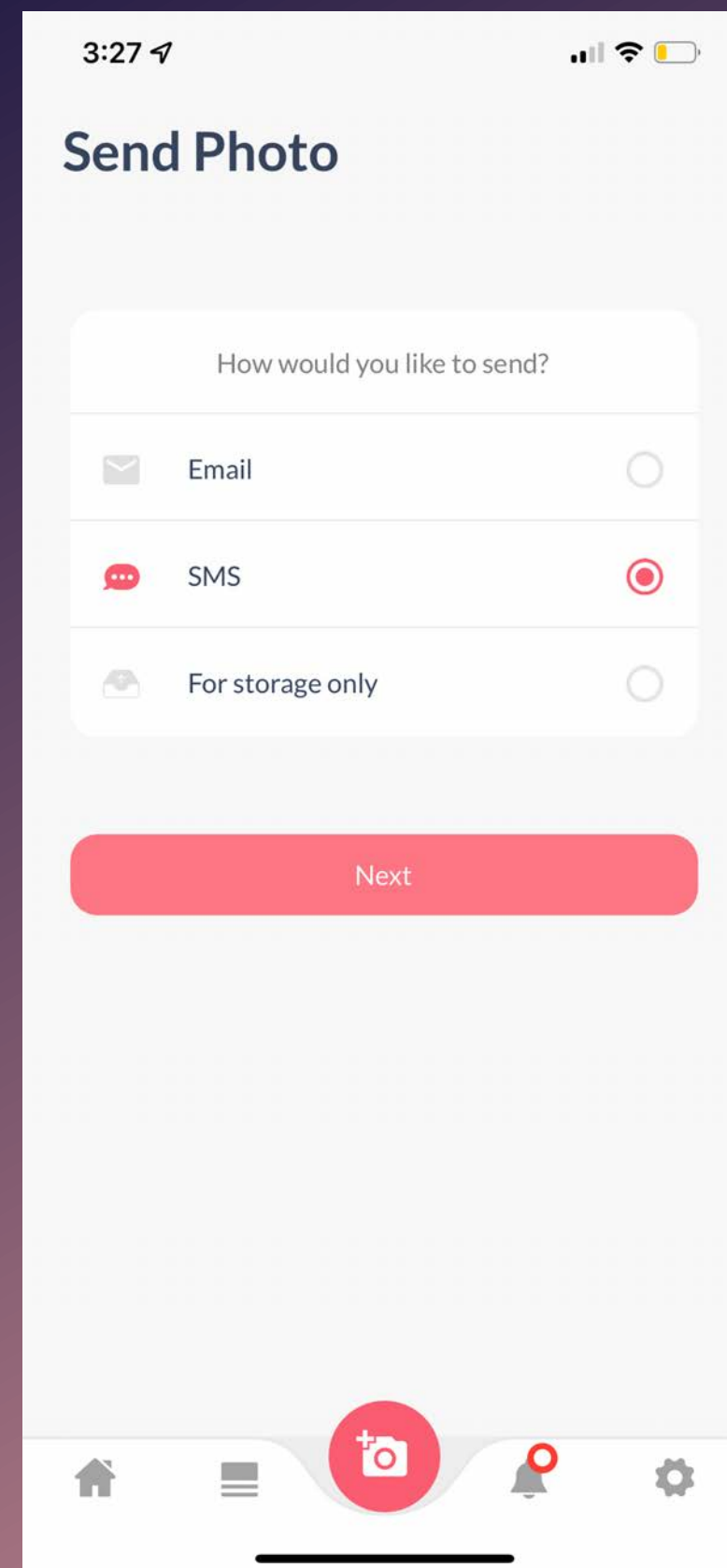
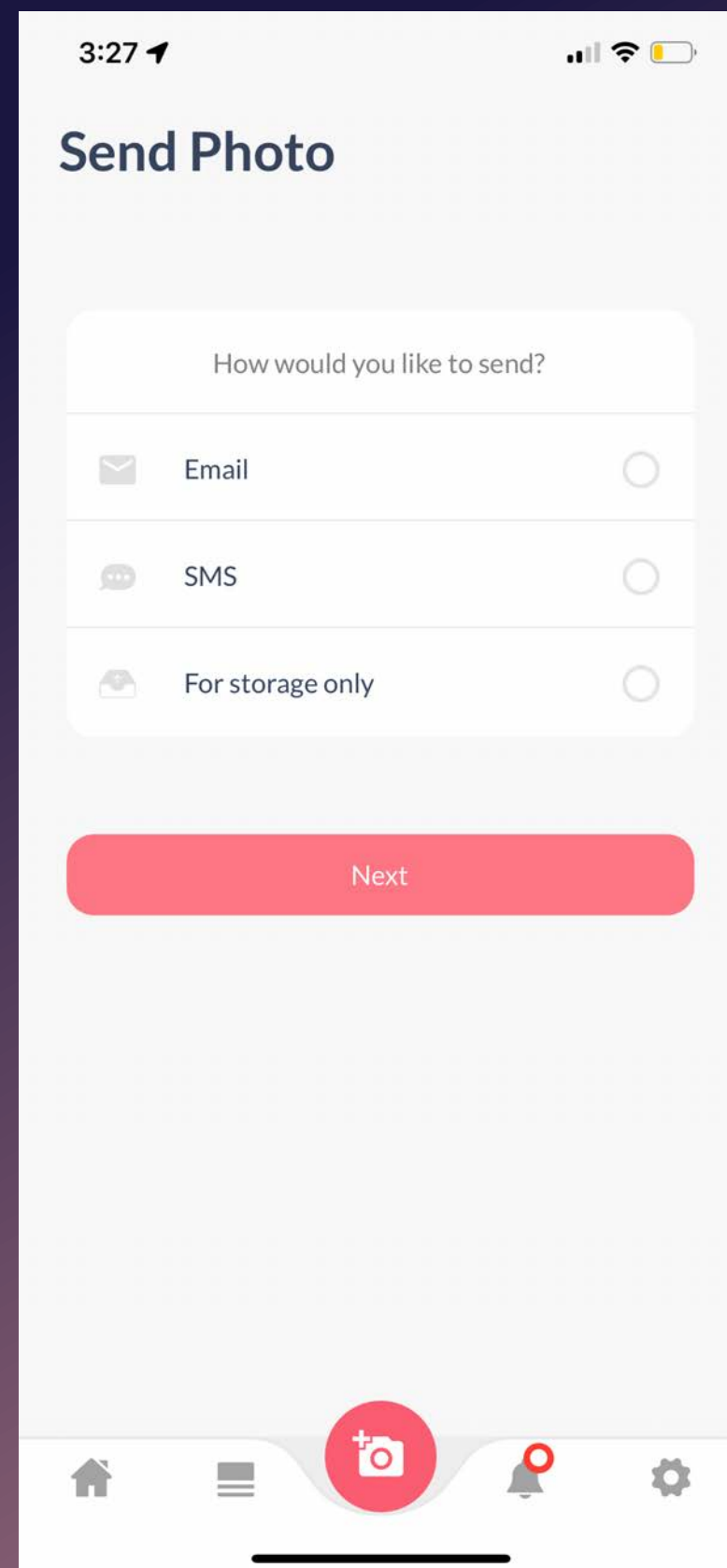
# BLOOMVIEW



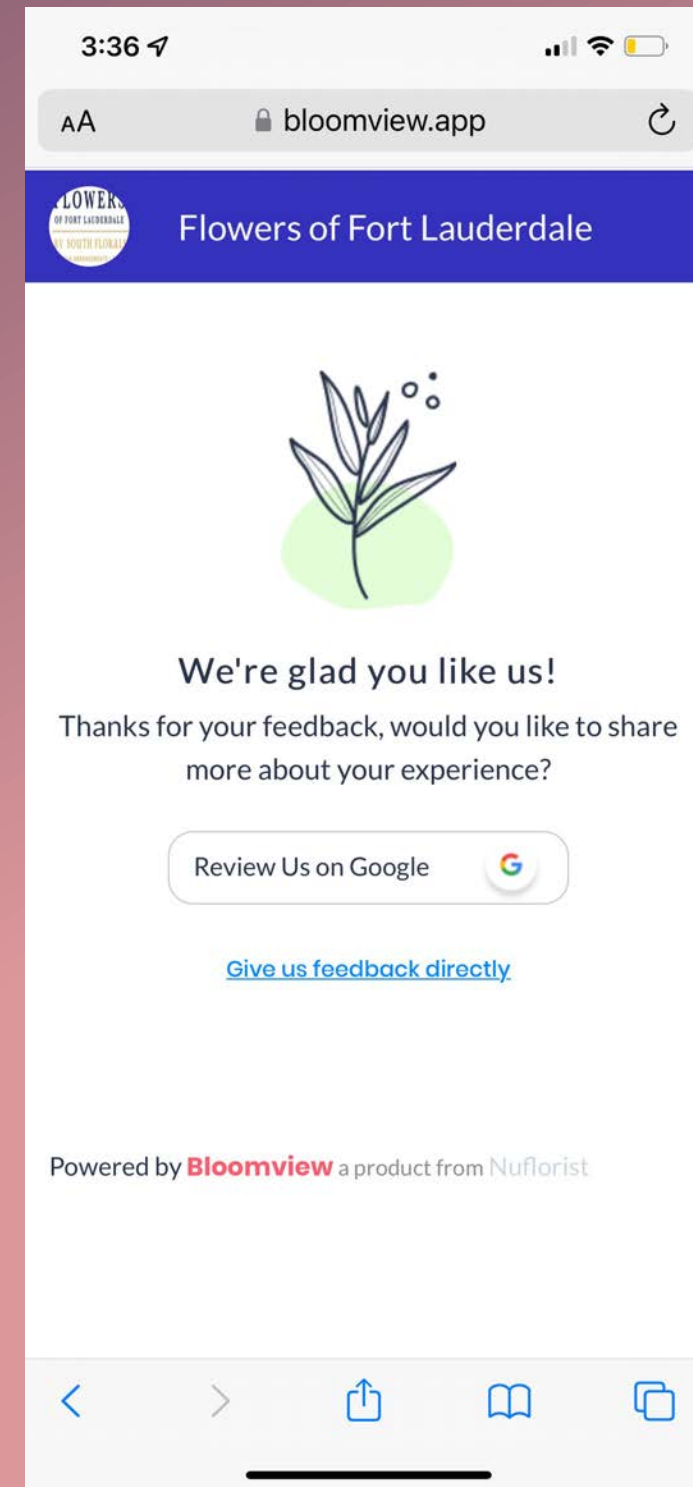
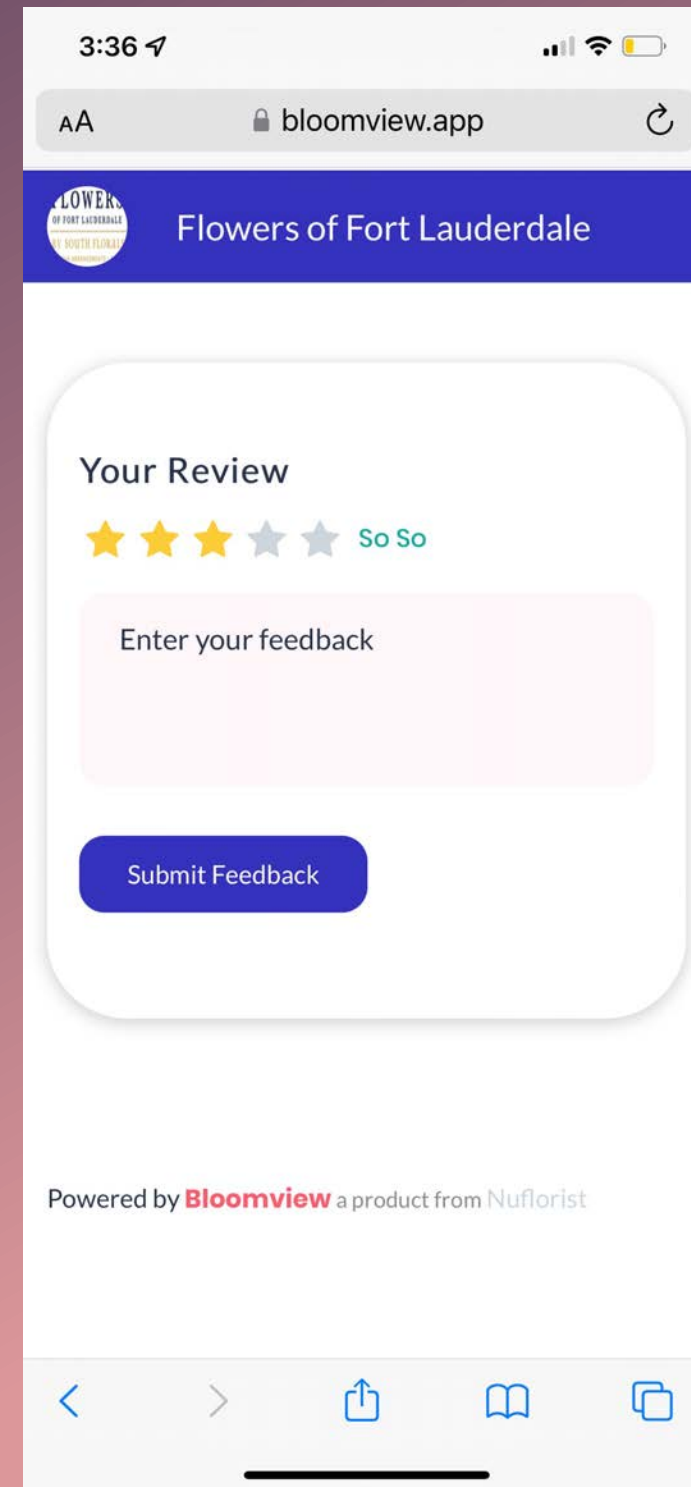
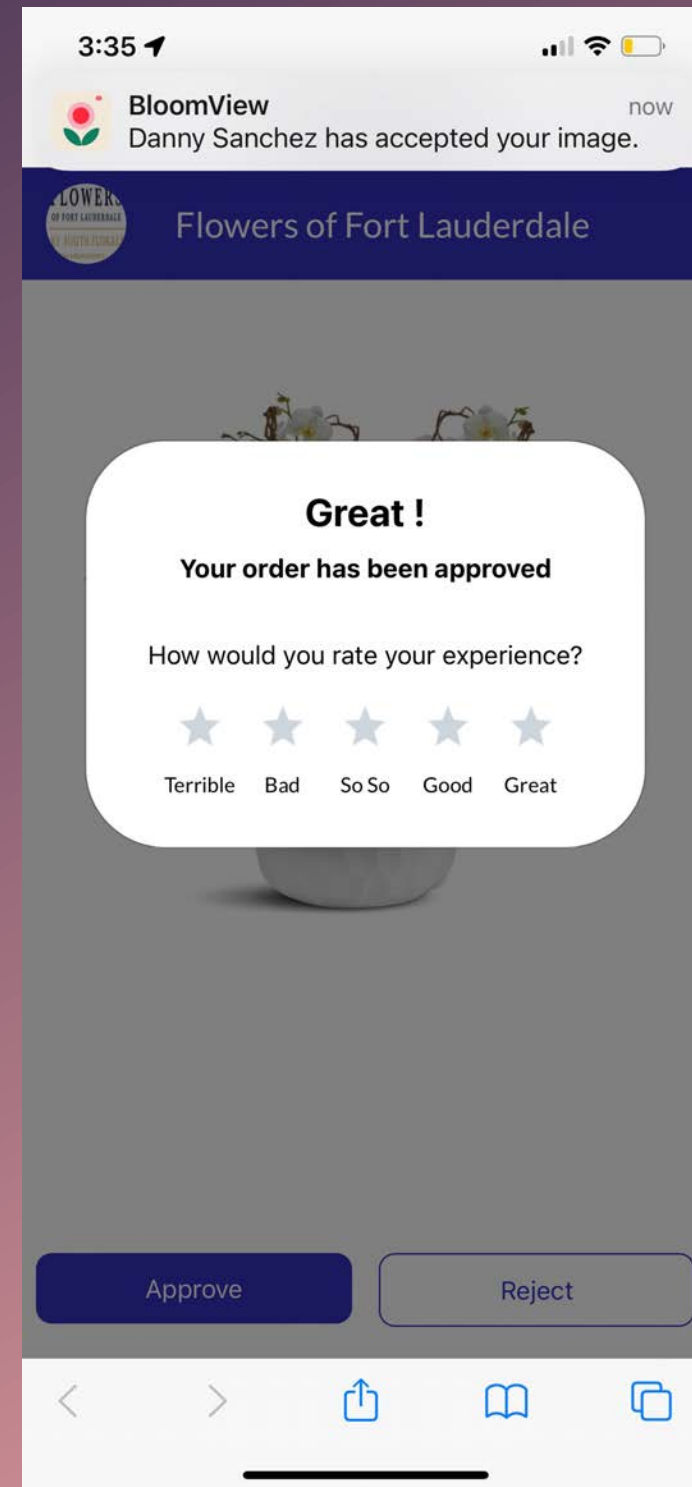
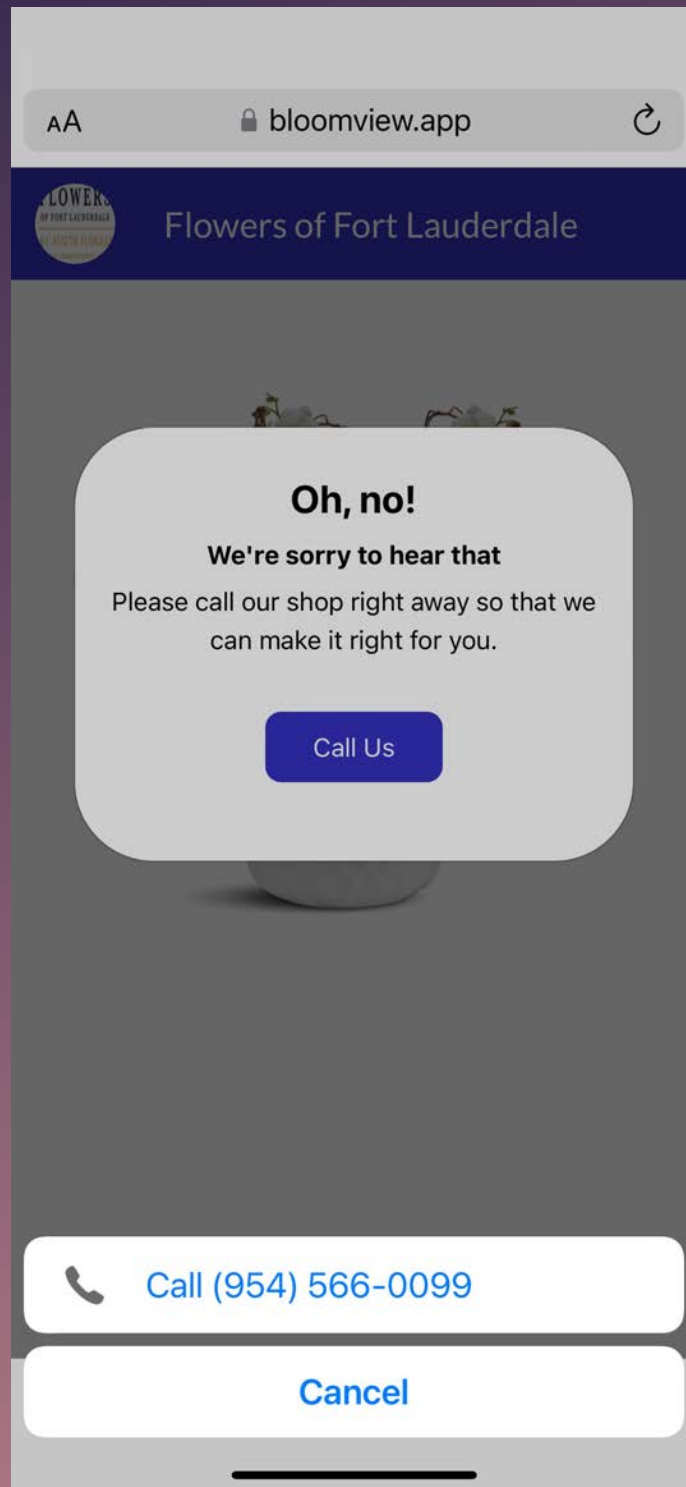
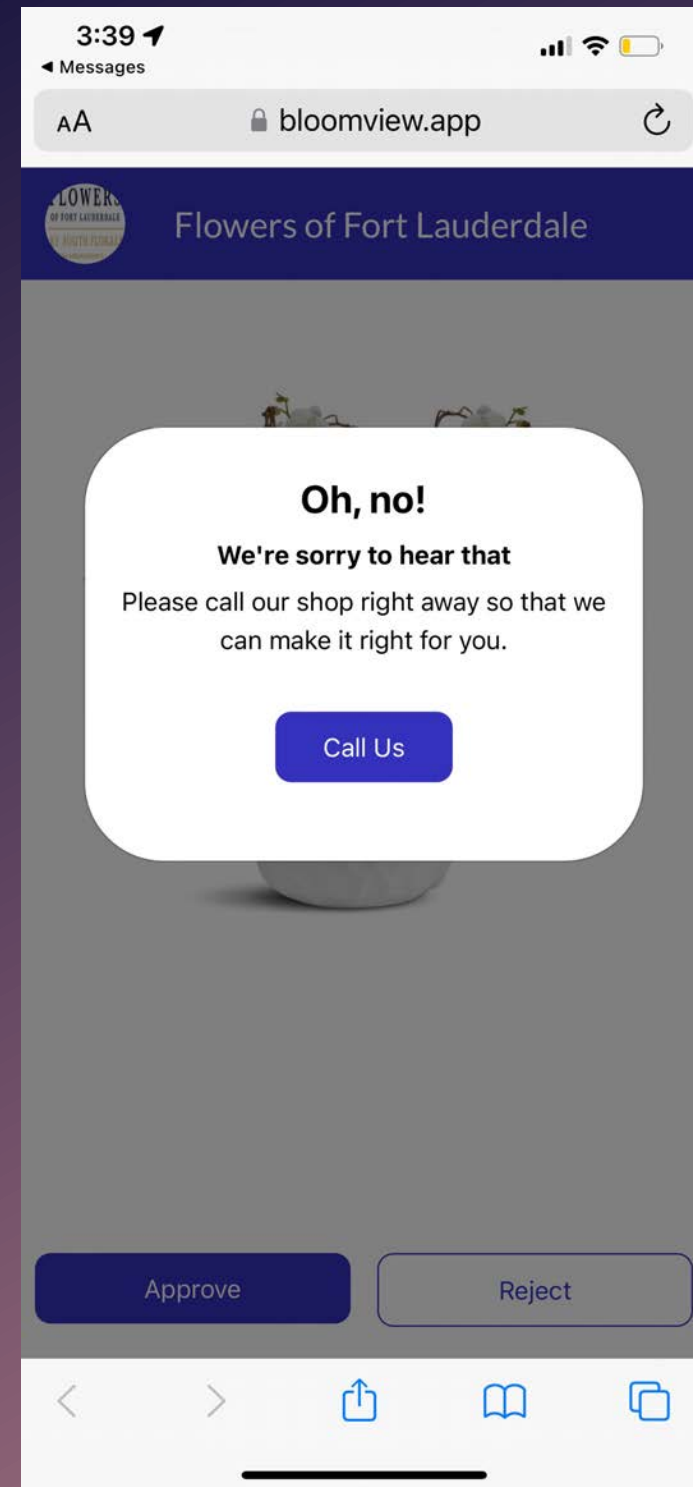
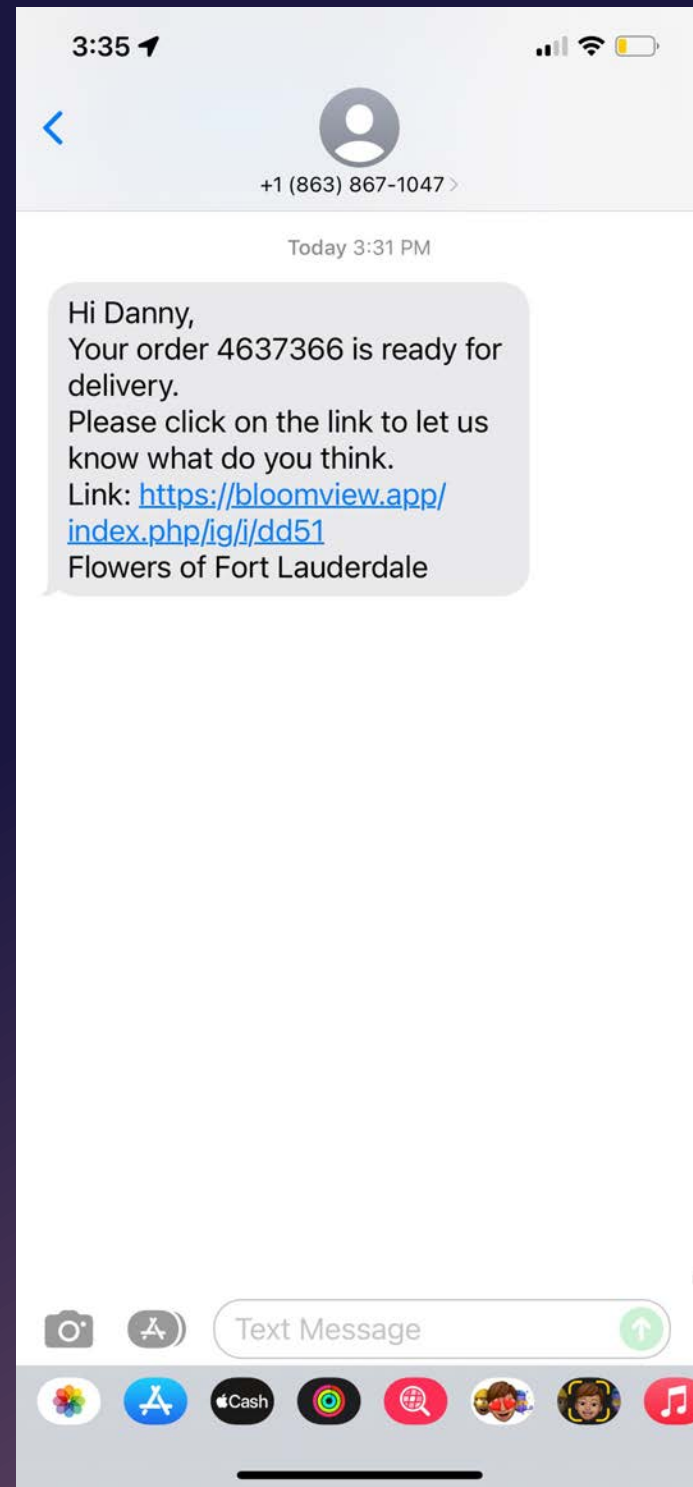
# BLOOMVIEW



# BLOOMVIEW



# BLOOMVIEW



# BE INTENTIONAL



# BE INTENTIONAL BE INTENTIONAL

- Schedule time for it
- Make it a part of your marketing
- Get creative: QR codes, Employee Contest, Email Campaign, Link Tree, Posting Reviews, Customer Contest, Direct email to happy customers, Add it to your website, add it to your emails
- Measure the results: Use Google Analytics



# HOMework

1. VERIFY AND OR OPEN A GOOGLE MY BUSINESS ACCOUNT
2. POST 3 PICTURES- USING KEYWORDS A WEEK AND 1 SPECIAL OFFER A MONTH
3. CHALLENGE EACH OF YOUR STAFF MEMBERS TO GET 1 REVIEW PER MONTH OR CREATE A REWARD SYSTEM FOR ACQUIRING MORE REVIEWS



X



**THANK YOU**

