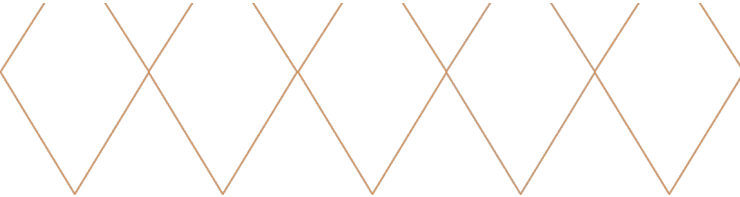




AMELIA 26 ISLAND 26

The Ritz-Carlton Amelia Island, FL
August 18-20, 2026

**Are you getting what you pay for?
A Guide to Digital Marketing Metrics**



Meet the Presenters



Charles Ingram, AAF
Dr. Delphinium, Dallas
Panelist



Chris Drummond, AAF, PFCI
Penny's by Plaza Flowers, Philadelphia
Panelist



Renato Cruz Sogueco, AAF, PFCI
Sogueco Consulting, LLC, Jacksonville
Moderator





What are we trying solve for today?

- Focus on one aspect of digital strategy: digital advertising as part of a holistic marketing approach that includes SEO, social media, email, mobile, and more
- Demystify the true goals for your advertising spend, what are realistic results and outcomes
- Know how to vet potential partners
- Understand agency / digital advertising language, strategies and the tools used
- Understand the scope of work and the digital advertising ecosystem
- Understand and optimize your role in the agency relationship
- Go Agency or DIY?





Set Goals

- Establish your advertising budget: Do you have a marketing budget? What percentage of budget is allotted for digital?
 - Pay per click (PPC): what are you willing to spend per order? Protect your business – how much does this cost?
 - Increase brand awareness: value of social advertising
 - Grow weekly revenue: Value of Email and SMS marketing
 - Improve search rankings: Advertising investments can support search visibility and website traffic
- 



Search Rank Matters

Position 1: 39.8%

Position 2: 18.7%

Position 3: 10.2%

Position 4: 7.2%

Position 5: 5.1%

Position 6: 4.4%

Position 7: 3.0%

Position 8: 2.1%

Position 9: 1.9%

Position 10: 1.6%

Source: Google, June 2026



Prepare Your Business

- Set up key marketing platforms
 - Google Ads
 - Meta (Facebook and Instagram ads)
 - Microsoft Advertising (Bing and Microsoft Audience Network)
 - Confirm full control of Google Analytics and Google Business Profile
 - Assign responsibility to a staff member (ideally the owner or a key decision-maker)
- 





Prepare Your Website and Social Channels

- Apply Search Engine Optimization (SEO) fundamentals to your website
 - Optimize website for speed – critical for mobile, test constantly and consider hosting plan upgrades
 - User experience (UX), especially on mobile devices
 - Maintain updated and optimized product photos
 - Google Analytics: understand tracking codes and conversion tracking
 - Optimize social media posting
 - Benchmark performance against other florists
- 





Agency Search and Selection

- Industry experience is essential. Ask for referrals
 - Understanding floral seasonality is also essential, along with its impact on strategy and advertising spend
 - Define success in measurable business terms: PPC, Email, SMS
 - Data / platform ownership: you should always be the owner
 - Proven results with Google, Meta and Microsoft Network
 - Consider a pilot period before entering a long-term contract
- 





Florist Responsibilities

- Understand value of holistic digital strategy (SEO, social, web, mobile, email, SMS) – and complementary role of digital advertising
 - Understand marketing funnel (customer journey), importance of each step and reporting
 - The owner or designated staff member should be responsible for marketing spend and ROI
- 





Case Study: Working with an agency

- This is a team effort
- Know the scope of work
- Agency responsibilities and your responsibilities
- SEM, SEO, website content, and social media all work together
- Maintain ownership and give access to agency
- Clear path out of the contract
- Hold regular strategy meetings and weekly check-ins



Case Study: Do It Yourself (DIY)





Digital Marketing Metrics Q&A



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Thank You!

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