

INNOVATIVE TECHNOLOGY

Capitalizing on the rapid growth of texting



Lenox Village Flowers in Nashville, Tenn. has been in business for just over a year, and owner Kathy Harriman has been aggressive in her marketing efforts and trying to keep up on the latest technology. "We've been on the social marketing scene for a while and have our web page, but thought it was time to try something new," says Kathy. "You always hear on CNN and MSNBC that texting is the next big thing so I thought I should look into it."

Currently they are sending about 2 texts a week. Kathy warns that you don't want to send out too many and spam your customers to death. The first one they tried was a 20% off discount and then Kathy attempted a cash and carry offer and the orders started to trickle in. "The cash and carry is a great way for us to compete with the mass markets, because we can offer a \$15 to \$20 arrangement. Why would they go to one of the mass markets when they can get a florist fulfilled design for the same price?" It's also a great way to get rid of some of your excess inventory.

Kathy just started the program and has built her customer list to about 80 customers and it keeps growing. Kathy puts a card on every arrangement that goes out the door. Customers can sign up on her shop's website to be entered into her database so they can start receiving promotional offers.

By being selected BloomNet's Innovator of the Month, Kathy will receive a \$250 check, a designers kit and recognition plaque. She will also be eligible for the Innovator of the Year and could win a Luxury Included® vacation for two to a Sandals Resort! Submit your ideas to innovator@bloomnet.net.

