

Santa Makes a VISIT

EMILIA BORZ HOSTED
SANTA AT HER SHOP

Nearly every day Emilia Borz, owner of Bouquet Florist and Gifts in Sacramento, Calif., gathers her employees for brainstorming sessions to try to come up with ideas to keep her shop running smoothly, efficiently, and profitably. It's a great



way to keep the team engaged and let them know that their opinions are important. During a recent team meeting they came up with an idea to have Santa visit their shop during the holidays. She says, "people go to the malls and face crowded parking lots, wait in long lines, and pay \$15 to get a picture of their kids with Santa. We promoted through an email campaign and also sent an announcement through Facebook," says Emilia.

"The promotion was for everyone who spent \$10 at the store; they would be able to get a free picture with Santa." They also put a big sign on the roof of their shop that read, "Santa is coming." It sparked interest and generated numerous calls. Santa and the photographer were friends of Emilia whom agreed to help during her promotion. Another friend played Christmas music on the violin. "People were dancing, and the children loved it," says Emilia. "It's great to have family and friends to help out as well as a great staff!" The photographer took over 30 photos, which translated to that many additional sales, and Emilia has a new generation of customers that will remember this fun, little tradition. 🎵



🌸 As 2011 starts we are beginning a new "Innovator of the Month" contest, so please continue to send your ideas to innovators@bloomnet.net.