

How to Sell More Flowers, Win Growth, And Get Competitive Online.

Ever Feel Like *You're a Service* for Wire Services?

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Yes — We're talking to you, local florists!

Did you ever feel that the wire services turned the tables?

And that you *work to survive* rather than *create to thrive*?

Oh well, it's not like any of the following apply to you:

- You create beautiful designs by inspiration
- You are a craftsman and an artist at heart
- You express people's emotions and build relationships
- You are a shoulder to cry on, an advisor, an agony aunt
- You are central to the moments and milestones that make up people's lives
- You are an unsung local hero

Oh wait — that's totally WHO YOU ARE!

Didn't you recognize you? Think about it.

Yes, that's right.

You give to your community in a way that couldn't be more personal.

So...

What...

Happened..?

The internet took over and it's evil?

Big business and tech geeks conspired against you?

Artificial intelligence thinks artificial flowers are the way to go?

Well, we do know there are thousands of *artificial florists* out there.

Usually known as order gatherers.

And that they live to grab your local shoppers.

And that the wire services serve *them* while you serve the wire services!

It breaks down like this:

The Good, the Bad and the Ugly

The Good — the local florist, of course...works hard and is an artist. The local florist is passionate about giving customers the best and creates beautiful arrangements. While paying employees, delivering orders, working on thin margins, overheads, and so much more.

The Bad — the Wire Services. Sure they send you orders, but sometimes it feels like they are trying to put the squeeze on you. To the point where you serve them.

Fees: membership fees, coded containers, expensive POS systems, florist-to-florist directory advertising (why does this even exist?), co-op advertising, paper statement fees, education and quality fees, chargebacks if you forget to send an order confirmation.

Phew! The list goes on and who can read those statements anyway?

And what about the cash flow? Credit Card Services pay Wire Services within a couple of days. But the Wire Services don't pay you for 30 days or more — and they take out all of their fees before you get a penny!

And The Ugly (you guessed it) — the order gathers. They spend a little on search engine optimization, a lot on online advertising, and they offer steep discounts to get orders.

Even worse, they take the lion's share of the margin, and they take your customers.

For example, they could sell what should be a \$75 arrangement for \$50. Take out their margin and wire service fees and you could get as little as \$36!

Somehow, you need to make (and deliver) what should be a \$75 arrangement for \$36. Of course you try your best, but whose name does the recipient associate with this compromised arrangement?

Yours, of course.

Combined, they can take nearly 30% of the margin while you do all of the work.

Is that fair?

So What Happened to Those Beautiful, Busy Days When:

- A florist could thrive by turning emotions into beautiful designs?
- Happy shoppers became loyal customers who sang your praises?
- Relationships were built, strengthened, and celebrated through your art?

Well, Lovingly is here to say YOUR DAY has come!

And to explain that you do have the power to...

Chase the Order Gatherers Back into the Shadows

While Actually Gaining Time for Floral Design

Your optimized website will achieve high rankings online...

Using SEO, SERPS, SEM, Google algorithms, KPIs, ORM, CRO, coffee & donuts...

While you *stay busy* creating beautiful designs.

OK — you can have some coffee & donuts, too, if you like. We'll only hog the dull stuff.

You will gain a powerhouse list of benefits...

...Culled from over 10 years of online experience in the floral industry...

...and not **PAY** a *penny* until you start **MAKING MONEY**.

Let's present you with *just three* of the inclusive features Lovingly Partners get:

- Optimized websites for ecommerce including mobile devices (m-commerce)
- Automated reminders for your clients' important dates
- Reputation Management to help you control the conversation

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So how does that stuff *actually benefit* you? Let's take a look at:

A Day in the Life...

...of a Client Who Could Be Loyal to *You*

Kimberly Jones bought a stunning birthday bouquet from *Your Florists* last year.

This year she's really busy.

Constantly on the move, when she finally collapses on the sofa it's movie and wine time.

And if the movie is slow, she becomes distracted by her mobile device.

Right now she's relaxing, leisurely keeping on top of her personal life online.

And her mobile emails are showing an (automated) reminder from you.

- ❖ The date she wanted that bouquet delivered last year is near
- ❖ So you're just giving her a quick heads up
- ❖ Does she want the same thing this year?

She'd totally forgotten.

Between movie scenes, she finally decides against the same bouquet.

So Kimberly...

- ❖ Picks up her mobile device and clicks through to your store
- ❖ Sees something *that's perfect* and places an order
- ❖ It's fast and it's easy. Great!

You saved the day — and she's delighted.

At work on the delivery date, she receives a great message from the happy recipient.

She also receives an (automated) email from you, hoping it all went well.

Your friendly email mentions that a review would really be appreciated.

Happy Kimberly hits the button provided and enthuses about how pleased she is with you.

You now have a verified [five star online review](#) for your website's homepage.

And since everything was optimized and automated, your time was spent on designs.

Well done, you!

So why does that stuff work so well? Here are some...

Fast Facts for Florists...

- Competing against big business wire services and order gatherers isn't about having endless resources — it's about technical excellence and marketing savvy
- People increasingly love shopping on mobile devices: *"M-commerce will reach \$284 billion, or 45% of the total U.S. ecommerce market, by 2020"* — BI Intelligence, 2016
- Lovingly POS is inclusive for partners and keeps all your client info, so *reminders* are sent out easily by this automated assistant/business sales hub

Psst ... Lovingly POS should cost you \$1200 per year, but actually comes with no costs or contracts. It's just yours! And all cash transactions are FREE. The only cost is a 2.9% + 30¢ charge for the processing of credit card orders — because we don't control that bit!

...and Some *Fast Stats*, Too

Partner florists enjoy:

96% Florist Satisfaction Rating

\$77 Average Order Value

46% Of Orders Are Upgraded

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Free Choices for Creatives

So ... let's say you're a Lovingly Partner.

You're enjoying increased return on investment, **payments every two days**, and more.

Your new clients enjoy a store design based on extensive **consumer behavioral studies**.

Your **custom arrangements are promoted daily** on your store homepage and splash images.

You even have the **floral industry's highest-converting selection guide, with over 600 beautifully designed arrangements** on hand.

Not to mention an upcoming **professional photoshoot of your best designs**, all as part of the service.

Still ... there's an issue.

A high volume holiday is looming, with all that this entails, and your choices are simple:

Do or die, or duck and hide.

Which begs the question: Who signed us all up with the Navy Seals?

OK — how about an easier life?

Lovingly Exclusive lets you stay open on busy holidays by redirecting shoppers to your Designer's Choice page.

Meaning you get inspired while clearing your cooler. Much better.

If you prefer being *pragmatic* more than being *dramatic*, Lovingly Exclusive is for you.

Welcome to a world of *real benefits and choices*.

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Knowledge Is Power ...and *Really Helpful!*

You'd be amazed how much help a single expert tip can be.

Is having two or three florist websites better than having just one?

In a word ... Noooooo!

Competing against yourself with the same keywords is not good for rankings.

How about HTTPS encrypted security across all your store pages?

Meaning shoppers see a reassuring green lock, rather than a *Not Secure* warning?

Which would you choose if you were shopping around?

Lovingly Partners only go one way on that one!

So if you enjoy actionable, step-by-step advice, you should take advantage of all the **FREE thought-leadership** Lovingly offers.

Best practices advice, step-by-step SEO and marketing guidance, and more in the form of in-depth blog posts and e-books.

And you might get a kick out of the section below, too.

White Glove Service

So growing your business with a team of certified experts on hand works, right?

Especially when they've been *specialty trained* to pick up the phone when it rings.

And boast over 100 years of combined experience in the floral industry.

A unique arrangement of techies and marketing folk who give step-by-step guidance.

Including Certified Google AdWords professionals with over 7 years of expertise in your industry.

Oh, and the term *White Glove* comes from a reputation they earned and are proud of.

Did Somebody Mention Google AdWords?

How easy is it to believe the following?

Certified Google AdWords professionals will manage your AdWords account at no extra charge?

As just *one more benefit* that's inclusive to partners?

Well, it happens to be true. So here's the thing.

Google AdWords comes without contracts. You can end it any time.

And you gain prime Google real estate.

But you only pay when a potential customer clicks your Ad.

So what's the catch?

Well, the power of Google has made AdWords so popular, it's become highly competitive.

And that's where the experts come in.

They make you competitive in a way that makes a big difference.

Like appearing above all the organic searches on a page.

Or appearing above your own high organic placing on a page — **a double result.**

Expert help also gains you what's known as a high **Google Quality Score.**

What's that?

That is higher rankings combined with a lower cost-per-click for you.

Yes, you're rewarded by Google for the work Lovingly does at no additional cost!

How'd you like to add that to your list of business achievements?

Hundreds of Lovingly Partner florists already have.

Time for Another Stat?

Lovingly Partners earned **\$4 in orders**
for every **\$1 spent** on AdWords in 2017?*

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*Claims based on 2017 aggregate annual results of Lovingly Partners for whom Lovingly manages AdWords.

Ok — We're Talking Too Much
Who Else Wants a Turn?

[Testimonials]

I Could Have Sworn Somebody Said
It Was Going To Be Easy...

Does Growth Come With Guarantees?

So here's how growth works.

You have time to do what you do best — create beautiful designs and build relationships.

That's the heart of it and always will be.

People will always need gifted florists.

Still, a lot of dramatic changes have happened over the years.

That's where we came in, way up the page somewhere.

When ecommerce first started to dominate, many florists fell behind. Today, vast numbers are [no longer in business](#).

In today's online world:

- M-commerce is on the rise in a dramatic way
- HTTPS website security is taking over the internet
- Psychology-based design is having a powerful effect on how consumers behave

Adapting and competing are the same thing.

[Lovingly](#) knows that you don't have the time to master all these complex elements. They have nothing to do with *your* artistic talent or craft.

So why would you?

Lovingly delivers an optimized online store, with *many benefits* working in your favor as part of the service.

Along with experts who are there for you at every step.

And our guarantee is still the same: *We don't make a penny until you do!*

Yes, Lovingly offers partnership and the ability to thrive, not just survive.

And just like you — we deliver!

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