

FUTURE FLOWER INITIATIVES

Presented By: Brad Denham





Our Family of Brands





Floral Industry Awards

- **2007** - Outstanding Store Development Award 1-800-Flowers
 - **2007** - Franchise Award 1-800-Flowers - Leadership in the Community
 - **2008** - Outstanding Store Development Award 1-800-Flowers
 - **2009** - Outstanding Store Development Award 1-800-Flowers
 - **2011** - FTD Top 100 Florists
 - **2011** - President's Award from 1-800-Flowers
 - **2012** - SAF Marketer of the Year
 - **2012** - FTD Top 100 Florists
 - **2013** - FTD Top 100 Florists
 - **2013** - Highest Retail Sales Award 1-800-Flowers
 - **2013** - Highest Increase in Retail Sales 1-800-Flowers
 - **2014** - FTD Top 100 Florists
 - **2015** - Who's Who in Business – 8th Largest Minority Owned Business in Arizona
-



Women's Day Az





Agenda

- Overview of the Women's Day Az campaign
 - Recap of the success and learning from Women's Day Az campaign
 - Stimulate conversation and ideas around potential industry future flower initiatives
 - Question & Answer
 - Open discussion and next steps
-



Top Reasons Not to Promote Women's Day

- Too close to Valentine's Day, Admin, Easter, Mother's Day, too busy
 - Women's Day is a "Russian Holiday"
 - Concerned with possibility of negative PR
 - The US doesn't celebrate Women's Day
 - "Hallmarking" or manufacturing a holiday
-



Objective

- Primary - Raise awareness of Women's Day in the Phoenix Metro area in 2015 by "localizing" the holiday and encouraging people to "Celebrate the Women" in their life.
 - Secondary - Increase the sale of cut flowers by encouraging consumers that the gift of cut flowers is an honorable and thoughtful way to recognize and reward the achievements, importance and influence women have made.
-



Goal

- Recognize and celebrate the achievements and influence of women in their lives by sharing stories of Love, Honor and Respect
 - Collaboratively leverage the resources of local florists and wholesale florists in the Phoenix Metro area
 - Participating florists and wholesalers were encouraged to promote awareness of the holiday on their electronic resources, i.e. websites, social media, email marketing, etc.
 - Help raise awareness for a local non-profit organization that focuses on Women's issues
-



Campaign Message

- Every woman deserves Love, Honor and Respect. Whether mother or daughter, young or old, Arizona's amazing women deserve to be honored this Women's Day, March 8th. Show Love, Honor and Respect for the special women in your life.
 - Women's Day is a time to recognize and celebrate the influence and achievements of women throughout Arizona's history and today. From business to politics, athletics to philanthropy, to celebrity and even the mom next door.
 - Around the world, many people give flowers and other small gifts to their mothers, wives, grandmothers and daughters, as well as co-workers, teachers and friends in recognition of Women's Day.
 - The Arizona floral community is committed to helping raise awareness for the Phoenix Dream Center and their amazing outreach program, Where Hope Lives.
-



Strategy

- Design campaign that encourages local florists and wholesalers to promote Women's Day in Arizona in conjunction with the sale of cut flowers
- Provide a platform and encourage the public to show respect, appreciation and love for the amazing Arizona women we all interact with on a daily basis
- Identify influential and notable Arizona women to share their story online and in the media.
- Reward individuals with a "Celebratory" or "Honorary" floral arrangement on behalf of CalFlowers, Asocolflores and the local Arizona floral community
- Participating wholesalers could recruit local florists to participate
 - Florists who committed to participating would receive comprehensive marketing collateral and promotion at no charge to them
 - Participating florists would receive fresh floral donations to use as promotional product. This donated product was not to be used to replace the regular purchase of flowers



Marketing Channels

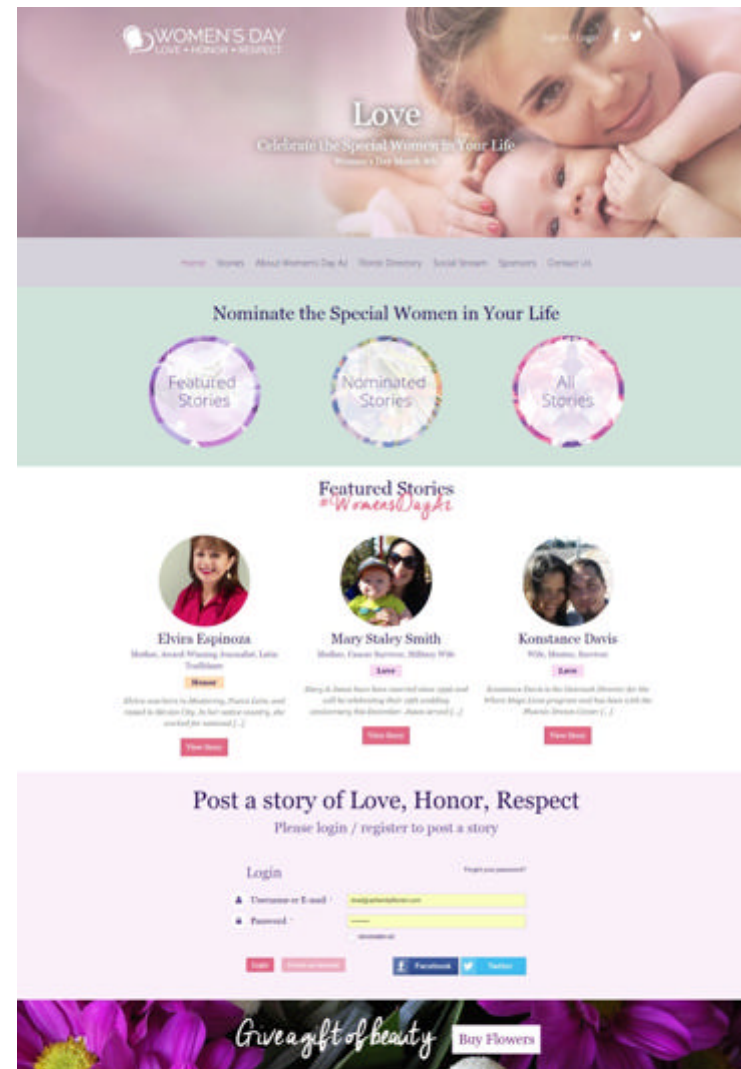
- Develop a comprehensive strategy
 - Online – Website, Digital Banners, Social Media
 - Offline – Postcard, Poster, Banners
 - Broadcast – TV commercials
 - PR – Series of three press releases
 - Florist – Florist resources, product giveaways

Online - Website



Website Results

- Website womensdayaz.com was launched February 25th
- Website – By sharing a story of love, honor or respect, they are nominating that special woman to receive free flowers, compliments of the participating local florists.
- 59 shared stories
- 2,476 visitors (avg. 206 per day)
- 5,734 page views





Featured Stories

Lexi Placourakis  Favorite
Mother, Role Model, Social Media Guru

Posted by: Womens Day Arizona
on February 27, 2015 / 4 COMMENTS



Lexi Placourakis, is a 26 year old single mother and model originally from Kailua, Hawaii, who now resides in Scottsdale Arizona. Lexi studied business communication at ASU and is now Head of the Social Media Department at Code Red-I Mobile App Development Studio. When not being tackled by her 2 1/2 year old son Jaxson, she dedicates her time to inspiring other women. Recently, Lexi was asked to be the Key Note Speaker at this year's annual Women's Conference being held in Yuma, focusing on hard hitting issues including domestic violence, sexual abuse and body image.

Sheree Hartwell  Favorite
Mom, Model, Fashion Mogul

Posted by: Womens Day Arizona
on February 21, 2015 / 2 COMMENTS



Sheree Hartwell is a lifelong Arizona resident and holds Bachelor of Science degrees in both Fashion Merchandising and Advertising from Northern Arizona University. She has been the owner of the FORD/Robert Black Model and Talent Agency in Scottsdale, Arizona for the last decade and has been in the talent management business for the last 15 years. The FORD/Robert Black Agency manages over 350 models and actors for all facets of the model and entertainment industry. Today she is involved in maintaining client relationships, scouting new talent, sending talent overseas and to national markets outside of Arizona, as well as the day-to-day operations of running her company.



Featured Floral Recipient

Floral arrangements were delivered to women who were “Featured” on the Women’s Day Az website

Floral arrangements were delivered by participating local florists to the women who were “nominated”

Post Details

Reported stats may be delayed from what appears on posts

You added 2 new photos.
Posted by Brad Denham (👤) · March 20 · 🌐

We were honored to surprise Sheree Hartwell owner of [FORD/Robert Black Agency - Modeling and Talent Agency, Scottsdale, AZ](#) with a stunning arrangement of flowers to match her office in celebration of Women's day March 8th. Thank you for allowing us to share your amazing story on [Women's Day Arizona](#) and being such a great role model, mother and supporter of women!

On behalf of our generous sponsors [CalFlowers](#), [Asocoflores](#), [1-800-Flowers.com](#), [BloomNet](#) and [FTD Flowers we Love, Honor and Respect](#) you and all women on this special day!
[#womensdayaz](#) [#womensday](#) [#1800flowers](#) [#ftd](#)

3,978 People Reached

146 Likes, Comments & Shares

143 Likes	75 On Post	68 On Shares
1 Comments	1 On Post	0 On Shares
2 Shares	1 On Post	1 On Shares

245 Post Clicks

109 Photo Views	0 Link Clicks	136 Other Clicks
---------------------------	-------------------------	----------------------------


NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page




Featured Floral Recipient

Post Details Reported stats may be delayed from what appears on posts X

 **Women's Day Arizona** shared Lexi Placourakis's photo.
Posted by Brad Denham (?) · March 19 · 📍

We were honored to present Lexi Placourakis with a beautiful tropical arrangement and allowing us to share her inspiring story for Women's Day Arizona! On behalf of the 40 local Arizona florists and our generous sponsors CalFlowers, Asocolflores, 1-800-Flowers.com, BloomNet and FTD Flowers we want to say thank you! We send Love, Honor and Respect to Lexi and all women this day and everyday! #womensdayaz #womensday #flowers #love #honor #respect



Lexi Placourakis

Women's Day Arizona just stopped by for a visit at my office to drop off these beautiful flowers!! Thank you so much they are just lovely ❤️ Thank y...

[See More](#)

2,564 People Reached

36 Likes, Comments & Shares

35 Likes	35 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

129 Post Clicks

50 Photo Views	4 Link Clicks	75 Other Clicks (👁)
--------------------------	-------------------------	-------------------------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page



Online - Facebook

facebook

- Facebook – Active Feb 11th
- 78 Posts
- 3,250 “fans”
- 247,242 – Total Reach
- 460,049 – Total Impressions
- 11,153 – Engagements (Likes, Comments, Shares)

Note: Does not include the reach from local florists campaigns.

Women's Day Arizona

Page Messages Notifications Insights Publishing Tools Settings Help

WOMEN'S DAY
LOVE • HONOR • RESPECT
Celebrate the Special Women in Your Life
March 8th

Women's Day Arizona
Community

Sign Up Share

Timeline About Where Hope Lives Photos More

Status Photo / Video Offer, Event

What have you been up to?

You added 2 new photos
Posted by Brad Denham (?) · March 20 ·

We were honored to surprise Sheree Hartwell owner of FORD/Robert Black Agency - Modeling and Talent Agency, Scottsdale, AZ with a stunning arrangement of flowers to match her office in celebration of Women's day March 8th. Thank you for allowing us to share your amazing

Promote Your Page
Connect with more of the people who matter to you
Promote Page

ABOUT

OMEN'S DAY
E • HONOR

Women's Day Arizona
We would like to thank everyone who participated in the Women's Day Arizona awareness cam...

Boost Post

In 2 Weeks we generated 3,250 followers

3,250 likes +4 this week

109 post reach this week

Online - Twitter



- Twitter – Launched February 4th.
- Tweets: **41**
- Tweet impressions: **30,800**
- Profile visits: **7,075**
- New followers: **4,633** during campaign **3,837** since campaign ended



Online – Digital Banners

FOX 10 & KUTP 45 Web Banners
Share of Voice **100%** of the inventory
Web Banner Impressions – **1,887,768**





Offline Collateral

3 x 5 Order Delivery Card

Post Card – Front



Post Card - Back





Offline Collateral

24 x 36 Poster



3ft x 8ft Banner





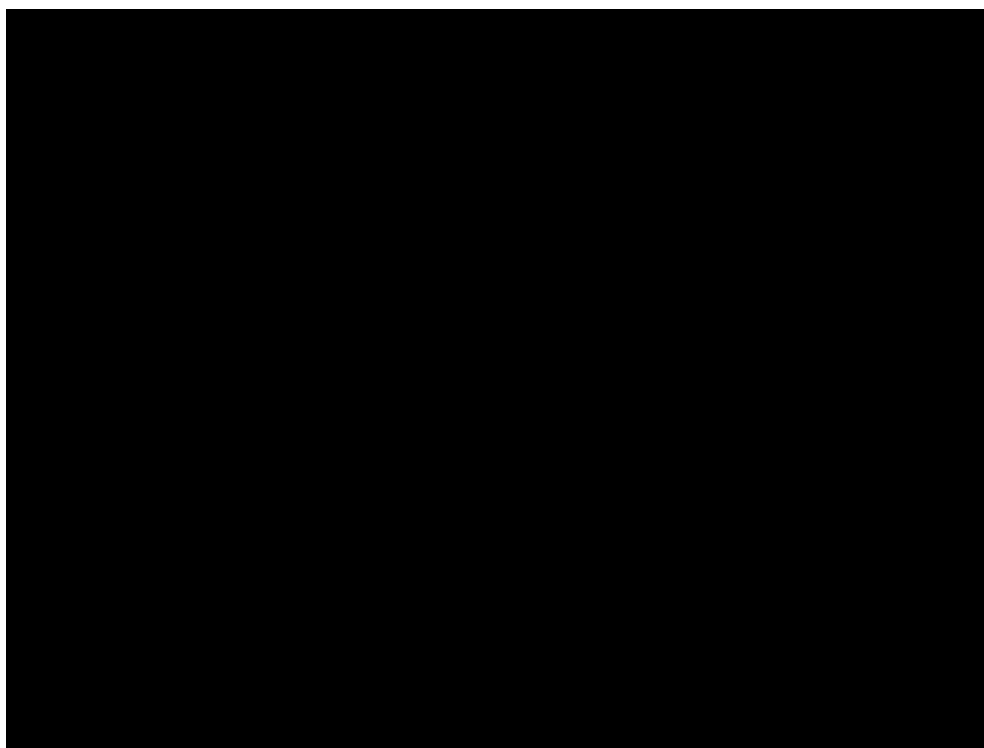
Broadcast - TV

FOX 10 & KUTP 45 TV

Total Number of Spots – **104**

TV Gross Impressions – **2,553,700**

10 Second TV Commercial





PR Strategy

- Press Release – 3 press releases to gain exposure for sponsors and non-profit, develop back links to the website and promote overall awareness to the campaign.

- PR #1 - Pick-Up 83 Websites
Total potential reach of 69,817,000 visitors per day

- PR #2 - Pick-Up 233 Websites
Total potential reach of 221,449,600 visitors per day

- PR #3 - Pick-Up 101 Websites
Total potential reach of 84,958,036 visitors per day

PR Newswire Times Square





Promotional Product Giveaway

Gerberas and Tulips were donated by Dramm & Echter and Holland America. These were used by each local participating florist as a giveaway to raise awareness for Women's Day

Boost Post

Desktop News Feed | Mobile News Feed

Arizona Flower Market Sponsored · Like Page

In recognition of Women's Day this Sunday, March 8th, we encourage everyone to love, honor, and respect the women in their lives.

Stop by [Arizona Flower Market](#) this weekend to pick up your free 10 stem Gerber Daisy Bouquet to give to an amazing woman in your life. Just mention this post!

Limit 1 per person, while supplies last... [See More](#)

WOMEN'S DAY
LOVE • HONOR • RESPECT

Unlike · Comment · Share · 147 · 2 · 67

How effective was the boost? ★★★★★

11,782 Paid Reach (?)	195 Actions (?)	\$75.00 Budget Spent
---------------------------------	---------------------------	--------------------------------

Actions | People | Countries

34 Photo Clicks	
11 Page Likes	
122 Post Likes	

[See More Details](#)

Audience and Payment ▾

Terms & Conditions | Close | [Create New Boost](#)



Any Questions?



Results – Primary Objective



Raise awareness of Women's Day in the Phoenix area

<ul style="list-style-type: none">● Offline<ul style="list-style-type: none">Participating WholesalersParticipating FloristsPostcardsPostersOutdoor Banners	<ul style="list-style-type: none">● Summary<ul style="list-style-type: none">4 Wholesale Florists participated39 Separate retail florist locations participatedFlorists distributed more than 10,000 post cards36 Stores utilized posters23 Stores utilized banners
<ul style="list-style-type: none">● Online<ul style="list-style-type: none">WomensDazAz.com WebsiteDigital BannersSocial Media	<ul style="list-style-type: none">● 2,476 visitors / 5,734 page views● 1,887,768 Impressions● 490,849 Impressions
<ul style="list-style-type: none">● Broadcast<ul style="list-style-type: none">Television	<ul style="list-style-type: none">● 2,553,700 Impressions
<ul style="list-style-type: none">● PR<ul style="list-style-type: none">Time Square Billboard3 - Press Releases	<ul style="list-style-type: none">● Estimated Impressions?● Online Pick-Up 417 sites Potential Reach of <u>376,224,636</u>
Total	5,000,000+ Verified Impressions



Results – Secondary Objective

Increase The Sale of Cut Flowers

Participating Florist Survey Results

- Question: Did you actively promote Women's Day March 8th 2015?
 - Answer: 100% of the responding florists reported YES
 - Question: Have you promoted Women's Day in the past?
 - Answer: 100% of the florists responding said NO. They have never promoted Women's Day in the past.
 - Question: Prior to the Women's Day Az 2015 promotion had you heard or been aware of Women's Day?
 - Answer: 43% of the florists responding said NO. They have never heard of Women's Day.
 - Question: How were your overall sales for the Women's Day 2015 holiday as compared to 2014?
 - Answer: 63% reported an Increase in Sales. 37% reported No Increase. 0% reported a Decrease
 - Question: What percentage do estimate that your sales increased in 2015 vs. 2014 as a result of your Women's Day marketing efforts?
 - Answer: The average reported sales increase was 9.2%. The highest reported and verified increase was 15.8%. The lowest reported increases were 0%. It is important to note that no florists reported a Decrease YOY!
 - Question: Will you promote Women's Day in 2016?
 - Answer: All but 1 of the responding florists said YES. The 1 outlier florist reported MAYBE
-



Women's Day Az Survey vs. SAF National Survey

63% of Florists who participated in the Women's Day Az promotion reported an increase!

Among *only* those florists who promoted the holiday, the sales breakdown (2015 compared to 2014) was:

- N/A, 46 percent
- same, 25 percent
- increased, 20 percent
- decreased, 8 percent

The survey revealed some variation by region, with florists in the West most likely to report increased sales:

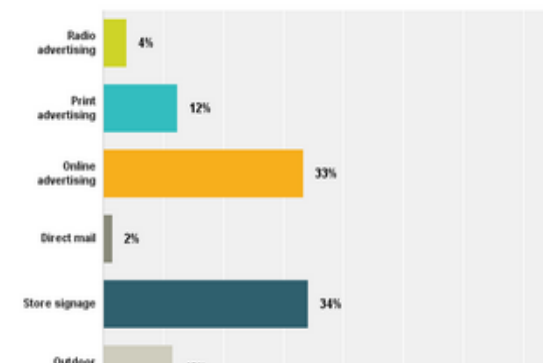
According to SAF own survey florists in the West reported a far greater increase in sales than any other region. 24% vs only 4-14%

- 27 percent of florists in the Northeast said sales were about the same, 14 percent saw an increase and 4 percent saw a drop.
- 23 percent of florists in the Midwest florists said sales were the same, 9 percent saw an increase. None reported a drop.
- 24 percent of florists in the South said sales were the same, 4 percent said they increased and 4 percent reported a drop.
- 24 percent of florists in the West saw an increase, 20 percent said sales were the same and nearly 7 percent saw a decrease.

Why do you think this is?

For florists who promoted the holiday, social media was a popular vehicle (60 percent), along with email (40 percent), in-store signage (34 percent) and online ads (33 percent), among other platforms.

Methods Used to Promote Women's Day





Women's Day Az Survey vs. SAF Survey

SAF Reported that only 34% were more optimistic about the holiday. However, all but 1 florist who participated in the Women's Day Az promotion were optimistic about 2016!

"The first step in introducing any new observance to consumers is to create awareness," said SAF Vice President of Marketing Jennifer Sparks, who headed up SAF's effort to get [promotional tools](#) to members. "We want to make sure that those floral industry members who want to promote it have the tools to do so."

Casting their eyes ahead, almost **39 percent** of all respondents said they don't think the holiday has the potential to grow as a floral holiday in the U.S. **34 percent**, however, said they were more optimistic, envisioning a time when consumers will purchase floral gifts for mothers, wives, daughters, friends and co-workers on the day.

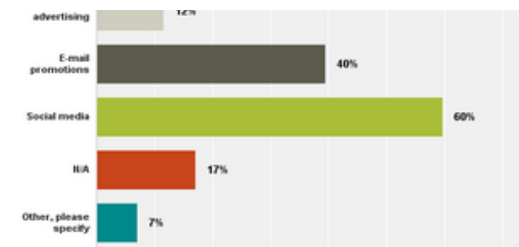
The holiday is already a popular flower-buying event in many other countries. So, what's the hold-up here?

Women's Day is "too close to Valentine's Day and Mother's Day," wrote a number of respondents. (Respondents also noted its relative proximity to Easter and Administrative Professionals Week.) Others said the Sunday date posed a challenge (although because it falls annually on March 8, the day of the week will fluctuate from year to year.)

Several florists commented that the success of the event likely depends on your shop location (urban vs. suburban or rural, along with region), and local demographics (communities with customers from Europe and Russia have built-in familiarity with Women's Day.)

A florist in Minnesota noted she "had two men from Russia who got flowers on Monday, [March 9], because we weren't here on Sunday."

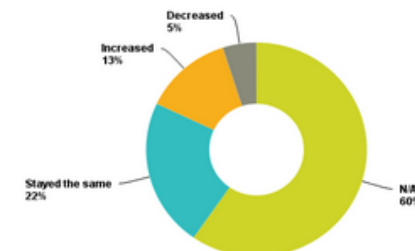
"I think it's a true 'Hallmark holiday' in most peoples' eyes," she explained. In other words: "'made-up marketing.' Especially one month after Valentine's Day and so close to Secretary's Day and Mother's Day. [It] seems to be trying too hard."



Source: Women's Day 2015 Survey. Emailed March 18 to SAF member retailers; 7.8% response.

It is important to note that there are no cities in the west with a large % or concentration of Russians. So did the West prove that with is not just a Russian holiday?

Women's Day Sales 2015 vs 2014





What Did We Do Different?

- Fully embraced the Women's Day Az holiday
- Started promoting Women's Day Az at Valentine's, distributed over 6,000 bounce back cards on orders
- Utilized the Women's Day Az collateral and tools, paid social media promotion





Women's Day is to Close to [insert holiday]

- Start building awareness for Women's Day on Valentine's orders
 - Market to Valentine's recipients as women have embraced the celebration of Women's Day faster than men
 - Offer incentives for future purchase or bounce back coupons
 - Women's Day is March 8th every year. Why wait? Start planning now!
-



Women's Day is a Russian Holiday

History of Women's Day

- The first Women's Day was recognized and celebrated in the United States.
 - Great unrest and critical debate was occurring amongst women. Women's oppression and inequality was spurring women to become more vocal and active in campaigning for change. Then in 1908, 15,000 women marched through New York City demanding shorter hours, better pay and voting rights.
 - The first National Woman's Day (NWD) was observed across the United States on 28 February, 1909
-



Negative PR – Advice

- Negative PR is a risk for any promotion and detractors can show up for any reason
 - The best defense is a good offense
 - Every promotion needs to have a response plan
 - Have responses that are well prepared and genuine
 - Don't overreact! One person's opinion or feedback shouldn't necessarily change your plan
 - Watch for behavioral patterns and follow up
 - Utilize a "reasonable" person standard
 - Remember it's your party!
-



Mozilla Firefox

Mozilla Firefox
1 hour ago · Edited ·

This International Women's Day, we celebrate the social, political and economic achievements of women all over the world.



“Women hold up half the sky.
Women must be educated,
respected, and empowered to
innovate on at least half of the
globally interconnected
tool that is the Web.”

Larissa Shapiro, Mozillian



Amazon

kindle Amazon Kindle
56 minutes ago · 🌐

Never fear to write your own story. Who are some of your favorite female authors? #InternationalWomensDay

“If there's a book that you want to **read**, but it hasn't been written yet, then you must **write it**.”

- Toni Morrison

106 Likes · 5 Comments

👍 Like 💬 Comment ➦ Share



Facebook Sponsored Stories

 **Facebook Stories**
47 minutes ago · 

To celebrate International Women's Day, learn more about **Kalki Subramaniam, Masih Alinejad and Shoana Cachelle**. #IWD2015 #WomensDay



These Women Are So Inspiring, Even Facebook Wants To Share Their Stories
mtv.com



PayPal Sponsored Stories

 **PayPal**
51 minutes ago · 🌐

Kristen turned her crafty hobby into a global bridal business. Read her story here: <http://ow.ly/K1qUt>. In the comments below, tag a woman who inspires you to **#MakeItHappen** this **#InternationalWomensDay**.



2 Likes

👍 Like 💬 Comment ➦ Share



Kitayama Brothers

Walnut Ave Women's Center Fundraising Event



Kitayama 10% Donation with 12 Customers

Society of American Florists
Thursday at 10:14 AM · 🌱

Kitayama Brothers will donate 10 percent of sales generated on March 6 to women's groups in the Watsonville and Santa Cruz area. Making the campaign even stronger, 12 of the company's customers also will donate the same percentage to the groups on that day. <http://www.safnow.org/news/2015/03/05/grower-joins-with-retail-florists-to-give-back-on-womens-day>

10% OF PROCEEDS FROM MARCH 6 SALES WILL GO TO WOMEN'S GROUPS

We want this to become an American holiday and Kitayama Brothers and our customers are donating up to 10% of our March 6th proceeds to Women's groups in the Santa Cruz and Watsonville area. Please support these local businesses by purchasing flowers for the special women in your life and know that part of the proceeds will benefit women's organizations in Santa Cruz and Watsonville.

BUY FLOWERS SUPPORT WOMEN

• Santa House Maternity Home of Santa Cruz County • SirenaHouse.org • Menarche Women's Services • The Business Center for Non-Violence
• Menarche Women's Services • Women's Assistance League in San Jose • Raphael House • Marjorie Mason Center • Walnut Ave Women's Center

List of participating florist:

 Santa Cruz • (831) 421-0975	 Aptos • (831) 468-2227	 Capitola • (831) 464-0171	 Santa Cruz • (831) 423-3877
			

Grower Joins with Retail Florists to Give Back on Women's Day | Society of American Florists
safnow.org



Dramm & Echter





To Hallmark or Not To Hallmark?





Steve Harvey Show

Shirley Strawberry on Instagram: "Love my friends over at @1800flower..."

Instagram



mygirlshirley 5 days ago
Love my friends over at @1800flowers!!! Thank you for celebrating me on International Women's Day! Sweeties, go to 1800flowers.com, click on the radio microphone and type in 'STRAWBERRY' to get special offers and discounts now! #SHMS #lwd2015

chanredds, preciousb5, iron_palm_rob and 1,489 others like this.

katrinahaggersmith: They are beautiful!

teacinton13: Aaawe. That's nice.

keelswife: They're beautifull

sweetange23: Hi Shirley! You look FABULOUS!

monzell18: Luv the blue nail polish.

khov24: I like your hair.

Leave a comment...

ABOUT US SUPPORT BLOG PRESS API JOBS PRIVACY TERMS © 2015 INSTAGRAM

Disney



 **Ask Anna**
35 minutes ago · 🌐

A late greeting for international women's day to you guys!

🎵 It's time to see what I can do, to test the limits and break through. 🎵



INTERNATIONAL
Women's
DAY

Disney

👍 Like 💬 Comment ➦ Share

The graphic features Elsa from Disney's Frozen, smiling and holding a glowing snowflake. The background is a gradient of purple and blue. The text 'INTERNATIONAL Women's DAY' is written in a mix of fonts, with 'Women's' in a large, elegant script. The Disney logo is at the bottom.

 **Disney Movies Anywhere**
54 minutes ago · Edited · 🌐

Happy #InternationalWomensDay! #IWD2015



I AM MERIDA
FIRST BORN DESCENDANT OF CLAN DUNBROCH
AND I'LL BE SHOOTING FOR
MY OWN HAND

The graphic features Merida from Disney's Brave, holding a bow and arrow. The background is a misty, mountainous landscape. The text is in a bold, white, sans-serif font.

Absolut



Absolut

1 hour ago · 🌐

Who run the world? Happy #InternationalWomensDay. Here's a Cosmo in your honour.





Johnny Walker



Johnnie Walker

21 minutes ago · 🌐

Whisky, while often billed as such, isn't just for gentlemen. Today, on International Women's Day let's raise a glass with and to women. Did you know that the very first distillery that the Walker family ever bought was run by two women, Helen and Elizabeth Cunning?



 *Johnnie Walker* | Blended Scotch Whisky


JOHNNIE WALKER
KEEP WALKING



Moët & Chandon

MOËT

Moët & Chandon

28 minutes ago · 🌐

It's international Women's Day! Pay a tribute to all the lovely ladies with a bouquet of panache, glamour and love. #MoëtMoment



956 Likes 1 Comment



Curves Franchise Locations

Curves

Curves Townsville
21 minutes ago · 🌐


Our celebration of International Women's Day ends Friday 13th. For a FREE no obligation consultation - call Curves Townsville on 4775 5592 or click on 'Book Now' or book online at www.curves.com.au.

NO ✓
JOINING FEE


👍 Like 💬 Comment ➦ Share



Mentos

 **Mentos**
38 minutes ago · 🌐

Share something special with the women in your life on today, International Women's Day.



13 Views

👍 Like 💬 Comment ➔ Share



GoPro



GoPro

51 minutes ago · 🌐

Photo of the Day! Happy International Women's Day! Join us in celebrating the awesomeness that is women, today and everyday.

Photo by Megan Lawing.



3.8K Likes 49 Comments

Nike





Clinique

CLINIQUE

Clinique
1 hour ago · 🌐

Happy International Women's Day.

We all know extraordinary women. Today's the day to shower them with appreciation. Who are some of your favourite women—and what will you do to make them feel special?





Mary Kay

MARY KAY
30 minutes ago · 🌐

Take time to celebrate the women in your life. Happy International Women's Day! #MaryKay



MARY KAY

1.9K Likes 2 Comments



Online Games





Let's Review

Top Reasons Not to Promote Women's Day

- Too close to Valentines Day, Admin, Easter, Mothers Day, too busy
 - Women's Day is a "Russian Holiday"
 - Concerned with possibility of negative PR
 - The US doesn't celebrate Women's Day
 - "Hallmarking" or manufacturing a holiday
-



Founding Sponsors



TECHMOGULS

Contributing Sponsors





Any Questions?





Future Opportunities

- Memorial Day
 - Father's Day
 - 4th of July
 - Labor Day
 - Halloween
 - Regional or Cultural Opportunities
 - Dia De Los Muertos – November 1st
 - Feast of Our Lady of Guadalupe – Dec 12th
-




Memorial Day

Arizona Family Florist

Post Details Reported stats may be delayed from what appears on posts

Arizona Flower Market
Published by Brad Denham [?] · May 23 · Edited · 🌐

We didn't have a flag pole to fly the colors but that won't stop the team at Arizona Flower Market from showing our pride this Memorial Day! Look for the 30ft eagle on our roof if you are driving by 16th Street and I-17 this weekend. Have a safe Memorial weekend.
#MemorialDay #ArizonaFlowerMarket #USA



6,110 people reached

250 Likes 3 Comments 16 Shares

6,110 People Reached

294 Likes, Comments & Shares

274 Likes	250 On Post	24 On Shares
4 Comments	3 On Post	1 On Shares
16 Shares	16 On Post	0 On Shares

106 Post Clicks

59 Photo Views	1 Link Clicks	46 Other Clicks 📊
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NEGATIVE FEEDBACK

0 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

Boost Post

Memorial Day

Arizona Family Florist



Post Details

Reported stats may be delayed from what appears on posts X



Arizona Flower Market

Published by Brad Denham [?] · May 24 · Edited [?] ·

This Memorial Day the team at [Arizona Flower Market](#) wishes to thank all those who have served our great nation! Please pay tribute to our soldiers who have made the ultimate sacrifice. We will never forget!

[#MemorialDay](#) [#NeverForget](#)



12,208 people reached



Boost Post

665 Likes 6 Comments 71 Shares

Like Comment Share

12,208 People Reached

785 Likes, Comments & Shares

708 Likes	665 On Post	43 On Shares
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6 Comments	6 On Post	0 On Shares
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4th of July

Arizona Family Florist

Post Details

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Arizona Flower Market added 3 new photos.

Published by Amanda Plus Heather [?] · June 29 at 4:13pm · Edited ·

Getting ready for your 4th of July celebration? These patriotic flowers are sure to be show stoppers - only to be outdone by the fireworks of course.

Make sure you pick up your flowers before the weekend! [Arizona Flower Market](#) will be closed Saturday and Sunday July 4th & 5th to celebrate Independence Day with our families.

For contact information, hours of operation, and current flower prices, visit <http://bit.ly/AZFlowerMarket...> [See More](#)



13,664 people reached

[Boost Post](#)

247 Likes 7 Comments 14 Shares

Like Comment Share

13,664 People Reached

278 Likes, Comments & Shares

255 Likes	247 On Post	8 On Shares
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8 Comments	7 On Post	1 On Shares
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15 Shares	14 On Post	1 On Shares
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585 Post Clicks

380 Photo Views	40 Link Clicks	165 Other Clicks
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4th of July

Arizona Family Florist

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Arizona Flower Market

Published by Brad Denham [?] · July 3 at 11:11am · 🌐

"I believe our flag is more than just cloth and ink. It is a universally recognized symbol that stands for liberty, and freedom. It is the history of our nation, and it's marked by the blood of those who died defending it." – John Thune

Have a safe and happy 4th of July! God Bless America!
#4thofJuly #GodBlessAmerica #Freedom



18,192 people reached

Boost Post

834 Likes 11 Comments 113 Shares

Like Comment Share

18,192 People Reached

1,126 Likes, Comments & Shares

983 Likes | 834 On Post | 149 On Shares

25 Comments | 11 On Post | 14 On Shares

118 Shares | 113 On Post | 5 On Shares

378 Post Clicks

129 Photo Views | 0 Link Clicks | 249 Other Clicks ⓘ

NEGATIVE FEEDBACK

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Keys To Building Successful Future Flower Initiatives

- Commit – full embracement at all levels
 - Plan – strategy and timeline, accountability
 - Prepare – marketing material, collateral, PR
 - Execute – as planned but be nimble
 - Measure – gather results and learning's
 - No Regrets – unless you do nothing
-



Any Questions?

