Using the Internets to Make Hay When Sun Shines; Else, Preparation;

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Orf 401S17
• Industry Overview
• Logistics
• Digital Marketing
FTD: 1910
Teleflora: 1934
1-800-Flowers: 1976
Proflowers: 1998
How to send a Christmas Thrill to someone miles away...

1. A gift of flowers that will cross the longest miles to say "Merry Christmas" for you! What lovelier thrill could anyone send? And how little it costs! How simply it's done! Just go to any florist near you who shows the F.T.D. (Florists' Telegraph Delivery) emblem in his shop or window.

2. Tell your F.T.D. florist you want to send some flowers or a plant by wire. Make your selection, give him the address and your message for the card. He does the rest. He makes all the necessary arrangements with a representative F.T.D. florist in the town where your gift is going. And...

3. Your Christmas thrill is delivered—right on time—fresh and beautiful as can be! You can count on it! For F.T.D. members are top-flight florists—joined in an association that guarantees extra care for every wire order. Thousands know the F.T.D. way is the safe way. And see how little it costs.

4. Look! A bowlful of thrills for a far-away someone on your shopping list! A gorgeous array of fragrant, fresh-cut blooms! Cost? That's a lovely box for every purse. You can be modest, or elaborate. The price depends on your selection of flowers. No extras, but the wire charge.

5. Another grand idea! Flowers delivered at the door all beautifully arranged in a case or smart container. Off comes the wrap—and there's an exquisite gift ready to add a merry touch to a dining or living-room table. You can get a lovely arrangement for as little as $3. You can spend $10, $15, or even more—if you wish to send an especially beautiful gift.

6. Or wire a flowering plant—a Christmas poinsettia, a cyclamen, heather plant, azalea, or begonia. You can get a beauty anywhere from $3 to $7.50. You can send the loveliest ever for $10 to $15. So see your F.T.D. florist today and say it with flowers—by wire!

WIRE FLOWERS THROUGH F.T.D. MEMBER SHOPS

THE MARK OF THE WORLD'S BEST FLORISTS

Look for the F.T.D. emblem:
Florists' Telegraph Delivery Association guarantees to "Say it with flowers—by wire!"
$19.99 - Same Day Flowers - Hand Delivery
In 4 Hours
www.fromyouflowers.com/

Same Day Hand Delivery - 20% Off All Items - “Best Value Florist” - CBS News!
Satisfaction Guarantee - $19.99
Types: Birthday, Sympathy, Romance, Get Well, C…

ProFlowers® Official Site - Find Fresh Flowers From $19.99
www.proflowers.com/FreshFlowers/Delivery
“System in all things is the soul of business”
– George Washington

"What it takes to dazzle everybody today is one hundred times more ambitious and complex and challenging than before." – Steve Wynn

“The road to freedom is a beautiful system”
– Phil Jackson
Platform

• Customer Service
  – Call Center
  – Order Management Tasks
  – Inbound / Outbound Emails

• Software Development

• Vendor Support

• Decision Support (Analytics)
Product

• Nationwide Same Day / Next Day Delivery
  – 6 regional distribution facilities
  – Thousands of local florists
Distribution Facility
Distribution - Zone
Floral Network
Flowers

• "The peaks are unprecedented...I've been in businesses with big Christmas seasons, but even then you're talking about people shopping over the course of a month.... Valentine's Day is the toughest because, as you can expect, men really procrastinate."

– Rob Apatoff, FTD CEO
Take a picture and frame this.

From: reports@fromyouflowers.com  [mailto:reports@fromyouflowers.com]
Sent: Friday, February 13, 2015 10:21 AM
To: reports@fromyouflowers.com
Subject: NOGO Flagged Orders - All Brands

<table>
<thead>
<tr>
<th>Order Number</th>
<th>Delivery City</th>
<th>Delivery Zip</th>
<th>Orders Last 90 Days</th>
</tr>
</thead>
</table>
2/12 7PM
2/13 1:30PM
2/14 9AM
Pitch

• Digital Marketing
  – PPC
  – CPM
  – CPA
• Email Remarketing
• Organic Search
• Portals
• Affiliates
• Mass Media
“Ads account for about 90 percent of Google's overall revenues, and of this ad revenue three-quarters comes from ads on Google's own websites — including a large share for Google's market-leading search engine. The remaining quarter comes from Google's ad networks, which sell ads that appear on other people's websites.”

http://www.vox.com/2016/2/4/10911364/google-apple-most-valuable