



## Boost Flower Shop Business Courtesy Text™ for Florists

### Stand Out in the Crowded Floral Marketplace

Every day consumers are bombarded with advertising for florist shops, online florists and flower sections at big box chains. These ads take multiple forms—from print and TV advertising to radio, billboards, Internet banners and pop-ups, social networking sites, and even product branding in movies.

This constant battle for attention has small, local florist shops frantically competing for share of mind and brand awareness. Breaking through the noise to reach your target market and increase business can be a serious challenge for many florists.

Cut through the clutter. Provide a point-to-point method for reaching customers.

Directly from your flower shop computer to their pocket, purse, or hip — wherever their cell phone is stored — you can get your message to your customers and entice them to order flowers at your physical flower shop or via your website.

### Enhance the Experience of Buying and Sending Flowers

**Courtesy Text for Florists** lets you send an important message to one or many people, concisely and effortlessly, as a text message to their cell phones. Messages are composed and managed from a database application on your flower shop computer and sent directly to targeted cell phones.

**Courtesy Text for Florists** may be used for promotions, alerts and reminders. Contact an individual, customers in a specific zip code or a target demographic. A variety of uses abound for florist shops, such as:



#### ◆ Confirm Flower Delivery Status

*Jennifer, This text confirms that your flower order #46873 was delivered to 177 Rose Dr. on 3/20 at 3:58 p.m.*

#### ◆ Advertise Special Sales Promotions

*Visit Budding Flower Shop on 7/3 to save big on red roses, white roses and blue peonies. Special pricing also on bouquets including these flowers.*

#### ◆ Promote Exclusive Floral Events

*Belle's Florist invites you to our bridal soiree on 9/4. View wedding flower trends for bouquets to centerpieces & all flowers between. Reply "RSVP" to attend.*

#### ◆ Offer Loyal Customers Incentives

*As a C&D Flower Shop VIP customer, buy/send flowers online in June to earn double Flower Power points. Shop at [www.C&DFlowers.com](http://www.C&DFlowers.com). Rewards start at 100 points.*

## Alternate Access Makes Courtesy Text for Florists Easy

### Easy for Florists to Use

Alternate Access makes **Courtesy Text for Florists** easy for florists to use by allowing them to:

- ◆ **Send** one-to-one or one-to-many messages.
- ◆ **Implement Courtesy Text for Florists** in one department — such as wholesale flowers or wedding flowers — or for your entire flower shop business.
- ◆ **Schedule** messages in advance or send urgent messages immediately.
- ◆ **Create** an unlimited number of pre-defined messages (e.g. Your flower order has been delivered.) to facilitate fast, low-cost communication.
- ◆ **Merge** text with information mined from a database to create customized messages. Collect cell phone numbers or customer profile cards at your flower shop location(s) or on your web site.

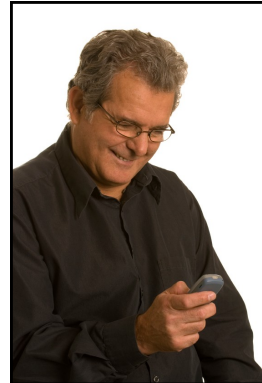
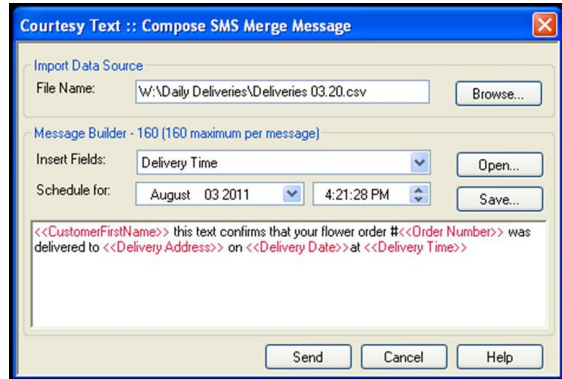
**Courtesy Text for Florists** also allows recipients to text back to the sender, and replies are automatically logged. Alternate Access can develop custom reports for florists to tally the returned information or input directly into a CRM application.

### Easy to Purchase

**Courtesy Text for Florists** is an affordable lead generation solution that improves customer service and operations efficiency for florist shops. Send a group text message to dozens, hundreds or thousands of recipients in the lowest cost method possible.

### A World of Possibilities for Florist Shops

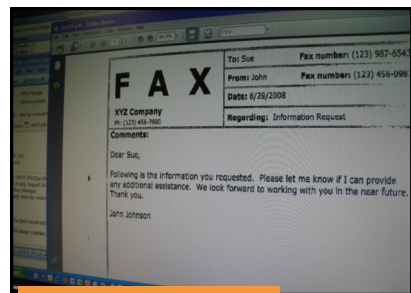
**Courtesy Text for Florists** is one of many solutions Alternate Access provides to ensure that your flower shop takes advantage of communication technologies to increase sales opportunities, enhance customer loyalty and reduce overall cost of operations. Visit our website to learn more about our product offerings.



VoIP Phone Systems



Telephones



Unified Messaging