

Jamie's Floral Delights Global Marketing Campaign – MKT 700

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## I. Target Market and Competitive Analysis

### Target Market in Canada

The country outside of the U.S. that will be pursued for Jamie's Floral Delights by this campaign is Canada. According to export.gov the economy for Canada has been favorable and expected to continue to grow per forecasts through 2020. Garden and flower products are listed as items that sell well in Canada (export.gov, 2018). As Canada borders the United States, it will facilitate delivery by the geographic location of a bordering country. According to census.gov, Canadians have funds and are willing to spend on floral products (census.gov, 2018).

### Saskatchewan, Canada

In article named *Recent changes in demographic trends in Canada*, Saskatchewan is listed as one of the three Prairie provinces of Canada that has experienced the highest population growth from 2011 to 2014. This resource also forecasts that the population in the Prairie provinces should continue to grow, based on recent demographic trends (Martel, n. d.).

### Product Promotion Initial Location in Canada

Analysis of information titled Canada's Best Places to Live 2017 on [www.moneysense.ca](http://www.moneysense.ca) indicate that Weyburn, Saskatchewan will be a great location for Jamie's Floral Delight to start marketing in Canada. This city ranks high in wealth, income, and a favorable economy, per this resource (Rogers Digital Media, 2018). Additionally, this prairie portion of Canada (Weyburn, 2018) is in closer proximity to St. Louis than other potential target markets in Canada with a central location in Canada and border road access to Minot, North Dakota (Rogers Digital Media, 2018). After establishing a foothold quickly, our campaign will begin branching out to other nearby areas Saskatchewan. A three year plan will include offering our products to most of

central Canada.

### **Market Research and Analysis Indicate Low Competition in Weyburn, Canada**

The initial target audience will be Weyburn, Canada to start. There is established competition in this product category, but much opportunity to promote this company. Online research indicate a target market present in Weyburn, Canada for floral products with low competition. Our campaign will take advantage of this opportunity to make Jamie's Floral Delights the top florist in the area of area quickly. Our campaign is posed to quickly take top spot in Google Canada with a wide range of organic SEO techniques we have assembled from resources by Online Marketing Experts, Jayson DeMers, Susan Sweeney, and Jerri Ledford. After we establish a foothold in the Weyburn area, we will branch out to surrounding areas. Within three years we expect to be the top florist in Saskatchewan.

### **Strategy to Divide into Two Target Market Segments with Microsites**

Our strategy to offer two microsites will allow us to excel over the competition, who have a cluttered look on their website. We can differentiate against the competition by providing two microsites, relevant online resources for customers at times when flowers are needed, divided out by happy and sad occasions. We will position Jamie's above the competition by clear online content geared toward times of extreme life challenges in one site with a theme of sensitivity, inspiration, and hope with the Care & Concern microsite. The color choices with focus on blue and green will be more subdued and calming. We will strive to approach this audience with concern for their feelings and a willingness to help them deal with life's challenges. In contrast, the Floral Greetings microsite will be bright and cheerful, symbolic with fun times. Both of the microsites will link back to the main website, the hub of Jamie's Floral Delights online presence.

### **Emotional Branding Strategic Marketing Strategies**

Our marketing campaign will use emotional branding to portray a friendly, caring, and inspirational atmosphere that makes Jamie's Floral Delights company the one to turn to when the occasion to send flowers arises. We will appeal to our target audience with feelings of comfort, happiness, and welcome. The style will be to show understanding and that Jamie's clearly fits the lifestyle of the target viewers. The small town atmosphere of Weyburn will be a great place to kick off our marketing endeavor in Canada. Whether flowers are needed in times of sadness or celebration, our campaign will show how Jamie's Floral Delights will be the place to go.

#### **Demographics and Psychographics of Potential Customers Local to Weyburn**

Local businesses in the Weyburn will be the group we will target in the initial phase. We will seek to appeal to office managers, administration in human resources, and executive assistants. The demographic profile of these people will be professional women in the 35-65 age range, middle class income, technical and college graduates, of various ethnicities. They will be responsible and experienced office employees in positions of authority to make decisions on purchasing floral arrangements, plants, and gifts for employees and company events. Ladies in these type of careers would typically have attitudes of concern for others, a family-oriented lifestyle, and wholesome and honest behavior. The town of Weyburn has many people working in local companies that fit our target profile.

#### **Demographics and Psychographics of Potential Online Customers**

For individual flower purchases, the persons likely to make decisions on flower delivery would be women in the 35-65 age range. Men buying flowers would likely ask assistance from a female, such as their wife, girlfriend, daughter, mother, grandmother, depending on whom they

are planning to give flowers or plants. This target segment could be a wide range of women, including stay at home moms and business professionals. Their profile would be caring, as they would be the person others turn to for help selecting plants and flowers in times of duress for others.

### **Environmental Considerations: Sensitivity and Eco-Friendly**

We will approach our marketing goals with care to ensure the best etiquette and sensitivity is used in handling illness and death care events that can be full of sadness, fear, and feelings of gloom. The cultural considerations involved in memorial services of Canada will be evaluated carefully for our campaign.

A question about whether plants should be sent as gifts instead of cutting flowers is a potential concern for our campaign. The author of article named *Top 3 Reasons to Give Live Plants and Kick Cut Flowers to the Curb* brings up some valid arguments about choosing plants in lieu of cutting flowers. This resource points out that sympathy plants offer long-term reminder of support, in addition to being eco-friendly (Satterfield, 2015).

## **II. Financial Analysis and Pricing Structure Memo**

### **Analysis of Competitor's Prices and Industry Trends for Pricing Sympathy Flowers**

According to article named *The Average Cost in Starting Up a Floral Shop*, funeral and sympathy flower arrangements can range from as low as \$29.99 to \$700.00 for special requests. Typically the range of \$50.00 to \$80.00 is this price consumers pay for products of good quality (Soard, n.d.). The sympathy and funeral flowers are the areas where our competition charge significantly more for floral arrangements. Therefore, our marketing strategy will be to promote quality products at the higher end of the scale. The marketing manager will consis-

tently evaluate the competition and trends and adjust the pricing of sympathy flowers accordingly.

### **Product Selection of Sympathy Flowers**

Roses, lilies, carnations, are common selections for funeral and sympathy flowers, with a trend towards personalization of other flower options on the rise (The Emily Post Institute, 2018). Our marketing plan will be abundant in traditional arrangements, in addition to offering customers the option to personalize. A microsite, with a theme more geared toward care, concern, and sympathy, will be set up for this section of our products. The sympathy flower choices of top competition and trends in the industry will be consistently monitored by the marketing manager. Adjustments to the product line will be handled as appropriate.

### **Product Selection and Pricing Structure of Celebration Flowers**

Per article named *How to Calculate the Break Even Point in Dollar Sales*, we will continually work to determine current expenses for fixed cost, variable costs, (Nikolakopulos, 2017). Some considerations discussed in this resource and.sba.gov (Small Business Administration, n.d.) have been analyzed with thoughts more specific to the florist business. According to census.gov, Canadians have funds and are willing to spend on floral products (census.gov, 2018). Several factors are being taken into consideration to create a competitive price structure, and more research is under way. Several factors were taken into consideration to create a price structure and consistent research will continue and adjust appropriately.

### **Pricing Trends of other Flower Companies Affiliated with Teleflora**

Our affiliation with this well-known company will help facilitate our growth. We will initially seek partnership with this floral organization. We will follow the trends of other partners of

Teleflora network, with the following range of prices \$19.99 to 422.95. Our long range goals involve making Jamie's Floral Delights unique and seeking to set up our own affiliate partnership.

### **Forecast of Consumer Demands for Floral Products**

Business for the flower industry commonly fluctuates with factors such as seasonal availability and higher demand during holidays and special occasions. Flower businesses have the challenge of forecasting demand to handle spikes on certain days of the year. It is important to manage a product supply, and transportation schedule to accommodate customer orders with minimal waste of buying products that are not needed. Timing is critical in the flower industry. Customers expect high quality floral products delivered at specific times. Flowers that are available too early or too late for important events are useless for this type of business (Michigan, 2018).

Certain months of the year are especially busy in the flower business. August is the most popular month for weddings in Canada, per data on *Recent Changes in Demographic Trends in Canada* (Martel, n.d.). Therefore, busy times for the company can be expected in July and August regarding floral items for weddings. The year-end holiday festivities will find November and December especially busy. Our campaign has assembled the following chart to forecast date ranges of expected peak orders near well-known Canadian holiday/special occasion, organized by season. We forecast greater demand for the weeks prior to the following times.

- Spring: Week prior to Good Friday/Easter, Mother's Day, Victoria Day
- Summer: Canada Day, Saskatchewan Day
- Autumn: Halloween, Thanksgiving

- Winter: Christmas, Boxing Day, New Year's Day, Family Day, Valentine's Day

### Competition Analysis

Our search with Google.ca using keyword phrases “florists Weyburn Canada” and “flower delivery Weyburn” indicate the following as the top three companies paying for search word ads. An analysis of the website advertised prices of similar products for three top competitors local to

Weyburn is summarized below:

- Tele Flora. Extensive assortment of floral products in the price range \$19.99 to 422.95.
- Flower Shopping. Their flower prices range from under \$17.99 (in category of cheap flowers) to \$396.86. This company has an affiliation with Tele Flora, as indicated by some of the products.
- Bloomex (Canada's Official Florist). Their flower prices range from under \$9.99 (for a single rose) to \$499.99.

Organic search results indicate the following three top competitors:

- [www.growerdirect.com/grower-direct-weyburn-009](http://www.growerdirect.com/grower-direct-weyburn-009)
- [www.canadaflowers.ca/weyburn](http://www.canadaflowers.ca/weyburn)
- <https://www.brantflorist.com>

Brady's House Of Flowers is a local florist in Weyburn. They show up with 5 stars in Google reviews, but they have no website. The top competitor per our analysis of Google search results was determined to be Grower Direct (Google Canada, 2018).

The website and social media for top competitor, Grower Direct, has been analyzed extensively. They utilize paid ads in the top spot in Google, as well as rank high organically in

search results. Analyzing the Web Marketing techniques of this company that offers similar merchandise has been a part of our campaign effort. They use Web “alt tag” of the images for products, which is including descriptions to help text readers. Using these tags in the code is wise, as it helps viewers and boosts organic SEO per *Search Engine Optimization Bible*. Our campaign will ensure the best practices of SEO for naming images and the “alt tags” as search engines look favorable on this type of html coding for the description (Ledford. 2009).

Per growerdirect.com, this company has been in the flower business for Canadian consumers more than two decades. Their website informs of starting out in Edmonton as a single flower shop that has grown to a presence all across Canada. Their blog has some wonderful photos and great content from the years of 2012 until 2015. However, it has not been updated since April 2015. Their website has outdated content, inconsistencies, as well as grammar and typographical errors. The last newsletter posted online was from April 2011 and informs of celebrating 25 years with a new website (Grower Direct, n.d.).

Apparently Grower Direct has not had to worry about keeping their blog current and accurate, with little competition in the Weyburn area. That is about to change when our marketing plan is implemented. Our campaign will ensure all online channels for Jamie's Floral Delights are consistently updated, which will set us apart to from this top competitor. We will quickly rise to the top in Google Canada organically for flower delivery search queries in Weyburn, Canada.

### **Social Media Cost**

*Search Engine Optimization Bible* discusses Facebook as an online tool help people connect by common interests for any subject imaginable (Ledford. 2009). Social Media platforms such as Facebook and Twitter can serve as a low cost method for paid advertising, as

discussed by Jayson DeMers in *The Top 10 Benefits Of Social Media Marketing* (DeMers, August 2014). Our campaign will take advantage of the low-cost marketing via online channels of Facebook, Pinterest, and Twitter. There will be cost of employee time to research ideas for content, the competition, and management of the social media.

### **III. Integrated Marketing Communication Plan**

#### **Digital Marketing Channels**

Digital channels will include a website, blog, microsites, and social media. Reciprocal links of all online media will offer various ways to communicate. The primary website will serve as the hub with a wealth of information about the Canada operation for Jamie's Floral Delights. Newsletters and brochures will be available both in print and online formats.

#### **Marketing Calendar**

Our campaign will align itself with seasons, holidays, and special occasions, as well as everyday living. We will set up microsites three months prior to major upcoming holidays, such as New's Year, Good Friday, Mother's Day. A uniform effort among all marketing channels will serve to reach out to our market in many ways. We will customize our posts for Canadian holidays as appropriate, such as Victoria Day, Canada Day, and Saskatchewan Day. Facebook posts, tweets, Pinterest will generate interest and send online traffic to the website with calls to action to call Jamie's or order products online. Fun facts about the holidays will be one way to generate interesting content to attract viewers. Tasks will be assigned and overseen by the marketing manager so employees are aware of their responsibilities.

#### **Online Content**

Our campaign will excel at consistently offering high quality relevant content online that is kept interesting and current. We have analyzed several articles from Online Marketing Expert Jayson DeMers. One that was particularly helpful was *50 Content Marketing Ideas For Your Website Or Blog* (DeMers, April 2014). Some recommendations we will customize and employ in our campaign from this resource include:

- Lists: Favorite flowers in Canada, most popular holidays, flower colors
- Blog predicting trends of most popular flowers.
- Ask for flower stories and photos from readers.
- Survey from readers about flowers publish a post with results
- Category pages on website, microsites, and blog to best serve visitors.
- Top 10 blogs relevant to flowers
- Include inspirational or motivational quotes in line with the positive and caring attitude of the Floral Delights brand.
- Include website name on all original photos used on the blog to ensure credit if they get pinned or shared.

Taking over the top spot in Google should be an easy accomplishment for this campaign for the following keyword phrases in initial phase:

- Flower Delivery Weyburn Saskatchewan
- Weyburn Florist
- Flower Shop Weyburn, Canada

### **Ideas for Content with Viewer Value**

Suggestions in *101 Ways to Promote Your Web Site* that will be used by our campaign

include contests, surveys, coupons, calendar of events, reminder services, and trivia (Sweeney, 1999). Flower trivia will make great posts and web content of interest to our target market. A calendar on the website to include upcoming holidays and special occasions will serve to remind viewers to remember times when they will need flowers. Social media posts about seasonal events will be a great way to remind viewers it is time to buy flowers. Contests, coupons, and surveys will be presented on social media to help generate traffic and obtain feedback from viewers.

### **Contests To Obtain Content**

We will offer contests that involve submissions of stories or photos relevant to flowers. For example, a gift card will be given to those who submit a winning story about a special memory of when they received flowers. Another contest idea would be centered about a holiday, such as photos of viewers flower arrangements. Flower of the Month for May will be the tulip. This flower is a symbol of peace and important part of Canadian culture. We will offer a contest for those who comment or “like” posts about our featured flower every month. Contests will serve as a wonderful communication channel to generate content to be used online and further promote Jamie's floral products.

### **Partnership with Canadian Greeting Service**

An excellent resource we discovered for Jamie's to partner with is Welcome Wagon. According to their website, this company was founded in 1930 to greet those arriving on the prairie with a welcome basket. The company has grown to be Canada's largest greeting service. This well respected organization provides marketing assistance for businesses in communities all across Canada. They offer free services and products to Canadians experiencing life events, such

as relocations, opening of a new business, and weddings. Welcome Wagon informs that their partnership includes many town offices and Chamber of commerce organizations. Affiliation with this company will be a perfect chance for our campaign to showcase our floral products and increase brand exposure, customer acquisition, and sales (Welcome Wagon, n. d.).

### **Partnerships with other Organizations**

The Marketing Manager will serve as the primary contact for partnership organizations, such as the Canadian Greeting Service, Welcome Wagon, and Teleflora. Having one person to serve as communication liaison will help ensure miscommunication and misunderstandings. The manager will make sure all on the team are kept in the loop of any relevant information.

### **Social Media Objectives**

It is critical to keep content fresh and consistent. Pictures via social media posts will demonstrate the beauty of flowers and appeal to people's emotions to want to send Jamie's products. Social media will serve to communicate the value of giving flowers for the sender and recipient. Links to "action calls" on the website, such as purchasing gift cards or flowers, will be part of the social media effort of Facebook, Twitter, and Pinterest.

Creating and maintaining a social media environment of concern, cheer, and fun will be our goal. Continuing to find topics of interest appropriate for our target market that will associate the brand of Jamie's Floral Delights with a reputable and caring company will be a primary goal. A uniform brand across the social media will encourage visits to the website and result in purchases.

### **Social Media Interactivity**

Marketing expert Jayson DeMers advises to post frequently and keep social media

content fresh, relevant, and appropriate. Additionally, interacting with viewers is of utmost importance (DeMers, 2014). We will take advantage of the chance to respond to positive feedback to further promote the value of Jamie's products. On the other hand, any negative comments must be addressed swiftly to show that our company is eager to correct any issues.

### **Blogging**

Blogging will offer another digital channel to build authority in your industry while presenting consistent fresh content to your audience. Blogging should be done on your company's website, instead of free hosting, for best results. A blog is a fantastic way to demonstrate to viewers availability to interaction via comments, feedback and even criticism. Learning what's on the minds of potential customers is marketing gold. Blogging will give you an advantage over your competition by humanizing your brand and fostering customer trust. Important benefits from blogging include generating inbound links, increasing search traffic, which lead to better sales (DeMers, 2015).

### **Floral Fun Blog**

Blogs can serve to encouraging distribution via social networking (Ledford, 2009). We will present a blog from our Floral Greetings microsite that is geared toward happy occasions in life. The communication materials on this blog will present a bright, cheerful, inviting atmosphere. Fun facts about flowers, flower meanings, and flower suggestions for holidays and events are some ideas for blog topics. Bright colorful pictures with flowers in various containers will provide a lot of great content to supplement the blog text.

### **Floral Sympathy and Care Blog**

Unfortunately, a fact of life is that people do have to deal with illness, stressful situations,

and losing loved ones. These events do create a need for people and companies to reach out and show concern for others. Flowers sent to funeral and memorial services do help family members realize that people do care and make the situation a little less gloomy. A blog from the Care & Concern microsite of Jamie's will be geared toward providing inspiration and help lighten life's challenges with hope. The blog posts for this effort will be in line with the microsite's theme, to include posts consistent with a calm and peaceful attitude.

### **Online Linking Strategy**

The value of a wise link strategy for online success is discussed in detail in a book devoted to this subject by experts in this area, Eric Ward and Garrett French, to help people find your brand. This resource stresses the importance of links from reputable sources that are appropriate for your audience is key for Google's approval and your success. Listings well respected directories, relevant to your audience, is also recommended, such as Open Project Directory, or DMOZ (Ward & French, 2013).

SEO expert, Jerri Ledford, also highlights the value of links for online traffic in *Search Engine Optimization Bible*. This author informs that relevant links can increase website visits and serve to inflate the importance of your site (Ledford, 2009).

### **Online Directory Listings**

Per research for dmoz.org, as recommended by the *Ultimate Guide to Link Building* (Ward & French, 2013), it was discovered a replacement with curlie.org (Curlie, 2018). A link for Jamie's Floral Delights on this directory, in the Floral listings of the Business/Consumer Goods and Services section will be pursued. A listing at this spot is very appropriate for florists (Curlie, 2018).

### **Local Canadian Links and Networking in Weyburn and Saskatchewan**

Review of the Member Directory of Weyburn Chamber of Commerce indicated little competition for Jamie's Floral Delights. A business named Brady's House of Flowers is listed, but the link to their website [www.bradysflowers.ca](http://www.bradysflowers.ca) is broken. There is much opportunity for our campaign in this area to quickly establish a floral delivery service. Becoming a member will be a wonderful chance to network and establish a link on the business directory of a reputable resource (Weyburn Chamber of Commerce, 2018).

Analysis of the Member Directory section of the Saskatchewan Chamber of Commerce indicated much potential for Jamie's Floral Delights business in this area. No competitors were easily found from searching with keywords florists, floral delivery, and flowers. This organization will serve as a very useful business resource for promoting the Canada location of Jamie's Floral Delights (Saskatchewan Chamber of Commerce, 2018).

Becoming a member of Saskatchewan Trade and Export Partnership will provide much value for Jamie's Floral Delights. This organization will benefit our campaign by helping with various marketing efforts, such as helping with industry contacts and information and market trends. A business listing on their website is a valuable link (Saskatchewan Trade and Export Partnership, 2016).

### **Canada Business Directories**

Securing links on the Weyburn Chamber of Commerce and Saskatchewan will offer a wealth of communication opportunities for Jamie's. The cost of membership will be well worth the price in advertising and sales.

### **Online Directories in Canada**

Various search engines and directories are available specific to cyberspace in Canada. Listings on the following directories will be pursued by our campaign:

- <http://www.ic.gc.ca/eic/site/icgc.nsf/eng/home>
- [infospace.com](http://infospace.com)
- [o.canada.com](http://o.canada.com)
- [ca.yahoo.com](http://ca.yahoo.com)

The Canadian Search Engines and Directories advise on [homer.ca/search/canadian.htm](http://homer.ca/search/canadian.htm), of being “the largest Canadian owned and operated search tools” (Canadian Search Engines, n.d.).

### **Copyright**

We need to ensure that all content used on any marketing material for Jamie's Floral Delights is compliant with copyright laws. Our marketing staff will be photographing many of the floral images for online and print content, so that will minimize risk. If people are in any photographs used, written approval must be obtained. We have included information in our Social Media and Web Site Content Guidelines Communications to address issues such as these and others, with advise to ensure compliance in regards to copyright laws.

Employees will be required to sign an agreement acknowledging that photos taken on company time for Jamie's Floral Delights will be the rightful property of the company. Employees need to be aware that it is illegal to use images taken by others, such as those found online, without permission. Our campaign will have an account with Istock photos, a well-known reputable resource for images, photos, and video clips (iStock, 2018), to be used in addition to the pictures taken by marketing employees of Jamie's Floral Delights. iStock offers some free and

some paid photos for consumers. Employees of Jamie's will be trained and given strict guidelines on how to select appropriate images for use on any of the marketing channels of Jamie's Floral Delights.

### **Legal**

Privacy Policy and Terms of Use information will be added to footers of all websites representing Jamie's Floral Delights. We have gathered content for these pages from competition analysis and customized to Jamie's Floral Delights. Sample content has been provided that can be easily modified. We will have these reviewed by a lawyer who is well versed in legal guidelines of Canada to ensure the best interest of Jamie's Floral Delight's is covered as well as compliance with the law.

There is question and concern by consumers of flower products being harmful to pets. The competitor, Grower Direct, addresses this issue in great detail on [growerdirect.com](http://growerdirect.com) in a section titled *Flowers and Pets* (Grower Direct, n.d.) Similarly, we will offer information to help communicate flowers that could hurt pets in an effort to help keep pets safe and reduce potential liability.

### **E-Commerce**

Digital Certificates are necessary to sell products online. We will need to consult a lawyer to ensure compliance with selling online in Canada.

### **Sample Communication - Website**

A sample WordPress site has been set up to demonstrate the primary website for Jamie's Floral Delights. This digital resource will serve as the center hub for all of the various marketing

channels to be created and managed by this campaign.

This site can be viewed per the following link:

<http://www.floralviews.com>

#### **IV. Implementation, Evaluation, and Control**

##### **Hosting for Website, Microsites, and Blogs**

GoDaddy is the company we selected for our Web Domain Name Registrar as well as Web Hosting. Their Business Plan allows hosting of multiple websites. This plan will suit our campaign for hosting of the main website, two microsites, and a blog. Additional benefits include unlimited storage, free SSL Certificate, and an e-commerce option. Blog should be self-hosted, per article named *The Top 10 Benefits Of Blogging On Your Website* (DeMers, 2015). A blog can be managed on the GoDaddy hosting platform without additional financial cost. Wordpress, which is open-source and no additional cost, will be the CMS (Content Management System). Cost for this hosting plan with GoDaddy will be \$19.99 monthly.

##### **WordPress CMS (Content Management System)**

Setup up of a WordPress website and microsites for the Weyburn location will be handled by Marketing Manager, Glenda Ryan. We have set up a sample site with a free WordPress theme. We will migrate to a paid theme from [themeforest.net](http://themeforest.net) after we have established our business. Envato Market, a well-known professional resource for WordPress Themes, as well as many Internet Technologies Solutions manages ThemeForest products (Envato, 2018).

It is easy to change a theme with WordPress to offer a new look very quickly. The Web content and images will still be available on the hosting platform (GoDaddy, 2018). Consistently

improving the look and theme of our online presence will be an opportunity to offer more user-friendly options and functionality as our business grows.

### **Domain Name Registration**

Purchase of one domain name at \$.99 and five names at \$9.99 are the first year cost for the main website and two microsites is the current price with GoDaddy. The domain name choices were evaluated per guidelines on sections of Canada Business Network named *How do I choose a domain name?* and *.CA or .COM— which should Canadian businesses use?* It was decided to purchase both the .com and .ca extension of the domain names we selected, per suggestions from these two articles. Top considerations for domain name selection, with tips from these articles, included something easy to remember, unique, and appropriate to the business (Canada Business Network, n.d.).

The domain names selected for the startup of our campaign to begin marketing Jamie's Floral Delights in Weyburn, Canada will be as follows:

- [floraldelightscanada.ca](http://floraldelightscanada.ca) and [floraldelightscanada.com](http://floraldelightscanada.com) for primary website
- [floralgreetingscanada.ca](http://floralgreetingscanada.ca) and [floralgreetingscanada.com](http://floralgreetingscanada.com) for happy occasion microsite
- [floralcheercanada.ca](http://floralcheercanada.ca) and [floralcheercanada.com](http://floralcheercanada.com) for care and concern microsite

### **Setup and Review of Metrics from Google Analytics**

Google Analytics will be used to analyze data from all digital touch points in one place. This tool will offer so much information about the customer's behavior online. Website analysis of which pages get the most traffic and which keywords are most popular will be very useful in revising content to our objectives (Google, n.d.) Appropriate action will be modified based on

trends discovered from the various monitoring tools. The Marketing Manager will handle set up, monitor, and provide weekly reports to include important information, as outlined below initially.

Modifications will be made consistently based on feedback and analysis of Google Analytics.

Our campaign will adjust accordingly, but begin with following metrics.

- Total visits to main website, as well as two microsites.
- How many new versus previous visitors from New Sessions metric.
- From “Acquisition” section we will learn of the point of origin of the following metrics:  
Direct site, referral, organic search, social media
- Bounce Rate (visit without further clicking on the site)
- Conversions of completing an ecommerce purchase checkout
- Number who provide email to sign up for electronic newsletter
- Keyword search terms

The recommendations for seeking metrics above were compiled in part from review of article *10 Online Marketing Metrics You Need To Be Measuring* (DeMers, 2015) and information in Google Analytics (Google, n.d).

### **Professional Hootsuite Plan**

The \$19.99 monthly plan of Hootsuite Professional Plan will be used by our campaign initially. Content will be assembled on a weekly basis and set up for automatic posting. Some evergreen content will be available on-hand in case any of the expected posts need to be pulled. The part-time employees will work on the posts to have content ready by Friday to begin posting on Monday for the following week. The Marketing Manager will review over the weekend to ensure quality and brand reputation guidelines are being followed.

audience interaction, and tracking success. The real time analytics for Facebook, Instagram, and Twitter make this tool very valuable for our current needs (Hootsuite, 2018).

### **Control of Brand Image**

The entire marketing team will be well versed with the intended brand image for this campaign in writing and verbally. Email correspondence and clear guidelines in user manuals will be provided to ensure all know the image to project. Meetings will provide face time to interact in person for further clarity of the goals of this campaign and the brand objectives.

### **Control of Online Content to Present the Optimal Digital Presence**

Marketing Team will consist of Marketing Manager and part-time staff members, to include, a Web Content Specialist and Social Media Assistant who have skills in photography.

Marketing Manager will oversee all processes and provide user guidelines for the following: Social Media Marketing Procedures, Web Design/Web Content Management Manual, Photography Recommendations, Marketing Communications, and the Newsletter.

Part-time staff will have a flexible remote schedule to provide content updates and social media posts at various times, including evenings and weekend, to best serve the customers. Cross-training and extensive communication among the marketing team will ensure members will be able to assist each other help out in times when extra help is necessary. Instead of one full-time person, we have two part-time employees who can handle similar responsibilities.

Our campaign will strive to use real photos instead of stock images where possible. This will give us an edge over the competition with unique pictures of Jamie's products and networking opportunities. For example, traveling to the Tulip Festival in Ontario in May will be worth the cost with the advertising exposure generated from the news and photos captured at this event.

Our budget will allow for travel costs for the marketing team to attend this well known event in Canada. It will be a chance to obtain important content for helping to market Jamie's in Weyburn.

### **Control of Inbound and Outbound Links**

We have identified several linking opportunities to pursue in the initial phase of setting up the online presence for Jamie's Floral Delights. As updates to the links is an ongoing endeavor, we need guidelines for the link structure. The Marketing Manager welcomes any suggestions for links on the website and microsites, but must approve before they are made live. This will provide control to help ensure only quality, relevant links are included on the digital channels for Jamie's Floral Delights - Canada Location.

### **Control and Management of the Two Microsites and Blogs**

The blogs will be started by the marketing manager and work in uniform with the rest of the digital channels. Subjects will include various topics about flowers, flower related-festivals, holiday celebrations, with an inspirational theme. The part-time staff will work on blog content and submit to Marketing Manager for approval prior to posting. Blogs will be posted three times weekly, both on the Floral Greetings and Concern and Care blogs. Content will include articles, stories, and events relevant to current season, holiday, and special occasions. Discussion by the team of blog topics and user comments and questions will be done in weekly meetings.

### **Control of Online Sales**

The Online sales information in the Marketing Section of Canada Business Network was used for guidelines for selling Jamie's floral products in electronically in Canada. Receiving payment online. Of critical importance is to ensure the customer's financial transaction is secure.

An option suggested on Canada Business Network is to have customer's purchase information directed to the payment gateway. The security will be handled entirely by the payment gateway. After the transaction is complete, the customer is directed back to your website and notification of the transaction as notice to fill the order will be sent (Canada Business Network, 2018).

Our campaign will use this option to handle online payments. The hosting platform we choose with GoDaddy will provide the digital certificate and anti-virus software, which was recommended by Canada Business Network. Another suggestion from Canada Business Network that our campaign will employ include taking advantage of customization options for the payment screen, such as branding graphics and color. We will strive to ensure the customers have as seamless a shopping experience as possible, as recommended by this resource (Canada Business Network, 2018).

### **Management and Guidance of Personnel**

An effort to pre-write as much of the content and photograph and assemble images for Blogs and Social Media posts will be done. Posts can be pre-scheduled on Facebook and Hootsuite to . Blogs can be set to post on specific dates and times. However, a close eye must be kept on what will be posted, taking into consideration marketing trends and news stories. If content scheduled in advance may seem inappropriate because of a tragic news event, discretion must be used for sensitivity and concern. Our content may need to be adjusted based on what the competition is posting, current news, and industry trends.

Article by marketing expert Jayson DeMers named *8 Social Media Mistakes That Are Killing Your Brand* informs of the power of social media to help business, but discusses potential problems. He warns of there could be great damage to a brand's reputation with social media

mistakes. He cautions about employees involved in social media management with inexperience, insufficient training, or poor supervision (DeMers, 2015).

An example given by this author was a photo of an explosion of the Challenger space shuttle from 1986 being used to celebrate the Fourth of July. It appears the social media employee was unaware of the disaster that occurred and thought the explosion was related to fireworks. This issued could have been avoided if there had been more controls in place of social media management (DeMers, 2015)

If negative or controversial comments are posted by viewers, prompt attention must be given to a response. However, sensitivity must also be used. If at all possible a conference call with the Marketing Manager should be done before responding with damage control. There is a fine line to walk, as ignoring posts is not wise, but responding inappropriately can cause more harm (DeMers, 2015)

### **Consistency of Message with Both Blogs**

All on the marketing team will be aware to ensure that all blog posts are in line with the brand, centered around flowers, will be the goal of this campaign. Fun facts about flowers, flower meanings, and flower suggestions for holidays and events are some ideas for blog topics on the Floral Greetings blog. Bright colorful pictures with flowers in various containers will provide a lot of great content to supplement the blog text. The blog presented on the Care & Concern microsite will have a more subdued theme, with sensitivity and concern shown to respect the feelings of those dealing with life's challenges, including illness, surgery, and passing away of loved ones. Collaboration among staff will consistently occur to ensure guidelines are being followed, appropriate for each of the different blogs, and there is no duplicate content.

### **Measuring Success from Customer Feedback**

We will ask that any feedback received from all on the team, no matter how small or if positive or negative, will be provided by email to the Marketing Manager with a copy to the entire team. The emails will be compiled by the manager into a spreadsheet, reviewed, and action taken as appropriate for improvements.

### **Measuring Success from Referrals**

We will track word-of-mouth referrals that originate from the Weyburn and Saskatchewan Chambers of Commerce and the Welcome Wagon. We will ask customers how they found out about Jamie's Floral Delights verbally and via surveys.

### **Visual Metrics to Indicate Success**

All on the marketing team will spend time reading viewer comments and posting as appropriate. An End-of-Shift report will be submitted by each team member to include questions and answers on social media, blog posts, and web content updated. Collaboration among all employees will be encouraged to provide a uniform message to viewers. The weekly meetings of the staff will examine social media and blog content and comments from the audience. It will be discussed what content is working best and what should be eliminated.

### **Free Metrics from Facebook**

Reading viewer comments and tracking the number of likes and shares will offer some measure of success on Facebook. Facebook Audience Insights offers a compilation of data information about your audience, people connected to your page, and people on Facebook (Facebook, 2018). Comments will be compiled by the manager into a spreadsheet and reviewed. We will look for trends and similar comments and action taken as appropriate for improvements.

### **Paid Metrics for Professional Hootsuite Plan**

To supplement Facebook Insights, we can get more social media metrics with a paid plan on Hootsuite. Hootsuite will be a wonderful tool to assist with managing social media and worth the cost. Our campaign will use the \$19.99 monthly professional plan to start. Per Hootsuite, this plan is suitable for small business owners. Benefits include automatically scheduling content, audience interaction, and tracking success. The real time analytics for Facebook, Instagram, and Twitter make this tool very valuable for our current needs (Hootsuite, 2018).

### **Evaluation of Online Marketing Metrics**

The Marketing Manager will monitor and provide weekly and monthly reports concerning the analytics being evaluated for the online presence. We will begin with the free Google Analytics and plan to create a paid add campaign in the third month, after much analysis in the first three months of business.

### **Consistent Endeavors by Marketing Manager and Team**

A marketing plan is an ongoing effort. We will set up the digital channels in steps and make modifications along the way. We will continue to monitor the flower industry and technology trends, the competition, and costs of floral supplies, and make adjustments as needed to ensure the best plan is being executed for Jamie's Floral Delights in Weyburn, Canada.

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