What is Mind Share?

- the development of consumer awareness or popularity

What is our piece of the pie?
What is Mind Share?

- the development of consumer awareness or popularity
- What is our piece of the pie?
- What exactly is the pie?

What is the Pie?
What is the Pie?

- The Obvious……Gifting

- Secondary……Self consumption
  - Decorating
  - Self reward
  - Staging
What is the Pie?

- The Obvious……Gifting

- Secondary……Self consumption
  - Decorating
  - Self reward
  - Staging

- The Not So Obvious….Emotional outlet

MindShare
MindShare

• How Can We Get a Bigger Piece of the Pie?

• Countless Marketing Avenues
MindShare

• How Can We Get a Bigger Piece of the Pie?
  • Countless Marketing Avenues
  • Competitive Pricing
  • Branding Ourselves
Countless Marketing Avenues

- Local Based Campaigns

- Newspaper
Countless Marketing Avenues

- Local Based Campaigns
  - Newspaper
  - Radio

- Direct Mail
Countless Marketing Avenues

- Local Based Campaigns
  - Newspaper
  - Radio
  - Direct Mail
  - Social Media
  - Public Relations
Countless Marketing Avenues

- Local Based Campaigns
  - Newspaper
  - Radio
  - Direct Mail
  - Social Media
  - Public Relations
  - Website Coupons

Countless Marketing Avenues

- National Based Campaigns
Countless Marketing Avenues

- National Based Campaigns
  - Websites

- National Based Campaigns
  - Websites
  - Coupons
Countless Marketing Avenues

- National Based Campaigns
  - Websites
  - Coupons
  - Print Media
Countless Marketing Avenues

- National Based Campaigns
  - Websites
  - Coupons
  - Print Media
  - Radio
  - Television

Competitive Pricing
Competitive Pricing

- Controlling Overhead Costs

- Controlling COGS
Overstuffed Arrangement

Better Designed Arrangement
Which would most consumers choose?

Competitive Pricing

- Controlling Overhead Costs
- Controlling COGS
- Controlling Labor Costs
Competitive Pricing

- Controlling Overhead Costs
- Controlling COGS
- Controlling Labor Costs
  - Emphasize Productivity

- Clean up Workroom from distractions
Competitive Pricing

- Controlling Overhead Costs
- Controlling COGS
- Controlling Labor Costs
  - Emphasize Productivity
  - Clean up Workroom from distractions
  - Set up Expectations (general and specific)

Branding Ourselves
Branding Ourselves

- Unparalleled Customer Service

Branding Ourselves

- Unparalleled Customer Service
- Superior Quality Product
Branding Ourselves

- Unparalleled Customer Service
- Superior Quality Product
- Diversified Customer Choices

Branding Ourselves

- Unparalleled Customer Service
- Superior Quality Product
- Diversified Customer Choices
- Develop a “Look”
The “Where’d You Get That Look”

Thank You!

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