



Floranext's Guide to

Starting a Flower Shop

Secrets and Tips for opening a flower
business.

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Starting a Flower Business

Congratulations on downloading this eBook! This is the first step to an exciting journey Starting a Flower Business.

We started our own flower shop in 1969. Over 40 years we made it one of the most successful floral businesses in the country. We also founded Floranext, the leading florist website and floral software provider.

What's in our eBook?

- Floral Design 101 Basics
- Floral Industry overview
- Florist Marketing and Profits

Bill O'Shea

Co-Founder of O'Shea's Flowers and Floranext





Floral Design

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Flower Shop Top 10 Flowers!

What are your top flowers in your cooler week in and week out? The ones you always go to that work for your everyday designs, bouquets and funeral work? Here is a list of our choices, see if we match. If not, tell us in the comments below what your top 10 flowers are!



all images in blog are via google.com

Top 10 Flowers = Less Stress in your Flower Shop

Why have your own "Top 10" flower list? It helps with planning. By ordering in

advance, you can save money by saving on last-minute delivery charges and the chance of sub-par “that’s all we have in stock” flower quality. Talk to your supplier about signing up for a standing order program. There are many different types of standing order plans available so talk about the one that would work best for your flower shop.

When you keep a stock of 10 types of flowers in your cooler each week, you definitely cut down on your stress level. No longer do you need to worry about having the flowers in stock when you receive those last-minute orders or funeral work. You have the flowers and are ready to design!

Top 10 Flowers For Your Flower Shop

Here is our list of the top 10 most important flowers to have in your shop from least to most important.



10. Carnations, add fragrance they have a spicy beautiful scent. Yes they might be “old-fashion” but when placed correctly in an arrangement they look beautiful, are long lasting and add softness to the design. Try and keep the staple colors in stock including red, white and pink. There are so many different colors of carnations that you might want to try some seasonal varieties as well. Don’t forget the mini-carnations, another ideal long lasting flower that adds interest to designs.



9. Casablanca Lilies can really make an impact on any design and work well with roses. Best part is you only need a few to make a statement! White is a great color to keep on hand.



8. Football Mums can be a great inexpensive way to add drama to funeral work. These large pillow-like flowers bring a punch to any piece. Keep white in stock for all occasions.



7. Alstroemerias are inexpensive and work great as a filler. Keep a seasonal mix on hand to bring color and longevity to your design work. Try not to get white Alstromerias, they show the wear and tear of travel easily.



6. Kermit "Button" Chrysanthemums in green brings a bit of WOW easily to any design. A long lasting flower to have on hand and use them often to add color and dimension to any arrangement.



5. Matsumoto Asters are another perfect POP of color flower for all arrangements. Bring in some hot pink and purple to complement and excite your weekly designs.



4. Snapdragons - These blooms add dimension to any arrangement. Wonderful color variations and add height to all your arrangements for a pleasing to the symmetrical design. Provide cool color and balance other mid-sized flowers



3. Daisies give you some great color and mass inexpensively. Vary the color with the season is fun but white and yellow are a must year round!



2. Gerberas are a favorite with customers and an excellent addition to your designs. By adding Gerberas, you increase the price point. Red and pink are perennial favorites.



1. Roses are a staple in a flower shop. 40 and 50 centimeter size can be purchased at reasonable prices at most times. Having them in the standard colors of red, white and pink will please anyone and they will class-up any design or bouquet.

Plus 2 – The Two Best Filler Flowers for your Flower Shop



Wax Flower in white or pink is the best filler flower of all time. The look brings freshness and life to heavy designs.



Caspia or Limonium when added can totally change the feel to a more high-end design. Keep some on hand for variety.

Well, that's our list of the top 10 flowers each flower shop needs in their cooler. What do you think? Do you agree?



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10 Florist Design Secrets

Everyone has a secret tip or technique that works in their flower shop to make them more effective. Here are ten secret tips that you can start using today! Have some of your own? Share yours in the comments section.



image via shutterstock.com

10 Florist Design Secrets

1. Keeping hydrangeas hydrated while in floral foam. The key to hydrangea freshness is to dip the stem in Alum powder (available in the spice section at the grocery store). Dip right after cutting the stem and before inserting it into the fully saturated floral foam. This also works well on keeping gerbera stems lasting longer in floral foam.

2. Don't use the usual suspects all the time. When it comes to greenery for your designs, try something besides the usual. And try to manipulate this unusual greenery, such as, folding aspidistra leaves and/or using steel grass to create heart shapes to change-up the design and give them a distinct look. This also goes for using unique blooms as well. They might be more costly but they sure pack a punch when marketing your shop!

3. Prep Early. With the holidays fast approaching, prepping your containers earlier can be a big time saver. For Thanksgiving, "green" with fall leaves as much as 2 weeks in advance since leaves are already dried. For Christmas, start greening with long lasting pine etc. before Thanksgiving. Another time saver for the busy holiday crunch is to design with a recipe, make only 3 or 4, your choice, designs that can be done in a production mode. Saves you time and money!

4. Use Stock Plants Leaves in Designs. Judiciously prune leaves from your decorative plants like ivy, fern, aspidistra, palm, monstera and snake grass to use as decorative leaves in your design work. Use the plants then to decorate the showroom or even use them for sale.

5. Innovative glassware. Get vase sleeves like the ones at www.floristmercantilecompany.com and turn a standard cylinder vase into a custom vase with hundreds of styles to choose from.



image via google.com

6. Add-On to Funeral Sales. By using a 4" pot liner with foam secured at the base of a potted plant, a cluster of fresh flowers can be added to a funeral plant order to make it unique and colorful.

7. Easy Bouquet Design Stand. To create a stable bouquet stand for when you are designing cascading bouquets done in a cascading bouquet holder, use a wire lamp shade frame to keep it upright and steady while you work.

8. Easy Way to Customize. Wanting to make elastic wristlets and headbands look more your own? Use ribbon in place or in addition to elastic wristlets. Upgrades the look and feel!

9. Reviving wilted cut hydrangeas. If your hydrangeas arrive or become wilted in the store, totally submerge the wilted stems in a sink of very warm water, making sure the freshly cut stems stay under the water. After about ½ hour, the hydrangeas will look as good as new.

10. Always Have Your Glue Pan Ready. Every florist should be using a hot glue pan to speed up design work. It's fast, economical and efficient.

Here is the start with ten Florist Secret Tips, which ones are you going to implement in your shop? Any Secret Design Tips you can share? Add them to the comments below.

A **special Thank You** to Rhonda Wood, Bloomfield Floral, Denton, TX; Noah Barnett, Stems Upstate Floral Co. LLC, Spartanburg, SC; Jessica Chaffins, Event Florist, San Diego, CA; and O'Shea Flowers, for sharing their Secret Design Tips with us.



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Basic 101 - Flower Prepping & Processing



Basic 101 - Flower Prepping & Processing



Prepping/processing of flowers is the key to a successful floral business.

Floral Cooler

The temperature of floral cooler should be around 34-36 degrees Fahrenheit. Make sure your floral cooler does not reach higher than 41 degrees Fahrenheit. Remember to clean your floral cooler on a regular basis, remove

that pesky bacteria

Tip - flowers do not freeze at 32 degrees they freeze at about 29 degrees so you run no risk of freezing them if you keep your cooler lower.



(Image via sunset.com)

Floral prepping/processing tools

To prep your flowers, make sure you have good floral tools. Buy quality! Invest in your floral tools, this is very important as you want clean cuts on your flower stems. Some very important floral tools to open a flower shop are :

- Floral knife or floral clippers
- Rose Stripper
- Buckets
- Floral Food

Some other valuable floral tools are a Stemming Machine and Flower Stem Cutter. A Stemming machine will allow you to eliminate the need for wire and tape by automatically placing a steel pick on the flower by pulling the lever. A Counter Top Flower Stem Cutter will cut your flower stems fast and easy.

Must Have - Crowning Glory this will seal your flowers and keep them hydrated



(Image via pixabay.com)

Processing Roses

Wholesale roses come tightly wrapped which needs to be removed. Do not try to pull the roses out, best tip is to unroll the wrapping. Typically 25 rose stems come in a bundle and come in these lengths of 40cm, 50cm, 60cm and 70cm. The longer the length of the rose, the bloom size is typically larger.

To process roses, please follow these simple steps:

- Use a rose stripper and gently pull, this will remove thorns and foliage. Make sure to remove foliage that will be submerged in water.
- Rose thorns can be removed by pushing on the thorn or with floral clipper or floral knife, just make sure that you do not remove the whole thorn as this will let air in the stem
- Make sure to go over any little thorns and just remove with floral knife
- Remove the guard/packing petals (the outer petals that have a tear or damage with tiny blemishes) These petals keep the inside of the rose petals pristine
- Each stem needs a fresh cut, hold stem and cut off at least a 1/2 inch at a 45-degree angle, dip in hydrating solution, and add to a floral bucket filled with water and preservative.

Tip - If doing a bridal bouquet remove all the foliage and guard/packing petals.



(Image via pixabay.com)

Process Flowers

To process other flowers, cut the stems on a 45-degree angle and do not move any part of your hand, just the knife, this will increase the surface area so that they can drink more water. Remember to remove all greens below the water line.

When processing hydrangeas, remember there is a tough stem, all the greens below the water line must be removed. Cut the hydrangea stem with your knife by placing the knife on the flower stem and pull at a 45-degree angle.

***tip** - cut into the hydrangea stem by cutting snips into the hydrangea (where you cut the angle) and use warm water. Once ready to be arranged, re-cut*

stems and dip 1/2 inch into alum power.



(image via pixabay.com)

Processing Tulips

The great thing is, tulips are now available all year round. There are some differences between the dutch tulip which set the standards. Tulips come in 10 stems to a bunch.

To process tulips:

- Look for nice firm stems and great color.
- Cut a 1/2 of the stem at a 45-degree angle
- Remove extra leaves from the base of the stem.
- Dip them in quick-dip and add to a floral bucket filler with water.

tip - tulips continue to grow after being cut, up to a inch or more. They are also phototropic which means they bend towards the light so keep rotating your containers to keep them upright.



Floral Industry

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What Are Flower Wire Services?



What are flower wire services, how do they work?

In order to answer this question, we would like to explain the history of how they became into existence and get into a brief detail on how they work.

Flower Wire Service was created in 1910 (genius for its time) - a group of 15 United States Florists set out to create the Florist Telegraph Delivery Service.

Participating members exchanged business via Telegraph messages, hence the name Wire Service.

In addition, Florist Telegraph Delivery Service, better known as FTD, other companies saw an opportunity and jumped on this ever so popular bandwagon.



Floral Wire Services had their origins in the days of the Telegraph

Flower Wire Service, How It Works

Customers can purchase from a Broker (Wire Service Provider) on various wire service companies websites or by calling them. Once an order is placed it will be sent to a local flower shop in the area of which the recipient resides to be filled and delivered.



Flower Wire In

The Broker (Flower Wire Service Provider) will keep the customers (Shipping/Service Fees & Taxes) and send the filling florist a total amount in which to fill the order.

Here is a general breakdown on how flower wire in payments work.

(Some flower shops request a delivery fee rather than take it off the top - if you are a flower wire service member please request additional for delivery)

- Mixed Vase Arrangement (Wire Service Provider Website) **\$49.99**
- Shipping/Service Fees & Taxes **\$30.00** (for same day delivery at 9:40 am on a Wednesday - less \$7.00 for next day delivery)
- Total charged to the customer **\$79.99**
- Total issued to the filling florist **\$49.99**
- Total paid to local florist at the end of the month $\$49.99 \times 80\%$ (this is a generalized percentage rate take note some wire service companies pay less) = **\$39.99**

Florist you ***do not*** pay tax on flower wire ins!

Flower Wire Outs

If you are the sending florist and are sending to a flower shop, you will receive 20% and keep the customers delivery fee and tax (Some florist extend half of the delivery fee to the filling florist), this is ultimately your choice.

Florists **you *do*** pay tax on flower wire outs!

Typical Fees Charged by Wire Services

- Membership Fees
- Advertising Fees
- Floral Product Fees

If you owe for hardware (computer, printer, cash drawer, receipt printer) expect this to also be included in your bill, generally hardware takes years to pay off.

***Note:** All membership fees and other fees will come off product filled payments owed to you. The filling florist with most wire service providers will receive a check or bill at the end of the month. Expect a bill if your filling products did not cover all of your fees.*



Should you join a Flower Wire Service ?

- You have the choice - No longer in the flower industry is joining a flower wire service mandatory.
- The telegraph has come and gone and we now have the internet which allows customers to find florists all over the world.

That being said - joining a flower wire service is personal decision for your flower business. Reviewing your monthly statement is key -if you are making a monthly profit then we say go for it - unfortunately many shops do not and end up breaking even if they're lucky.

Important Tips - with most flower wire service providers, please be sure to confirm filled order delivery's before the allotted time - cancel orders you can not fill in a timely manner, you will get charged for any delays with the wire in order processing regulations.



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Floral House Accounts - Pros & Cons



House Accounts also known as Credit- Line/Charge Accounts were a floral business must have at one time.

In this day and age many florists question if they should offer or continue to offer house accounts to their customers/local business. Most florist Point of Sale systems provide House Account functionality. Offering House Accounts

can be risky, however there are many benefits with extending a credit line to your customers.

In this blog we will outweigh the pros and cons of offering your customers florist House Accounts.

Florist House Accounts - Pros

- **House Account Customers Spend More**

House account customers pay over time, therefore they are more likely to spend more.

- **Gain More Customers**

Local business, City Town Hall, Hospital Human Resources Department and many more love to team up with flower shops who offer House Accounts as do customers. Extending credit will increase your business traffic .

- **Beat Your Competition**

Many florists opted not to offer House Accounts to their customers or local business, this can be a win, win for your flower shop business as customers love the flexibility to pay over time as it allows them to control their finances more efficiently. Having charge accounts available in your florist will help you win more customers thus beating your competitor.

- **Boost Reputation**

Customers feel a sense of trust and comfort in your business when you offer them a credit line. Shows that your flower shop business is financially stable.

- **Enhances Social Media**

One way flower shops have been offering credit lines to customers, is by posting contests on their floral business social media. Offering a small credit line to their fans with a discount. This not only works to bring in more sales however also enhances your social media presence.

- **Double Your Sales**

Allowing for credit lines attracts more sales not just because of all key points above but it also allows your customers to pay over time having them be less worried about price and to order from your flower shop more frequently.



Florist House Accounts - Cons

- **Billing Management**

Accounts receivable management will take a huge part of running your business successfully. You must now spend time sending invoices and statements, apply payments and keep an accurate record of all open credit lines. This may require you to hire extra help or take up more of your free time.

- **Delinquent Accounts**

With any credit line offered to a business or customer there is always the risk of a charge account being delinquent, customers who do not pay can equal a loss thus impeding on your business cash flow.

- **May Increase Business Debit**

If you are ordering flowers/supplies on credit in hopes of paying when your house accounts pay you this may increase your debit especially if customers pay you late or become delinquent.

- **Possibility Of Loosing Customers**

Although a rare occurrence it is good to consider that this is a possibility. Some customers will not pay and the more hassling the more they refuse to be a patron at your flower shop. There are also some who become offended when charged late fees.

Is it wise to offer credit lines to your customers?

This is solely your decision as a flower shop business owner. For me personally I have had much success with house accounts as they were my best customers, this is not always the case for florists who extend credit.

If you are on the fence, here are some tips to get you started.

1. Start with business credit lines first. This will allow you to get the hang of account receivables and see if your cash flow is affected in any way while waiting for your business customers to pay their account.
2. Keep a customers credit card securely on their account as a backup.
3. Have a good Florist POS House Account billing software, I understand I'm bias here, but honestly it is super important to have a great florist specific accounts receivable software. This will do most of the work for you. Doing it without a florist accounts receivable software will be a tedious job and sometimes more trouble then its worth.
4. Be choosy! Offering credit lines to your customers is your choice therefore not all are created equal, choose the customers you would like to offer credit lines too wisely. Start off with a minimum credit line and increase as you see they make timely payments.
5. Have a written contract with your house account policies, Let customer know in advance the late fee payments and so on. Also make sure this is clearly shown on customers billing statement.

Florists lets hear your feedback, do you think house accounts are important in

the floral business? Tell us yay or nay on house accounts.



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Marketing and Profits

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Easiest Way to Increase Flower Shop Profits?

What is the easiest way to increase your flower shop profits? Getting new customers isn't always easy - but selling more to those that walk in the door doesn't cost a penny.

Florists can commonly enjoy sales increases of 20% or more when they start upselling. How can you do it - and how can you get your employees to come along for the ride?



image via shutterstock.com

Keys to flower shop upselling

The best part of upselling is that it's practically effortless. The customer has already decided on purchasing from you so the hardest part of the sales conversation is completed. You already have a connection with them and have identified and solved their current needs.

Here are four points to remember when florist upselling:

1. **Connect with Customer - By Collecting Information:** Find out as much as possible about why your customer is purchasing their flowers and bring up additional product that might not have thought of on their own. They will appreciate it. Express genuine emotion about birthdays, anniversaries, etc.
2. **Wait until the sale is over:** Upselling occurs after the customer has already decided to buy something. If you try and upsell before that, it looks pushy. But afterwards, it should look like great customer service.
3. **Make the upsell affordable:** As a general rule, upsold products should not increase the purchase total by more than 25 percent. That is why it is easy to add-on a \$1.00 drink to your \$2.00 hamburger order
4. **Upsell with a purpose:** Don't just try to get rid of last year's plush animals with every flower design, customers will see right through that. Always upsell items and services that match your customer's floral purchase and needs.



image via shutterstock.com

Upselling 101 - How to Train Flower Shop Employees to Upsell!

As the floral owner, your task is to transform your staff from order-takers to order enhancers. To do this, you need to build their sales skills one step at a time. You will want

1. **Attitude** - Start by emphasizing that it's the attitude of helping or making your customer the winner that's all-important.
2. **Process** - Prepare in writing your complete up-sell procedures. Remember to put together upsells that make sense.
3. **Live Training** - Spend a quiet afternoon doing live training with employees to give them a feel for how to sell.

Flower Shop Employee - Live Training

Live training is the way to make sure your employees understand the importance and how to upsell. Take a quiet afternoon and walk through different scenarios with employees:

- *Scenario 1:* Birthday flowers - mother buying flowers for teenage daughter
- *Scenario 2:* Wedding consultation - bride and mother visiting for final consultation
- *Scenario 3:* Anniversary flowers - husband buying for wife of 25 years
- *Scenario 4:* Thank You flowers - secretary sending flowers to business associate

Make it fun! Have the store owner play the customer. Have other employees or friends listen in and give letter grade(A, B, C, etc.) to an employee on the following:

- **Grade 1 - Connection with Customer** - did the employee understand and connect emotionally to the customer?
- **Grade 2 - Upsell timing** - did the upsell come in at the right time in the conversation?
- **Grade 3 - Upsell offer** - was it an appropriate upsell offer, did it seem natural?

Example Flower Shop Upsells

- Have offers ready that upgrade their flower purchase like “for an additional amount we can add 30% more flowers to the design” or “for \$\$\$, we can add a few more upscale flowers to enhance the arrangement.”
- Mention the addition of a complimentary product to any flower design. For a birthday, a stuffed animal, balloon or decorative candle or product should be highlighted. For a wedding, an additional throw-away bouquet or flowers for the Godparents perhaps.
- Initiate a flower arrangement subscription plan for customers who send arrangements regularly. This plan will send an arrangement each month for a set number of months for a certain cost. This is a great way to increase service to your customer and your bottom line with monthly guaranteed

- sales.

Practice the upsell procedures first before you give them to the staff. Have a meeting with your staff to go over the upsell procedure. Brainstorm with your sales staff the best way to enhance your florist customer's experience. Do mock upselling interactions with each salesperson.

Have the staff watch you talk with and help flower shop customers first. Demonstrating what you expect each to do with each customer.



image via shutterstock.com

Watch your staff in action. Listen to them work with the customers in-person and on the phone. Find something they're doing well, and then build from there. Never ever let them down-sell. Never should a staff member say "are you sure you want to spend that much?" "Use this flower instead of that because it is cheaper and will cost you less." The customer has come to you for your flower expertise; never downgrade your services or product!

Last Thoughts on Flower Shop Upselling and Increasing Profits

Everyone in your flower shop should be taught and expected to upsell.

Upselling can spell the difference between “just getting by” and having a profitable year. Still have some doubters of the importance of upselling? Test it out 100 times and tally the results. It should stop the nay-sayers

Upselling is not only for in-person or phone selling. Are you upselling on your floral website? You should be offering add-ons to all orders like chocolates, plush animals, etc. It’s a no-brainer!

It’s now time to take upselling to your shop! You ready? You have nowhere to go but up!

Other Florist Profit-Related Articles

- [Top 10 Ways to Make a Profit Owning a Flower Shop](#)
- [5 Ways to Get People Into Your Flower Shop](#)
- [Opening a Flower Shop - What I Wish I Knew!](#)



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Top 8 Social Media Sites For Florists

Want to earn money as a florist? Marketing your business online is key.



We want to narrow it down to the top 8 social media sites for florists and explain the how they can drive business and earnings.



#8 - LinkedIn

LinkedIn - #8

It's the leading social networking site for professionals, with about 200 million members, it's a solid venue for connecting with other local businesses.

Why LinkedIn Matters to Florists

- Easy to stay in touch with other local businesses
- Provides a valuable backlink for your SEO
- Customers can recommend your services on LinkedIn

How to get started

- Connect to local businesses in your area
- Use the Facebook-like feed to post articles, remind local partners of your brand
- Write a compelling summary about your flower shop business. (be conceded about your beautiful work and experience)
- Add your products and services.
- Ask for reviews.



#7 - YouTube

YouTube - #7

Creating polished YouTube videos is harder than on many other networks. Upload videos of your floral wedding work or even how-to videos. Most folks won't discover you via YouTube, but you can host your video there and embed in your florist website.

Why YouTube Matters to Florists

- Show off wedding videos, link off of your website
- Great way to increase wedding sales, providing ways to promote on other social platforms by posting your video.
- Valuable backlink for SEO.

How to get started

- Make sure to have a Google account when signing up for Youtube.
- Use your business name as your username on YouTube.
- Clear description on what your video is about - "industry specific".
- Make video headline compelling.
- Make sure you video is public.



#6 Twitter

Twitter - #6

Twitter is less a way to get new customers and more a way to build your brand value overall and catch the attention of search engines. Tweet about newsworthy floral related items during holiday times and you may find yourself re-tweeted by media.

Why Twitter Matters to Florists

- Participating with this social media real time giant and show your customers you're "With The Times".
- Keep in touch with customers - instantly alert your shoppers of specials, news and events.
- Engage with your shoppers, Twitter allows you to find out their likes and dislikes and have them give you feedback on your business.
- Twitter can boost your Google ranking back to good old SEO.

How to get started

- Use your business username.
- Profile image is a must.
- Descriptive industry specific About Us.
- Keep an important Tweet at the top of your timeline by pinning it there. Use this feature to make sure visitors to your profile can't miss your latest news, products, offerings, or events.
- Don't forget your hashtags, like florist, flowers, flower design, etc (a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic)



Instagram - #5

More than any other social platform, Instagram is a great way to keep in touch with your existing customers through beautiful, artful photographs. Buyers of wedding/event work will often check out Instagram to see examples of your work.

Why Instagram Matters to Florists

- Keep in touch with existing customers
- Easy to maintain
- Adds credibility for wedding/event purchases
- Great for SEO

How to get started

- Determine your goals for signing up for Instagram, increasing customer traffic, selling more products, creating awareness of your flower business
- Link your eCommerce website to your bio in order to direct shoppers to you page



Pinterest - #4

Pinterest is a great way to showcase image galleries of your wedding/event work - collections of images at local event halls, churches and other venues will rank highly on Google - and new brides and event managers can find you that way.

Why Pinterest Matters to Florists

- Pinterest readers use Pinterest to decide to buy and most of all book wedding floral services
- Collections rank highly on Google - local content can help floral event/wedding buyers find your business
- Pins last a lifetime - creating high quality, relevant pins that don't disappear overnight
- Great way to provide a catalog of your work - you can even embed Pinterest boards on your florist website
- Great backlink for images and organic searches on search engines

How to get started

- Complete your business profile (not personal account) and take your time with adding beautiful images of your work
- Add content to your bio and include keywords for the floral industry
- Add your location and your business website to your Pinterest profile



Yelp - #3

Yelp's business ratings are some of the most used by consumers to evaluate your business. Bing and Google use Yelp ratings in their search results, so it can drive lots of business if you have great ratings and reviews.

Why Yelp Matters to Florists

- Website used most often by consumers who are looking to purchase floral products and services.
- Provides spectacular SEO for your floral business! (We cannot express enough, this is vital for your ranking on search engines)
- Leading customer review social platform which is proven to drive traffic to your business resulting in increased sales.
- Integrated with Apple Maps so users could locate businesses. Making it most valuable in bringing customers to you.
- Bing local pages showcase Yelp reviews, they have formed a relationship, these reviews are super important for your SEO.
- Google shows Yelp reviews as organic search results.

How to get started

- Fill your business profile completely
- Confirm your business through a phone call to get listed immediately (may not be necessary for all shops)
- Respond to reviews
- Offer (nominal) discount to customers to post reviews while they are in your store



#2 - Google My Business

Google My Business - #2

Formally known as Google Places, Google My Business will increase traffic to both your eCommerce online store and your physical location. This is a close #1 for Top Social media platforms - Google My Business is a must for any business owner.

Why Google My Business Matters to Florists

- Google My Business offers a variety of benefits to a business, especially if people are searching in your specific location for your flower shop.
- Allowing shoppers quick and easy access to your phone number, address or hours of operation.
- Google My Business integrates directly with Google Maps.
- Google My Business showcases your customer reviews in Search Engine Results Page (SERP) and Google map. High star reviews help you stand apart from your competitors.
- One of the best backlinks for maximizing your SEO.

How to get started

- First thing is claim your page, if you have no page, sign up with your

- google account at [google.com/business](https://www.google.com/business) . Your account must be verified before it will start to show on google local pages.



#1 - Facebook

Facebook - #1

With 1.71 billion users world wide, no surprise why Facebook wins the number one spot in our blog. Facebook is vital in helping business owners manage their communications and retain their customers.

Why Facebook Matters to Florists

- Increased exposure to your business.
- Shows off your business portfolio and personality.
- You can reach your targeted audience.
- Search Engines love, love, love - did we say love? Facebook Business pages URL's are public, making these instantly rank on search engines.
- Get likes to increase your ranking on search engines. The more likes you receive, the higher you can rank. It's all about popularity Florists!
- Allows for customer reviews.
- Increases website traffic with link posts.

How to get started

- You haven't signed up with Facebook? What are you waiting for? We suggest you read this while you are signing up for Facebook!
- You must have a personal Facebook page in order to start a Facebook business page.
- Your Facebook personal page and business page will share the same log in. (Top right corner of your personal page select to Create Page)

There you have it our fellow florists, Top 8 Social Media Sites that matter to florists. Whether you agree or not, we highly recommend signing up with these social media sites today! Please feel free to post any questions or comments on these Top 8 Social Media Sites below.



Thank you for reading the [Floranext florist blog](#). Floranext Love Florists and we are committed to bringing flower shops the best information and tips to run their floral business. Click here to learn more about our [florist software](#) and how you can upgrade your [florist website](#) or [floral point of sale](#).

Open a Flower Shop - Next Steps

Congratulations on reading the eBook! This is the first step to an exciting journey Starting a Flower Business.

When you are ready, Floranext has some great Florist Website, Proposal Software and Point of Sale options for you.

What's next?

- Build a basic financial model using Excel
- Talk to a banker about small business loans
- Design your [florist website](#) and take a look at a [florist pos system](#)

We hope to hear from you soon!

Bill O'Shea

Co-Founder of O'Shea's Flowers and Floranext





Design a Florist Websites Free!

Ready to start a flower shop? Try out Floranext's florist websites and software - free!

[Try Floranext Free](#)