

Sieck-Wright Floral Products

231 Monmouth Street
Hightstown, New Jersey 08520



1-609-918-0800

1-800-792-7673 (ROSE)



Phone Directory

* Office

Christine.....x200

Kathyx201

Amyx208

* Fresh Flowers

Anette.....x209

Skip.....x210

Caren.....x212

Patty.....x213

Pia.....x214

Trudi.....x211

Peppi.....x207

Chip.....x222

Kevin.....x223

* Plant Dept

Lisa.....x205

* Supply Dept

Claudia.....x202

Tiffany.....x203

Seanx204

Joe.....x217

Leslie.....x218



2020...is here. Made any resolutions to plan new growth in your business? Admit it. As a business owner, you know you dream of attracting that new prospective customer with just them reading your sales copy or seeing your Facebook ad and instantly shouting, ***“Yes! That’s exactly what I need and want! It’s like you’ve read my mind! Where do I buy?”*** What’s the key to writing sales copy that instantly resonates with your target buyer? Trial and error is one way to do it. As if marketing in general were not time-intensive enough for a business owner who has 500 other tasks to perform, you have to invest effort and time to test, tweak, and execute different campaigns just to see what works. But the good news is: There is an untapped marketing-research resource right in front of you. One that most small business owners generally overlook. We’re talking about your actual customers or those whom you are targeting. Channel your inner Sherlock Holmes and dig for the information you need for success from them *before* you launch that new marketing program. Plan and allocate time and effort into your marketing campaign this year. Don’t just throw some pictures you’ve found up on your website or facebook page. Take photos of YOUR work and show those in your ads. Your potentially “new” customers want to know what YOU can do and want to see YOUR work. Get that camera and web page working on your behalf now, rather than later when it may be too late. Now is the time to generate new customers in anticipation of next months big Valentines Day business opportunities. Make a plan. Execute that plan and Reap the benefits. Good Luck in 2020!

Valentines Day Outlook—2020 Traditionally a Friday Valentine’s Day doesn’t bode well for the Floral industry. This years outlook reflects much the same forecast. But there is no better gift to deliver to the office to a chorus of OOHs! and AAHS! than a dozen roses arranged beautifully in a vase. And this year—2020—affords that same opportunity. Still, don’t assume any of your customers are going to default to flowers. Remind them early and often that your business is the go-to spot for lovebirds with social media and blogs throughout this entire month. And that means starting right now if you haven’t already. If you are in need of inspiration, check out a site called aboutflow-ers.com. There you’ll find all sorts of content ideas, including the meaning of flowers, romantic date ideas, card message suggestions, care and handling tips and rose trivia—perfect nuggets to use in blog posts, social media updates and email pitches to customers and news reporters. Don’t overlook or forget to include art. According to independent marketing software studies, content with relevant picture images get 94% more views than text only posts. If you don’t have the right images in you portfolio or are looking for newer more modern updated ones look into SAF’s Flickr account, where you can download quality, high resolution images you can use for free. Do some research and set your marketing plan in action to help increase your Valentine’s Day business this year.

Business

Hours

Monday-Friday

6:00am - 3:30pm

Saturday

7:00am -10:00am



This Month... Each month there are numerous national holidays, well known and not so well-known, that you can use in your shop to generate additional sales while you are anticipating the next major flower holiday on the calendar. With some advertising and promotion of these lesser holidays to celebrate you can even out those hills and valleys between the regular flower sale days and stay busy as you'll have fewer down times. Try a few.

- 1 New Year's Day
- 2 Fruitcake Toss Day
- 4 Trivia Day
- 5 Feast of the Epiphany - Three Kings
- 8 National Take the Stairs Day
- 10 Houseplant Appreciation Day
- 12 National Pharmacist Day
- 13 Make Your Dream Come True Day
National Rubber Duckie Day
- 15 National Hat Day
- 16 National Nothing Day
- 17 Ditch New Years Resolutions Day
- 18 Thesaurus Day
Winnie the Pooh Day
- 19 National Popcorn Day
- 20 Martin Luther King Jr. Birthday
Penguin Awareness Day
- 21 National Hug Day
- 23 National Handwriting Day
- 25 Chinese New Years
National Seed Swap Day
- 26 Spouse's Day
- 28 Data Privacy Day
Fun at Work Day

Moon Phases for this Month...

There is some truth to the phases of the moon. So as a new feature we introduce the Moon Phases for the year 2020.



First Quarter Moon
January 3rd



Full Moon
January 10



Last Quarter Moon
January 17



New Moon
January 24



House Cleaning...

Now is the time for house cleaning. Rip that refrigerator apart and scrub down those walls, shine that chrome and window those windows. Sweep out all the left over pine needles and eliminate the ethylene gas before you get your precious roses in stock. Quality product starts right here. January is the prime time for cleaning your store and preparing for February's Valentine's business.

We're on Facebook
check us out

facebook

<https://www.facebook.com/SieckWrightFloralProducts>



**Speak with your
Fresh Flower Sales
Representative and
order your rose for
Valentines' Day....**

NOW!

*Pre-book your
Valentine Day
roses
real soon.*

Motivate Sales...

Anyone can go to your website to learn about your business. But people follow brands and familiar businesses on social media more than you may think. Offer your customer the chance to make a deeper connection with your business by being ever present on social media sites. You could show the person behind your business in your post, or share a selfie or go live from your office or a special event or wedding show you've participated in with your whole team. Humanizing a business, especially with pictures or videos, has often exceeded expected reach more than some tactics you may have tried in the past. And to encourage sales from your post and to get people engaged with your store, offer an incentive. Host a giveaway or raffle if people use your specified hashtag or post an image or video of one of your arrangements. There are plenty of ways to personalize this experience between your customer and your store. Put your thinking cap on. Come up with an offer customers can't refuse. And watch your sales skyrocket to a whole new level. Higher sales 2019.

The Royal Treatment...

It's not uncommon to find newspaper and TV reporters conducting research in January and for Valentine's Day "test orders" for news stories. They'll pose as consumers ordering flowers or inquiring about the price of roses for the Valentine's flower holiday. Published or released in early February, many of these "test order" stories detail every aspect about the arrangement. They'll report on how the arrangement was received, along with the cost and how the order was handled—from the courteousness of sales staff to the timeliness of delivery personnel. For some florists, such stories have resulted in positive coverage; for others not so good. The lesson? Treat every order as if it will end up on the morning TV news broadcast—because, this time of year, it just might. Don't dismiss that phone call inquiring of rose prices, boxed or arranged, as an annoying competitor who's comparing their price with yours. Give each order the Royal Treatment and reap the benefits next time you are the subject of a positive news story. Be alert for test orders.