

A detailed pencil drawing of several orchid flowers on a stem, rendered in shades of gray. The drawing is positioned in the background of the slide.

Social Media in the Flower business.

May 2017

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Who are we?



Puck Woldring
Social Media Marketeer



Tessa Triesscheijn
Content Manager



Chanel de Kock
Marketing Manager



We are the Flower Council!

- **Consumer promotion** plants + flowers.
- Funnyhowflowersdothat.co.uk & Thejoyofplants.co.uk & Thegreengallery.com
- 4 countries: UK/GER/FR/NL
- **Top of Mind Awareness** via Social Media.

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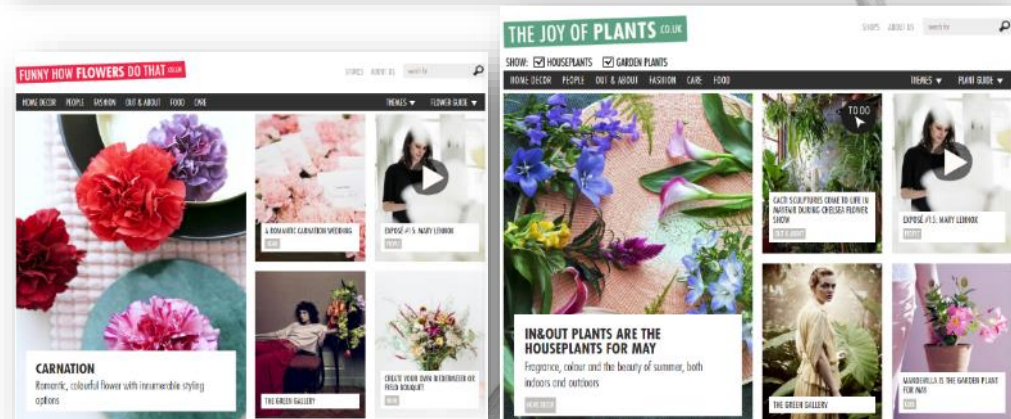
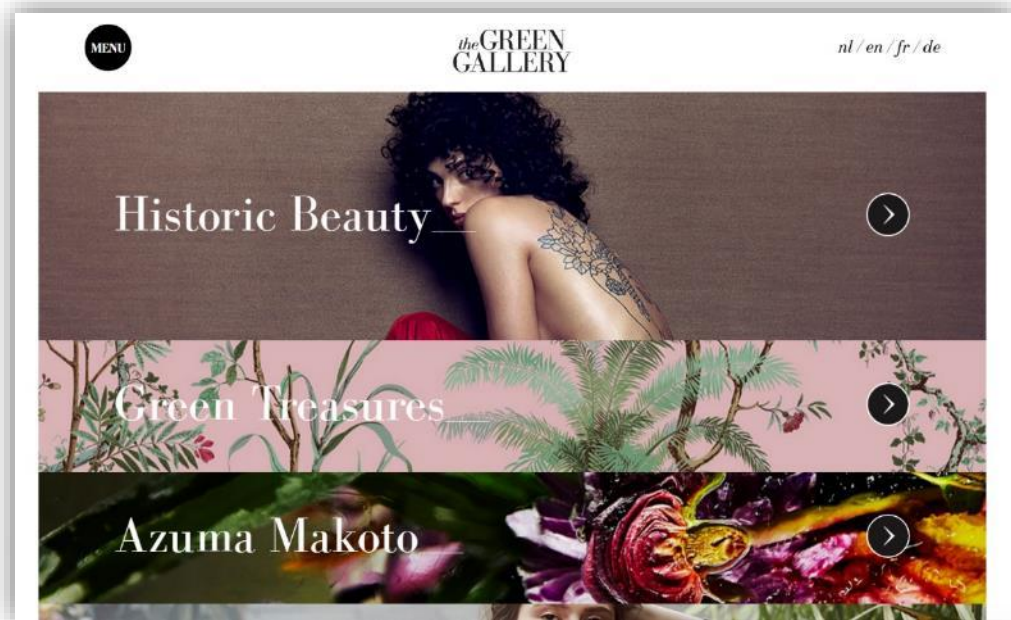
Channels:

- www.funnyhowflowersdothat.co.uk
- Facebook: facebook.com/funnyhowflowersdothat
- Twitter: @flowersdothat
- Instagram: @howflowersdothat
- Pinterest: pinterest.com/flowersdothat

- www.thejoyofplants.co.uk
- Facebook: facebook.com/thejoyofplants
- Twitter: @thejoyofplants
- Instagram: @thejoyofplants
- Pinterest: pinterest.com/thejoyofplants

- www.thegreengallery.com
- Facebook: facebook.com/thegreengallery1
- Twitter: @_greengallery
- Instagram: @the_greengallery
- Pinterest: pinterest.com/thegreengal0321

- Also available in The Netherlands, France and Germany.
- We serve **39 social media channels** in 4 countries.



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Social Media = **BOOMING**
ANNO 2017.



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Today's questions.

- What defines social media?
- Which opportunities offers social media for entrepreneurs?
- How to take advantage of social media opportunities?

What defines social media?

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. Consumers, brands and/or companies are in charge of the content creation.











- *Interaction*
- *Transparency*
- *Integration*
- *Exchange*
- *Conversation*
- *Innovation*





So
Many
Choices!

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	Description	UK Users	Total Users	Useful information
	Facebook : A social sharing networking site.	32,000,000	1.65 billion	83.6% of Facebook's daily active users live outside the U.S. and Canada.
	YouTube : The top website used for video uploading and viewing.	19,100,000	1,300,000,000	3.25 billion hours of Youtube videos are watched each month.
	Twitter : A Micro-blogging platform.	15,000,000	645,750,000	50% of users visit the website of a small or medium business they follow.
	Instagram : A photo and video sharing social networking.	14,000,000	500,000,000	80 million photos are shared each day on Instagram. 14 million.
	Google+ : A social networking project used to connect with businesses and users.	12,600,000	2,200,000,000	74% of Google+ users are male.
	Pinterest : A popular photo sharing website.	10,300,000		92% of Pinterest users access it through their mobiles.
	Snapchat : Send images and videos with a short life span over an app.	10,000,000	600,000,000	9,000 Snaps are shared each second on the app.
	LinkedIn : B2B platform for networking professionally.	10,000,000	414,000,000	The most overused word on a LinkedIn profile is "Motivated".



Why use Social Media?

- Create brand/product awareness
- Increase reach
- Generate traffic
- Influence buying behavior
- Reputation management
- Suitable for niche marketing
- Get insights of the market
- Endless possibilities



How to profit from social media?

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THANK!



**KEEP
CALM
AND
MAKE A
PLAN**

Start with a plan!

- Baseline measurement
- Goal
- Target group
- Channel selection
- Implementation
- Management
- Insights
- Innovation



Forget about it!

*No way,
watch this!*
(video on next page)

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Now, let's get started!

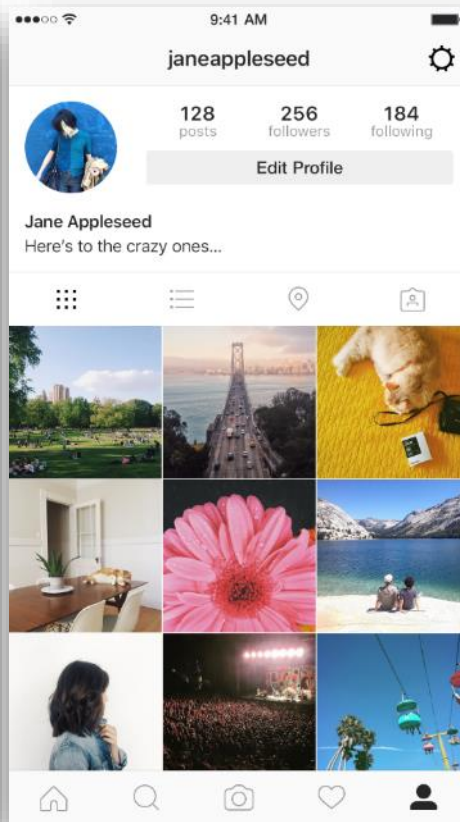
- Facebook
- Instagram
- Tips & Tricks
- Content inspiration!

A detailed pencil drawing of several orchid flowers and buds, rendered in shades of grey and black. The flowers are arranged diagonally across the page, with some in full bloom and others as buds. The drawing uses fine lines and shading to create texture and depth.

How to create a Facebook Page?

(watch the video on the next page)

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Instagram

- Rising star of Social Media
- It's all about the visual
- Mobile first
- Hashtags
- Growing fast
- Influencer heaven
- Expanding possibilities for professionals



Tips & Tricks for beginners:

- Step 1: join!
- Use #hashtags
- Less = More
- Choose quality over quantity
- 1 message per post
- Show sympathy: share, like, comment!
- Stay authentic
- Special days
- Continuity
- Stick to the same style for your brand
- Get inspired by others



Are you ready to play the game?

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What to share on social media?

Left: Beautiful photography we made for our Blue Monday content earlier this year.

Content

- By using the right content you can attract and stimulate consumers.
- Focus on dreams, fears, secrets, needs and their concrete searches.
- Content on Instagram and/or Facebook can come in any form such as: images, video, vlogs, blogs, text, ads, infographics, illustrations, Gifs, hashtags, tags...



Take a
closer look...

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Seduce with your product.

So what are the characteristics of a certain cut flower that you think to seduce your customer?



Oh la la...

1. Beauty
2. Long lasting
3. Special meaning
4. Origin
5. Niche

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1. Flowers are nature's way of laughing!



Here the images themselves inspire the consumer and how to use certain blooms at home, so the pictures you use do not always need to be of the bouquets you sell!

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Mooi wat bloemen doen.nl

2. Seduce with care

People love learning and tips are an easy way to engage. Make your audience feel that you care for them and their purchase! Posts could include care tips...

- “6 tricks to give flowers a longer life”
- “Are you changing your flower water?”
- “Ice in your vase on a hot day?”

What are your best tips? Share it!

3. Storytelling through our products

Symbol for love, friendship, appreciation...

- Day of friendship: 18 march
- Valentine: 14th February
- Blue Monday
- Etc.



4. Back to the roots

“*Cymbidium mastersii*. Beautiful miniature cymbidium with unusual fluted flowers. They carry a delicious **almond scent**. Grows on trees and rocks at elevations up to 7,200 feet in **Southeast Asia**. Edwards's Botanical Register vol. 31 (1845)”



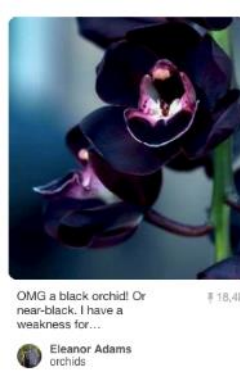
5. Emphasize niche

Unknown makes loved, exclusivity makes popular.

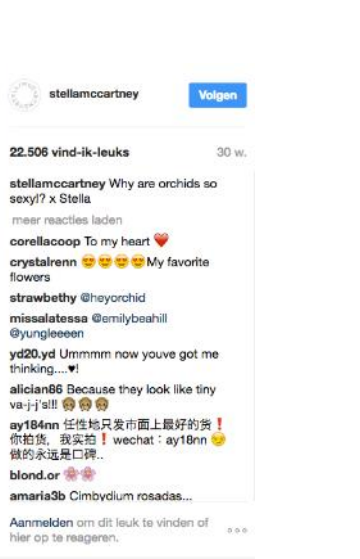


What do other
people share?

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Instagram #cymbidium 58.329 posts



Instagram
#orchidee
229.511 posts

Instagram
#orchid
1.297.794 posts

Instagram
#snijorchidee

19 posts

(8 x freshretail, Wim Jansen Bloemen,
Ben van der Kooi, 6 x Foto Label (winactie))



Stella McCartney

@StellaMcCartney

Volgen



Why are orchids so sexy!? x Stella



stellamccartney

Volgen

22.506 vind-ik-leuks

30 w.

stellamccartney Why are orchids so sexy!? x Stella

meer reacties laden

corellacoop To my heart ❤️

crystalrenn 🥰🥰🥰🥰 My favorite flowers

strawbethy @heyorchid

missalatessa @emilybeahill @yungleeeen

yd20.yd Ummmm now youve got me thinking...♥!

alician86 Because they look like tiny va-j's!!! 🥰🥰🥰

ay184nn 任性我只发市面上最好的货！你拍货，我实拍！wechat：ay18nn 做的永远是口碑..

blond.or 🥰🥰

amaria3b Cimbydium rosadas...

Anmelden om dit leuk te vinden of hier op te reageren.

RETWEETS VIND-IK-LEUKS

60

192



05:15 - 17 sep. 2016

7

60

192

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**Daughter of
Beatles Paul
McCartney and
photographer
Linda Eastman**

**Who is
Stella
McCartney?**



**Karl Lagerfeld,
Chloe, Christian
Lacroix**

**Now: renowned
fashion label,**

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Stella McCartney loves flowers



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Pinterest

Funnyhowflower sdothat.co.uk

302 followers 2 following

www.funnyhowflowe...
Funnyhowflowersdoth
at.co.uk is an initiative
of The Flower Council
of Holland and lets
you experience that
flowers bring
complete happiness.



Boards Pins



&Spring Feelings
9 Pins

Unfollow



&ALSTROEME...
21 Pins

Unfollow



&HYDRANGEA
39 Pins

Unfollow



&London Fashi...
232 Pins

Unfollow

We love Cymbidium Orchid



A BOTANICAL MAGAZINE MONOGRAPH
THE GENUS
CYMBIDIUM
David Du Puy and Phillip Cribb



👍 🔄 📌 ... [Bewaren](#)

7 Chic Floral Delivery Services For Valentine's Day



Guerlain Orchidarium





Look at your
product from
another
perspective.

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Create!
DIY: backdrops are hot!



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DIY: flowerwrist,
the next
flowercrown?

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Decompose!

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Partner up!



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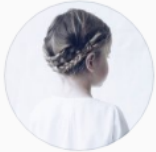


prchtg

Volgen

671 berichten 17,5k volgers 729 volgend

Jessica & Fleur www.prchtg.nl taart + bloemen + design bloggers voor @vtwonen samenwerken? info@prchtg.nl winnaar DMBA & publieksprijs MTB '16 bloemenmeisjes 2017 www.vtwonen.nl/bloggers/tonone-design-nederlandse-bodem



dromelot

Volgen

533 berichten 45,3k volgers 269 volgend

Fashion & conceptdesigner | creating brands in lifestyle • fashion • food | Holland www.spons.nu



prchtg

Volgen

481 vind-ik-leuks 3 w.

prchtg Veel te mooi om niet te delen, deze dramatische orchidee uit onze blogpost over designvazen! Hier zie je twee van onze favorieten, het kleine vaasje is van @scandinaviaform en de grote kocht Jessica bij @partoufiedesign. Nu lekker perlen van de zon, fijne zaterdag! X #mooiwatbloemendoen

essiestouwe Wat een prachtige vazen 🍌

breekbaar.eu Prachtige foto!! 🍌

elisabethsondag74 Heel mooi

antoinettetp Mooi 🍌

goodyfood.nl Wat mooi samen! 🍌

fiepandoco Zo'n mooie vaas!

interiorworlds 🍌🍌🍌

lilleykkeblog 🍌🍌🍌🍌

petit_pette.nl 🍌

Aanmelden om dit leuk te vinden of hier op te reageren.



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Points of attention >

- Visual
- Video
- Transparency – the real deal
- Snapchat
- User generated content
- Mobile friendly
- Blended reality
- Influencers bubble

Comes in handy!

- Image bank: <https://www.flowercouncil.co.uk/image-bank>
- Google Analytics – stats, stats, stats
- Hootsuite – Social Media Management dashboard
- Schedugram – Instagram planning tool
- Tweetdeck > Twitter planning
- Books: Encyclopedia of Flowers – Azuma Makoto
- Books: Katie Scott - Botanicum
- Hashtags: find out which hashtags are important for your product!
www.hashtagify.me
- Create GIF: www.giphy.com