



SUMMER STRATEGIES

- *create customer interactions* •

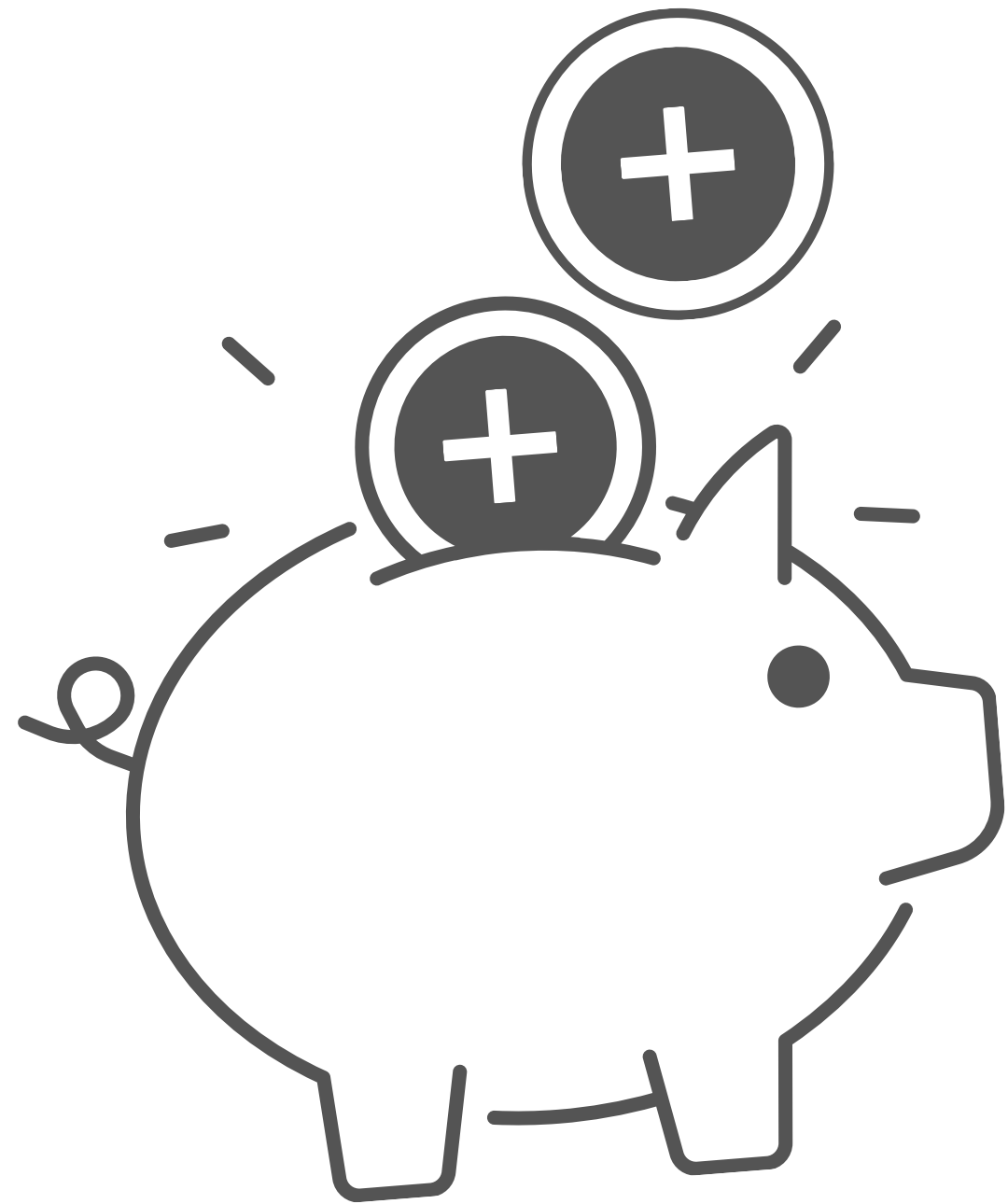




**BUILD UP
YOUR
BRAND'S
IDENTITY**

**SHOW OFF
PRODUCTS
AND
SERVICES**

**STRENGTHEN
CONNECTION
WITH
CUSTOMERS**



BRAND BUILDING

Spend the summer making
small, positive

interaction & connection

deposits in your
customer's "bank" so when
they are ready to shop,
YOUR business is top of mind.

#1
CREATE
“HOLIDAYS”



What items bring me JOY? An iced coffee and the first page of a fresh notebook :) Let us know in the comments what little things bring you joy!

Find this notebook and more at: www.website.com



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JUNE 8 BEST FRIENDS DAY

JUNE 12 RED ROSE DAY

JUNE 26 NATIONAL DAY OF JOY



This is a fun way to **connect** plus it gives you information on what **products** your customers love - take notes!



JULY NATIONAL ICE CREAM MONTH

JULY 13 EMBRACE YOUR GEEK

JULY 27 NATIONAL "TAKE YOUR HOUSEPLANTS FOR A WALK" DAY



**JULY/AUGUST
DOG DAYS OF SUMMER**

**AUGUST 14
“HALF VALENTINE’S DAY”**

**LATE AUGUST
BACK TO SCHOOL**



OLYMPICS

PARIS 2024

- ✓ Wrapped bouquets
- ✓ “Florist Games”
 - Bow making
 - Bucket washing race
 - Hand-tied bouquet making
 - Boutonniere making
 - Bindwire roll up

#2

CROSS PROMOTIONS





**PRE-SELL
BUNDLES**



**PHOTO
COLLABS**



**SHOP
HOP**



**RECEIPT
REBATE**



COMMUNICATION AND SETTING CLEAR EXPECTATIONS IS KEY.



What will be required from each participant?



How is the promotion formatted?



If there's a charge, how will money be collected and distributed?



What is the deadline?

#3


**CREATE
EXPERIENCES**



Whatever you're showcasing,
make sure you can tie it into
something that you sell.

“Borrow” customers by
partnering with another
business, community group or
club.



- 
- **Flower Crowns**
 - **Dish Gardens**
 - **Macrame plant holders**
 - **Wreaths or door decor**
 - **Bouquet making - try themes!**
Taylor Swift songs, Disney, monochromatic, disco party, etc.

Customer Poll

What do they want to do?



CREATE A SPACE...



Wedding and Holiday Staging



Remote workers, small meetings or clubs



Party Packages





Coloring Pages



Color Carnations



Plant +
Photosynthesis



Show off your expertise and educate customers



Gain new customers and marketing data



Take notes on questions customers ask - then use that information to guide your content creation and product purchasing





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SUMMER STRATEGIES

By intentionally creating reasons for you customers to interact with your shop - either in-store or online - you create more traffic!



TRAFFIC




TOUCH POINTS



GOALS + SALES





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