



# BLOOMERANG Q1 2018

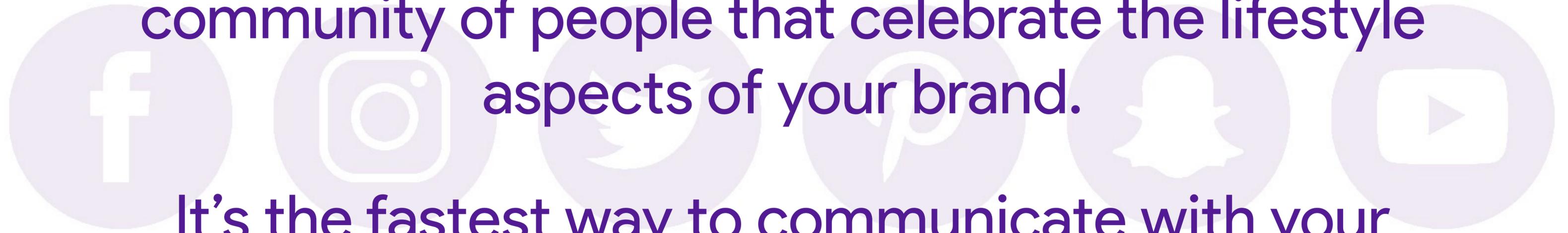
## A LOOK FORWARD IN SOCIAL



# MOVING FORWARD IN 2018 WITH YOUR SOCIAL

Over the past year, Social Media has shifted from being another place to sell your products into a community of people that celebrate the lifestyle aspects of your brand.

It's the fastest way to communicate with your audience, share ideas, and handle customer concerns in a visible arena.



# POINTS OF FOCUS Q1 2018

Increase engagement and brand awareness across all your social platforms.

More in-depth retargeting using Facebook Pixel for advertising.

Build personalized messenger bots to help increase sales and maximize your customer service.

Have the most comprehensive reporting available to visualize every aspect of your social strategies.



**FACEBOOK**

We monitor any changes in the Facebook algorithm daily and make adjustments immediately.

Being even a couple weeks behind can make a huge difference in how your shop performs.

We also are installing Facebook pixel on your websites to monitor exactly WHO your customers are and HOW they shop.

This makes it easier to retarget your customers so they stay YOUR customers.



[Redacted]

Sponsored ·



Show her exactly how much she means to you this Valentine's Day!



**Don't Wait Until It's Too Late!**

Place your Valentine's order now!

[Redacted]

Shop Now



Like



Comment



Share



[Redacted]

Sponsored ·



Make this a Valentine's Day she'll never forget!



**Make Your Move & Order Now!**

Don't wait until it's too late!

[Redacted]

Call Now



Like



Comment



Share



**Bloomerang Solutions**

Published by Bloom Main [?] · Just now · 🌐



The best way to celebrate Spring is to share a smile with someone you love!

Get a closer look at these arrangements below ↓



Products shown:



**Full of Laughter**  
Bloomerang Solutions  
\$39.95



**Shining Glory**  
Bloomerang Sol  
\$69.95

[Boost Post](#)



We will also be making your products available in posts and turn them into ad sets targeted towards people that will have the highest conversion rates.



Chatbots are no longer the robotic, clunky machines they once were.

They are able to provide an instant connection with customers while solving issues and even ordering flowers.

Chatbots give brands the chance to interact quickly with their audience in a way that feels personal.

Facebook reported that they now see 100,000 monthly active bots on Facebook Messenger, offering a whole new platform for us to connect with audiences.

## Customer Care



### Customer Care

How can we help you today? Choose a selection below and let's get started!

Live Chat

Call Us

Mail Us

Main Menu



## Smile Tracker®



Let's see how close that smile is to being delivered!  
Just enter your order number!

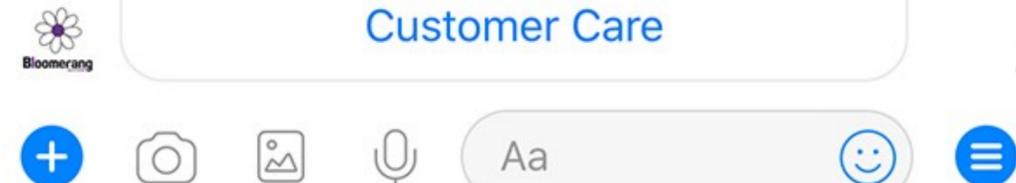
123456

It looks like your order was delivered at 2:38 PM and received by Crystal Davidson!

What else can I help you with today?  
😊

Main Menu

Customer Care



Lilies



Lilies

Lovely Lilies

These stargazer lilies are sure to do the trick.



\$74.95 Buy

Pick-a-Lily

A simple but classic "all occasion" gift, a medley of sun...



\$62.95 Buy

Lavished In Lilies

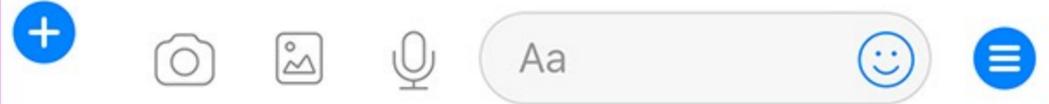
Lush and lovely, this deluxe bouquet lavishes her with love!



\$139.95 Buy

Flower Type

Main Menu



Flower Color

Great choice! Let's get out that palette of colors!



Yellow

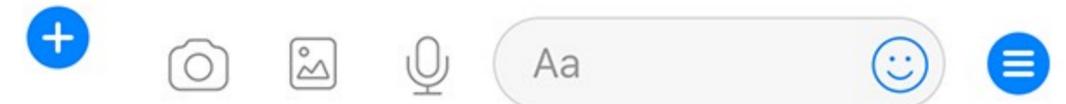
Yellow is the color of sunshine. It's associated with joy, happiness & intellect

Pink

Pink, a playful

Yellow

Main Menu





**TWITTER**

Customers take to Twitter to share glowing reviews, air their frustrations, and quickly connect with brands.

It pays off to respond to social customer service requests in real time.

Research shows when a customer Tweets at a business and receives a response, they're willing to spend 3–20% more on an average-priced item from that business in the future.



Tuning in to the right conversations is the foundation of providing good customer support.



You have to capture opportunities when they arise. We focus on Tweets to your account, brand mentions, product mentions, common misspellings of these terms, and relevant keywords.

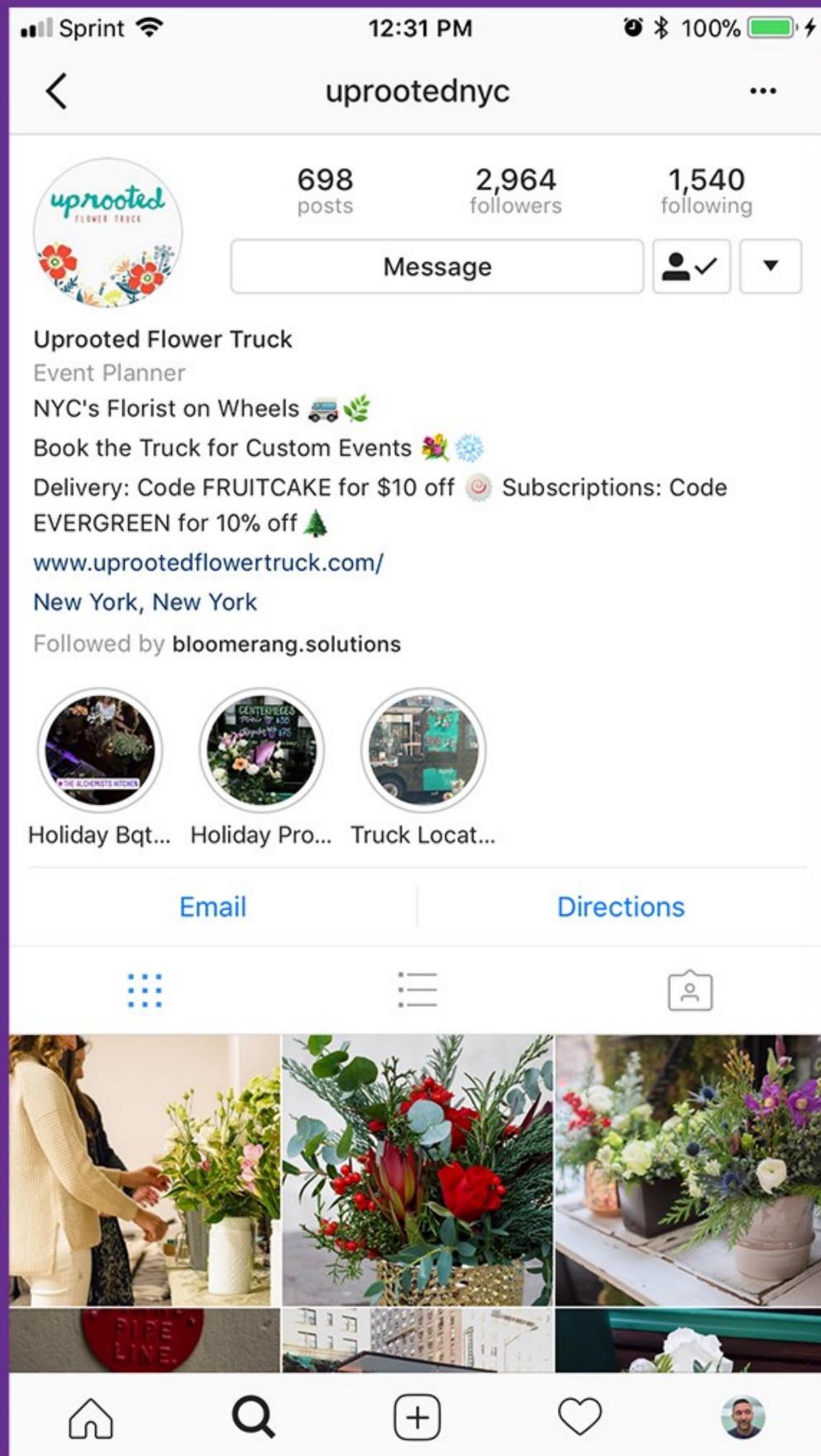
It's also important to watch and respond to direct messages and that's why we have bots for Twitter customer service as well.



**INSTAGRAM**

Studies have shown that leveraging user generated content can increase overall engagement, lower cost per click metrics and increase click through rates for paid advertisements.

Once your main key performance indicators are moving in the right direction, your conversion rate is sure to follow. We are going to be giving a human touch to your Instagram content (especially ads) and use a little UGC.



## Photos with Faces Get 38% More Likes

People like to see people in Instagram posts.

From personal experience with large national brands, custom creative tended to perform worse engagement-wise, than an authentic image focused around people.

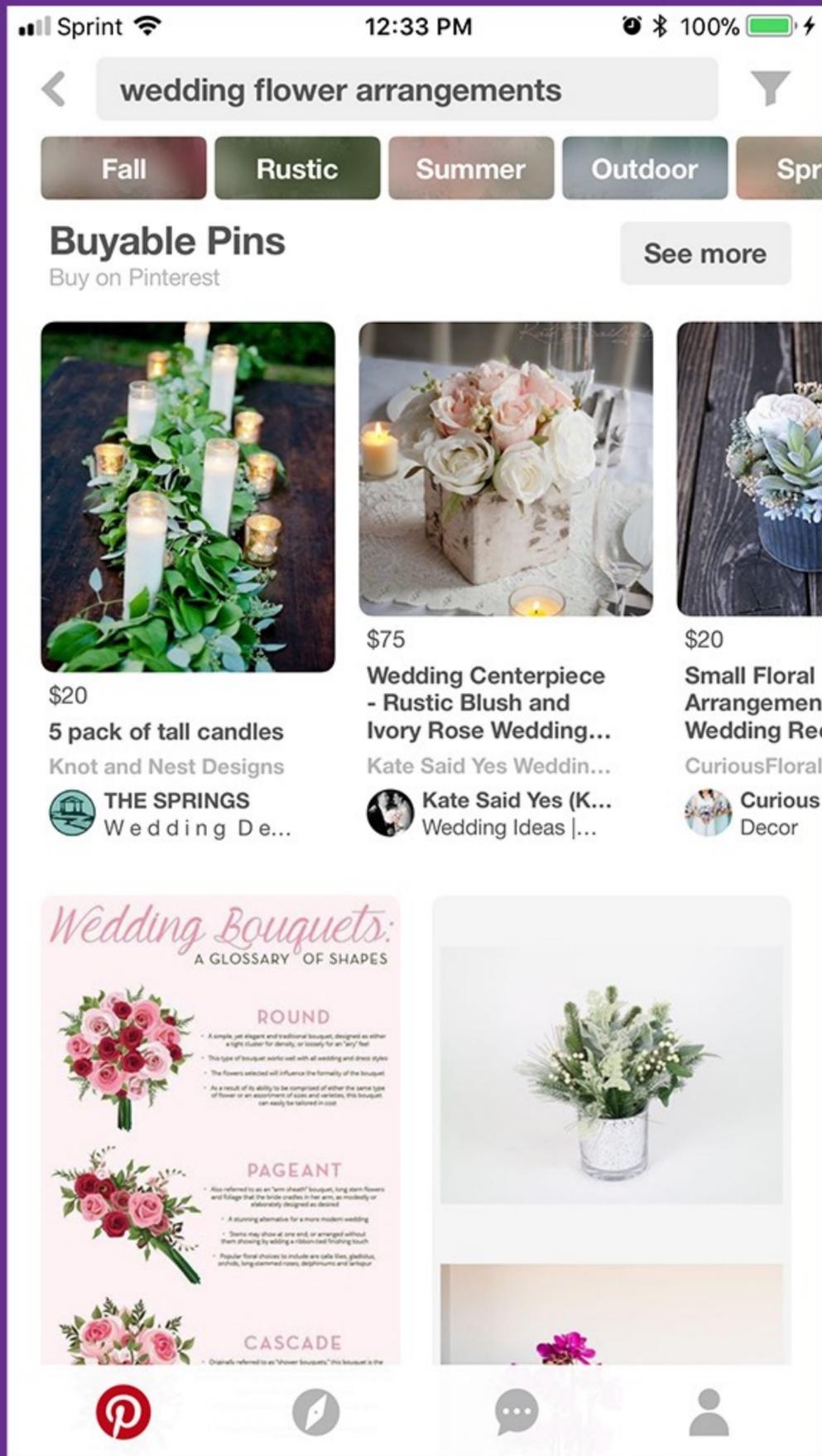
Let's start to humanize your Instagram content and nab more engagement.



**PINTEREST**

Pinterest is not simply a network for spreading information, but one geared towards action. Users flock to the site to find ideas for cooking, wearing, decorating, building, creating, and—most importantly for your business—buying.

Pinterest is a top resource for shoppers looking for that perfect product or gift, and your shop needs to be there.



But remember, it works best when you have your own images and products. Pinning other pins just takes users right to another website and away from yours.



Here's how we handle that for you:

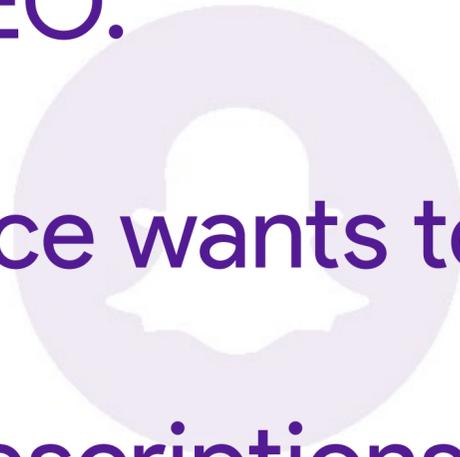
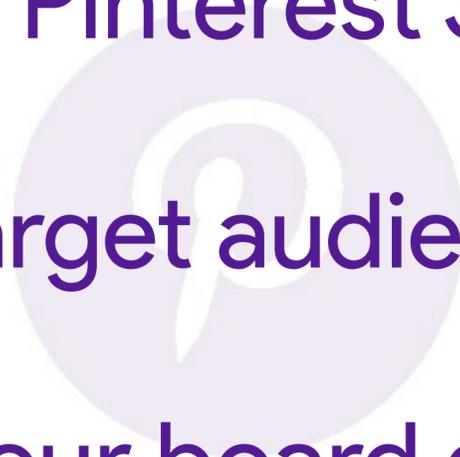
- Create a profile that attracts the right people.
  - Implement Pinterest SEO.

• Create boards that your target audience wants to follow.

- Add keywords to your board descriptions.

- Add strategic descriptions to your pins.

- Check that all of YOUR pins direct to your website.



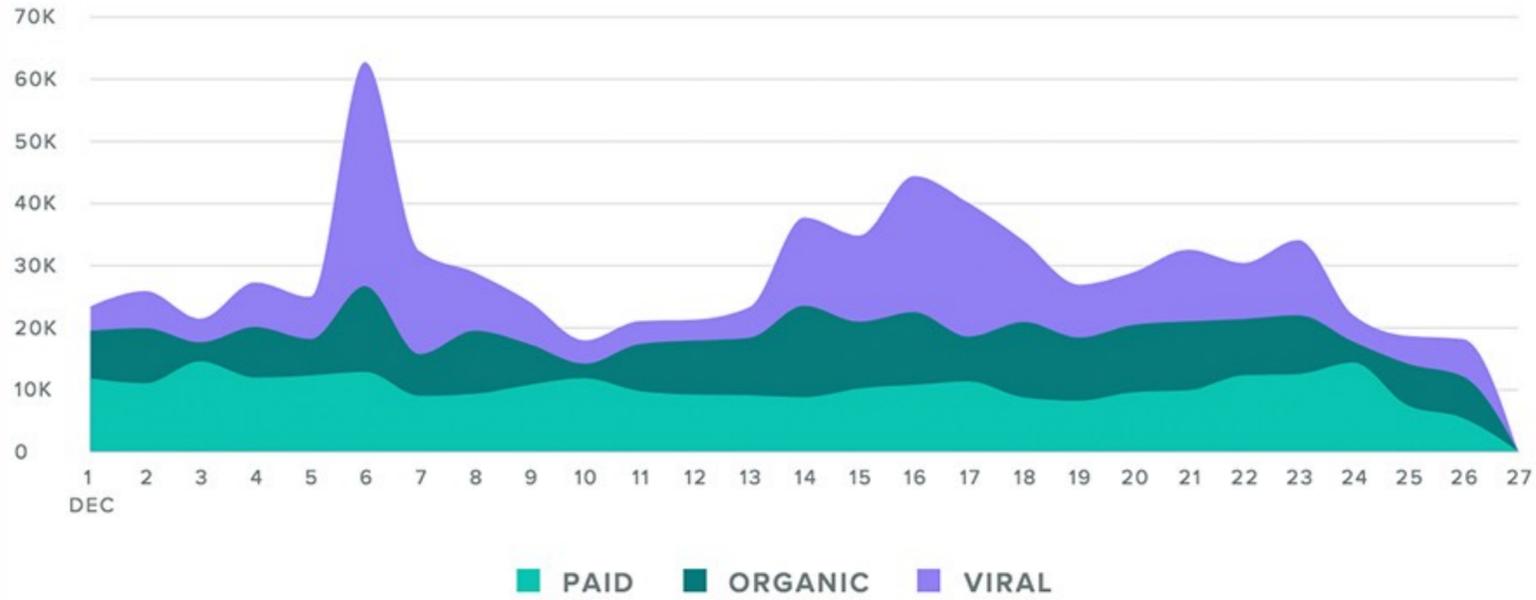


# REPORTING

We have the most in-depth Social Media reporting dashboards in the industry and can provide you with results and analytics across all your platforms.

Whether your focus is on growth, engagement, sales, impressions, advertising efforts, or competitors, we have you covered.

### PAGE IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Organic Impressions	222,654
Viral Impressions	261,343
Paid Impressions	270,489
<b>Total Impressions</b>	<b>754,486</b>
Average Daily Users Reached	18,165

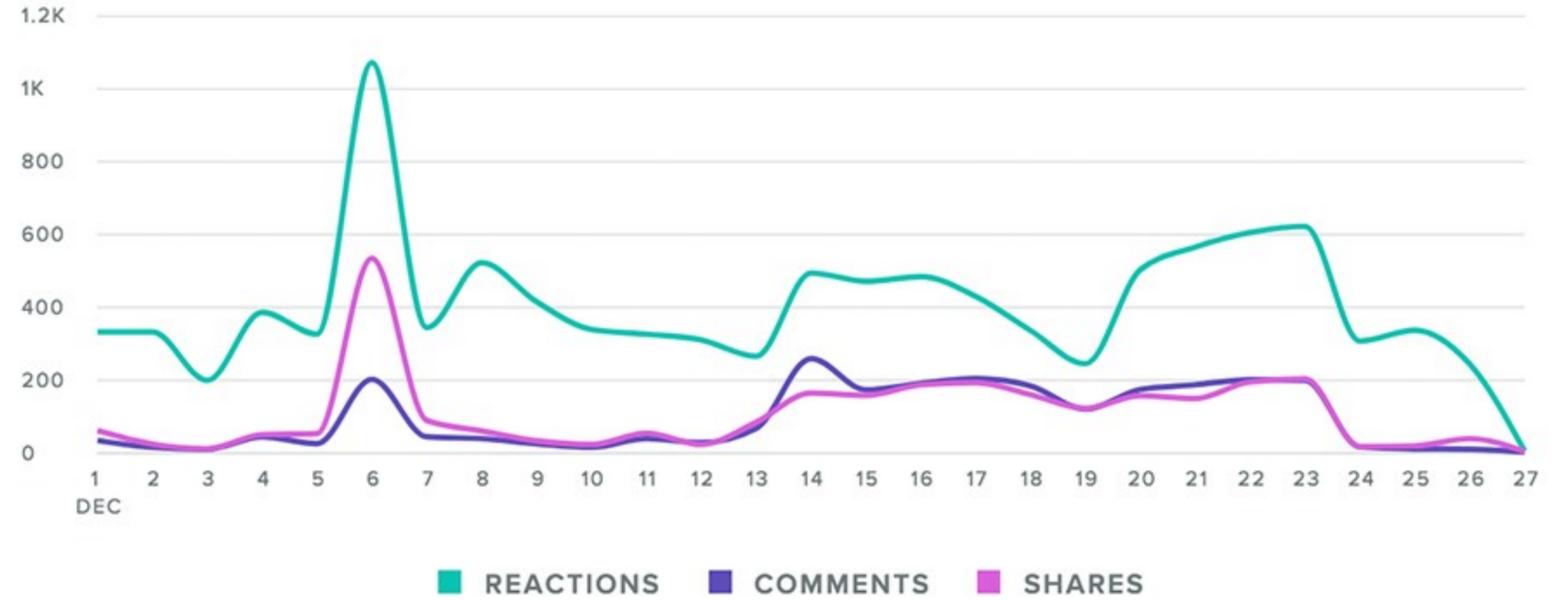
Last Month: 674,438  
This Month: 754,486

Total Impressions increased by

**▲11.9%**

since last month

### AUDIENCE ENGAGEMENT, BY DAY

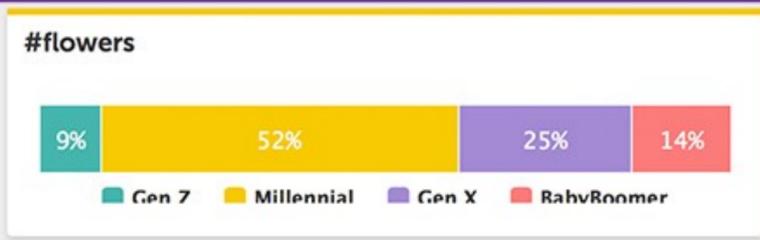
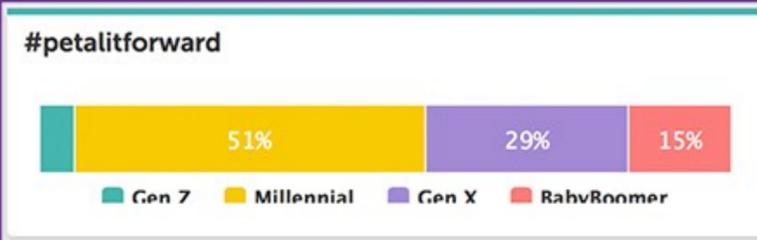


Action Metrics	Totals
Reactions	10,762
Comments	2,464
Shares	2,811
<b>Total Engagements</b>	<b>16,037</b>

Total Engagements increased by

**▲42.7%**

since last month



### #petalitforward

Metric	Value	Rate
Total Activity	1.3K	8 per hour
Total ZPoints	16.2K	12.2 per post
Unique Authors	939	6 per hour
Audience Reached	1.7M	1.3K per post
Social Impressions	3.6M	2.7K per post
People Engaged	1.4K	8 per hour

### #flowers

Metric	Value	Rate
Total Activity	208	1 per hour
Total ZPoints	2.7K	13.2 per post
Unique Authors	143	1 per hour
Audience Reached	104K	499.8 per post
Social Impressions	214.4K	1K per post
People Engaged	237	1 per hour

### #flowerpower

Metric	Value	Rate
Total Activity	89	1 per hour
Total ZPoints	803	9 per post
Unique Authors	33	5 per day
Audience Reached	19.8K	222.9 per post
Social Impressions	35.2K	395.7 per post
People Engaged	106	1 per hour

### #flowerstagram

Metric	Value	Rate
Total Activity	65	<1 per hour
Total ZPoints	591	9.1 per post
Unique Authors	12	2 per day
Audience Reached	5.9K	90.4 per post
Social Impressions	25.3K	390 per post
People Engaged	94	1 per hour

zoomph GEO
VIEW IN MODERATION | GEO COORDINATES | Search by Zip or Address | GO | RESET

**OVERVIEW**

**545** Total | **541** Total in View

**FILTER BY TOP HASH TAGS**

Hashtags	Posts	ZPoints
#petalitforward	530	8,001
#flowers	100	1,698
#hebblooms	13	188
#florist	13	222
#heblove	11	143

**FILTER BY TOP MENTIONS**

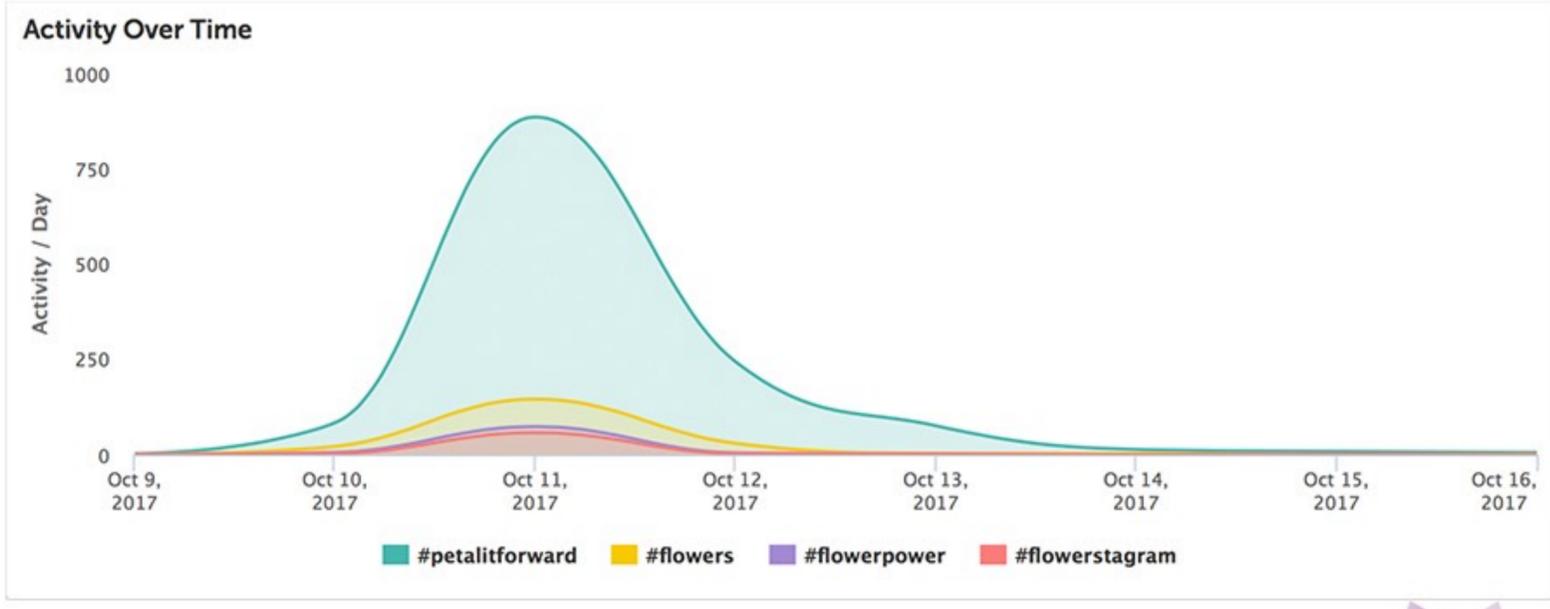
User	Mentions	ZPoints
@societyofamericanflorists	24	
@rellesflorist	8	
@theflowerpotcastlerockwa	4	
@luteysflowershop	4	
@starbrightnyc	2	

**FILTER BY TOP LANGUAGES**

Language	Posts	ZPoints

Geocoding Courtesy of MapQuest

**VOLUME OVER TIME** Drag your mouse to filter by time

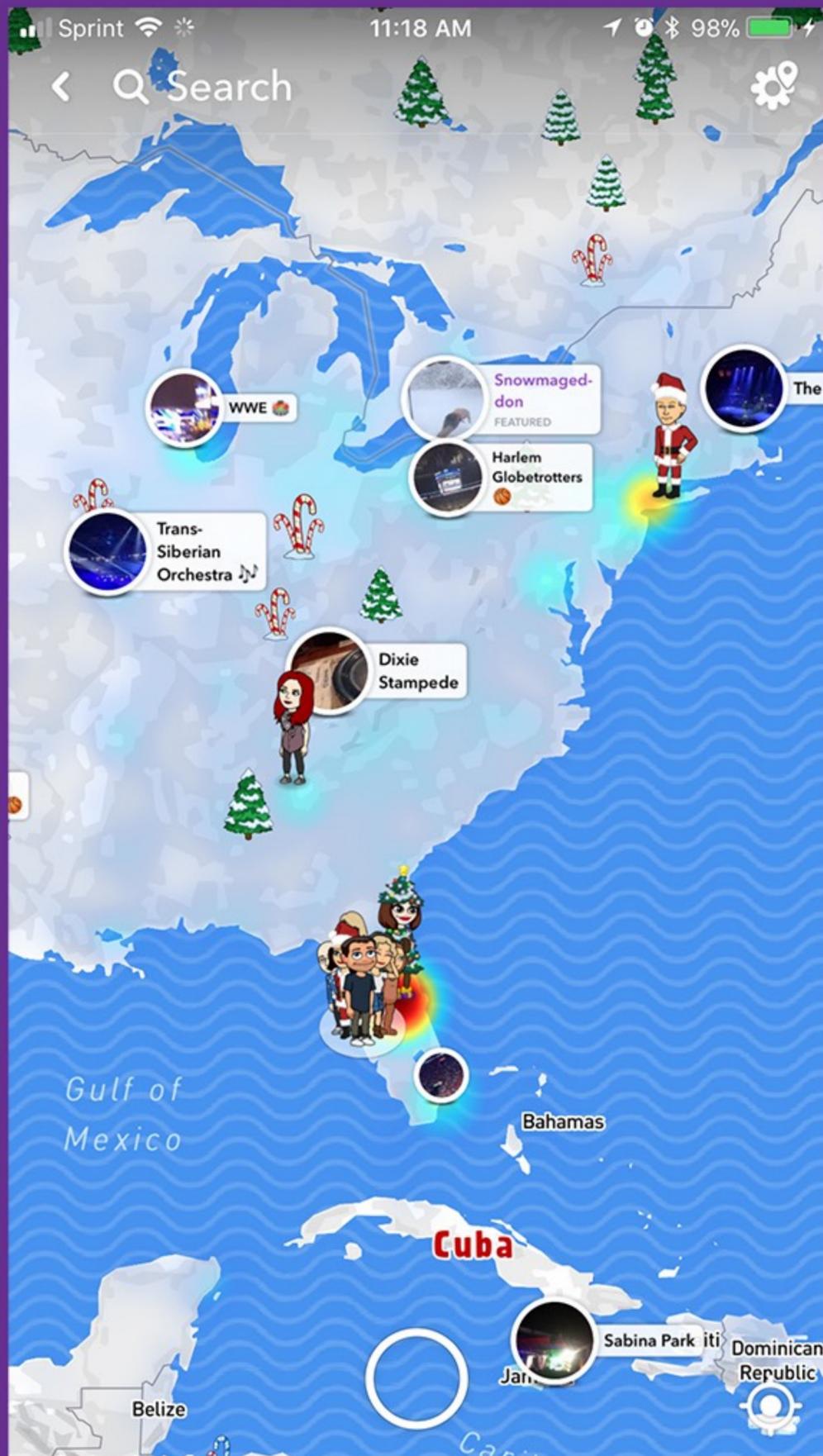


**f TO GROW EVEN MORE... **

# YOUTUBE

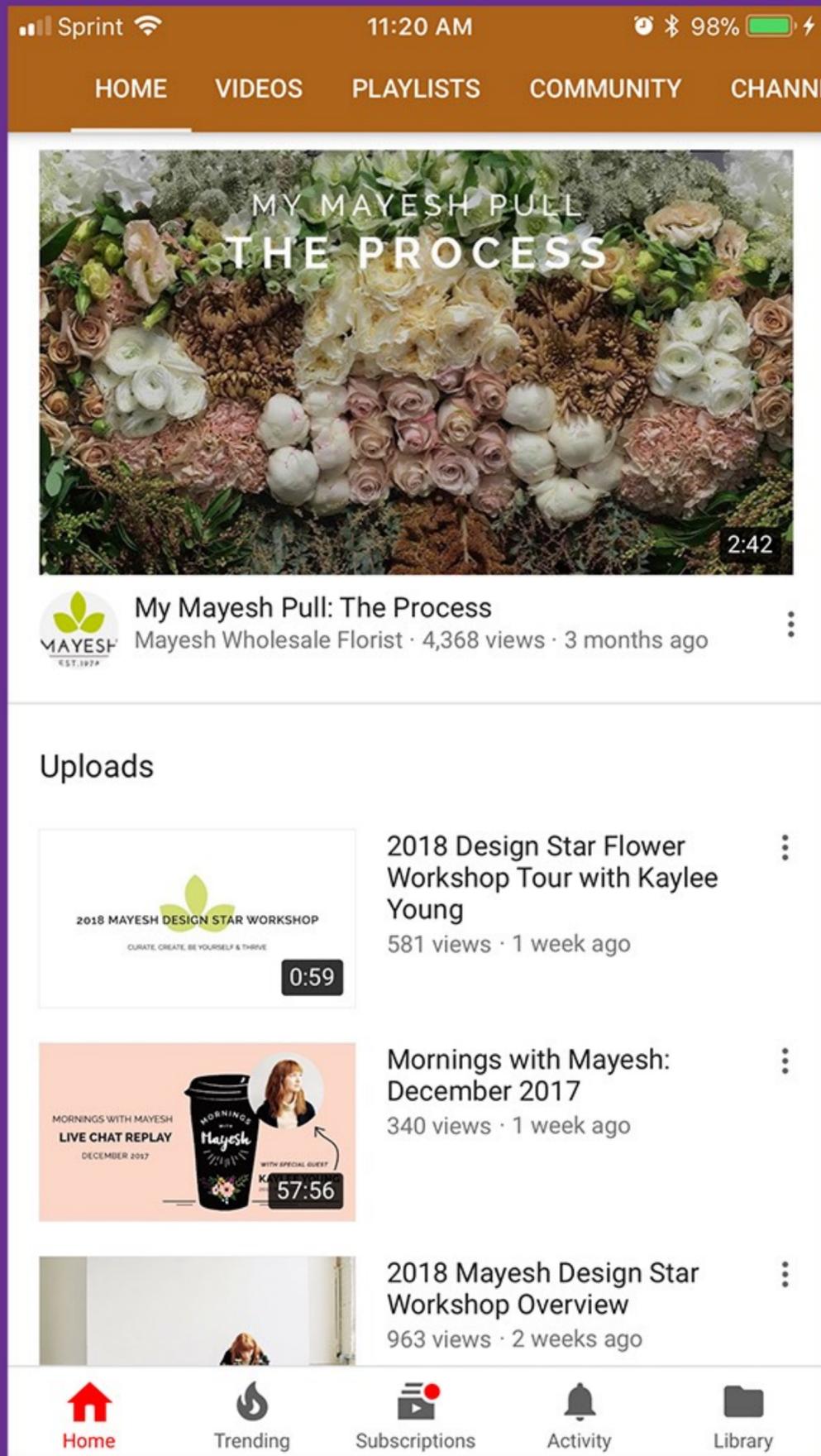


# SNAPCHAT



On a few social media platforms, it can be easier to get the content straight from your shop.

If your drivers or designers use Snapchat at your shop, it creates a heat map of images that you can also link to your website so people can purchase the arrangements they see.



When you want to explore Facebook Live, Instagram Stories, Snapchat, or YouTube, we can get you moving full speed in the right direction with all the help you need **WHEN** you need it!



**We analyze, build strategies, and grow your brand on social media so you can focus on what's important.**

**Your shop.**