

Flowers Direct: Digital Marketing Plan

Bright Network IEUK – Business, Operations &
Marketing Programme 2021

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Competitor Analysis

Strengths:

- Agile and adaptable workflow
- Attention to detail on products and customer care
- Low overhead costs can undercut the market

Weaknesses:

- Little market presence or reputation
- Small number of staff makes us vulnerable
- Lack of local expertise
- Unreliable cash flow in the early stages

Opportunities:

- Large competitors slow to adapt to new trends
- Letterbox dried flowers are trending
- Capture demand for cheap same day delivery

Threats:

- Vulnerable if large competitors change strategy
- Same day delivery is increasingly expected
- Struggle with small rep in crowded market

Summary

City	Bristol	Glasgow	Manchester	Wythenshawe	Edinburgh	Liverpool	Birmingham
Search interest	1 (+1)	3 (+7)	4 (+14)	5 (-)	6 (+6)	7 (+2)	6 (+10)
No. of florists	89	85	103	41	60	98	110

Key stats:

- Research into 8 other local independent competitors found there are no florists offering same day delivery service on flowers for less than £40.
- Average salary in Edinburgh (£31k) lower compared with UK and London averages (£37k).

Why Edinburgh?

- Growing market over the last five years
- Comparatively less local infrastructure for this demand
- Opportunity to undercut the market

Marketing Plan and Budget

Target demographic: Gen X women with a tech-savvy and time-starved lifestyle, more likely to buy flowers online for varied purposes including traditional gifts, personal wellbeing and home decoration.

Target	Marketing Channel	Budget:
To increase online reach by 25% within 3 months.	SEO: Add new location to Google My Business. SEM: Target “same day delivery” and “dry letterbox” keywords in local internet searches from users interested in home and lifestyle.	£20k
To increase online sales by 25% within 3 months.	Display marketing: Use Google Display Planner targeting local 40-55 year old women interested in home and lifestyle.	£20k
To increase SM followers by 25% within 3 months.	Content marketing: Use Instagram to showcase our products through engaging photos and reels.	£10k

Next Steps

- Adapt service to offer same day delivery service before 1pm
- Add letterbox dried flowers to product range
- Invest in SEM, Display and Content marketing

Google Trends, 2021. <https://trends.google.com/trends/>.

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Yell, 2021. <https://www.yell.com/>.