
On the Discussion Boards

Posting a billboard on a major highway, e-mail marketing and attaching fliers to pre-Valentine's Day orders are just some of the promotional ideas added to the Valentine's Day Roundtable. Another suggestion involved approaching local fine dining restaurants to purchase small table centerpieces. Not everyone agrees on the success of sports talk radio advertising. Read about the positive and negative experiences florists have had with this form of marketing.

A florist needs help coming up with something catchy to put on large sign outside her shop to attract more traffic. She's looking for inexpensive promotions she can peddle in fresh ways. Share your successful sign language.

Several posters lent a helping hand to fellow florists by adding suggestions to ongoing discussions. In response to her request for assistance unearthing a trendy Valentine vase, one florist received three separate ideas for possible vendors. The search for ribbon printers has been all but tied up for one florist who just was presented with three alternatives.

There also were posts on Payment Card Industry (PCI) compliance and fake order scams. Respond to another florist's query or start your own discussion.