



Connect with the Girl

One of the most important steps you can take to create a successful Prom season is to connect with the girl. By doing so, you will increase this seasons business, and possibly make a customer for life.

Here are simple proven steps you can take that will lead you to success.

- First, check out our website, www.creationsbyfitzdesign.com. Under our support and marketing header we have a school kit that will help you get into your school. These are letters to send to the people in charge of Prom. This is more common than you may think and will have have a major impact on your success.
- Go to the in school prom shows. If there is not one in your town try to start one. This allows you to be a LEADER and show them what you have to offer. When you go to the schools, remember you are a florist. Take not only corsages, boutonnieres, and nosegays, but also fresh loose flowers to make up corsages while you are there. The best way to draw a crowd is to demonstrate your skills as a designer.
- Set up ambassadors for your store to advertise for you. This creates a buzz around the school with your name, and again, shows you as a LEADER. Give them something back, like a free corsage with so many referrals or money towards a special event their group is trying to do. Sign up everyone you can, from the band parents to the cheerleaders.
- Create a Prom All Star group. Band together with other local businesses related to the Prom industry such as limo companies, tuxedo rentals, dress companies, restaurants, hair stylists, and nail salons. Not only are these groups valuable at Prom time, but they can generate everyday referrals as well.
- Do a fundraiser in support of school groups. Most schools have many groups raising money for projects. In my school, it was the band. They were always on their way to somewhere for a competition or show. Find out who it is in your neighborhood. Look to work with multiple groups within the schools, each one will cover a different group of students.

What happens when you connect with the girl for just one school (actual shop experience in Cincinnati, OH):

1. Average corsage order went up \$7 (\$22 to \$29) = 30%
2. Increased volume of orders 33% (25 more orders than the year before)
3. Increased percentage of business from school by 17.5% (total couples at dance was 200)
4. Increased revenue for weekend \$1300

Increased profit from one weekend \$1000!!!!

There are many more ideas on our website at www.creationsbyfitzdesign.com under the marketing header.

Wishing you a successful Prom 2011!!!

Your friends at Fitz Design
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More styles More colors More memorable