

Increase Sales:

Target Gen Y Brides to Promote Your Wedding Business and Gift Sales

People born between 1981 and 1994, known as Generation Y or Gen Y, are reaching the stage of life when they are getting married. They are wedding customers. To better understand the minds and buying behaviors of Gen Y brides will enable you to better attract them to your shop, secure their wedding business and turn them into lifetime customers.

To help steer brides to your shop, we at Cleveland Plant & Flower Co. want you to be aware of a new sales tool.

For those who belong to the [Society of American Florists](#), watch the mail for a skinny, white, rectangular box. It should arrive by the end of August. It is SAF's 2010 Local Marketing Kit. If you are serious about increasing sales, open the box and put the materials and advice to work.

Inside the Kit

“We’re Married to Perfection” Poster: Frame and display this beautiful poster in your shop’s wedding consultation area.

“Impress Beyond Words” Poster: Frame and display this eye-catching poster in your shop’s window or near your cash register. It touts university research showing flower givers are considered likable, friendly and successful.

Online at www.safnow.org/kit2010

Downloadable, customizable **print ads** in 3 sizes

corresponding with each of the two posters
Two poster **images** you can print and e-mail
Customizable **fliers** matching the posters
Web banners matching the posters
How-to **advice and promotional ideas** for increasing
wedding business, including data from SAF's
Generations of Flowers Study
Available for Order from www.safnow.org/safmarket

Additional **posters**
Matching **postcards**
“Impress Beyond Words” **statement stuffers**
Stop waiting for customers to come to you. Go get 'em!
Using the new SAF Local Marketing Kit and following its
advice will help you attract brides who will become your
lifetime customers.

These great tools and marketing ideas come to you from
SAF. If you are not a member of SAF, Cleveland Plant &
Flower Co. encourages you to join. Contact SAF at (800)
336-4743 or memberinfo@safnow.org.