



- Advertisement -

Eight online floral marketing tips for a merry and bright holiday season

December 4, 2023

The scent of pine and the jingle of bells mean just one thing: Christmas is around the corner. With clever marketing, this can be a highly profitable season — particularly with a blooming digital marketplace. [Rio Roses](#) provided eight proven online marketing tips to make Christmas floral sales flourish.

1. Make Online Presence Festive

Begin Christmas marketing with a festive website makeover:

- Include reds, greens and golds on homepage and specially designed Christmas landing pages.
- Add a simple Christmas element to logo, like a Santa hat or a string of lights.
- Sprinkle content with keywords like “Christmas centerpieces” or “holiday bouquets” to increase organic traffic.

2. Merry Up Your Email Marketing

Christmas is the perfect time to get creative with your email marketing:

- Add a Christmas-themed popup to the website to gather email addresses, and make sure it has a coupon offer to get more responses.
- Boost your email open rates with fun and creative subject lines — and don’t forget to add any promotion, coupon or limited-time offers.
- Send a fun and informative email newsletter with Christmas decorating tips and floral arranging how-to’s.

3. Leverage Social Media

Social media is a powerful tool to get Christmas flowers noticed:

- Showcase arrangements on Facebook, Instagram and Pinterest with links to your online store.
- Create a “12 Days of Christmas Flowers” campaign with daily posts highlighting a specific arrangement or special offer.
- As part of the 12 Days of Christmas, hold a competition and give away a prize each day to boost engagement and get new followers.

4. Focus on Promotions and Exclusive Offers

You can build a loyal customer base by having unique Christmas promotions and offers:

- Spark interest with flash sales and promote them on social media and emails.
 - Bundle flowers with “stocking stuffers” to sweeten the deal.
 - Introduce a Christmas loyalty program where points turn into petals, and subscriptions become gifts that keep on giving.
-

5. Create a Christmas Gift Guide

Make it easy for customers to select their holiday flowers with a gift guide:

- Put the Christmas Gift Guide on your website and make it a PDF that customers can download, with links to the website for each product.
- Highlight the guide on social media posts, emails and blog posts.
- Include coupons with the gift guide that customers can use for online purchases.

6. Engage Customers with Interactive Experiences

People love online interactive experiences, so take advantage of this:

- Implement features like AR to let customers preview how a wreath would look on their door.
- Set up your live chat service to act as a personal elf, helping customers pick the perfect flower.
- Create a quiz that leads to personalized floral recommendations.

7. Create Targeted Paid Advertising

Since people are in the buying mood, paid advertising and retargeting are essential to Christmas sales:

- Implement features like AR (augmented reality) to let customers preview how a wreath would look on their door.
- Set up your live chat service to act as a personal elf, helping customers pick the perfect flower.
- Create a quiz that leads to personalized floral recommendations.

8. Cater to Last-Minute Shoppers

Online marketing is ideal for those last-minute purchases:

- Offer free delivery close to Christmas to ease the worries of last-minute shoppers.
- Set up a countdown clock on your website so customers know the exact cutoff dates for Christmas flower delivery.
- Provide e-gift cards for those customers who need a last-minute gift for a party.

With these tips in your stocking, you're all set to deck the halls of the digital marketplace. Implement these strategies and watch your floral sales grow this Christmas. For more blossoming ideas and expert advice, contact us. We're happy to help and want to see you prosper this holiday season. May your sales bloom, and your Christmas be merry and bright!

[Print](#)