

To access the eFlorist Service Center:

- 1 Go to http://www.MyTeleflora.com on your web browser.
- 2 Log in with your User Name and Password.

If you don't have a User Name and Password, click on the <u>New User?</u> hyperlink below the <u>Login</u> button to create a MyTeleflora account. You'll be asked to create a User Name and Password, so you should have your Teleflora ID handy. You may also call Web Services at 866.983.3932 to help you set up your account.



3 Once logged in, click on the <u>eFlorist Service Center</u> link in the right navigation panel.



The eFlorist Service Center homepage offers an overview of the tools you can find within, including:

- A news section that details what's new and what's coming up
- Schedules to help you plan ahead for homepage merchandising and marketing emails
- Website Statistics to help you track the success of your eFlorist website
- Tools to help you customize your site on your own or with the help of Web Services
- eFlorist University with a list of upcoming webinars and archived versions of previous ones
- And much more!



customize, merchandise and manage your website





The eFlorist Service Center found within MyTeleflora.com is a useful resource for learning how to make your eFlorist website work for you. Learn how to customize, merchandise and manage your website anytime you'd like!

Customizing your eFlorist website



The eFlorist Program[™] offers numerous ways to customize your eFlorist site so that it truly is an online extension of your flower shop. Customizing your site is an excellent way to highlight your shop's unique features. Whether by charging reduced fees for hospital deliveries or adding your custom specialty bouquets, this is your chance to show customers how your shop is different – and better!

The Customize My Site section offers two choices: Do It Myself and Submit Request to Web Services. The options under Do It Myself will launch the eFlorist Self Administration Tool (eSAT), discussed later in this kit. The Submit Request to Web Services selections allow you to mark your desired changes, then submit them to Web Services to be implemented.

You can do any or all of the following to customize your website:

Create Custom Add-ons

• Use this for any extra item that can be purchased to go along with a bouquet. You can include custom add-ons in addition to the standard add-ons.

Create Custom Categories

Do you specialize in flowers or other products that are not listed on your site?
Use this to add a custom shopping category to showcase your unique goods and services.

Create a Custom Coupon

 Add a coupon to your website or to your marketing emails that can be used online and in your store – a great way to increase traffic and boost sales.

Add Custom Delivery Options

• Use this section to set different delivery charges for different zip codes. You can also use it to enter wire-out fees for zip codes outside your area. This feature even allows you to set up a third service fee for any extra charges.



Create Custom Products

• Display your custom creations on your website. Add your special bouquets, at your chosen prices, to the categories you choose.

Create a Custom Contact Form

• Here you can create a *Contact Us* form (for customer questions or comments), a catalog request form or a custom request form (e.g., for an event consultation).

Edit About Us Information

- Customize the About Us page of your website.
- Include the number of years you've been in service, if you are family-run, and list any awards you have received. You can even include logos and photographs of your shop!
- We also recommend listing your specialty services to help shoppers pick you out of the crowd.

Merchandising your eFlorist website



Creating beautiful arrangements for your customers is your top priority and many times you're too busy to think about what products to display on your homepage. With our merchandising service, you never need to worry about the right time to feature holiday products or wonder which products sell best. Our team of experts keeps track of what products are selling and updates seasonal items according to a schedule. You may choose to feature different products on your homepage, but if you do not make changes, the products chosen by our team will appear by default.

To see when seasonal categories will be updated or when different products will be featured on your homepage or in your emails, you can visit the *Schedules* section of the eFlorist Service Center on MyTeleflora.com. To make changes to products and pricing, you can use the *Customize My Site* section of the eFlorist Service Center. Below are the schedules you will find and the tools you can use to make changes.

Schedules

Homepage Schedule

The homepage schedule shows products that will be featured on your homepage during specific periods of time. From lovely holiday specials to beautiful everyday bouquets, we keep your homepage fresh and relevant. To display different products on your site, you can call Web Services or use eSAT. Please note, marketing emails feature products that are currently displayed on your homepage, so in order to have up-to-date emails, you need to have an up-to-date homepage.

Seasonal Category Schedule

This schedule lets you know when seasonal categories (e.g., Valentine's Day, spring flowers) will be available on your site. You can alter these dates or turn off the category using eSAT or by calling Web Services.

Email Marketing Schedule

The email marketing schedule gives you the email campaign subject, the deadline to choose which items you want featured in your email and the date the marketing email will be sent to your customers. To request a different subject line, change the featured items or add a promotion to your message, you can call Web Services. If you do not make changes, the default subject line and products will appear.

Managing your eFlorist website with eSAT



Once you have logged in to the eFlorist Service Center, click on the <u>Launch</u> <u>eSAT</u> link under the <u>Customize My Site</u> section, as shown.



The eSAT homepage will open in a new browser window.

There are a number of ways you can customize your website using eSAT:

- Create and edit your own custom products and prices.
- Update prices of Teleflora products.
- Create and edit your own custom categories.
- Manage the product availability on your site.
- Change your website's template.
- Manage your seasonal and standard delivery charges.
- Administer your holiday closures.
- Determine category activation and deactivation dates.

eSAT will walk you through the process for each of these items. Once you've made your adjustments, simply review and publish your changes. Your edits will appear on your website instantly!

We encourage you to take some time to browse the eFlorist Service Center on MyTeleflora.com. It contains many important tools, schedules and update notifications to help you customize, merchandise and manage your eFlorist website. As always, feel free to call Web Services at 866.983.3932 or email webmaster@teleflora.com if you have any questions or need any assistance with your eFlorist website, eSAT or the eFlorist Service Center.