



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 New User? hyperlink below the Login 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 eFlorist Service Center 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!



teleflora.

customize, merchandise and manage  
your website



eFlorist



The eFlorist Service Center found within [MyTeleflora.com](https://www.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!







### 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.

