

# SOUTH FLORALS GROUP



South Florals Group, a vibrant family of brands, is committed to brightening everyday life across Florida and the Southeast with stunning floral arrangements. They are dedicated to crafting lasting memories for our customers through our expanding presence and colorful creations.

## CHALLENGE

With the M&A model of existing flower shops, SFG needed a unification strategy to cohesively bring together the brand.

## APPROACH

- Full Brand Strategy and Development including Retail Interior Design
- In-store Activation Strategy to drive traffic to retail locations
- Headless eCommerce development on Magento and Shopify Enterprise
- Social Media Content Production and Management
- Influencer Campaign Development and Management
- Full-scale Media Strategy and Placement in Offline and Online Channels
- Full-scale Digital Growth Strategy
- Launch of 7 B&M Retail Locations
- Launch of 11 eCommerce Shopping Carts

## CHANNELS



## RESULTS

Production of over 70 Campaigns YTD

135% increase in social engagement

Followers Increase of 213.6%

Average of 230,962 Video Views

Email open rate of 57%

1,225,778 Online Orders grossing over \$10MM