

## Budding Online Florist Blooms through Affiliate Marketing Arrangements

### Overview

With a history of over 65 years experience in wire orders for the floral industry, Internet Florist has blossomed into an online global leader providing same day delivery of floral arrangements and gifts of unsurpassed quality.

### Solutions/Services

Internet pioneer planted itself in affiliate marketing soil in 2000 and grew its business through a greater Web presence supported by insightful marketing services as well as technology for targeted affiliate marketing campaigns.

### Success

The online retailer has overcome the challenges of a strongly seasonal business through strategic marketing initiatives that enable it to more effectively compete by putting itself directly in front of its target audience.

### Future

Will continue to fully utilize LinkShare's partnering tools to triple the number of affiliates, and develop creative and targeted marketing campaigns that will boost sales and expand its Web presence.



"We conducted a thorough evaluation of the leading affiliate marketing programs and narrowed our criteria to cost, long term potential and ability to expand our Web presence," said Jerry Johnson, vice president, Internet Florist. "LinkShare exceeded our expectations through its technology as well as its highly trained consultants that have become a vital extension of our marketing team by contributing to the growth of our business."

When the Internet boom was first taking hold, it was easy for online retailers to get caught up in the hype as vendors made promises that seemed too good to be true. Although largely uncharted territory, the opportunity for seemingly unlimited potential to expand a company's presence and sales on a global level, created a sense of urgency around putting a stake in the ground and edging out the competition.

And as we all learned, a simple website was not enough.

At the time, a forward looking retailer named Internet Florist recognized that while the opportunities seemed unlimited, they also came with the challenges that face any brick-and-mortar business as it ventures online. Location issues became those of presence. Store theft met its online match through fraud. Price was now compared on a global level while product differentiation was largely based on the visual images presented on screen.

To minimize the negative aspects of online retailing and maximize its Web potential, visionary retailer Internet Florist combined strong business acumen with in-depth research to develop a list of critical success factors that would make its investments in an online presence worthwhile for the long-term. LinkShare was Internet Florist's partner of choice to address those issues.

From the relationship that began with LinkShare in 2000, Internet Florist continues today to grow its Web presence and uncover new revenue streams through an expanding affiliate base that is constantly sprouting new sales.

Thanks to LinkShare's technology and experienced marketing consultants, Internet Florist has built a valuable affiliate channel with complementary partner websites that help turn prospects into customers.

**Discover what LinkShare can do for your business at [www.linkshare.com](http://www.linkshare.com) or call us at 646.943.8200 or toll-free in the US at 800.875.5465, outside the U.S call +1 646-943-8300**