

# Yodle Local Online Advertising for Florists



## How Yodle helped one floral business bloom!

### Challenge

Palace Florist, a 65 year-old, full-service flower shop located in Washington, DC, was looking to grow its business via the Internet. They experimented with online directories...built their own website...even tried their hand at search engine advertising. But as it turned out, running a floral business and an online advertising program at the same time wasn't easy. In the words of the owner, "It got to be too much to manage - and it wasn't clear whether we were getting a return on our investment or just breaking even. We knew there had to be a better approach. Yodle was it."

### Solution

Leveraging Palace Florist's existing search engine advertising program, Yodle used a proprietary suite of tools to create a more competitive keyword list and optimize bidding - and ensure that their media budget was being spent efficiently. We also applied tracking mechanisms to their current website to measure exactly how many calls they receive from their Yodle online advertising. And finally, we integrated a call recording feature that captures customer conversations and allows the owner to train his reception staff to sell more effectively.

### Results

"For a nominal set-up fee and monthly advertising budget, Yodle works very well, very quickly - outperforming all other advertising, the Yellow Pages, direct mail and online directories included," says owner Lee Herman. "The phone never stops ringing." Beyond the new business, he's delighted with the additional support Yodle provides. Like a dedicated account manager who works with him to refine results. And a reporting interface that lets him know in real time how well his campaign is performing. "I've been with Yodle for years - and the results are consistent and excellent."

### Client Profile

**Client Name:**

Lee Herman

**Company:**

Palace Florist

**Industry:**

Travel & Lifestyle

**Location:**

Washington, DC

**Website:**

[www.mypalaceflorists.com](http://www.mypalaceflorists.com)

### Why Yodle?

There's no telling how many new customers you can attract with **Yodle Local Online Advertising**. We give you more ways to reach, engage and motivate potential new customers.

- Advertising placement across a network of sites
- Personalized websites designed to sell
- Qualified inquiries that translate into greater profits!

It's all measurable, too. We'll help you refine your plan - and make sure you get the most out of your marketing budget.

**Ready to start cultivating a better online advertising program?**



local online advertising

Visit [www.yodle.com](http://www.yodle.com) or call 877.276.5104 to learn more!

Advertise your florist business across our network of partner sites:

