

Optimizing Social Media Strategies for Enhanced Performance: A Case Study of the Florist

Ângelo Gomes

✉ <https://orcid.org/0000-0002-2828-6157>

Polytechnic of Porto, Portugal

Inês Veiga Pereira

✉ <https://orcid.org/0000-0002-7906-612X>

Polytechnic of Porto, Portugal

Susana Pinto

✉ <https://orcid.org/0000-0003-3205-281X>

Polytechnic of Porto, Portugal

EXECUTIVE SUMMARY

The Florist – Luxury Bouquets is a Portuguese luxury e-commerce brand. Specializing in preserved flower bouquets with an innovative preservation system. The company targets middle to high-income professionals seeking convenience and premium quality. With a well-structured management team, the brand focuses on efficient operations, financial management, and customer satisfaction. Using digital marketing and strong social media presence, The Florist has achieved significant growth. Despite rapid growth, challenges such as income volatility and competition persist. Strategic recommendations include product diversification, enhanced marketing efforts, and improved demand forecasting to stabilize revenue. The brand's website and social media strategy were also analyzed and compared with the main competition. The use of important keywords on website content and search engine

DOI: 10.4018/979-8-3693-5395-0.ch009

marketing investment may lead to better website performance. Future social media strategies should leverage video content, albums, and consistent content planning to maintain and grow their audience.

1. ORGANIZATION BACKGROUND

‘The Florist – Luxury Bouquets’ is a Portuguese company, established in Porto. The brand is a luxury e-commerce-based brand that is a pioneer in the commercialization and delivery of flowers with an included preservation system. The main goal of the brand is to achieve the total satisfaction of all their customers, offering elegance, luxury, and personalization in 24h. Each bouquet is crafted to reflect the simplicity, beauty, and fragrance of authentic and real flower bouquets. With a unique flower transportation and preservation system, the brand ensures the maximum freshness and longevity of the product ordered, from 3 to 5 years, making it special for both the sender and the receiver of the order.

Founded in 2017 by two young entrepreneurs, Pedro Ribeiro and Tiago Oliveira. After noticing a lack of premium bouquet offerings in the market, they decided to use their expertise in marketing, public relations, and e-commerce. The entrepreneurial skills of both made them set out to create a company that filled this niche, focusing on high-quality, luxury floral arrangements. This company was a pioneer in the luxury flower bouquet market, starting as an online-only business. Using the digital marketing tools available, such as a strong presence in social media (Instagram and Facebook) the company has achieved significant growth and market presence.

There is a well-defined management structure to ensure the execution of the business strategy regarding the execution of logistics, marketing and communication. The Chief Executive Officer is responsible for leading the overall strategy and vision of the company, setting long-term goals, steering the company towards growth, and maintaining the brand's core values and mission. The Chief Financial Officer is in charge of managing the supply chain, logistics, and day-to-day operations. This includes coordinating with suppliers, overseeing the production process, ensuring timely deliveries, and maintaining operational efficiency. The Marketing Director oversees all aspects of branding, advertising, and customer engagement. It involves the management of the Communication Agency that creates contents and campaigns for the brand to implement, in order to create marketing campaigns, managing the brand's image, and ensuring that the company's messaging resonates with its target audience. To ensure customer satisfaction by handling inquiries, providing support, and resolving any issues that may arise, the Customer Service Team is dedicated to delivering a positive customer experience and maintaining strong relationships with clients.

35 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/optimizing-social-media-strategies-for-enhanced-performance/370281

Related Content

Data Warehousing and Mining in Supply Chains

Richard Mathieu (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 586-591).

www.irma-international.org/chapter/data-warehousing-mining-supply-chains/10880

Evolutionary Approach to Dimensionality Reduction

Amit Saxena, Megha Kothariand Navneet Pandey (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 810-816).

www.irma-international.org/chapter/evolutionary-approach-dimensionality-reduction/10913

Segmentation of Time Series Data

Parvathi Chundiand Daniel J. Rosenkrantz (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1753-1758).

www.irma-international.org/chapter/segmentation-time-series-data/11055

Semi-Structured Document Classification

Ludovic Denoyer (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1779-1786).

www.irma-international.org/chapter/semi-structured-document-classification/11059

Proximity-Graph-Based Tools for DNA Clustering

Imad Khoury, Godfried Toussaint, Antonio Ciampiand Isadora Antoniano (2009). *Encyclopedia of Data Warehousing and Mining, Second Edition* (pp. 1623-1631).

www.irma-international.org/chapter/proximity-graph-based-tools-dna/11036