



ConstantTouch™

Success Story

Overview

Industry
Retail- Florists

Company Profile

A pioneer and maverick grower of roses Miranda comprises of five farms producing over 50 million roses per year marketed worldwide. The success of Miranda is based upon a combination of factors; use of technology, Human Resource Management, quality control and the natural resources of Ecuador great volcanic soil, perfect latitude & altitude which provides sunshine all year and temperate climate. The result a stunning rose; longer stems bigger heads in a variety of over 100 colors.

Business Situation

Lack of brand and identity left roses too generic in the mind of the florists & public who can very fickle when it came to product supplied. Miranda needed to communicate its differential quality and value to establish profitable and continuing relationships with retailers directly.

Business Tactics

New account development. Target retailers nationwide and gain commitment to buy a minimum per week. Educate the florists on different types of product and the Miranda quality with its unique to the industry guarantee.

Business Solution

Develop & implement an engagement communication program to provide sales guidance and education to owners, florist retail specialists constantly.

Result

Within 90 days of its introduction, the 'FloristConnection' program had reached out to 15,000 florists generating millions monthly.



The objective: to build an identity to differentiate Miranda in an industry where distribution is controlled through wholesalers who define the producer's quality, image and inventory available to the retailer. By building demand at the retail level, Miranda was able to market and sell directly to retailers, pulling more product and variety through the distribution channel; while at the same time protect & build its own brand identity

Since florists (typically small businesses) have limited refrigeration space for fresh flowers, and a limited shelf life of 10 days, the challenge for Miranda was to convince small retailers nationwide to carry more than the usual white, red and pink roses. A ConstantTouch™ strategy provided education, sales and awareness that created a new demand for bi-colors and other unique flowers. eContact built a channel of over 5,000 florist in just three months, by providing added value services that solved issues florists face daily. "By becoming a partner with the florists, using eContact's programs, Miranda was able to quickly establish a reputation for quality and dependability which in turn built a profitable market position", said Ted Calle, President, Miranda Farms.

eContact is a Channel Relationship and Business Development Company that specializes in building trade and channel revenues by strengthening **partner mindshare** through our unique **ConstantTouch™ Awareness, Education and Engagement Programs**. Our permission based techniques are designed to get your company its products close to the targeted groups of individuals who influence the customer and ultimately the sale of your brand.

