

# APPROACHES TO MARKETING YOUR CUT FLOWERS

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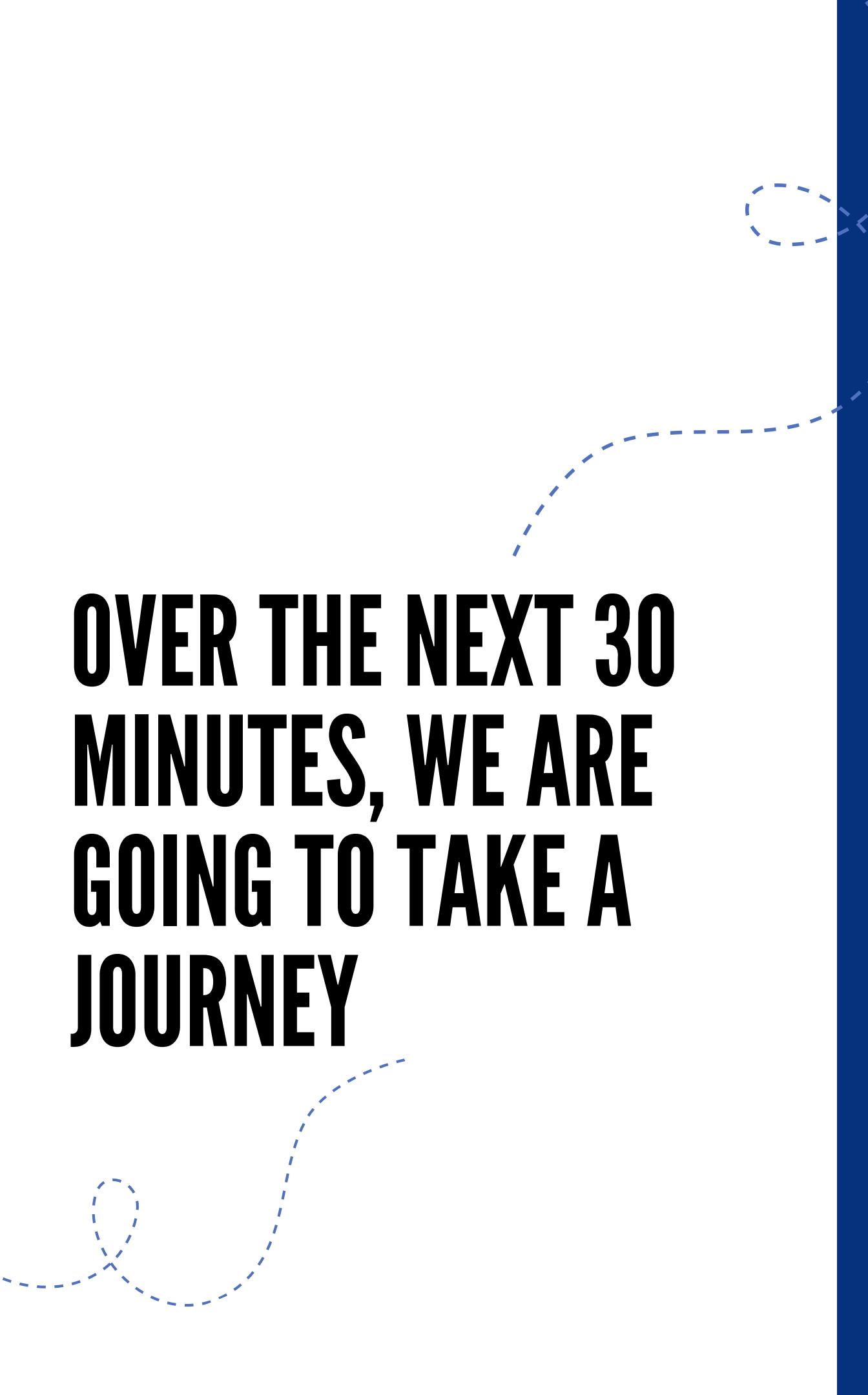
*Martin-Gatton College of Agriculture,  
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**OVER THE NEXT 30  
MINUTES, WE ARE  
GOING TO TAKE A  
JOURNEY**

**CONSUMER LIFETIME  
VALUE (CLV) APPROACH  
TO SALES & MARKETING**

# WHY ARE WE DOING THIS?

## COMMON GROWER QUESTIONS:

- **“SHOULD I SELL MORE BOUQUETS OR RAISE PRICES?”**
- **“ARE WORKSHOPS WORTH THE TIME?”**
- **“WHY DO SOME CUSTOMERS KEEP COMING BACK WHILE OTHERS DISAPPEAR?”**

INSTEAD OF EVALUATING SALES BY BOUQUET SALES OR IF AN EVENT MADE MONEY, MOVE TO A **CONSUMER LIFETIME VALUE APPROACH**



# WHAT IS CONSUMER LIFETIME VALUE (CLV)?

*the total value a customer brings to your farm  
over time, not just today's purchase*

*this is a mindset, not a math exercise*

## Applying the CLV Approach

Some sales are single, profit-building purchases, while others are relationship builders.

We want to look at CLV as a systems approach, not a spreadsheet.

You can evaluate success on bouquets or subscriptions sold, but **do not ignore what happens after the first sale.**



# Customer Journey

## 1) First Touch

Consumer becomes aware of your farm for the first time

Common touchpoints:

- Social media
- Farmers market booth
- Word-of-mouth
- Media mentions or community events

What matters most:

- Social media presence
- Market visibility
- Farm story & branding



## 2) First Purchase

Consumer makes a low-risk, first-time purchase

Common types:

- Bouquet
- CSA subscription or small order
- Single workshop or on-farm event

What matters most:

- Quality
- Pricing clarity
- Ease of purchasing
- Friendly interaction

## 4) Retention

Consumer makes repeat purchases

Common behaviors:

- Joins or renews CSA subscription
- Returning each season

What matters most:

- Offering options for repeat customers
- Consistent quality
- Reliable communication

## 3) Engagement

Consumer spends more time with your farm

Common engagement points:

- Workshop or on-farm event
- Email newsletter signup
- Social media interaction

What matters most:

- Workshops
- Educational content
- Personal storytelling

## 5) Advocacy

Customer actively promotes your farm

Common advocacy behaviors:

- Referrals
- Social media posts & tagging
- Bringing others to events
- Leaving reviews or testimonials

What matters most:

- Memorable experiences & sharable moments
- Easy referral opportunities

# Entry Point & First Touches

Consumer **becomes aware** of your farm for the first time

Common touchpoints:

- Social media
- Farmers market booth
- Word-of-mouth
- Media mentions or community events

What matters most:

- Social media presence
- Market visibility
- Farm story & branding

Role: Discovery & building trust



# First Purchase

Consumer makes a low-risk, first-time purchase

Common types:

- Bouquet
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What matters most:

- Quality
- Pricing clarity
- Ease of purchasing
- Friendly interaction

Role: Acquiring customers & building trust



# Engagement

**Consumer spends more time with your farm**

**Common engagement builders:**

- Workshop or on-farm event
- You-pick or agritourism
- Email newsletter signup
- Social media interaction

**What matters most:**

- Workshops
- Educational content
- Personal storytelling

**Role:** Emotional connection, heighten future spending, increase word-of-mouth promotion



# Retention

**Consumer makes repeat purchases**

**Common behaviors:**

- Joins or renews CSA subscription
- Returning each season
- Branching out into other offering areas (bouquet → wedding)

**What matters most:**

- Offering options for repeat customers
- Consistant quality
- Reliable communication

**Role: Cultivating long-term loyalty & profitability**



# Advocacy

**Customer actively promotes your farm**

**Common advocacy behaviors:**

- Referrals
- Social media posts & tagging
- Bringing others to events
- Leaving reviews or testimonials

**What matters most:**

- Memorable experiences & sharable moments
- Easy referral opportunities

**Role:** Cultivating referrals, word-of-mouth promotion, lower customer acquisition



# What is the research behind it?

**Positive experiences & experience goods themselves → higher levels of satisfaction**

→ likelihood of future behaviors:

- Repeat purchases / shifting patterns
- Referrals + word-of-mouth promotion
- Social media engagement

(Kim et al., 2019) + (Brune et al., 2021)

+ fostering others to:

- Purchase
- Participate
- Create their own line of CLV



# What is the research behind it?

**Intent does not equal behavior = intention-behavior gap (Birch & Memery, 2020).**

- **Following a positive experience → report high intentions & overstate follow-through.**
- **Experience-based events often lead to high reported intentions.**

**The lifetime value of customers can vary; customer retention is important!**

- **Small reductions in customer retention = large reductions in CLV (Gloy et al., 1997)**



theory



application

start somewhere, evolve it later

# Applying the CLV Approach

Let's work through this worksheet to identify where marketing efforts are creating long-term value vs. only short-term sales + how to cultivate CLV

- A customer can keep generating value even when they're not spending money themselves, simply by talking about your farm

### 1) Identify Your Entry Points

How do **new customers** most often **first interact with your Farm**?

- Farmers market
- Social media
- Website or online store
- Workshop or on-farm event
- Word-of-mouth
- Other: \_\_\_\_\_

### 2) Map Repeat Engagement

After a first purchase or interaction, what **opportunities exist for customers to return**?

- Bouquet re-purchases
- Flower CSA or subscription
- DIY buckets
- Seasonal or holiday sales
- Additional workshops or events
- Weddings or special orders
- Other: \_\_\_\_\_

### 3) Identify Relationship Builders

Which activities **create the strongest emotional connection** to your farm?

- Workshops
- On-farm experiences
- Direct conversations at markets
- Educational content (email or socials)
- Personal follow-up or thank-you messages

Which of these do you currently invest the most time in?

### 4) Encourage Word-of-Mouth

What **makes customers likely to recommend** your farm to others?

- Unique experiences
- Product quality
- Farm story
- Shareable moments (photos, events)
- Ease of buying & communication

One thing I could do to increase referrals:

### 5) CLV Reflection

Which offering on your farm likely creates the most long-term value, even if it isn't the most profitable today?

One small change I could make this season to increase lifetime value:

## Putting it together!

- Not every product or experience needs to maximize immediate profit. Some offerings:
  - Acquire customers
  - Deepen relationships
  - Increase referrals

## Measuring Success

- A CLV approach assigns each activity a role & helps you decide
  - Whether it brings in customers
  - Keeps them coming back
  - Encourages referrals.

## Putting it together!

- CLV is about relationships, not transactions.
- Short-term profit is not the only measure you should be looking at!
- Customers aren't just buying flowers. They are discovering, returning, & promoting.

## Looking for more in-depth assistance?

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