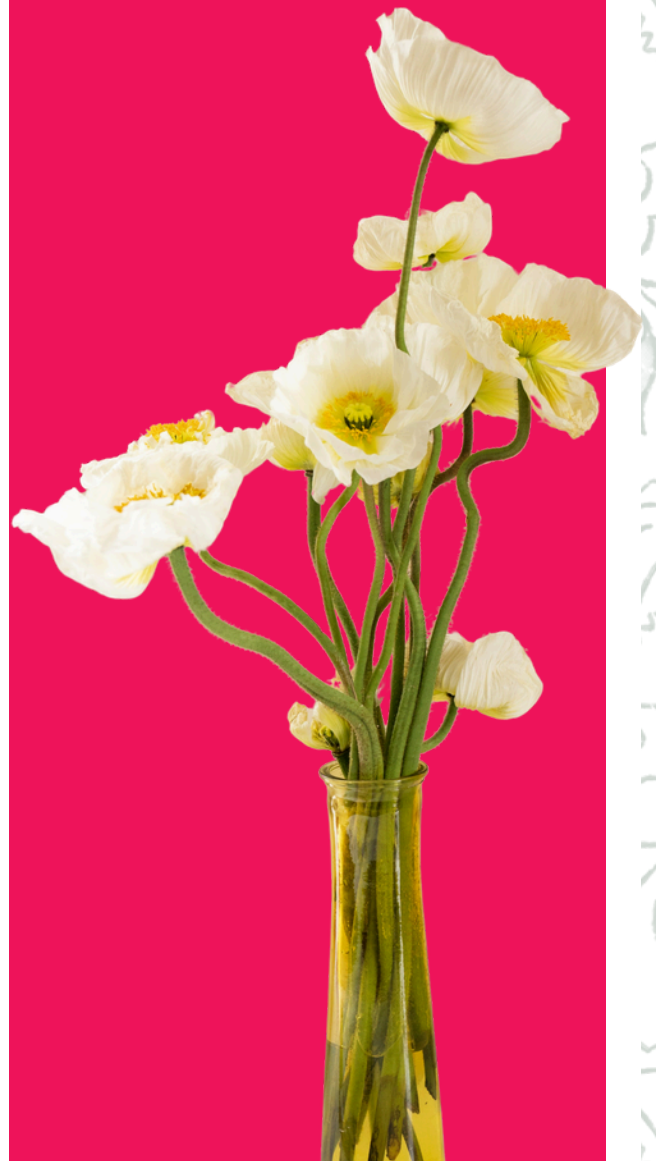


# REXBURG FLORAL

## COMMUNICATION AUDIT

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# Executive Summary

This is a communication audit aimed at understanding Rexburg Floral their competitors, and how and what floral shops in Rexburg communicate to their target audience. This audit will recommend how Rexburg Floral can improve their communication methods and strategies to be aligned with their competitors.

## Client

Rexburg Floral is a local floral shop that specializes in floral arrangements for special occasions with fresh flowers, topicals, contemporary, traditional, high-style, silk, funeral, weddings, and gift arrangements.

## Key Goals

- Learn who are Rexburg Floral's competitors and how they position themselves.
- Look at what competitors promise, such as occasions and taglines, their visual identity, brand feel, content behavior, and social proof and engagement.
- Identify highlighted language patterns to understand who owns “same-day delivery” or “local florist,” or which competitor positions themselves strongest for special occasions such as weddings or anniversaries.
- Identify gaps between competitors, for example, no one clearly owning “subscriptions” or “flowers as self-care.”

## Target Audience

- Women 56-77 are core fresh-cut flower consumers for personal use.
- Unmarried men under 34 are key gift buyers.
- Millennial consumers ages 30-45, purchase gifts and arrangements that are unique and trendy.

## Competitors

Identified competitors to Rexburg Floral include **Rustic Floral** and **Broulim's** as both offer similar services and customer benefits.

- Rustic Floral positions itself as a **trendy shop** specializing in special occasions and same-day delivery.
- Broulim's emphasizes its role as the **local floral** option.
- Rexburg Floral also positions itself around **special occasions**, but its messaging does not align with its competitors.

Although all three organizations highlight their online presence, Rexburg Floral's digital messaging **does not match** what its competitors are communicating to their target audiences.

# Client Background and Situation Overview

## Client Overview

Rexburg Floral is a local floral shop that offers services for all occasions such as holidays, anniversaries, birthdays, funerals, weddings, and more. They offer same-day delivery, are a Teleflora affiliate, and they offer a subscription service. Rexburg Floral's mission is to be the customers' first choice for custom arrangements.



## Situation Analysis Summary

Rexburg Floral and Rustic Floral both use Instagram, Facebook, and a website. Since Broulim's Floral department is located within a grocery store, their online presence is limited to only a few website pages

## Social Media Key Findings

Rexburg Floral's Instagram and Facebook Page from July 2025-February 2026

- Instagram: 1,412 followers
- Facebook: 771 followers
- Post a mix of reels and posts 2-3 times a month.
- Average engagement of 45 likes and 2 comments.
- Typically post details about custom designs, details about the store, and upcoming holidays.
- Social Proof: Google Reviews, 4.6 with 287 reviews
  - Positive reviews talk about how beautiful the bouquets are, their flowers were delivered promptly, and great communication.
  - Negative reviews talk about how the website is hard to navigate, the flowers are old, wilting, the wrong color, or they received the wrong order.

# Client Background and Situation Overview

## Competitor Analysis

Floral shops in Rexburg, Idaho primarily focus on promoting the occasions they design arrangements for. They use similar platforms, including Instagram, Facebook, and their websites, to emphasize the value of buying local.

The following section analyzes Rexburg Floral and its competitors by focusing on

- Key occasions they target in their advertising.
- Price ranges offered.
- Brand positioning strategies.
- Channel and content behaviors.

## Rexburg Floral

### Main Occasions Advertised

- International Women's Day, sympathy, valentines, birthday, just because, make someone smile, sympathy, wedding, anniversary, get well, love/romance, new baby, and thank you.

### Price Tier

- \$40+

### Core Positioning Phrase

- Rexburg Floral - Trusted Professional Florist in Rexburg.
- Let Rexburg Floral be your first choice for flowers.

### Brand Feel and Promise

- Brand focuses on seasonal/holiday bouquets, reliable delivery, fresh flowers, local, experienced florists, personally deliver, and easy ordering.
- Online/phone orders, Teleflora, delivery, quick shop, and emails for special offers.

### Highlighted language: Common CTA and phrases

- CTA: Shop now, buy now, and sign up for email.
- Same-day delivery, committed to offering finest arrangements, go the extra mile, local florist, and Rexburg Florist.

# Key Competitors

## Rustic Floral

### Main Occasions Advertised

- Birthday, funerals, just because, get well, love and romance, Mother's Day, congratulations, I'm sorry, anniversary, weddings, proms, holiday events, corporate events, and funerals.

### Price Tier

- \$40+

### Core Positioning Phrase

- Independent Rexburg florists since 2010.
- Best floral shop in Rexburg.



Lucky You!™  
From \$75.95



Florist's Choice Small Wrapped  
Bouquet  
From \$41.95

### Brand Feel and Promise

- Brand focuses on floral and social media trends, same-day delivery, best value deals for arrangements, and talented florists.

### Highlighted language: Common CTA and phrases

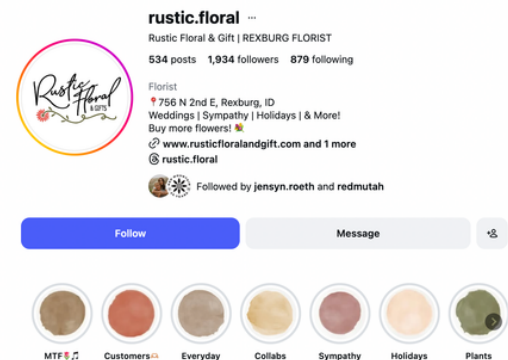
- Shop now, leave a review, browse our flowers, order today, and view bestselling arrangements.

### Channels and Content Behavior

- Instagram and Facebook are connected, posts and reels are the same. Behavior was analyzed over time span of 6 months that included 72 posts and 40 reels.
- Instagram Followers: 1,923
- Facebook Followers: 1.1K
- Post a mix of reels and posts 3-5 times a week
- Average engagement of 34 likes, 7 comments, and 1,858 views.
- Typically post details about the store, flowers, product shots, humor, and discounts.

### Social Proof

- Google Reviews, 4.5 with 91 reviews
- Reviews discuss how there is great customer service, fresh and beautiful bouquets, reliable and fast delivery, easy to order, but expensive prices.



# Key Competitors

## Broulim's

### Main Occasions Advertised

- Birthday, get well, holiday, love, and funeral.

### Price Tier

- Not displayed on website.

### Core Positioning Phrase

- Providing local floral arrangements with your Rexburg floral shop.

### Brand Feel and Promise

- Local, community-oriented, and professional.
- Same-day delivery, fresh-locally sourced blooms, best pricing.

### Highlighted language: Common CTA and phrases

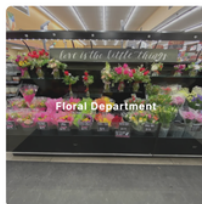
- CTA: stop by, order bouquet today, order your floral arrangements, order online, and special order today.

### Channels and Content Behavior

- Broulim's Floral department does not have any active social media accounts. Rather they utilize their website to address common questions and concerns people have about florals and invites them to talk to their florists.

### Social Proof

- Google Reviews, 4.3 with 2,225 reviews
- Reviews talk about how beautiful the floral selection is, kind employees, and how nice the store is.



Broulim's Rexburg Floral: Your One-Stop Shop for Beautiful Blooms

# Market Gaps

## Identified Market Gaps

Within Rexburg, there are two main gaps that no floral shops clearly own or position themselves:

- No one owns being a specialist for occasions such as weddings, graduations, or funerals.
- No one positions themselves as being a subscription-based service.

All floral shops focus on being a local option and having arrangements for all occasions, but no one positions themselves as being a specialist within a specific event. Giving Rexburg Floral the opportunity to offer products and arrangements that aren't marketed by their competitors.

### Examples of Specialty Products



Graduation Lei's



Bridesmaid Bouquets



Bridal Bouquet



Casket Arrangement



Subscription Flowers



Graduation Flowers

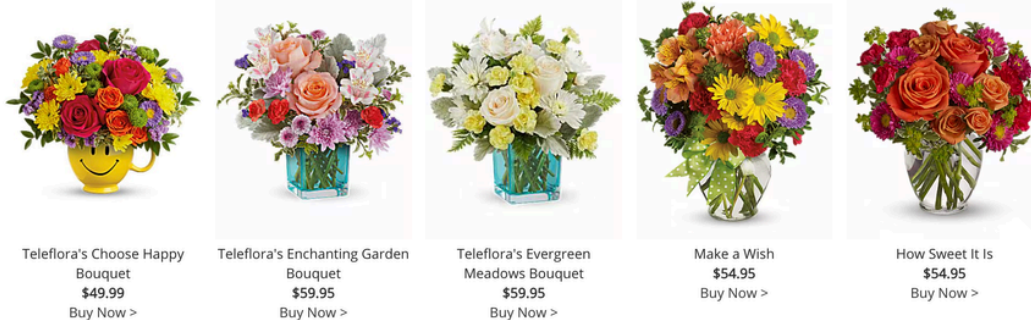
# Problems and Opportunities

While Rexburg Floral uses the same platforms, price range, and general positioning as its competitors, its branding execution is not aligned with other floral shops.

For example, the website primarily directs consumers to Teleflora arrangements—Teleflora being a ghost shop operating through affiliate florists across North America—rather than showcasing Rexburg Floral’s own seasonal designs.

Rexburg Floral’s Website

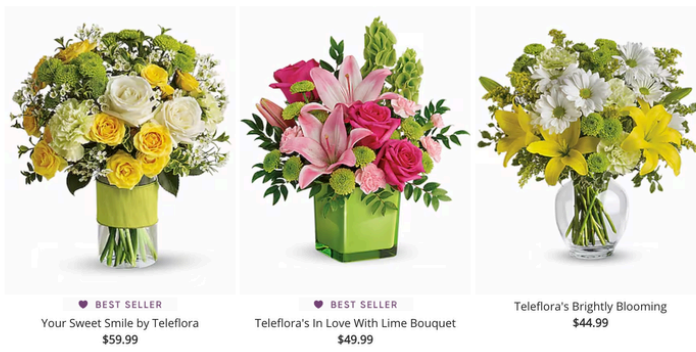
## OUR MOST POPULAR BOUQUETS



Floral shops typically promote two to three upcoming holidays or special events, yet Rexburg Floral advertises only one at a time, narrowing its target audience.

The site currently highlights St. Patrick’s Day florals but does not feature options for Easter. Although the core positioning phrase is “Let Rexburg Floral be your first choice for flowers,” the word Rexburg appears only at the very bottom of the website, weakening the intended local emphasis. Presenting an opportunity to reorganize the website, so it more effectively reflects their brand positioning and messaging.

St. Patrick’s Day Florals from Rexburg Floral Website



# Research Insight

## Audience Insights

According to the 2024 U.S. Census, Rexburg, Idaho residents have an average annual median income of \$50,000. Studies support that floral consumers tend to value emotional connection and a “human touch” from retailers, supporting service-driven competitiveness ([ref.](#)).



### Women ages 56–77 are core fresh-cut flower consumers for personal use

- They are more likely to prioritize meaningful, traditional, and sentimental arrangements.
- With a median income of \$50,000, this group leans toward moderate-priced, classic flowers rather than premium designer pieces.



### Unmarried men under 34 are major gift-flower buyers ([ref.](#))

- They are more price-conscious, leading them to choose simple, reliable options rather than elaborate arrangements.
- However, unmarried men under 34 are still responsive to convenience, speed, and clarity; such as easy online ordering and clear holiday options.



### Millennial consumers

- Are in their late 20s to early 40s and prefer gifts that reflect their personality and may be willing to pay more for floral arrangements that are unique or especially trendy (Rihn et al., 2011).
- They may selectively splurge, choosing distinctive, modern pieces for special occasions while avoiding frequent purchases.



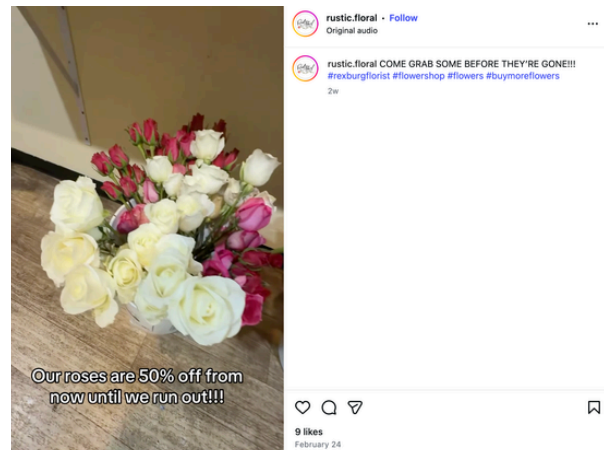
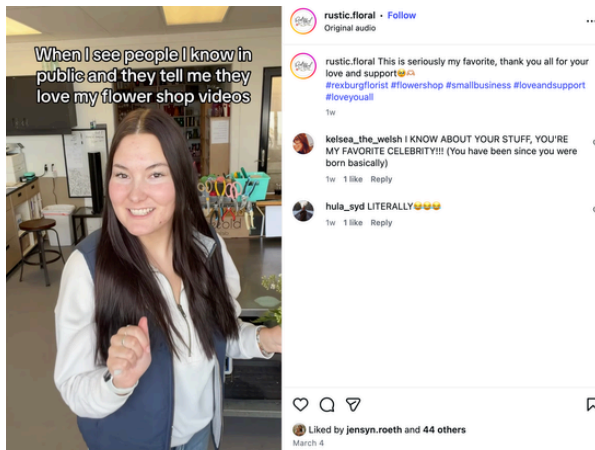
### Young adults ages 20–40

- They are purchasing fewer flowers than previous generations.
- Those with lower incomes are still more likely to buy roses and carnations than other cut-flower varieties.
- They are likely to choose arrangements that balance cost with perceived value.

# Competitor Landscape Takeaways

## Rustic Floral

- Rustic Floral has a strong online presence with an engaged social media audience, and a consistent posting schedule.
- Their website immediately emphasizes same-day delivery and as well as their most popular arrangements and gifts.
- However, there is no immediate mention of weddings or large occasions besides funerals.
- The FAQ is difficult to find and doesn't address consumer pain points such as delivery policy and guidelines.
- Rustic Floral's social media and website also do not appear cohesive across all platforms; they sound and look like two different floral shops.



## Flowers That Make Rexburg, Madison County Smile



Best Value

Florist's Choice Daily Deal  
From \$62.99



Joyful Thanks™  
From \$51.95



Dozen White Roses  
From \$93.99

# Competitor Landscape Takeaways

## Broulim's

- Broulims heavily emphasizes their positioning as being the local Rexburg option.
- They don't focus their messaging on benefits such as same-day delivery or custom arrangements.
- They do focus on being a local sustainable option for Rexburg residents. Their website invites consumers to call their florists and visit them in store.
- Broulim's floral department is located in a grocery store, so they rely on in-store visitors to buy florals.
- As a result, their website focuses on nurturing leads by addressing pain points such as what kind of floral arrangement is appropriate for what type of occasion, what specific flowers mean, and how vase life can be preserved and extended.

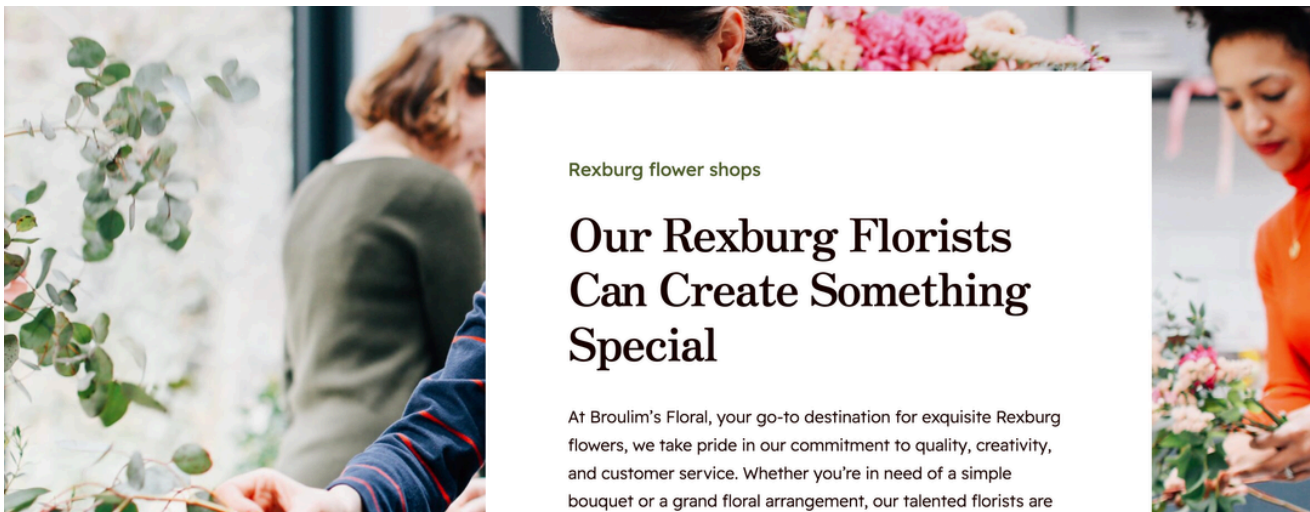
### Rexburg floral shops

#### Broulim's Florist Rexburg Idaho Details

Located in the heart of Rexburg, Broulim's Floral, your premier Rexburg flower shop, is conveniently located for all your floral needs. Stop by or order a bouquet today and let us add a touch of beauty and elegance to your special moments.

**Broulim's Floral Address**  
124 W Main St, Rexburg, ID  
83440

**Floral Number**  
(208) 356-4651

A collage of three images showing florists working with flowers. The top image shows a person's hands holding a bouquet of pink and white flowers. The middle image shows a person's hands holding a bouquet of pink and white flowers. The bottom image shows a person's hands holding a bouquet of pink and white flowers.

Rexburg flower shops

## Our Rexburg Florists Can Create Something Special

At Broulim's Floral, your go-to destination for exquisite Rexburg flowers, we take pride in our commitment to quality, creativity, and customer service. Whether you're in need of a simple bouquet or a grand floral arrangement, our talented florists are

# Media and Social Highlights

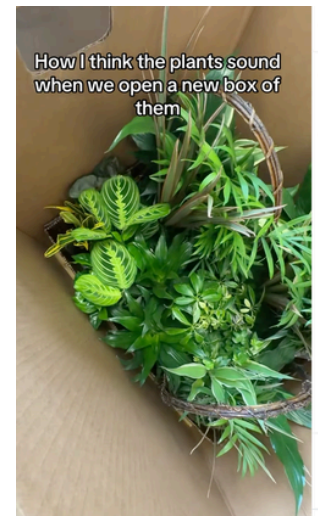
## Rexburg Floral

- The Rexburg Floral Instagram and Facebook does feature some of the local aspects of Rexburg, such as an artist who they commissioned to paint a mural on the store front.
- They feature some of the events that they provide arrangements for.
- Their social media lacks consistent posting, which then limits the engagements posts and reels receive.
- The content varies from store hours to collaborative posts from clients, but some of the most engaging content are giveaways and content that features the florists themselves.
- This provides an opportunity to post consistently, even posting weekly through reels, posts, and stories will boost engagement and their following.
- Posting content about the store, what they offer, and showing off the arrangements they provide for clients are the best opportunities for engaging content.



## Rustic Floral

- Rustic Floral does well with posting consistent and trending content.
- They feature ongoing deals, store renovations, and custom arrangements.
- Their social media does not feature any local aspects of Rexburg and lacks calls to action.
- With stronger calls to action and consistent branding across platforms, they could better move consumers from borrowed to owned platforms.



# Strategy and Tactics

## Strategies

To build up Rexburg Floral and have them aligned with their competitors, there are two strategies that should be implemented.

1. Update and reorganize the website to properly reflect Rexburg Floral's brand positioning of being Rexburg's first choice for flowers for all occasions.
2. Implement a consistent content calendar that features details about the store, their portfolio, and gallery from clients, and upcoming holidays or special events.

## Tactics

### Updating and Reorganizing the Website

Local floral shops in Rexburg often position themselves as community-oriented brands

- **Rustic Floral** emphasizes its family-owned story as well as custom, trendy arrangements.
- **Broulim's** highlights local sourcing and sustainability on their website.

While Rexburg Floral aims to be the first choice for customers in Rexburg, their website and social media do not reinforce that brand identity.

- The website mainly promotes Teleflora products, which weakens the brand's local identity and makes the shop appear more like a national distributor than a community florist.
- References to Rexburg on the website are placed on the bottom of the homepage, limiting the visibility of their local positioning.

### Website Update and Reorganization

- Reorganizing the layout to feature Rexburg Floral's best-selling products first, followed by seasonal designs and a clear narrative about the shop's role in the community, would strengthen both user experience and brand identity.
- Showcasing custom arrangements upfront emphasizes their uniqueness, and aligns with local preferences.
- Consistent branding would improve both the user experience and brand identity, positioning Rexburg Floral's as the local option.

# Strategy and Tactics

## Implementing a Content Calendar

By implementing a consistent content calendar, Rexburg Floral would more effectively reach and engage its target audience.

Best practice recommendations suggest weekly posting of

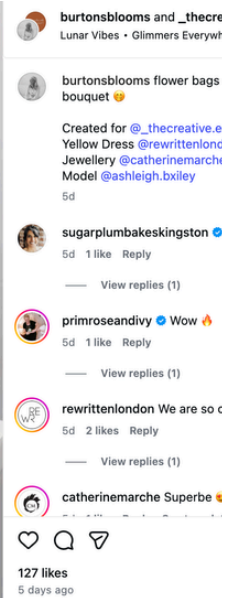
- 2 reels
- 1 feed post
- 5-6 stories

In contrast, Rexburg Floral currently posts only 2-3 times per month. Increasing the frequency of content that highlights the store, promotions, and upcoming holidays would significantly strengthen their reach.

## Content Calendar Recommendations

- **Holiday and occasion-based** content is crucial for floral shops because it appeals directly to consumers' needs.
- Regular posts about **upcoming events** would position Rexburg Floral as the local expert for birthdays, weddings, and seasonal celebration.
- Showcasing **limited design collections** creates urgency and drives traffic to the website.

## Content Examples



# Recommendations

To strengthen Rexburg Floral's positioning as the community's first choice for flowers, the website should be updated and reorganized to highlight the shop's local identity and unique offerings.

## Current Challenge

- Unlike competitors who prominently showcase their stories and local value, Rexburg Floral's current website prioritizes Teleflora products, diminishing its local presence

## Website Recommendations

- Feature best-selling arrangements first, followed by seasonal designs and a clear brand story.
- This restructuring would better reflect what customers in Rexburg value and expect from a local florist.
- A more cohesive layout would improve navigation and reinforce Rexburg Floral as the go-to florist for special occasions.

## Enhancing Social Media Content

- Rexburg Floral should adopt a more consistent and strategic content approach to better align with its position as Rexburg's first choice for flowers.
- A structured calendar will ensure clear, consistent messaging across platforms, keeping the brand visible and relevant during key purchasing moments.

## Leverage Email Marketing

- While Rexburg Floral's email newsletter is currently underutilized, it remains a unique tool that no other local competitor uses.
- With refinement, this platform can help attract new customers and retain existing ones, further strengthening the brand's community connection.



