

# REMBURG

# FLO

# RAL

COMMUNICATION AUDIT



A close-up photograph of two pink lily flowers. The flowers are in full bloom, with long, trumpet-shaped petals that curve outwards. The petals have a soft pink hue with some darker pink veining. The stamens are visible, with yellowish tips. The background is plain white.

# COMMUNICATION AUDIT

**This Audit Focuses on**

Rexburg Floral's competitors

How and what they communicate to their audience

How their strategies can be aligned to match their competitors

# CLIENT

Rexburg Floral is a local floral shop that specializes in floral arrangements for special occasions with fresh flowers, topicals, 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, and their visual identity.

Identify highlighted language patterns to understand who positions themselves strongest for special occasions.

Identify gaps between competitors, for example, no one clearly owning “subscriptions” or “flowers as self-care.”



# TARGET AUDIENCE



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

They are more likely to prioritize meaningful, traditional, and sentimental arrangements.



**Unmarried men under 34 are major gift-flower buyers**

They are more price-conscious, leading them to choose simple, reliable options rather than elaborate arrangements.

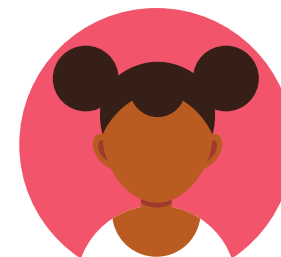


# TARGET AUDIENCE



## **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.



## **Young adults ages 20–30**

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.

# COMPETITORS

**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.



# MARKET GAPS

## Identified Gaps

No local floral shops own these gaps:

Being a specialist for big life events.

Offering 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.



# RECOMMENDATIONS

## **Current Challenges**

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, reinforcing Rexburg Floral as the go-to florist for local special occasions.

## **Enhancing Social Media Content**

Adopting a more consistent and strategic content approach align their positioning as Rexburg's first choice for flowers.

## **Leverage Email Marketing**

While Rexburg Floral's email newsletter is currently underutilized, it remains a unique tool that no other local competitor uses.

