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Viktoriiia Perebyinis: How I use modern technologies to promote my business

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Abstract

The article analyzes the use of modern digital technologies by female entrepreneurs to promote the floristry business. It considers the theoretical foundations of the digital transformation of small businesses and the specifics of the floristry industry. It examines the practical aspects of using social networks, e-commerce platforms, CRM systems and other digital tools to expand audience reach, improve the effectiveness of marketing campaigns and optimize interactions with customers. The purpose of the study is to identify effective strategies and approaches to the use of technologies by female florists. The objectives include analyzing relevant digital tools, considering examples of their implementation, discussing challenges and opportunities. The results show that the strategic implementation of digital technologies contributes to increased competitiveness, improved customer experience and growth of the floristry business run by women. The findings can be applied by small businesses in related retail industries.

Keywords: Digital Transformation; Floristry; Female Entrepreneurship; Small Business; Internet Marketing; Social Networks; E-Commerce; CRM; Online Promotion

1 Introduction

The dynamic development of digital technologies has a significant impact on all sectors of the economy, including the small business sector. The floristry industry, traditionally focused on local markets and offline interaction, is also undergoing significant changes under the influence of digitalization. The relevance of the topic is due to the need for floristry enterprises to adapt to new market conditions characterized by increased online competition and changes in consumer behavior. Of particular interest is the study of the experience of women entrepreneurs in this area, since they make up a significant proportion of small business owners in many countries and are actively mastering new tools for the development of their companies. The introduction of modern technologies allows not only to optimize internal processes, but also to significantly expand marketing opportunities, build long-term relationships with customers and increase brand awareness. The purpose of this article is to analyze the use of modern digital technologies by women entrepreneurs in floristry to promote their business and identify the most effective practices.

Digital transformation of small and medium-sized businesses is the integration of digital technologies into all aspects of business activities, which leads to fundamental changes in operational processes, customer value creation and organizational culture. For the floristry business, as for many other retail sectors, this means a transition from traditional sales models to omnichannel strategies that combine offline and online presence [5].

The specificity of the floristry business imposes certain requirements on the selection and use of digital tools. The high visual component of products makes platforms focused on demonstrating images and videos, such as Instagram or Pinterest, a priority. Seasonality of demand and short product life require flexible marketing strategies and prompt inventory management, which can be facilitated by analytics tools and customer relationship management systems. The local nature of most floristry shops emphasizes the importance of geotargeting tools and local SEO. Research confirms

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that SMEs actively use various digital channels, but the effectiveness of their use depends on a strategic approach and understanding the specifics of each channel [4]. Studying the experiences of women entrepreneurs in this context adds a dimension to the gender specificities of doing business and adapting to technological change.

In practice, women entrepreneurs in the floristry business are actively mastering a variety of digital tools to solve marketing and operational problems.

1.1 Social media (SMM)

Platforms such as Instagram, Facebook, Pinterest are used to create visually attractive content – photos of bouquets, videos of the process of creating compositions, stories from the life of the studio; interaction with the audience – responses to comments and messages, conducting surveys and contests; targeted advertising to attract new customers in a certain geographic area or with specific interests. Creating an active community around the brand helps to increase customer loyalty.

1.2 E-commerce

Creating your own online store or using marketplaces allows you to automate the process of accepting orders, paying, and organizing delivery. Modern platforms, such as Shopify, Tilda, WooCommerce offer ready-made solutions for florists, including product catalogs, integration with payment systems and delivery services. This expands the geography of sales and provides convenience for customers who prefer online shopping. Statistics show a steady growth in the share of online sales in the segment of flowers and gifts.

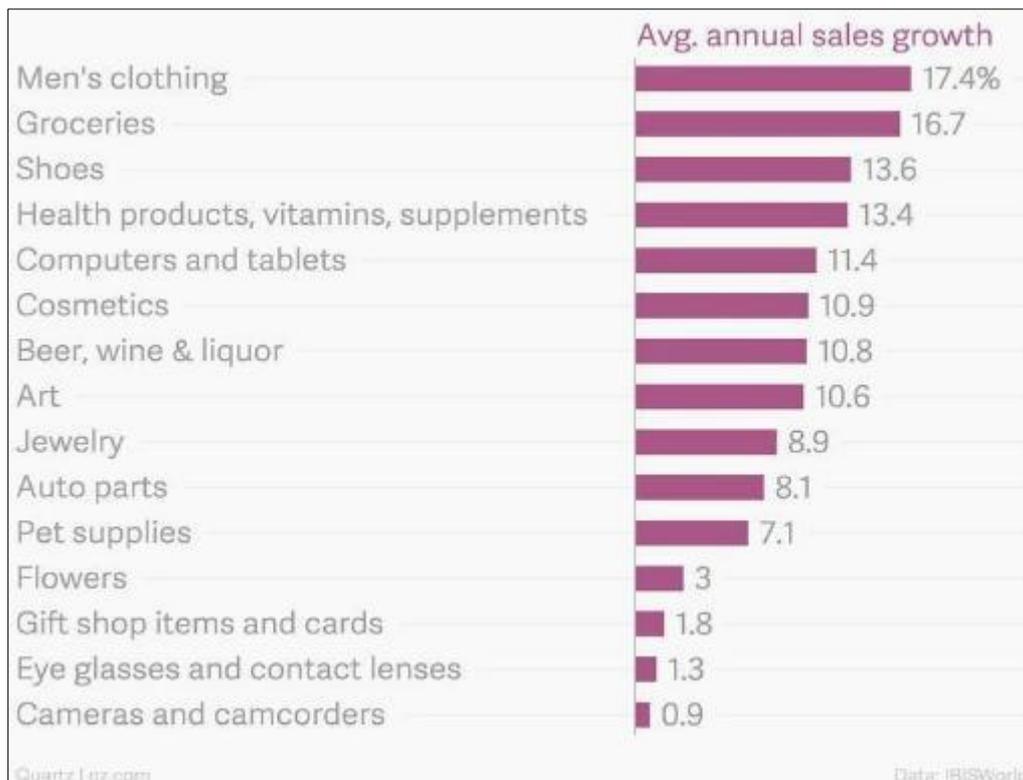


Figure 1 Growth in online sales from 2010 to 2015

1.3 Customer relationship management systems (CRM)

Implementation of CRM systems allow collecting and systematizing customer data – order history, preferences, contact information; automating communications – email newsletters with personalized offers, holiday reminders; implementing loyalty programs and analyzing the effectiveness of marketing activities [2]. This helps build long-term relationships and increase repeat sales.

1.4 Content Marketing and SEO

Publishing useful content – blog articles on flower care, interior design ideas, seasonal offers on the website and in social networks attracts organic traffic. Optimizing the website and content for search queries, for example, “buy a bouquet of roses with delivery [city]”, “wedding floristry [city]” increases the visibility of the business in the Google and Yandex search engines, especially in local search. Registration in online directories and map services – Google My Business, Yandex. Business is also an important element of local promotion.

The effectiveness of implementing digital technologies in a female-run floristry business manifests itself on several levels. First, there is an expansion of the client base due to access to an online audience and the use of targeted advertising. Second, operational efficiency is increased due to the automation of order acceptance, delivery management, and customer communications via CRM systems and messengers. Third, the quality of interaction with clients is improved due to personalization of offers and prompt feedback on social networks.

Let's look at a general example. A small floral studio founded by a female entrepreneur initially worked primarily with local clients through an offline point. After implementing a set of digital tools - creating a visually rich Instagram account, launching a simple online store on a website builder and setting up targeted advertising for residents of nearby areas - the studio noted a 40% increase in online orders within six months. Parallel management of the client base in a simple CRM system made it possible to organize the distribution of special offers for the holidays, which increased the share of repeat purchases by 15%. Data analysis shows that social media and direct search are among the most effective acquisition channels for floristry.

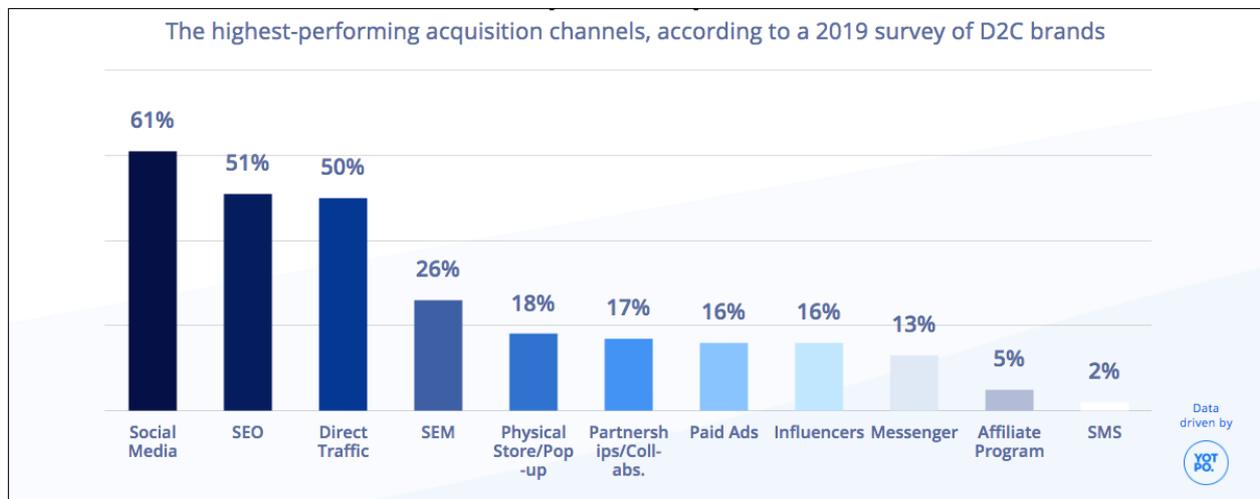


Figure 2 What are your top 3 acquisition channels

Successful implementation depends on consistency, willingness to learn and adaptation of the strategy based on the analysis of the data obtained [1].

Despite the obvious advantages, women entrepreneurs in the floristry industry face certain challenges when implementing digital technologies. These include: the need to invest time and resources in mastering new tools and platforms, the costs of creating quality content, high competition in the online space, as well as difficulties in integrating various digital solutions into a single system. For some entrepreneurs, a lack of technical knowledge or the need to hire specialists may be a barrier [3].

At the same time, digitalization opens up significant opportunities. Technology allows you to eliminate limitations related to the scale of your business or geographic location, providing access to a wide audience. It helps create a strong personal brand for the florist, based on a unique style and expertise. Digital tools provide flexibility in running a business, which can be especially important for women who combine entrepreneurship with other responsibilities. The ability to directly communicate with customers via social media and instant messaging allows you to better understand their needs and quickly respond to requests, creating a personalized customer experience.

An analysis of the practice of using modern digital technologies by women entrepreneurs in the floristry business demonstrates their significant potential for promotion and development. The integration of social media, e-commerce

platforms, CRM systems and content marketing tools allows not only to expand audience reach and increase sales, but also to optimize operational processes, increase customer loyalty and strengthen positions in the competitive market. The synthesis of theoretical knowledge about digital transformation and practical experience shows that success depends on a strategic approach to the selection and implementation of technologies, adaptation to the specifics of the floristry industry and constant analysis of the effectiveness of the efforts made.

2 Conclusion

In conclusion, recommendations for women florists include continuous training and mastering new digital tools, a focus on creating high-quality visual and text content, active interaction with the audience in the online space, the use of analytics to make informed decisions and the gradual introduction of automation tools to improve efficiency. The identified approaches and strategies can be successfully applied not only in the floristry business, but also in other segments of small businesses, especially in those where the visual appeal of the product and personalized interaction with the client are an important component.

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