

New Website For Award Winning Florist; Raleigh Florist Adds New Features and Reward Points

The English Garden, the award winning florist in Raleigh NC, has launched their new website with new features, reward points, monthly giveaways and rapid checkout.

July 23, 2009 (FPRC) -- The English Garden Raleigh Florist is pleased to announce the launch of their new website with new features, reward points, monthly giveaways and rapid checkout. The award winning florist has been working busily to improve their online presence and after consultation, redesign and testing the new web site is ready.

The English Garden has often been recognized for their quality and excellence and this year the English Garden was voted the Best Place to Buy Flowers in the Triangle by readers of Midtown Magazine. Wishing to extend their excellence in flowers to the web, the Raleigh florist set about redesigning their web site.

The first big improvement on the site is the introduction of reward points. All good businesses encourage and reward customer loyalty and the English Garden is no exception. With every purchase, customers will receive reward points which they can redeem on the very next purchase.

By implementing PayPal and Google Checkout on the site, The English Garden Florist has improved and streamlined the check-out process. "The use of PayPal and Google checkout makes it lightning quick to place an order while giving buyers added ways to maximize their participation in online rewards programs", says owner Cydney Davis-English.

Users of the new site will be able to create wish lists that can be sent to others to avoid those embarrassing situations when you send the wrong types of flowers to a loved one. Also the checkout process includes an address book so that you can easily send flowers again to someone.

Along with the new website, The English Garden has introduced new products to their catalog which will make it easier to find the perfect gift. You can now shop on the site according to product or occasion as well as browse gift ideas and see what is popular. "We are so pleased with the new website - we believe customers will appreciate the ease of use and especially the new products showcasing our unique design style and local flowers." added Cydney Davis-English.

The English Garden Florist team encourage everyone to create an account. All customers with an account on their website will be eligible for the monthly Rose giveaway and no purchase is necessary. Also all new customers receive 500 reward points and a \$10 gift certificate that they can send to someone else as a gift.

Finally this high-tech florist in Raleigh has joined the Web 2.0 and social networking revolution and you can 'follow' them on FaceBook and Twitter and well as watch promotional videos on YouTube.

About The English Garden

The English Garden offers Raleigh flower delivery as well as being a full-service retail florist, gift shop and floral event provider. The family owned business, which is located at Brier Creek in North Raleigh, specializes in breathtaking floral arrangements with a high level of customer attentiveness.

The English Garden also provides flowers for weddings and consistently impresses Brides, Grooms and Mothers with their attention to detail and ability to work within any budget.

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