

# Valentines Day Shopping Goes High-Tech with Boesen the Florist

DES MOINES, Iowa, Feb. 11 (SEND2PRESS NEWSWIRE) – Boesen the Florist, central Iowa's floral authority since 1923, has taken Valentine's gift of giving to a whole new level. The ability to send the joy and beauty of flowers is now possible with just a touch of your finger! With Boesen's new Floral App, whether at home, work or en-route to an event, you can log in and send flowers to those you care about most. All from your Android-powered mobile device.

It's well known that Boesen the Florist has pioneered technology for flower retailers, being the first in the Midwest to have a comprehensive e-commerce site and membership portal to their ever evolving use of social media marketing via Twitter (<http://twitter.com/boesenflorist>), FaceBook (<http://www.facebook.com/BoesenFlorist>) and blogging platforms (<http://flowersdesmoines.com/>). The emerging technological retail sales opportunities of mobile devices piqued their interests quickly.

Continuing to innovate how floral business is done in central Iowa, Frank and Tom Boesen have worked for months in development and research, to access the power of mobile marketing and sales for Boesen the Florist. By adopting the Floral App to the Boesen the Florist merchandising and shopping experience, the Boesen brothers have opened another convenient access point for their current customers as well as opening the doors for generations of floral shoppers to come.

The Floral App, developed by a partnership of florists throughout the United States, is the first of its kind for the floral industry, allowing mobile purchase and sales for every floral opportunity imagined. Whether its a simple birthday wish with a bouquet of Lilies or an elegant wedding party looking for the perfect solutions for their big event, the Boesen the Florist Floral App will be a single access point to make those decisions and purchases easier.

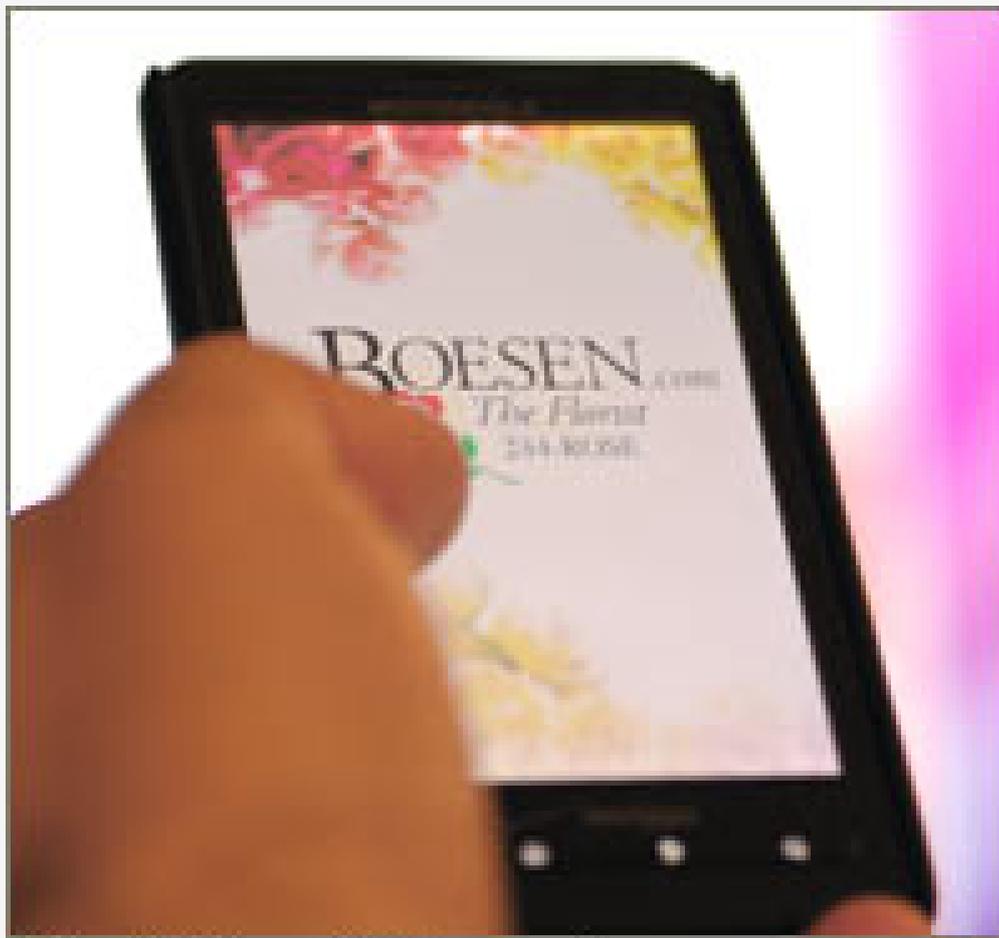
With Valentine's Day quickly approaching, the Boesen brothers would like to invite you to download the mobile apps for your devices to receive a promotional \$10 discount on your initial purchase through the app.

Boesen the Florist is also developing an Apple iPhone app that will be able to deliver the same great results and look forward to its launch within the next month.

For more information about Boesen the Florist and the Floral App:  
<http://flowersdesmoines.com/floral-app> .

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