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Press Release Distribution Report

April 27, 2025

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Distribution Report

Strider Launches AI-Powered Marketing and Customer Engagement Tools to Support Busy Flower Shop Owners



Date Submitted: 2025-04-27

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Your Submitted Press Release

Wilmington, DE - April 28, 2025 – Strider, a digital marketing company with a long-standing track record of supporting retail florists, has launched a new AI-powered suite of services tailored to the needs of busy florists. These tools are designed to address common challenges in the floral retail industry, including limited staff availability, high customer service expectations, and constant demand for online visibility. By automating time-consuming processes, these tools allow florists to focus more on running their shops, improving operational efficiency and enhancing customer satisfaction.

The new offering includes:

- **AI-Assisted Review Management:** Automatically monitors and helps respond to customer reviews to protect and enhance online reputation.
- **AI Website Chat Agent:** A customizable chatbot trained specifically on each florist's business to answer website inquiries in real-time.
- **AI Phone Agent:** A virtual phone assistant that handles overflow and after-hours calls, ensuring customers are always greeted professionally.
- **AI Social Media Tools:** Helps shop owners maintain a consistent online presence with smart content generation and posting tools.


With over 30 years of experience in florist marketing, Strider is now leveraging artificial intelligence to deliver practical, easy-to-use solutions that help small business owners stay responsive and competitive in an increasingly digital marketplace. The company's deep understanding of industry-specific needs has shaped the development of this new service line, which aims to provide immediate, practical benefits for time-constrained business owners.

Each AI tool is configured on the florist's own brand, services, and customer base to ensure relevant and consistent communication across all channels, while reducing the burden of constant online engagement.

"Flower shop owners wear a lot of hats, and many simply don't have time to manage every online interaction," said Ryan Freeman, the founder of Strider. "Our goal is to lighten that load while maintaining the high-touch service customers expect. These AI tools are built to be intuitive, cost-effective, and aligned with the specific needs of florists."

Strider's newest tools reflect a broader commitment to equipping small retail businesses with the technologies they need to stay competitive. Rather than offering one-size-fits-all software, the company continues to build solutions rooted in decades of industry-specific insight.

To learn more about Strider's AI-powered services, please visit <https://striderseo.com>.

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