

Mother's Day

2019 HOLIDAY GUIDE





Welcome

BloomNet is committed to helping our retail florists thrive! Our goal is to help you grow your business through best-in-class customer service, our leading-edge suite of technology, strategic business and marketing solutions, and comprehensive educational resources.

To set your shop up to have its' best holiday yet, we've created our 2019 Holiday Guide to help your shop have a successful holiday. Inside this guide you'll discover helpful tips and reminders to assist your shops' ability to operate both efficiently and cost-effectively.

We are looking forward to another successful floral holiday. Thank you for your dedication as BloomNet Professional Florist!

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Committed to Your Success
Thank You!

STAY CONNECTED!

Stay up-to-date on the latest events, news, product arrivals & useful resources through social media & our BloomNet Blog!





1-800-FLOWERS.COM® 2019 MOTHER'S DAY PEAK PRODUCT ASSORTMENT

We've heard your feedback! Our goal is to maintain a differentiated and compelling product assortment that drives consumer demand, while at the same time, simplifying holiday production for all BloomNet Professional Florists.

To streamline production and facilitate fulfillment during the peak days of the holiday, 1-800-FLOWERS.COM® will limit the number of products available for purchase by consumers for delivery during the peak days of the holiday (Friday 5/10 to Sunday 5/12), as outlined in the 1-800-FLOWERS.COM® 2019 Mother's Day Peak Product Assortment Poster.

Visit BloomLink/Utilities Tab/Important Notifications section.

[DOWNLOAD](#)



2019 Mother's Day
Peak Product
Assortment

Available to order through 5/9/19

AS OF 4/17/19

 <small>Precious Pup™</small>	 <small>Delightful Day™ Bouquet</small>	 <small>Fabulous Feline™</small>	 <small>Splendid & Sweet™</small>	 <small>Her Special Day Bouquet™</small>		
 <small>Springtime Wishes™</small>	 <small>Floral Melody™ in White Mosaic Vase</small>	 <small>Garden of Grandeur™</small>	 <small>Fields of Europe™ Romance</small>	 <small>Sweet Medley™ for Mom (+ clear version)</small>	 <small>Peach Splendor by Southern Living®</small>	 <small>Country Garden™ Bouquet</small>
 <small>Spring Wonder™ Bouquet</small>	 <small>Sentimental™ by Real Simple®</small>	 <small>Only the Best for Mom™</small>	 <small>Breezy Bouquet™</small>	 <small>Blooming Love™</small>	 <small>Love and Affection™ Bouquet (+ clear version)</small>	 <small>Mom's Special™</small>



2019 Mother's Day
Peak Product
Assortment

Available to order through 5/12/19

 <small>Wonderful Wishes Bouquet™</small>	 <small>Sensational Spring Beauty™</small>	 <small>For All She Does™</small>	ROSES Roses Red/Pink/Assorted All Stem Counts except 100 Red & 100 Assorted
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 <small>Always On My Mind™ Flower Bouquet</small>	 <small>Fields of Europe™ for Mom/Spring</small>	 <small>Floral Embrace™/Vibrant Beauty™ Bouquet (Peak Version)</small>	 <small>Mother's Embrace™ (+ clear version)</small>	 <small>Floral Treasures Bouquet™</small>	 <small>Lovely Lavender Medley™</small>	 <small>Fields of Europe™</small>
 <small>Amazing Mom™ Bouquet</small>	 <small>Mother's Forever Love™</small>	 <small>Lavender Dreams™ (+ clear version)</small>	 <small>Sassy n' Sweet™</small>	 <small>Elegant Blush Bouquet</small>	 <small>Designer's Choice for Mom</small>	

In addition to this reduced Mother's Day assortment, limited Sympathy products will also be available for 5/11 and 5/12 delivery.

MOTHER'S DAY 2019 HOLIDAY GUIDE

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SUCCESSFUL HOLIDAY TIPS

By combining the practices you already have in place, along with these simple reminders, you'll be off to having your most successful holiday yet!

PROCUREMENT

Order flowers and hardgoods as early as possible. This season's 1-800-FLOWERS.COM® featured novelty fresh floral includes:

- **Agapanthus** - *blue*
- **Delphinium** - *blue*
- **Dusty Miller**
- **Eucalyptus** - *both spiral & seeded*
- **Hydrangea** - *antique & mini green*
- **Leucadendron** - *red*
- **Lisianthus**
- **Peony** - *pink*
- **Protea** - *pink mink*
- **Rose** - *lavender*
- **Sunflower**
- **Trachelium** - *purple*
- **Veronica** - *white*



- Order hanging and blooming plants, as well as orchids, as early as possible.
- Stock up on any add-on products, such as chocolates, balloons, plush and greeting cards. Napco is your one-stop-shop for all your purchasing needs! **Visit www.NapcoImports.com to stock up today!**
- Don't forget to replenish your everyday supplies & construction materials.
- Submit your Codified Inventory Updates to let us know what you have in stock. See the Utilities tab on BloomLink for the **Inventory Update Form**.





GUIDES & MANUALS

Know Where to Go!

Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, created specifically for BloomNet Professional Florists, by some of the floral industry's most talented local floral artisans!

For your convenience, electronic versions of the Design Resource Guides and Workroom Manuals are available online at www.BloomNet.net/guidesandmanuals



1-800-FLOWERS.COM

- **Mother's Day, Late Spring, Summer and Everyday Design Resource Guide**
- **Mother's Day, Late Spring Supplement for Core and Sympathy**
- **Sympathy Design Resource Guide**



BloomNet Essentials

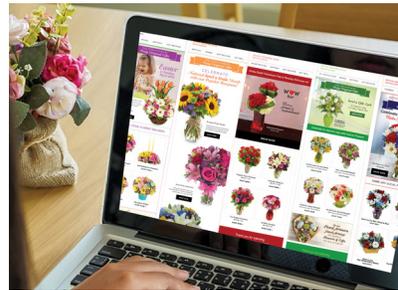
- **Expressions of Flowers 2019 Mother's Day & Everyday Workroom Manual**
- **Expressions of Flowers Full Workroom Manual**



EMAIL MARKETING TIPS

Tips to Grow Your Email List!

- Make an inventory of all the places you normally interact with your customers, including in your store and out-and-about. Then practice your sales pitch, saying out loud why a customer would want to join your email list?
- Reach out to your loyal customers who already receive your emails. Ask them why they like receiving your emails, and if they're willing to help spread the word for you.
- Don't forget to set up an online sign-up form, so anyone visiting your website will be able to sign up to receive your emails.
- Not currently sending emails to your customers? We can help you reach your current and future customers by helping you introduce new products, services, or advertise a promotion or event!



Build Sales with Your Emails!

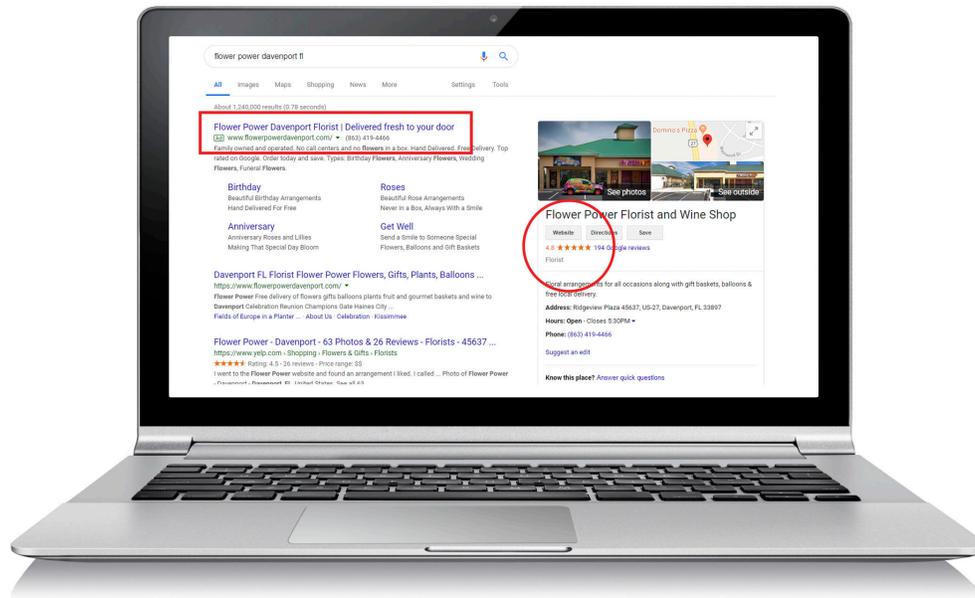
Reach out to customers that have shopped with you in the past, to remind them of your upcoming offerings.

Keep things organized by using a professional email marketing system or service, instead of your personal account.

Ensure you have a compelling subject line (ie: "You Won't Want to Miss This Sale!")

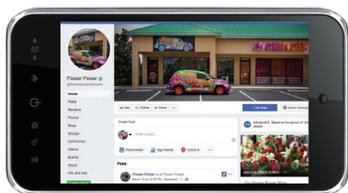
Let's get started today! Learn more today at www.BloomNet.net/emailmarketing

DIGITAL MARKETING SERVICES with Floriology



In today's marketplace, you need a digital marketing plan that's unique to your shop, and aimed to maximize your online presence, to ultimately convert shoppers into buyers, no matter the season! Our team of Digital Marketing experts are ready to create a comprehensive digital marketing plan that's perfect for your shop!

- Design targeted Online Ad Campaigns to attract new customers



- Create and post Web Blogs & Social Media posts to engage your current set of followers

- Optimize your website so that your shop will be positioned above the competition in a search
- Build your customers' confidence in your shop through increased positive reviews online

Ready to get ahead of your competition?
Learn more at www.FloriologyInstitute.com/digitalmarketing



EDUCATIONAL OPPORTUNITIES

FLORIOLOGY INSTITUTE

Floriology Institute offers several ways for you to further your floral education, while still running a successful shop. This holiday, plan to join a free webinar online, or watch the video replay where our instructors have just what you need to help you and your floral business thrive!



FREE WEBINARS

APRIL 17, 2019 4:00PM EST
“Mother’s Day Trends”

Mother’s Day is here again. As a staple of the floral industry, it’s not a holiday to take lightly. Make sure to be on trend this year to make the most of your sales. Join Jackie Lacey and Renato Sogueco as they give you the scoop on everything Mother’s Day for 2019!

[REPLAY](#)



APRIL 24, 2019 4:00PM EST
“Social Media for Mother’s Day”

With social media becoming a great way to expand your business, it is important to maximize your presence during the holidays. Join Sara Hernandez and Tony Hines this week as they talk all about posting schedules, content creation and social advertisements.



REGISTER ONLINE TODAY AT www.FloriologyInstitute.com/register



SUCCESSFUL HOLIDAY CHECKLIST

OPERATIONS

- Consult past staffing & performance patterns to plan for this year's holiday.
- Schedule a shop staff meeting so everyone is on the same page about peak holiday procedure and best practices.
- Plan for additional delivery drivers and staff members to handle increased order volume.
- Reinforce with staff the importance of submitting Delivery Notifications before 7PM on date of delivery.
- Make sure all your computers and delivery vehicles are in proper working condition prior to holiday.
- Keep record of what product and add-on's have been ordered, and who will process it upon arrival.
- To maximize productivity, set up a functional assembly line so that designers have all resources easily accessible to them.
- Green-up vases and add flower food for high-volume products, such as Fields of Europe™.
- For any vases you green-up in advance, check daily to see if water needs to be added. Soak floral foam properly to avoid air pockets.

LOCAL STORE MARKETING

- Display Spring/Mother's Day window banners and retail posters where customers can see easily.
- Organize in-store events to raise awareness and drive traffic into your shop (ie: Spring open houses, workshops, etc.)
- Reach out to other local businesses to co-promote (ie: nail salons, spas, etc.)
- Utilize BloomNet360.com our online marketplace of customizable print assets to order and use to promote your shop (ie: postcards, brochures, bounce-back cards, gift cards, etc.). Plus, now through May 1, save **10% OFF** your entire order when you use promo code: **W6KHU**
Order Now www.bloomnet360.com

MERCHANDISING

- Put your best foot forward this holiday! Be sure to clean windows, replace light bulbs, and sweep and dust fixtures.
- Utilize the Napco Trend Reports to enhance retail displays by themes, to help tell a story to your customers. View Trend Reports www.bloomnet.net/trendreports
- Create displays that emphasize special products or services (ie: gift baskets, orchids, etc.)
- Create a "Gifts for Mom" area for fathers to bring their children to.

TECHNOLOGY

- Ensure you have plenty of paper and ink for printers, including receipt printers.
- Make sure your computer has all the most recent updates.
- Should you run into any issues before, during or after the holiday, do not hesitate to reach out to your dedicated technical support team at 1-800-BloomNet (1-800-256-6663).





HOLIDAY FAST FACTS

POSTING DELIVERY CONFIRMATIONS “DLC’S”

To help reduce cancellations, charge backs & redelivery requests, here are a few reminders:

- Submit Delivery Confirmations by 7:00pm on all completed deliveries & earn a \$1.00 credit for each DLC received on time!
- Submit a Delivery Notification by 7:00pm on all deliveries that were attempted, but not able to be successfully completed
- Substitutions - send an INFO-Status Update message with the substitution details

REJECTING ORDERS/ TIMELY REPLY

- If you feel you won't be able to successfully deliver an order during the peak of the holiday season, please be sure to REJECT it within two hours of receiving it. This will provide us with an opportunity to locate another florist that can deliver and avoid a Non-Delivery. Be sure to review the **Timely Reply Program** with staff.

SENDING PHONE & FAX ORDERS

- To receive payment for phone orders fulfilled, you must complete an Incoming Order Form. All orders fulfilled via BloomLink do not require an Incoming Order Form. Payment will be applied to the following month's statement. **Order form**

ZIP CODE SELF-SERVICE

- BloomNet offers you the ability to review and add your shop's zip codes, for your servicing cities. Within the pop-up box, you'll see which zip codes are currently on file for your shop, and be able to make changes to that list, if necessary. Visit BloomLink Utilities /Reports/Zip Code Coverage.

SELF-SUSPENDING

- If you need to, you can self-suspend your incoming BloomLink orders in BloomLink > Admin Tab, and either click “Inbound Order Suspend” or click “New Record”. Any previously set suspensions that are still active will be displayed here, so if it shows “no

records”, then there are no currently active suspend dates in effect. Clicking Add New Record will bring up the New Suspend Date Range Entry screen. Here, you must type in the start date of your suspension, the end date of your suspension and your name. The suspend dates will lift automatically once the end date has passed. Once the required information has been entered, click Submit. The suspend dates have now been set.

- PLEASE NOTE: You will resume receiving orders on the day AFTER the end date. You must also continue to check your system for 90 minutes after setting the suspend dates in case any orders are already on their way.
- Furthermore, if you have a BloomNet Hosted website you will need to login to the administrative portal to apply the suspend there if needed.

SUBSTITUTION GUIDELINES

- Maintain over shape, size and style of the arrangements
- Maintain shared and color combinations of the arrangement
- Use containers listed in the Design Resource Guide, paying attention to style and color.
- Never substitute Codified Products, unless you've received the express consent of 1-800-FLOWERS.COM® **Substitution Policy**

OPEN SUNDAY?

- As peak season approaches, we'd like to know if you plan to be open Mother's Day Sunday. Our records may indicate that you're normally closed on a Sunday, and therefore, we would be unable to send you any orders for that delivery date.

If you would like to be open to receive orders for Mother's Day Sunday, please fill out our form to update your preferences.

www.bloomnet.net/opensunday

WE'RE COMMITTED TO YOUR SUCCESS!

We're here to help during the holiday season! Due to the anticipated increase in volume, BloomNet Customer Service hours will be extended to be available to help when you need us most.



Thursday, May 9 Open until 9PM EST
Friday, May 10 Open until 10PM EST
Saturday, May 11 Open until 10PM EST
Sunday, May 12 Open until 6PM EST

We're Committed to helping you successfully send your orders with BloomNet. Can't find a BloomNet Florist to fulfill an order? Send it to our Commitment to Coverage Shop Code, Z9980000. Plus, when you send your orders with BloomNet, you can earn \$3.50 per order, with 1-19 orders or more sent per month, or up to \$5.50 per order, with over 20 orders sent per month (from order #1). **Learn more at www.BloomNet.net/rebate**

Should you have any questions regarding any of this Holiday Guide information, please feel free to contact us directly at

Phone: 1-800-BloomNet (1-800-256-6663),

Email: customerservice@bloomnet.net,

Chat with a BloomNet Customer Service agent at www.bloomnet.net.

NOTE: BloomNet's Customer Service Phone Menu (1-800-256-6663) Options Have Changed!

PRESS 1 to Submit a Delivery Confirmation

PRESS 2 to speak with a Customer Service team member

- Then PRESS 1 for 1-800-FLOWERS.COM matters Or PRESS 2 for BloomNet matters

Thank You!

BloomNet is committed to your success. We continue to reinvest in the floral industry, our leading-edge suite of technology, along with strategic business and marketing solutions and comprehensive educational resources... all designed to help retail Florists thrive!

If you have any questions or concerns regarding your Clearinghouse payments, technology solutions or any other products & services offered by BloomNet, please do not hesitate to contact us today.

Thank you for continuing to be a dedicated BloomNet Professional Florist!



LOCAL DELIVERY MANAGEMENT SOFTWARE & APP



GET UNLIMITED DELIVERIES PER ROUTE

Sign up for BloomNet's Local Delivery Management software & app and get faster, more reliable deliveries per route!



REAL-TIME DELIVERY CONFIRMATIONS

Route4Me App = Faster, More Accurate Deliveries. Drivers submit real-time delivery confirmations right from their smart phones.



SAVE TIME & MAXIMIZE SAME DAY DELIVERIES

Re-route deliveries on the fly to optimize drive routes, even while trips are in progress.



IMPROVE CUSTOMER SERVICE

Add a photo or signature to delivery confirmations & reduce customer inquiries.

bloomnet
Technologies

Watch our demo at www.bloomnet.net/localdelivery

DON'T DELAY!

Contact us today to get rolling with BloomNet's Local Delivery Management Module!
1-800-BloomNet (1-800-256-6663)