

Fall & Thanksgiving

2022
PLANNING GUIDE



Welcome

As the Fall season approaches, we are reminded, of the importance of staying connected with loved ones. Of course, this time of year provides a very special occasion for you to help your customers convey through the beauty of flowers how much their families mean to them.

BloomNet is committed to working with you as you assist your customers in expressing their emotions. In addition, we have created an informative Fall 2022 Planning Guide...complete with tips, reminders and insights that can enhance your shop's opportunities for the upcoming holidays.

We look forward to working closely with you, helping to assure a successful Fall season for your business!



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SUPPORTING YOUR SHOP

Thank You!

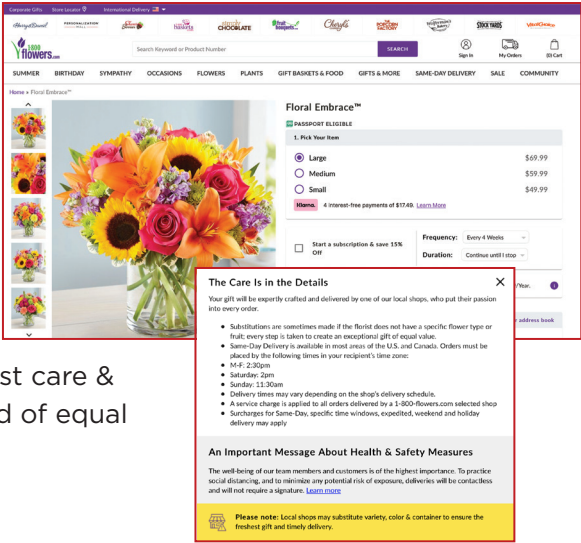
As the fall holidays approach, we're reminded of the importance of staying connected with loved ones. This year in particular, with challenges of shipping and receiving at hand, our goal continues to be to maximize your profit potential, while providing best-in-class products and service, from our team of dedicated associates. Now more than ever you should order hardgoods, supplies, fresh floral and premade bouquets in advance, to ensure your shop is ready for the busy season. **Order Products Now**

MEMBERSHIP ENHANCEMENTS

- Increased promotion of One-of-a-Kind/Florist Choice arrangements
- Reduction of Florist Designed arrangements with difficult to source fresh floral
- Flexible Substitutions during the current shipping/receiving crisis
- Consumer and Florist messaging for utilizing contactless deliveries
- FREE tags to download for contactless deliveries, weather notices or early deliveries
- FREE business consultation with a BloomNet Market Area Consultant

UPDATED SUBSTITUTION GUIDELINES

Together, we can navigate the current shipping & receiving crisis to meet our customers' expectations and bring more orders to your shop. At times, you may need to make a substitution to ensure each order is fresh and delivered in a timely manner. Please know that in this instance, the 1-800-FLOWERS.COM® team has made updates to their website to highlight this possibility, showing that even in a difficult time, the utmost care & attention is given to ensure each arrangement is designed of equal value. **View Substitution Guidelines**





FEATURED FALL & THANKSGIVING PRODUCTS

For 1-800-FLOWERS.COM®



#167664
Fields Of Europe® For Fall



#167530
Lovely Lavender Medley™



#167891
Floral Embrace™



#174303
Harvest Glow™ Bouquet



#167006
Wonderful Wishes Bouquet™



#192443
Plentiful White Pumpkin™



#174313
Birthday Wishes Flower Cake®



#176433
Vibrant Floral Medley™



#183988
Daydream Bouquet™



#161132
Blooming Love™ Premium Red Roses

1-800-FLOWERS.COM® FALL & THANKSGIVING FEATURED CODIFIED CONTAINERS

190076 White Crackle Pumpkin
156680 Rustic Slumber Fox Pumpkin
190078 Champagne Hobnail Vase

156138 Rustic Cube
156670 Violet Fluted Gathering Vase

[View Recipes](#)

SEASONAL TIPS

Fall & Thanksgiving Reminders

OPERATIONS CHECKLIST

- ☐ Reinforce with staff the importance of photo proof-of-delivery, as well as submitting delivery notifications in real-time.
- ☐ To maximize productivity, set up a functional assembly line so that designers have all resources easily accessible to them but still remaining socially distant.
- ☐ Use **FloraLife antiviral cleaning solutions** to disinfect flower buckets and work surfaces.
- ☐ Keep record of what product and add-on's have been ordered, and who will process it upon arrival.
- ☐ 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.
- ☐ Consult past staffing & performance patterns to plan for this year's holiday.

TECHNOLOGY CHECKLIST

- ☐ Respect social distancing with photo proof-of-delivery. Submit delivery photos through our **FREE Route4Me App**.
- ☐ Ensure you have plenty of paper and ink for printers, including receipt printers.
- ☐ Make sure your computer has all of the most recent updates.
- ☐ Gain access to more **local delivery drivers** at discounted rates!

LOCAL STORE MARKETING

Display current store hours and delivery policies where FedEx, UPS and USPS can easily see.

Place window banners and retail posters in windows where easily seen from parking lot or the road.

Utilize **BloomNet360.com** our online marketplace of customizable print assets to order and use to promote your shop.

- front door store hour sign
- bounce back cards
- brochures
- business open/closed sign
- postcards
- gift cards

SAVE 20% on Fall assets - HCOXM
(offer available 8/15 until 10/2)

SAVE 10% on Fall assets - TLACQ
(offer available 10/1 until 11/2)

SAVE 20% on Holiday assets - WBKGF
(offer available 10/1 until 11/2)

SAVE 10% on Holiday assets - QTUE2
(offer available 11/1 until 12/2)



FARM₂FLORIST

Fresh, Farm Direct, Priced Right

		
Best in Class Farms	Premium Floral Varieties	Freshness Guaranteed
		
We've established strategic relationships with the leading flower-growing countries	We connect you to the farms directly, giving you access to premium floral varieties	We eliminate the middleman by streamlining procurement, saving time and money

For more information, please visit www.farm2florist.com, email farm2florist@bloomnet.net, or call us at 1-800-256-6663.



SEASONAL TIPS

Fall & Thanksgiving Procurement

As current shipping issues continue across all markets, it is imperative that you place your orders for fresh floral, containers and supplies as soon as possible. This season, 1-800-FLOWERS.COM® is featuring the following fresh floral in our Fall & Thanksgiving arrangements.

FRESH FLORAL

Roses, 50cm <i>(Hot Pink, Pink, Lavender, Peach, Orange, Bi-color Orange, Circus, Red & White)</i>	Stock <i>(Lavender, Pink & White)</i>	Football Mums <i>(White & Bronze)</i>
Asiatic Lilies <i>(Orange, Pink & White)</i>	Statice <i>(Purple)</i>	Gerbera Daisies <i>(Pink)</i>
Oriental Lilies <i>(Pink)</i>	Waxflower <i>(Pink & Purple)</i>	Gypsophila/Baby's Breath
Hybrid Lilies <i>(White)</i>	Button Poms <i>(Green, Lavender, Red & Yellow)</i>	Hypericum Berries <i>(Red)</i>
Carnations <i>(Hot Pink, Lavender, Lime Green, Orange & White)</i>	Cushion Poms <i>(Lavender & White)</i>	Larkspur <i>(Pink)</i>
Mini Carnations <i>(Pink, Hot Pink, Orange & Red)</i>	Daisy Poms <i>(Lavender, Red, Rust, White & Yellow)</i>	Leucadendron <i>(Red)</i>
Alstroemeria <i>(Lavender, Orange, Pink, White & Yellow)</i>	Delphinium <i>(Blue & Dark Blue)</i>	Mardi Gras Monte Casino <i>(Purple)</i>
Sunflowers, medium	Dianthus <i>(Purple)</i>	Monte Casino <i>(Purple, White & Mardi Gras)</i>
Snapdragons <i>(White & Yellow)</i>	Athos <i>(& Athos Pom)</i>	Myrtle
	Bupleurum	Solidago
		Trachelium <i>(Blue & Green)</i>

FRESH PLANTS & GREENERY

Eucalyptus <i>(Silver Dollar, Spiral & Seeded)</i>	Peace Lily Plants <i>(6-8"H & 20-24"H)</i>	Salal <i>(& Salal Tips)</i>
Leather Leaf	Podocarpus	Sheet Moss
		Variegated Pittosporum



Promoting "Florist Choice" Arrangements

1-800-FLOWERS.COM® One of a Kind Florist Choice arrangements are the perfect opportunity to make a one-of-a-kind arrangement to help customers connect, while you express yourself perfectly in your designs.

These arrangements can be of great value at any size, too, so keep putting your passion and creativity into each and every gift – we'll keep promoting you as a trusted, local florist!

[Learn More!](#)



BOUQUETS2GO



Harvest Glow™ Bouquet #174303



Fields of Europe® for Fall #167664



Fields of Europe® for Fall Basket #176874



Fields of Europe® for Fall Centerpiece #91926



Amber Waves™ #192459

View Bouquet Pricing

Fall VistaFlor Deadlines:
Order By: Friday October 14
Last Delivery: Wednesday November 23
To Order (877) 281-0327
or email 18F@vistaflor.com

Pricing includes shipping and is a landed store price. Most bouquets are available in quarter & half boxes. Select floral varieties may be substituted based on availability. Please note, premade bouquet orders only include fresh floral bouquets. Please refer to the 1-800-FLOWERS.COM® Design Resource Guide for required hardgoods, supplies and/or accessories.

PREMADE BOUQUETS FOR FALL

Our premade bouquet program, Bouquets2GO, is designed to help BloomNet Florists maximize fulfillment capacity & profit potential during busy seasons. This season, our premade bouquet program offers 5 premade bouquets for Fall, each a top selling 1-800-FLOWERS.COM® arrangement.

These premade bouquets have been created by the 1-800-FLOWERS.COM® Florist Designed Team, with farm level pricing! Premade bouquet offerings are updated regularly to include all major holidays to help support your fulfillment needs year-round! Best of all, you can place premade bouquet orders on your BloomNet Clearinghouse!

View Bouquet Pricing

Fall Galleria Deadlines:
Order By: Friday November 4
Last Delivery: Tuesday November 22
To Order (800) 383-2939
or email sales@galleriafarms.com

SEASONAL TIPS

Daily Reminders



DELIVERY CONFIRMATIONS

To help reduce customer service issues and provide a better customer experience:

- Submit Delivery Confirmations in real time or before 7:00pm on all completed deliveries & earn a \$1.00 credit for each DLC received on time!
- Submit a Delivery Notification in real time or before 7:00pm on all deliveries that were attempted, but not able to be successfully completed.

Here are ways to submit Delivery Confirmations:

- FREE MOBILE APP: "Route4Me" for Business Management System Customers
- TEXT: 1-855-TEXT-DLC (1-855-839-8352)
- CALL: 1-855-839-8352
- ONLINE: BloomLink



REJECTING ORDERS:

- Our **Timely Reply Program** requires shops unable to deliver an order, to reject it within two hours of receiving it. Doing so gives BloomNet time to secure another shop to deliver the order, avoiding additional fees.

SENDING PHONE & FAX ORDERS

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

ZIP CODE SELF-SERVICE

- Shops have the ability to update/add delivery zip codes, for servicing cities, for shop-to-shop orders. **See page 10 of the Directory White Pages for details.**

SELF-SUSPENDING

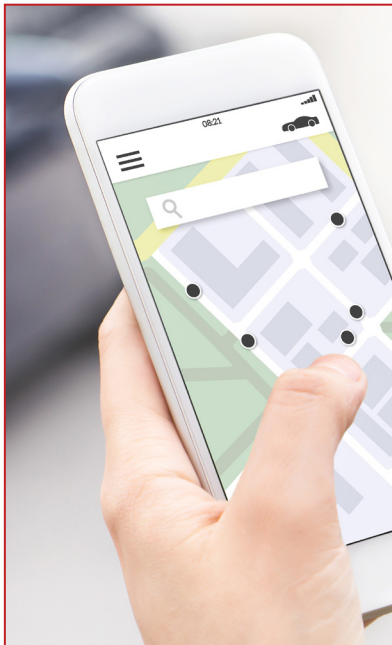
- If you need to self-suspend incoming orders, there are several steps to do so. Please review the **steps for self-suspending incoming BloomLink orders**, as well as the **steps for self-suspending your BloomNet Commerce website**.





ENHANCE YOUR DELIVERIES

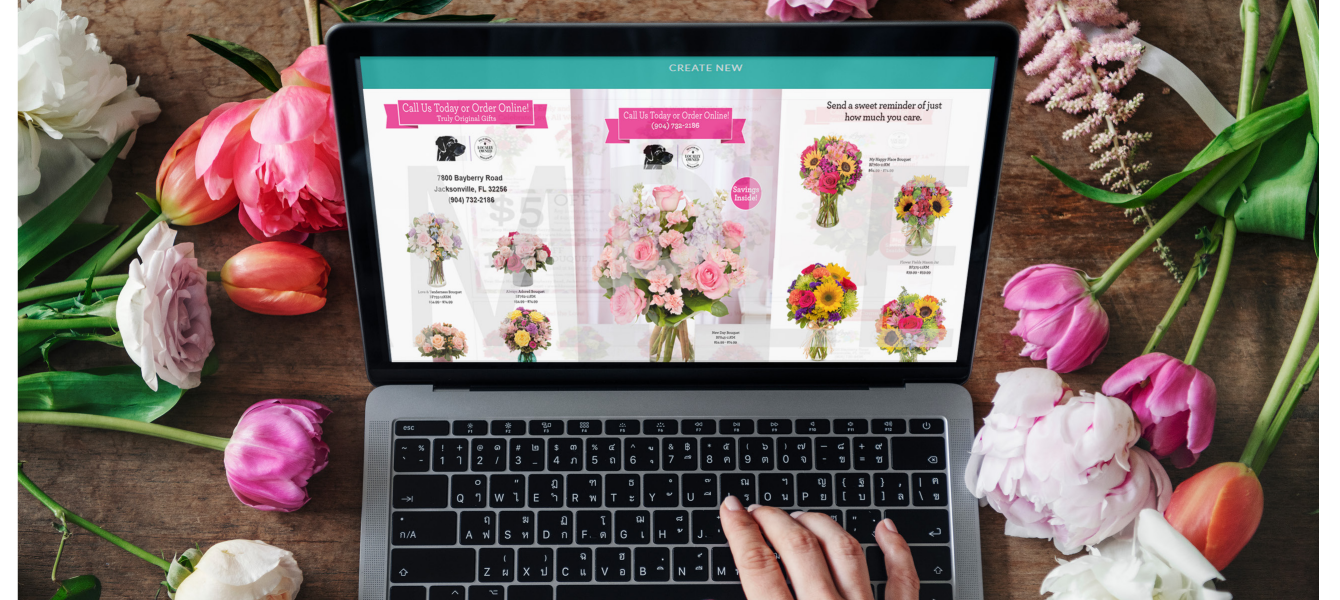
with BloomNet Delivery Service Providers



Take the guess work out of route planning, with the **FREE Route4Me app!**

- **Create More Accurate Routes:** Send real-time updates to, and receive real-time updates from your drivers, while on the go
- **Minimize Costs:** Save money on gas, insurance, and vehicle maintenance with Route4Me's accurate routing
- **Improve Overall Safety:** Take photos of your deliveries as proof-of-delivery while still respecting social distancing

Start optimizing your deliveries today with Route4Me!



bloomnet
360 Marketing Portal

BloomNet360 is your one-stop-shop for customizable marketing products, designed to help build your local brand and business!

- Browse our library of premade templates
- Customize them with your own logo and shop information
- Order exactly what you need & still benefit from high-quantity price breaks
- Have your order shipped to your shop, or leverage our direct mail services!

Access more local delivery drivers by partnering with BloomNet's Delivery Service Providers!

- **Increase Efficiency:** Find available drivers for same day deliveries, any day of the year!
- **Reduce Expenses:** Pay only for the delivery drivers you use (with no monthly fees)
- **Gain Visibility:** Get real-time delivery updates straight to your BMS platform

Make your deliveries more efficient with BloomNet's Delivery Service Providers Today!



Brochures



Postcards



Bounce Back Cards



Get Started Today



SEASONAL TIPS

Guides and Manuals

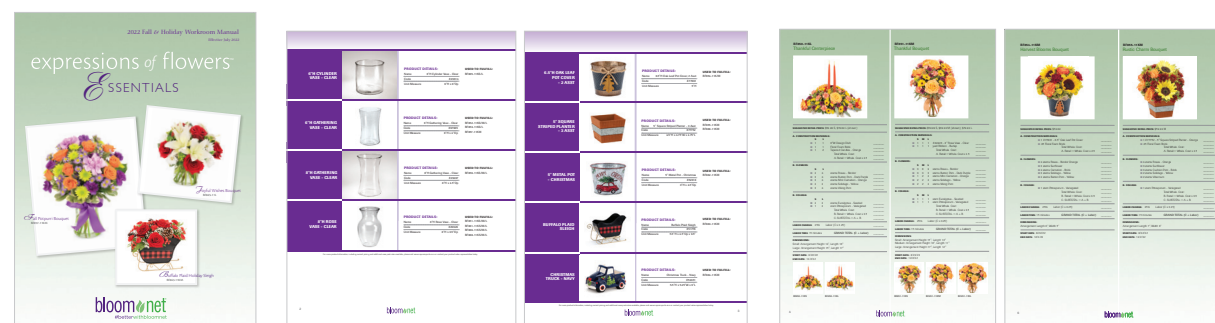
Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, by some of the floral industry's most talented local floral artisans!

For your convenience, electronic versions of the Design Resource Guides and Workroom Manuals are [available online](#).



1-800-FLOWERS.COM®

- [2022 Fall, Holiday & Everyday Design Resource Guide](#)
- [2022 Sympathy Design Resource Guide](#)



BloomNet Essentials

- [2022 Fall/Holiday & Everyday Workroom Manual Supplement](#)
- [Everyday & Holidays Full Workroom Manual](#)
- [Tributes & Sympathy Workroom Manual](#)



SEASONAL TIPS

Designer Inspiration



Napco Trend Reports

Being unique is our top priority. Use our seasonal trend reports to discover new and unique products, themed to each season, and perfect for inspiring creativity in your own store displays!



[View Trend Reports](#)



NEW Hands On/In Person & Live Online Classes!



OCTOBER 23-25 “Celebrating Life Everyday”

With **Jackie Lacey** AAF, AIFD, CFD, PFCI
& **Derek Woodruff** AIFD, CFD, CF, PFCI

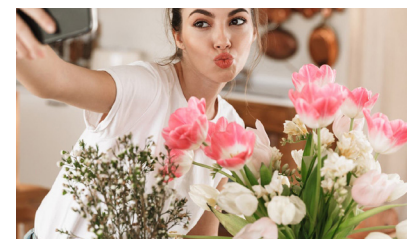
MUST ENROLL BY OCTOBER 7



OCTOBER 27 Live, Interactive Class “Holiday Trends for Fall and Holiday”

*Free Presentation to BloomNet Members
and Floriology Now Subscribers*

ENROLL BY OCTOBER 20



OCTOBER 30 - NOVEMBER 1 “Speak Up”

With **Jackie Lacey** AAF, AIFD, CFD, PFCI
& **Renato Sogueco**, AAF, PFCI

MUST ENROLL BY OCTOBER 14



Jackie Lacey
AAF, AIFD, CFD, PFCI



Renato Sogueco
AAF, PFCI



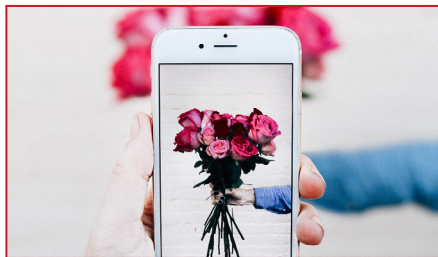
Derek Woodruff
AIFD, CFD, CF, PFCI

SPACE IS LIMITED *Enroll Now!*



SOCIAL MEDIA BEST PRACTICES

for Seasonal Success



Leverage social media to your advantage during busy holiday seasons, to engage both current and potential customers!

1 | Stay Updated

Make sure your business information is up-to-date on all social platforms, this includes but isn't limited to, business name, address, web address, phone number and hours.

Include Videos

- 2 | Providing business updates through live broadcasts, stories and/or video uploads across various social media platforms, especially YouTube, Facebook and Instagram.

Keep it Short & Sweet

- 3 | Despite the recommended limit, don't abbreviate or use acronyms. Instead, write out full words to make for an easier read.

Include Links

- 4 | Linking your social posts back to your website can help potential customers view your selection! Help speed up the buying process and help customers find exactly what they are looking for!

Use Hashtags

- 5 | Research shows posts with 11 or more hashtags garner 80% more engagement. Here's a list for your use this season.

#thanksgiving #thanksgivingdecor #thanksgivingdinner #thanksgivingtablescape
#thanksgivingflowers #fallflowers #autumnflowers #autumnflorals
#halloweenflowers #halloween #halloweendecor #halloween2021
#halloweendecoration

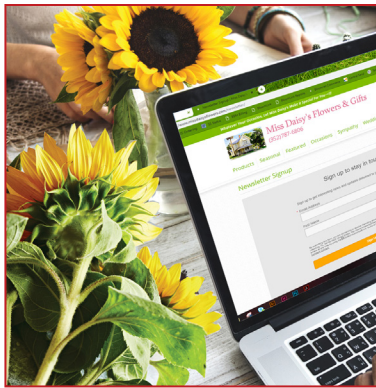


EMAIL MARKETING TIPS

for Seasonal Success

Build Sales with Your Emails

- Offer past customers a promotion to place another order.
- Collect email addresses from current and future customers.
- Run a “**Year Full of Flowers**” sweepstakes and require an email address for entry. Visit [BloomNet360](#) for sweepstakes assets, as well as FREE rules and regulations.



Tips to Grow Your Email List

- Create an inventory of all the places you normally interact with your customers. Then practice saying out loud why they should join your email list.
- Reach out to loyal customers who already receive your emails, and ask if they're willing to help spread the word about your business.
- Create an online sign-up form, so anyone visiting your website will be able to sign up to receive your emails.
- Reach your current and future customers to introduce new products, services, or advertise a promotion or event.

[Learn more today](#)

We're Here For You

During peak seasons, BloomNet's Customer Service teams are available when you need us the most. If you can't find another member to fulfill an order, please send it to **Commitment to Coverage, Z9980000**. For any other questions, please visit www.bloomnet.net/contactus.

