

# Valentine's Day

## 2023 PLANNING GUIDE





# Welcome

The Way to Wow! This time of year provides the perfect opportunity to help customers celebrate all those that mean so much to them, through the beauty of flowers.

BloomNet is committed to working with you as you assist your customers in expressing their emotions. In addition, we have created an informative Valentine's Day 2023 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 Valentine's Day for your business!



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## SUPPORTING YOUR SHOP

Thank You!

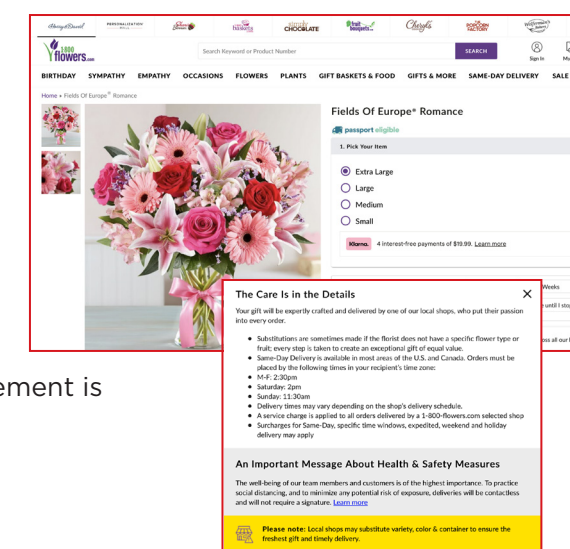
As Valentine's Day approaches, we're reminded of the importance of staying connected with loved ones. This year in particular, with the shipping & receiving challenges at hand, our goal continues to be to maximize your profit potential, while providing best-in-class products and service, from our team 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
- 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 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 VALENTINE’S DAY PRODUCTS

For 1-800-FLOWERS.COM®

SEASONAL TIPS

Valentine’s Day Reminders



#191238  
Key to My Heart®



#191241  
Sweetheart Romance™



#191240  
Straight from the Heart™



#161132  
Blooming Love™



#191112  
Fields of Europe® Romance



#191113  
Fields of Europe® Bliss



#191243  
Love Pup™



#191168  
Daydream Bouquet™



#161776  
Rose Elegance™ Premium Long Stem Red Roses



#191244  
Always on my Mind™ Flower Bouquet®



#192268  
Sweet Love™ Bouquet



#194641  
Radiant™ Romance Bouquet

CODIFIED VALENTINE’S DAY CONTAINERS

#190093  
Radiant Red Glass Vase

#156657  
Pink Spiral Tapered Vase

#156676  
Simply Chocolate Gold Box (19pc Asst.)

#92981  
Dog Bed Basket with Liner (Two Eyes, One Nose)

#156670  
Violet Fluted Gathering Vase

#156684  
Lotsa Love Plush Teddy Bear

#190078  
Champagne Hobnail Vase

#156138  
Rustic Cube

#155243  
Birthday Wishes Cake Kit

#155248  
Ruby Vase

#156735  
Floral Hat Box

#156681  
Hammered Bell Pitcher

#156672  
Sending Smiles Container

#139972  
Kitty Kat Kit (Ears, Eyes & Mouth)

[View Recipes](#)

[Changes to Recipes in DRG](#)

OPERATIONS

Will your shop be open on Sunday, February 12 (day before Valentine’s Day)? Please update your status at [www.bloomnet.net/opensunday](http://www.bloomnet.net/opensunday).

Reinforce with staff the importance of photo proof-of-delivery, as well as submitting delivery notifications in real-time. Share our Best Practice Guide with staff and drivers.

To maximize productivity, set up a functional assembly line so that designers have all

resources easily accessible to them but still remaining socially distant.

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

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.

Utilize [BloomNet360.com](http://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






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

**SAVE 10% on Valentine’s Day assets – Promo Code “SFSHS”** (offer ends 2/02/2023)





## Fresh, Farm Direct, Priced Right

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

For more information, please visit [www.farm2florist.com](http://www.farm2florist.com), email [farm2florist@bloomnet.net](mailto:farm2florist@bloomnet.net), or call us at 1-800-256-6663.



## SEASONAL TIPS

### Fresh Valentine's Day 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 Valentine's Day arrangements.

#### FRESH FLORAL

**Roses**  
(red, pink & hot pink)

**Alstroemeria**  
(pink & purple)

**Carnations**  
(red)

**Lilies**  
(pink Asiatic & pink Stargazer)

**Monte Casino**  
(purple)

**Stock**  
(lavender & white)

**Waxflower**  
(pink & purple)

**Dendrobium Orchids**  
(white)

**Gerbera Daisy**  
(pink)

**Cymbidium Orchids**  
(pink)

**Cremon**  
(pink)

**Calla Lilies**  
(white)

**Daisy Poms**  
(lavender)

#### FRESH PLANTS & GREENERY

**Aspidistra Leaf**  
**Eucalyptus**  
(spiral & silver dollar)

**Ruscus** (Italian & Israeli)  
**Salal** (full & tips)

**Leather Leaf**  
**Variegated Pittosporum**



#### Promoting "Florist Choice" Arrangements

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



### PREMADE BOUQUETS FOR VALENTINE'S DAY

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 9 premade bouquets for Valentine's Day, 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.](#)

**Valentine's Day Order Deadline: January 18\***

**Valentine's Day Last Delivery Deadline: February 11\***

To order premade bouquets or for more details, please call customer service at (877) 281-0327 or email [18F@vistaflor.com](mailto:18F@vistaflor.com)



Key to My Heart®  
#176326



Straight from the Heart™  
#95180



Rose Elegance™  
#161776



Fields of Europe® Bliss  
#179173



Blooming Love™  
#161132



Fields of Europe® Romance  
#148245



Daydream Bouquet™  
#183988



Fields of Europe®  
#159229

\*VistaFlor 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.

## 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](#).

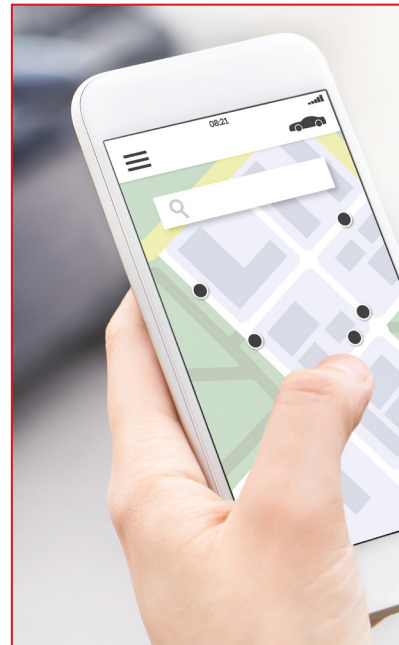
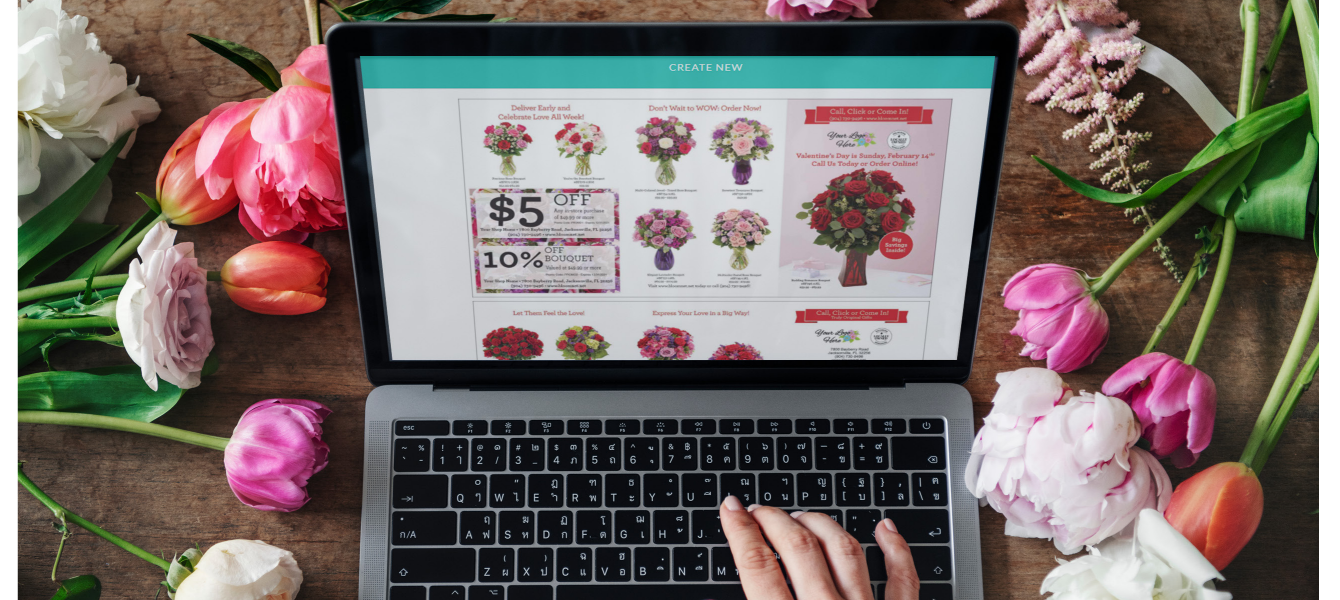






## ENHANCE YOUR DELIVERIES

with BloomNet Business Management System



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!



Access more local delivery drivers by partnering with DoorDash!

- **Increase Efficiency:** Find available drivers for same day deliveries, 9AM-9PM, 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!



**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!

### Brochures



### Postcards



### Bounce Back Cards



Get Started Today



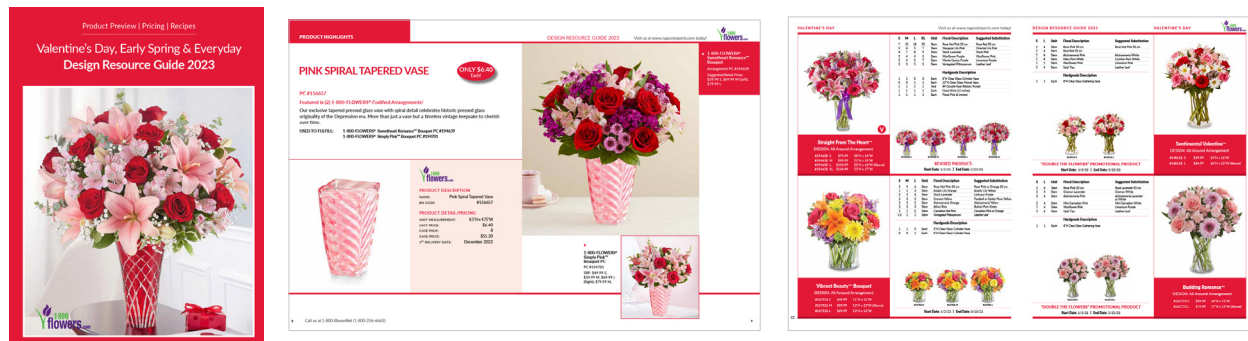


## SEASONAL TIPS

### Guides and Manuals

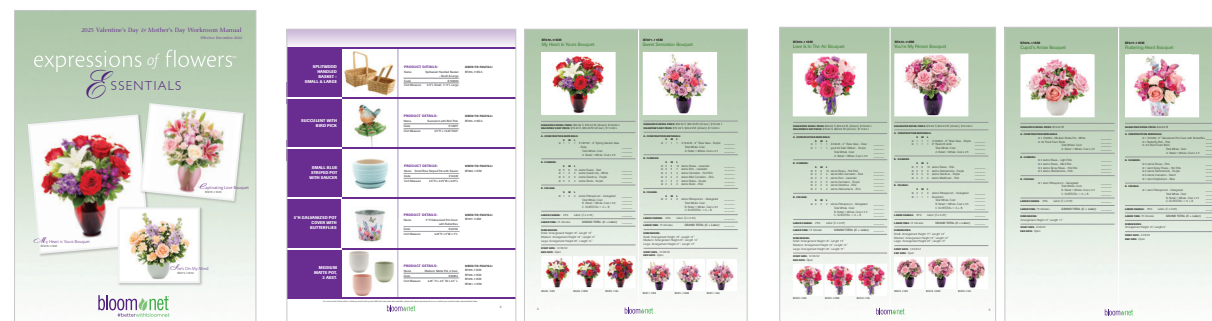
Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, by some of the floral industry's most talented local floral artisans!

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



### 1-800-FLOWERS.COM®

- [2023 Valentine's Day, Early Spring & Everyday Design Resource Guide](#)
- [2022 Sympathy Design Resource Guide](#)



### BloomNet Essentials

- [2023 Valentine's Day & 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](#)



### Floriology Institute

Experience floral design classes in-person



### Floriology NOW

Enroll in on-demand floral design & business courses



### Floriology Interactive

Enjoy hands-on floral design classes from home



### Floriology Magazine

Digitally explore new ideas from industry leaders

[Discover all Floriology has to offer](#)





## SOCIAL MEDIA BEST PRACTICES

### for Seasonal Success

As a florist, 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 (especially the days leading up and on Valentine's Day).

#### 2 | Post Videos

Engage customers with real-time updates through live broadcasts, stories and/or video uploads across various social media platforms, especially YouTube, Facebook and Instagram/IGTV. Real comfortable with video?

#### 3 | Keep it Short & Sweet

Despite the recommended limit, don't abbreviate or use acronyms. Instead, write out full words to make for an easier read – this will also help with user searches.

#### 4 | Include Links

Linking your social posts back to your website can help potential customers view your selection! This helps speed up the buying process as customers find exactly what they are looking for!

#### 5 | Use Hashtags

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

#valentinesdayflowers #valentinesday2023 #valentinesdaygift #valentinesdaygifts #valentinesdaygiftideas #valentinesdaydecorations #roses #rosesbouquet #february14 #flowersandchocolate #happyvalentinesday #bemine #valentines #valentineflower #valentineflowers #valentinesflowers #valentineroses #valentinesroses #valentinesflorist #valentines2023 #valentinesgift #valentinesgifts #valentinesweek, #galentine'sday

#### 6 | Use Filters and Effects

Social is now all about entertainment and grabbing attention. Be liberal and experimental in your use of effects and filters found within most social media.

#### 7 | Use Filters and Effects

In all your posts, do it yourself if you're the owner of the business. Use plain language and speak from the heart on how you can provide a truly special and unique gift. This will make difference with customer choosing between you and the competition!



## 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](http://www.bloomnet.net/contactus).

## **BloomNet Customer Service Holiday Hours**

Saturday 2/11 open 9am-8pm (EST)

Sunday 2/12 open 9am-8pm (EST)

Monday 2/13 open 8am-9pm (EST)

Tuesday 2/14 open 8am-10pm (EST)

