

# Christmas

2023 PLANNING GUIDE





# Welcome

As the Christmas 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 Christmas 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 Christmas season for your business!



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## SUPPORTING YOUR SHOP

### Thank You!

During the holiday season, we're reminded of the importance of staying connected with loved ones. Our goal continues to be to maximize your profit potential, while providing best-in-class products and service, from our team of dedicated associates. Order hardgoods, supplies, fresh floral and premade bouquets in advance, to ensure your shop is ready for the busy season.

#### Order Products Now

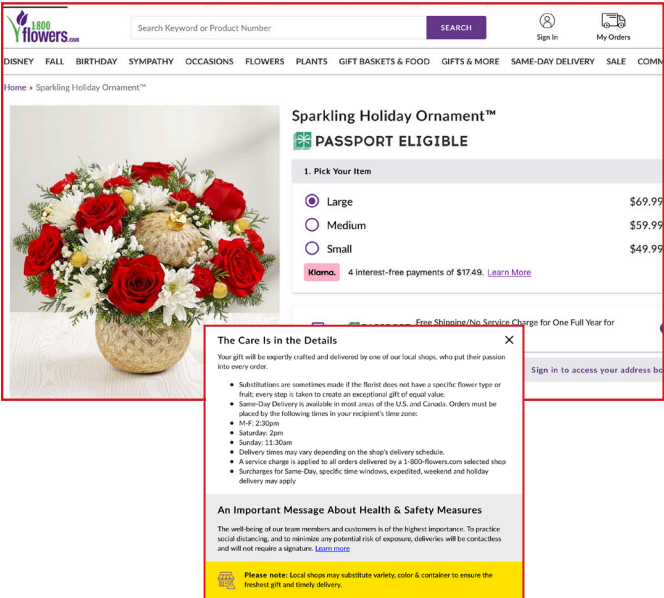
## MEMBERSHIP ENHANCEMENTS

- 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

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 CHRISTMAS PRODUCTS

For 1-800-FLOWERS.COM®



# 191347  
Santa Paws®



#191178  
Garden of Grandeur® for  
Holiday



# 191189  
Fields of Europe® for  
Christmas Basket



#191336  
Holiday Flower Tree®



#191337  
Holiday Flower Tree® Musical  
Merriment™



#191116  
Fields of Europe® for  
Christmas



#191226  
Holiday Magic™ Bouquet



#191176  
Traditional Christmas  
Centerpiece



#191348  
Sparkling Holiday  
Ornament™



#191217  
Crimson Treasure™  
Cachepot



#191146  
Holiday Radiance™  
Bouquet



#191182  
Lovely Lavender Medley™  
for Winter



# 191180  
Winter Wishes™ Bouquet



#191167  
Floral Embrace™



#191141  
Dashing Through the  
Snow Sleigh™

## CODIFIED CHRISTMAS CONTAINERS

#190089  
Holiday Flower Tree®  
Kit

#190103  
Glittering Gold  
Holiday Ornament™

#190104  
Vintage Sleigh  
Bouquet

#156687  
Remembrance™  
Cache Pot

#190078  
Champagne  
Hobnail Vase

[View Recipes](#)

# SEASONAL TIPS

## Christmas 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 **floral 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.

Will your shop be open on Christmas Eve (Saturday, December 24)?  
[Contact us](#) to let us know your status.

### TECHNOLOGY CHECKLIST

- ☐ Submit proof-of-delivery 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

**ORDER EARLY! Save On All Christmas Assets**  
**SAVE 10% Use Promo Code XAEE6\***

\*Promo expires 12/2/23





# Fresh Floral Marketplace. Priced Right!



**Best in Class Farms**



We've established strategic relationships with farms in the leading flower-growing countries



**Premium Floral Varieties**



Through our marketplace we connect you to the farms, giving you access to premium floral varieties



**Freshness Guaranteed**



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 Christmas Procurement

As shipping and supply chain challenges 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 arrangements.

FRESH FLORAL		
<b>Alstroemeria</b> (red, white & lavender)	<b>Hypericum</b> (red & green)	<b>Solidago</b>
<b>Carnation</b> (red, burgundy & white)	<b>Limonium</b> (white)	<b>Statice</b> (white)
<b>Delphinium</b> (light, medium & dark blue)	<b>Mini-Carnation</b> (red & white)	<b>Stock</b> (lavender & white)
<b>Football Mum</b> (white)	<b>Monte Casino</b> (white)	<b>Waxflower</b> (white)
<b>Gerbera Daisy</b> (red)	<b>Mum Disbud</b> (white)	<b>Red &amp; White Lilies</b> (Asiatic & Oriental)
<b>Gypsophila</b>	<b>Roses</b> (red & white)	<b>White Pom Pons</b> (athos, button, cushion & daisy)
FRESH PLANTS & GREENERY		
<b>Assorted Christmas Greens</b> (Noble, Fir, White Pine, Cedar & Holly)	<b>Eucalyptus</b> (spiral, seeded/red tint & silver dollar)	<b>Salal Tips</b>
<b>Boxwood</b>	<b>Pittosporum</b> (variegated & green)	<b>White Birchwood</b>
		<b>Poinsettia Plants</b>

### Custom Created Bouquets to Match Every Vibe

Our Flowers & Feels™ bouquets are crafted with love by our BloomNet® florists, using the season's IT blooms and endless creativity. Give the customer the chance to express themselves, their individuality, and their thoughtfulness with something that truly comes from their heart. For the entry level small size, we will normally charge consumers \$39.99 and we will transmit to the shops at a higher amount!

[Learn More!](#)







## BOUQUETS2GO



### PREMADE BOUQUETS FOR CHRISTMAS & EVERYDAY

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 premade bouquets for Christmas and Everyday, 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.](#)



Fields of Europe®  
Christmas  
#191116



Fields of Europe®  
Christmas Basket  
#191189



Traditional Christmas  
Centerpiece  
#191176

**Christmas Order Deadline:  
December 12\***

**Christmas Last Delivery Deadline:  
December 22\***

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

\*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 Photo Proof of 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.

#### 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](#).

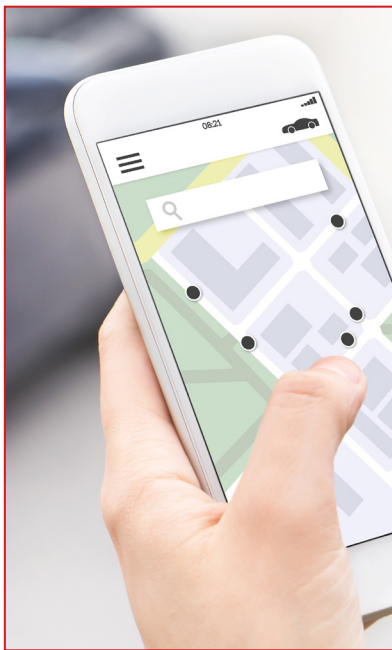






## ENHANCE YOUR DELIVERIES

with BloomNet Business Management System



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

- **Improve Customer Satisfaction:** Take photos of your deliveries as proof-of-delivery while still respecting social distancing
- **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

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 with Walmart GoLocal and Doordash

- **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 the BloomNet Enhanced Delivery Program!



### Brochures



### Postcards



### Bounce Back Cards



Get Started Today





## SEASONAL TIPS

### Guides and Manuals

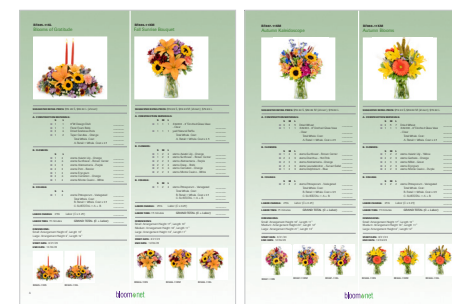
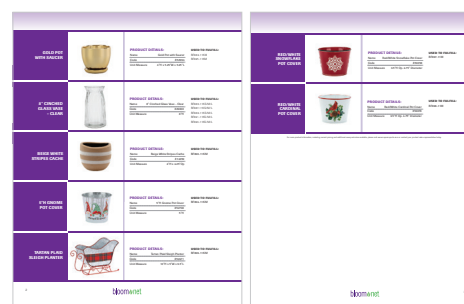
Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, by some of the floral industry's most talented local floral artisans!

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



### 1-800-FLOWERS.COM®

- [2023 Fall, Holiday & Everyday Design Resource Guide](#)
- [2023 Sympathy Design Resource Guide](#)



### BloomNet Essentials

- [2023 Fall & Holiday Workroom Manual Supplement](#)
- [Everyday & Holidays Full Workroom Manual](#)
- [Tributes & Sympathy Workroom Manual](#)



## SEASONAL TIPS

### Designer Inspiration

napco<sup>SM</sup>

### 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<sup>®</sup>



### 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

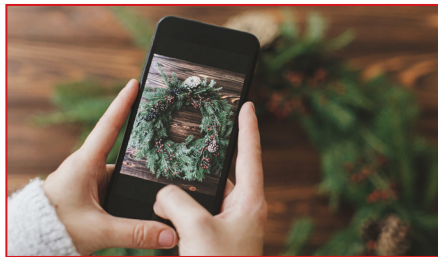
[Discover all Floriology has to offer](#)





## 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.

#### 2 | Include Videos

Providing business updates through live broadcasts, stories and/or video uploads across various social media platforms, especially Google My Business, YouTube, Facebook and Instagram.

#### 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.

#### 4 | Include Links

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!

#### 5 | Use Hashtags

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

#christmasflower, #xmasflowers #holidayflowers #winterflorals #winterflowers  
#holidayflorals #christmasdecor #christmasdecorations #xmasdecor  
#xmasdecorations #christmasplants #christmasbouquet #holidaybouquet  
#decemberflowers #winterplants #poinsettia #poinsettiasforchristmas  
#christmascards #christmascactus



## 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. Promote your sign-up with QR codes.
- Reach your current and future customers to introduce new products, services, or advertise a promotion event or workshop.

[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, chat with us at [www.bloomnet.net](https://www.bloomnet.net) or [www.bloomnet.net/contactus](https://www.bloomnet.net/contactus).

## **BloomNet Customer Service Holiday Hours**

December 21st 8am-9pm  
December 22nd 8am-10pm  
December 23rd 8am-10pm

December 24th 8am-9pm  
December 25th - Closed

