

Mother's Day

2024 PLANNING GUIDE





SUPPORTING YOUR SHOP

Thank You!

As Mother's Day approaches, 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. 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

Welcome

Mother's Day is one of our favorite days of the year to treat mom with the freshest and most beautiful blooms that shows her how much she is appreciated. All inspiring mother figures in our lives deserve to be shown gratitude and admiration every day, especially on Mother's Day.

BloomNet is committed to working with you, as you help customers show their appreciation for all the special mom's in their lives. In addition, we have created an informative Mother's Day 2024 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 ensure a successful Mother's Day for your business!



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

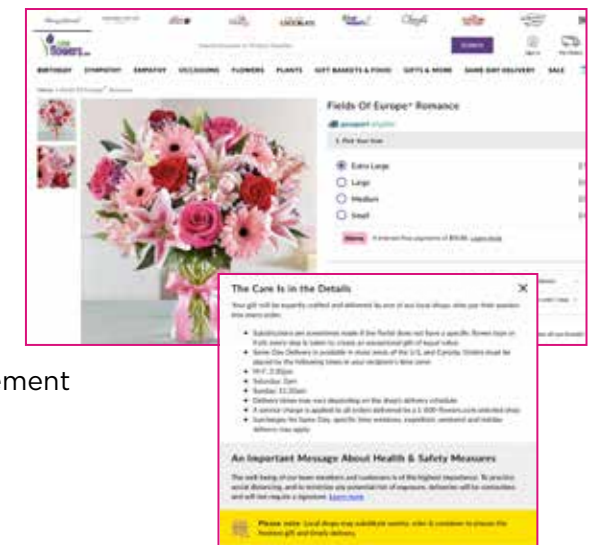


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FEATURED MOTHER'S DAY PRODUCTS

For 1-800-FLOWERS.COM®



#191322
Mother's Embrace™



#194048
A Mother's Love™



#191259
Fields of Europe® for Mom



#194041
Timeless Elegance



#191313
Vibrant Floral Medley™



#191546
Precious Pup™



#191299
Amazing Mom™ Bouquet



#1912260
Beautiful Blooms™ Bouquet



#191169
Elegant Blush™ Bouquet



#191173
Lovely Lavender Medley™



#191308
Pastel Posy



#191167
Floral Embrace™



#191244
Always On My Mind™ Flower Bouquet



#148591
Sunny Garden Basket



#191310
Spring Sentiment™ Bouquet

1-800-FLOWERS.COM® MOTHER'S DAY AND SPRING FEATURED CODIFIED CONTAINERS

190075
Cascade Vase

190017
Mother's Day Canister

190099
Happy Birthday Banner Pick

156735
Floral Hatbox™

156138
Rustic Cube

155243
Birthday Wishes Flower
Cake® Kit

156676
8 oz. Simply Chocolate®

[View Recipes](#)

190113
Pet Bed Kit

156655
Honeycomb Mason Jar
Peach Quartz

190116
Lavendar Glass



SEASONAL TIPS

Mother's Day 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.
- 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.

BloomNet Customer Service hours for Mother's Day.

Will your shop be open on Sunday, May 12? Please update your status at www.bloomnet.net/opensunday.

Thursday May 9, 2024 • 8 AM - 9 PM

Friday May 10, 2024 • 8 AM - 9 PM

Saturday May 11, 2024 • 8 AM - 9:30 PM

Sunday May 12, 2024 • 8 AM - 6:30 PM

TECHNOLOGY

- ✓ 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
- product menu
- business open/closed sign
- postcards
- gift cards

SAVE 20% on Mother's Day assets - Promo Code "6KA12" (available 3/18 - 4/13/2024)

SAVE 10% on Mother's Day assets - Promo Code "E45BP" (available 4/13 - 5/4/2024)



FARM ₂ FLORIST™






SEASONAL TIPS

Fresh Mother'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 Mother's Day arrangements.

Fresh, Farm Direct, Priced Right

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

FRESH FLORAL		
Roses (peach, yellow, light, medium & hot pink)	Daisy/Button Pom (white & lavender)	Bupleurum
Mini-Carnations (light pink)	Snapdragon (lavender, white & pink)	Salal & Salal Tips
Carnations (hot pink, peach, & white)	Dianthus (pink & purple)	Eucalyptus (seeded, spiral & silver dollar)
Gerbera Daisies (pink)	Matsumoto Aster (hot pink & lavender)	Variegated Pittosporum
Lilies (oriental/Asiatic/L.A. Hybrid in white, pink & yellow)	Mum Disbud (lavender)	Queen Anne's Lace
Alstroemeria (pink)	Lisianthus (lavender)	Gypsophila
Waxflower (pink & purple)	Limonium (pink & purple)	Solidago
Stock (pink, lavender & white)	Larkspur (pink)	Israeli Ruscus
Mini Gerbera Daisy	Cremon (pink)	Veronica
Blue Thistle	Delphinium (blue)	Leucadendron
Safflower	Tulip (orange & pink)	Podocarpus Greenery
	Monte Casino (purple Mardi Gras & white)	Foxtail Greenery
		Peony

Increase Your Order Volume with our New Wholesale Plants Collection

- Increase your 1-800-Flowers.com® order volume & in-store sales
- Orchids & Money Trees support 1-800-Flowers.com® Same Day Plant Program
- 2 Day FedEx Shipping, Competitive Pricing and Top-Notch Quality
- Discover additional Green Foliage Plants, Succulents & More!
- Pink/Yellow Orchids & Gardenias will only be available until May, Order Now!



Order Now!

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



BOUQUETS2GO



Marvelous Mum™ #194041

PREMADE BOUQUETS FOR MOTHER'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 3 premade bouquets for Mother'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!



Fields of Europe® for Mom #191259



Mother's Embrace™ #191322



Lovely Lavender Medley #191173

[View Bouquet Pricing.](#)

Mother's Day VistaFlor Deadlines: Order By: April 19
Mother's Day Last Delivery: May 10

To order premade bouquets or for more details, please call Customer Service at 877-281-0327 or email 18@vistafior.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

Maximize use of this valuable tool from Route4Me for Photo Proof of Delivery Reduce Customer Complaints and Deliver Smiles. Photo Proof of Delivery for Delivery Confirmation is a requirement and best practice as a fulfiller of 1-800-Flowers®, FruitBouquets.com® and Shari's Berries® to resolve delivery disputes from customers.

- Save time and effort by submitting delivery photos electronically.
- Ensures a successful delivery experience for all.
- Reduce costly delivery disputes and order cancellations.

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



Route4Me

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!

Share these How-To Videos with your drivers!



[Android](#)



[Apple](#)



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



Get Started Today

bloomnet 360 Marketing Portal

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

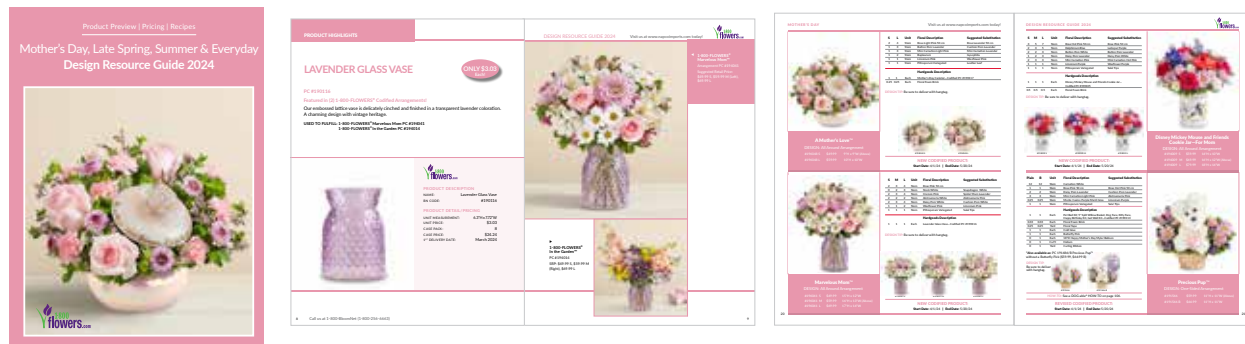
- Browse our library of premade templates
- Customize them with your own logo and shop information
- Order exactly what you need & still benefit from high-quantity price breaks
- Have your order shipped to your shop, or leverage our direct mail services!



SEASONAL TIPS Guides and Manuals

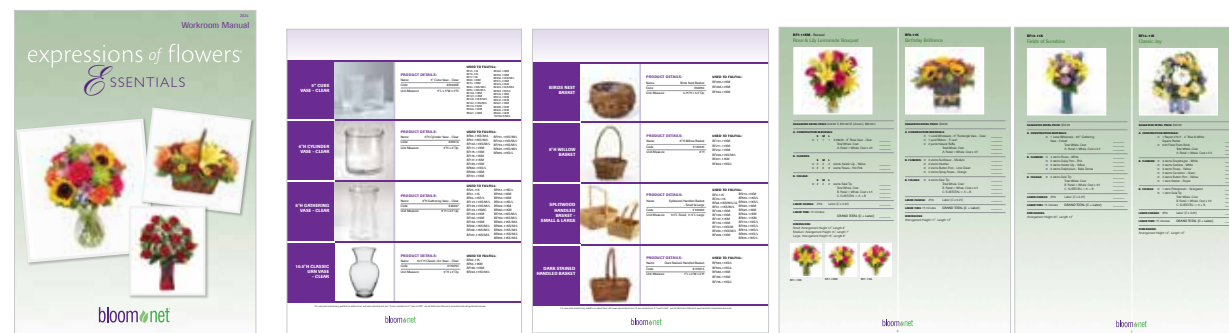
Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, by some of the floral industry's most talented local floral artisans!

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



1-800-FLOWERS.COM®

- **2024 Mother's Day, Early Spring & Everyday Design Resource Guide**
- **2022 Sympathy Design Resource Guide**



BloomNet Essentials

- **Everyday & Holidays Full Workroom Manual**
- **Tributes & Sympathy Workroom Manual**



SEASONAL TIPS Designer Inspiration



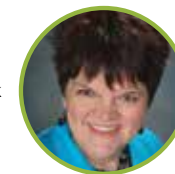
Napco Trend Reports

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](#)

Sandy Schroeck
AIFD, CFD, PFCI



NEW Hands On/In Person & Live Online Classes!



Angelyn Tipton
AIFD, CFD, GMF, PFCI



APRIL 7-9 "Wedding Bliss" 3 Day In Person Classes

With Angelyn Tipton AIFD, CFD, GMF, PFCI and Sandy Schroeck AIFD, CFD, PFCI
MUST ENROLL BY MARCH 17

The next in-person class will be April 7-9 taught by Angelyn Tipton AIFD, CFD, GMF, PFCI and Sandy Schroeck, AIFD, CFD, PFCI. This class will focus on the changing trends with wedding styles for personal flowers, bouquets, and centerpieces.



APRIL 10 "Creative Flair" In-Person Class

With Angelyn Tipton AIFD, CFD, GMF, PFCI
MUST ENROLL BY MARCH 17

Are you practicing for your certification test at AIFD® National Symposium? Be better prepared with this once in a blue moon opportunity. Floriology is doing a focus group on tricks/tips and techniques to add creative flair to your everyday designs.



APRIL 10 "Wedding & Personal Flowers" FREE Interactive Class

With Angelyn Tipton AIFD, CFD, GMF, PFCI
MUST ENROLL BY APRIL 3

Wedding and personal flowers continue to change with the generations. As the styles and fads change so to do the orders. How do we use growing connections and engagements through social media to guide us on the changes in trends?

SPACE IS LIMITED [Enroll Now!](#)



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 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.

Mother's Day: #mothersday, #mothersdaygift, #mothersdayflowers, #mothersdayflower, #mothersdaygiftideas, #giftsformom, #flowersformom, #mothersdaygifts, #MothersDay2024, #motherslove, #formom, #happymothersday, #mayflowers, #mothersdayideas

Easter: #easter, #easterflowers, #springflowers, #easterflowerdelivery, #easterbasket, #easterdecor, #easterbunny, #aprilflowers, #happyeaster, #easterbouquets, #easter2024

Administrative Professionals Week: #administrativeprofessionalsday, #adminprofessionalsday, #adminprofessionalsdayflowers, #showappreciation, #administrativeprofessionaldaygifts, #adminprofessionalsday2024, #officesuperstars



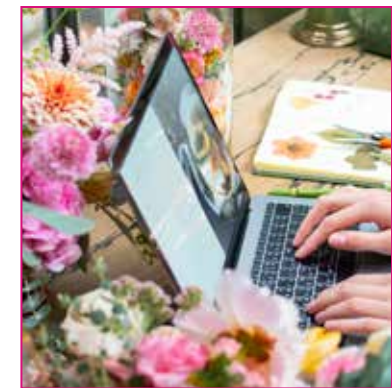
DIGITAL MARKETING TIPS

for Seasonal Success

Importance of Google Reviews

Google Reviews are highly important for SEO (search engine optimization). They influence your local search rankings, making your business more visible in search results. Positive reviews can increase your SEO, helping you stand out from competitors and attract more potential customers. Ensure your google business listing is up to date. It is very important images and information is current, so you remain relevant in search results.

Visit [Google Business Blog](#)



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.
- Create an online sign-up form, so anyone visiting your website will be able to sign up to receive your emails.
- Reach out to loyal customers who already receive your emails, and ask if they're willing to help spread the word about your business.
- 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.

For any other questions, please [visit www.bloomnet.net/contactus](http://www.bloomnet.net/contactus).

BloomNet Customer Service Holiday Hours

Thursday May 9, 2024 • 8 AM - 9 PM

Friday May 10, 2024 • 8 AM - 9 PM

Saturday May 11, 2024 • 8 AM - 10 PM

Sunday May 12, 2024 • 8 AM - 6 PM

