

Mother's Day

2025 PLANNING GUIDE



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 how much she is appreciated. Our Spring & Mother's Day collections are designed to spread cheer and happiness to everyone, especially Mom.

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 2025 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!



TABLE OF CONTENTS

- | | | |
|---|-------------------------------------|---|
| 3 Supporting Your Shop | 9 Daily Reminders | 15 Designer Inspiration |
| 4-5 Featured Mother's Day Products | 10 Guides & Manuals | 16 Social Media Best Practices |
| 6 Bouquets2Go | 11 Enhance Your Deliveries | 17 Email Marketing Tips |
| 7 Fresh Mother's Day Procurement | 12 Farm2Florist | 18 We're Here For You |
| 8 Mother's Day Reminders | 13 Card Isle | |
| | 14 BloomNet 360 | |

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 services, 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](#)

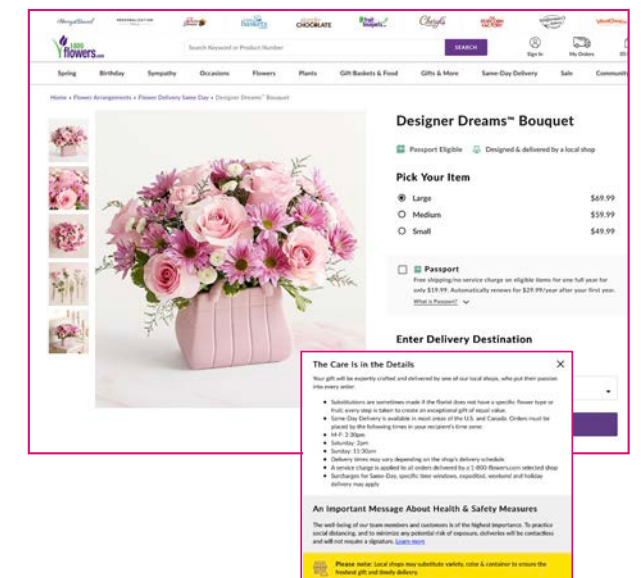
MEMBERSHIP ENHANCEMENTS

- Increased promotion of One-of-a-Kind/Florist Choice arrangements
- Reduction of Florist Designed arrangements with difficult-to-source fresh floral
- Flexible Substitutions
- Flexible Delivery Windows
- BMS customers now have access to more drivers through the BloomNet Enhanced Delivery Program, Rates starting as low as \$5.99 per delivery
- Leverage the BloomNet Helium program for discounted rates & dedicated customer service. [Click Here for details](#)
- FREE business consultation with your Account Relationship Manager (ARM)

UPDATED SUBSTITUTION GUIDELINES

Together, we can meet our customer's 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, 1-800-FLOWERS.COM® team has made updates to their website to highlight this possibility and that the utmost care & attention is given to ensure each arrangement is designed of equal value.

[View Substitution Guidelines](#)





FEATURED MOTHER'S DAY PRODUCTS

For 1-800-FLOWERS.COM®



#194225
Lavender Expression Bouquet



#191259
Fields of Europe™
for Mom



#191926
Amazing Mom™
Bouquet



#191313
Vibrant Floral
Medley™



#191756
Elegant Blush Bouquet



#194294
Flirty Fun Bouquet



#191890
Marvelous Mom™



#191244
Always On My Mind™
Flower Bouquet



#194011
Honey Bee Buzz™
for Spring



#191768
Mother's Embrace™
Bouquet



#191247
Vibrant Beauty™ Bouquet



#191167
Floral Embrace™



#191546
Precious Pup™



#194030
Nature's Charm™ Bouquet



FEATURED MOTHER'S DAY PRODUCTS

For 1-800-FLOWERS.COM® (CONT.)



#191168
Daydream
Bouquet™



#191310
Spring Sentiment™
Bouquet



#191387
Splendid Beauty™
Bouquet



#191769
Charmingly Chic™ Bouquet



#191173
Lovely Lavender
Medley™



#194296
Designer's Dreams Bouquet

[View Recipes](#)

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



190136
Amazing Mom
LED sign



156670
Violet Fluted
Gathering Vase



190129
Pink Flirt
Vase



155243
Birthday Wishes
Flower Cake® Kit



156676
8 OZ. Simply
Chocolate®



190125
Modern
White Vase



156138
Rustic Cube



155248
Ruby Vase



190128
Tote - ally
Charming
Handbag



190161
Moss
Handbag



190135
Pink
Perfection
Vase



1190115
Sweet As Can
Bee Vase



190116
Lavender Glass
Vase™



190113
Pet Bed Kit



BOUQUETS2GO



Fields of Europe® for Mom #191259

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 6 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!



Blooming Love #161132



Fields of Europe Romance #191112



Daydream Bouquet #191168



Floral Embrace #191167



Lovely Lavender #191173

[View Bouquet Pricing.](#)

**Mother's Day VistaFlor Deadlines: Order By: April 22
Mother's Day Last Delivery: May 8**

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

Fresh Mother's Day Procurement

This season, 1-800-FLOWERS.COM® is featuring the following fresh floral in our Mother's Day arrangements.

FRESH FLORAL

Alstroemeria (pink, peach, white, lavender, orange)
Althos Pom
Anemone (purple, pink)
Bupleurum
Carnations (pink, lavender, yellow, green, peach, white)
Cremon (pink, yellow, lavender)
Daisy / Button Pom (white, lavender, yellow)
Delphinium (blue)
Dianthus (pink, purple)
Dusty Miller
Eucalyptus (seeded, spiral & silver dollar)
Gerbera (pink, hot pink, peach)

Gypsophila
Larkspur (pink)
Liatris
Lilies (Oriental, Asiatic, LA Hybrid in white, pink, yellow)
Limonium (pink, purple)
Lisianthus (lavender, pink)
Matsumoto Aster (pink, hot pink, lavender)
Mini-Carnations (pink)
Mini-Gerbera (pink, peach, orange, yellow)
Monte Casino (purple, white)
Mum Disbud (lavender, yellow)
Queen Anne's Lace

Roses (pink, hot pink, peach, white, lavender, orange, quick-sand)
Salal & Salal Tips
Snapdragon (lavender, white, pink, orange)
Solidago
Spray Roses (orange, peach)
Statice (purple)
Stock (pink, lavender, white, peach, Fuschia, cream)
Sunflowers
Tulip (orange, pink, mix)
Variegated Pittosporum
Veronica (pink)
Waxflower (pink, purple, white)

PLANTS

Anthurium (red, pink, white)
Calla Lily (white, purple)
Gardenia
Kalanchoe (yellow, pink, orange)

Money Tree
Orchid Single Stem (white, purple)
Orchid Double Stems (blue, white, pink, purple)

Spathiphyllum / Peace Plant
Succulent

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!
- Gardenia will only be available through Mid-May, so Order Now!

Order Now!





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 11? Please update your status at www.bloomnet.net/opensunday.

Wednesday May 7, 2025 • 8 AM - 9 PM

Thursday May 8, 2025 • 8 AM - 9 PM

Friday May 9, 2025 • 8 AM - 9:30 PM

Saturday May 10, 2025 • 9 AM - 8 PM

Sunday May 11, 2025 • 9 AM - 6 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 "ELBCY" (available 3/17 - 4/13/2025)

SAVE 10% on Mother's Day assets - Promo Code "9LLR3" (available 4/12 - 5/4/2025)



SEASONAL TIPS

Daily Reminders

DELIVERY CONFIRMATIONS

Maximize use of Route4Me for Photo Proof of Delivery to 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.com®, FruitBouquet.com® and Shari's Berries® to resolve delivery dispute from customers.

- Submit Delivery Confirmations in real time or before 7:00pm on all completed deliveries & earn a \$1 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.**

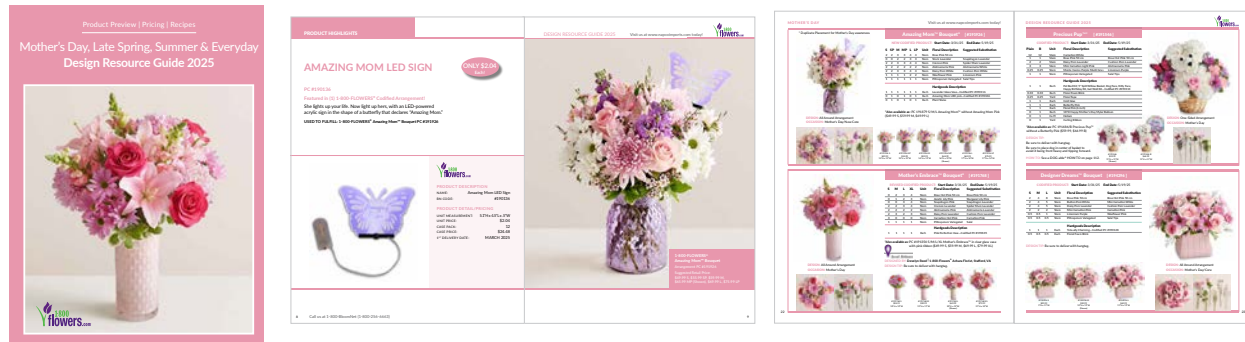




SEASONAL TIPS Guides and Manuals

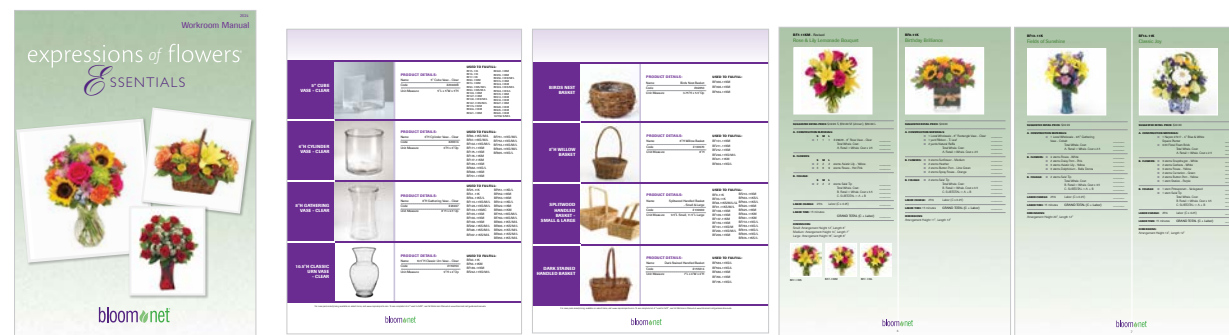
Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, by some of the floral industry's most talented local floral artisans!

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



1-800-FLOWERS.COM®

- [2025 Mother's Day, Early Spring & Everyday Design Resource Guide](#)
- [2022 Sympathy Design Resource Guide](#)

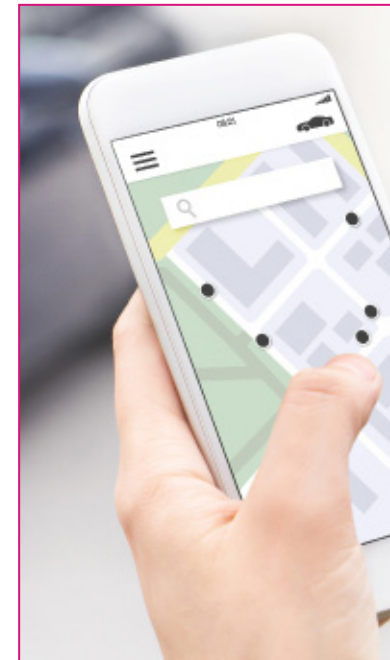


BloomNet Essentials

- [Everyday & Holidays Full Workroom Manual](#)
- [Tributes & Sympathy Workroom Manual](#)



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!](#)

Share these How-To Videos with your drivers!



[Android](#)



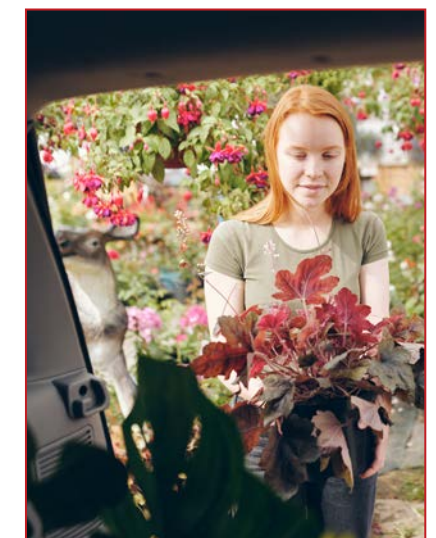
[Apple](#)



Access more local delivery drivers with Walmart GoLocal, Doordash Driver and Uber starting as low as \$5.99 per delivery!

- **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!](#)





FARM ₂ FLORIST™

Fresh Floral Marketplace. 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>Through our marketplace we connect you to the farms, 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>
<p>TRUCK DELIVERY NOW AVAILABLE IN SELECT CITIES</p>		

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

INCREASE YOUR SALES WITH Custom Greeting Cards



GREETING CARD STARTER PACK INCLUDES:

- Print Cards on demand
- Premium cardstock paper & envelopes
- Sign up today and receive a FREE BloomNet Commerce Website integration for designing and printing custom cards



SIGN UP TODAY! FASTEST GROWING ADD-ON

“ It seems as if every other order has a Card Isle Card attached to it. This is the best program that we've participated in over the years.

MARGARET FLEEGAL
President & CEO Twinbrook Floral Design, Inc

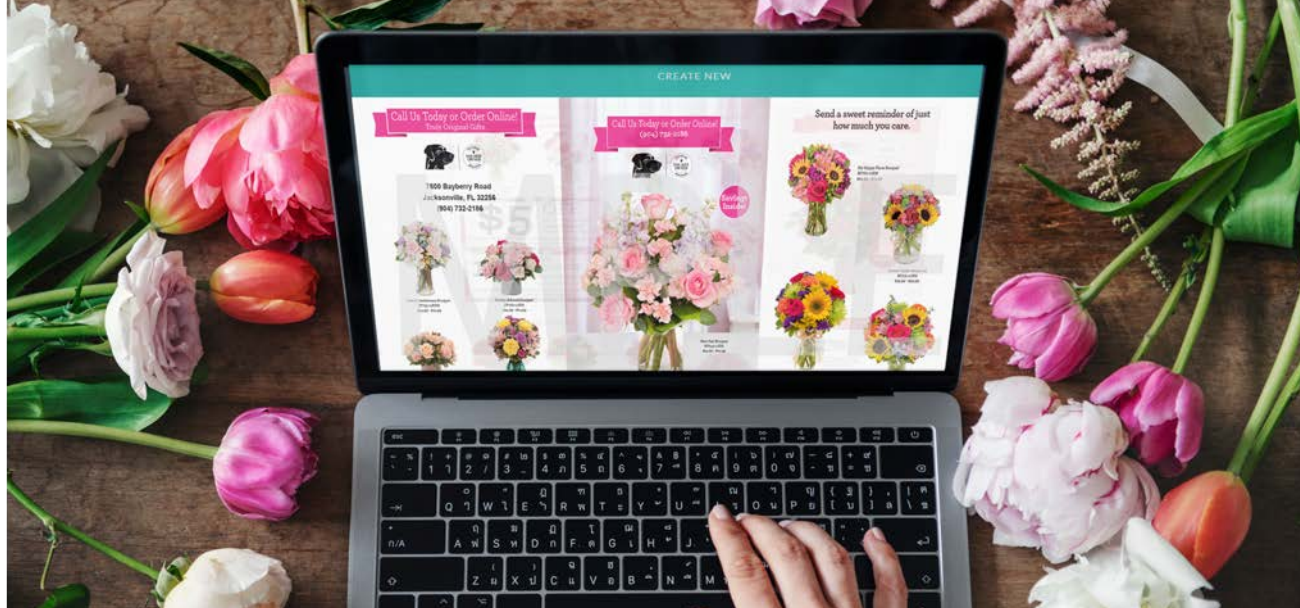
Card Isle is a great addition to our business! Helps increase the average sale with a seamless upsell. Set up was easy and customers love the personalized touch.”

JENNIFER BOJI
Designs by Guzzardo's | Milwaukee, WI



Scan to 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!

Brochures



Postcards



[Get Started Today](#)

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](#)

Gina Thresher
AIFD, CFD, EMC, IMF



NEW Hands On Classes!

Angelyn Tipton
AIFD, CFD, GMF, PFCI



JUNE 8-10 "Certification and Competition"

With Gina Thresher AIFD, CFD, EMC, IMF
MUST ENROLL BY MAY 23

Special Offer for BloomNet Members:
Register by May 1 and get the Creative Flair Class FREE

Designing for Certification and Competition is more in-depth than designing for everyday retail. Manipulating Elements & Principles, adding Creative Flair and design techniques are what evaluators and judges look for.



JUNE 11 "Creative Flair #105"

With Angelyn Tipton AIFD, CFD, GMF, PFCI
MUST ENROLL BY MAY 30

Join Angelyn Tipton for tips and tricks to add some creative flair to your everyday designs. This course is designed to help you stand out from your competition. Each Creative Flair class is unique. No two classes are the same.

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, #MothersDay2025, #motherslove, #formom, #happymothersday, #mayflowers, #mothersdayideas

Easter: #easter, #easterflowers, #springflowers, #easterflowerdelivery, #easterbasket, #easterdecor, #easterbunny, #aprilflowers, #happyeaster, #easterbouquets, #easter2025

Administrative Professionals Week: #administrativeprofessionalsday, #adminprofessionalsday, #adminprofessionalsdayflowers, #showappreciation, #administrativeprofessionaldaygifts, #adminprofessionalsday2025, #officesuperstars



DIGITAL MARKETING TIPS

for Seasonal Success

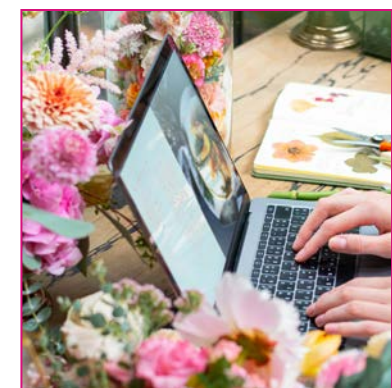
Optimizing Your Google Business Profile for your Flower Shop

Google Business Profile (formerly known as Google My Business) is a powerful tool for driving local traffic and increasing visibility for your floral business. Optimizing your profile ensures that customers can easily find you, contact you, and choose your shop over competitors

[Learn more](#)

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.



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.

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

Wednesday May 7, 2025 • 8 AM - 9 PM

Thursday May 8, 2025 • 8 AM - 9 PM

Friday May 9, 2025 • 8 AM - 9:30 PM

Saturday May 10, 2025 • 9 AM - 8 PM

Sunday May 11, 2025 • 9 AM - 6 PM

