

Mother's Day

2023 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 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 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 ensure a successful Mother's Day for your business!



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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](#)

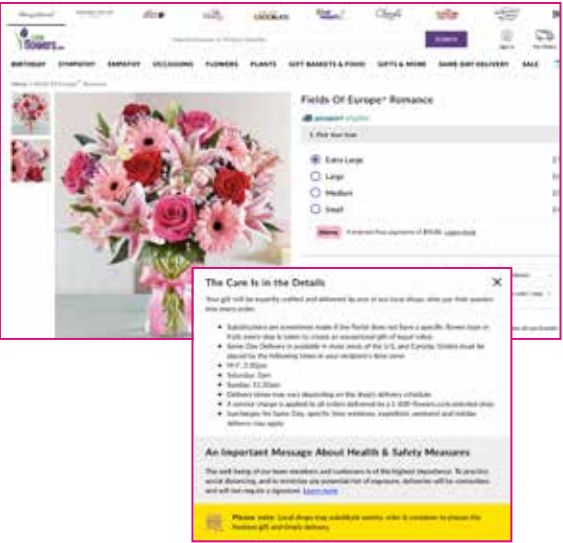
MEMBERSHIP ENHANCEMENTS

- 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 the utmost care & attention is given to ensure each arrangement is designed of equal value.

[View Substitution Guidelines](#)





FEATURED 2023 MOTHER’S DAY PRODUCTS

For 1-800-FLOWERS.COM®



#191322
Mother's Embrace™



#192315
A Mother's Love™



#191259
Fields of Europe® for Mom



#191311
Timeless Elegance



#191313
Vibrant Floral Medley™



#194838
Precious Pup™



#191249
Amazing Mom™ Bouquet



#192260
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

156750
Mother’s Love is the
Heart Canister

190099
Happy Birthday Banner Pick

156735
Floral Hatbox™

156138
Rustic Cube

155243
Birthday Wishes Flower
Cake® Kit

156676
8 oz. Simply Chocolate®

92981
Dog Bed Basket with
Liner-Two Eyes, One Nose

156655
Honeycomb Mason Jar

[View Recipes](#)

SEASONAL TIPS

Mother’s Day Reminders

OPERATIONS

- Will your shop be open on Sunday, May 14? Please update your status at www.bloomnet.net/opensunday.

✓ 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.
- ✓ 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.

Thursday May 11, 2023 • 8 AM - 9 PM
Friday May 12, 2023 • 8 AM - 9 PM
Saturday May 13, 2023 • 8 AM - 9:30 PM
Sunday May 14, 2023 • 8 AM - 6:30 PM

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 our online marketplace of customizable print assets to order and use to promote your shop.

- front door store hour sign
 - business open/closed sign
 - bounce back cards
 - postcards
 - brochures
 - gift cards
- Place window banners and retail posters in windows where easily seen from parking lot or the road.

SAVE 20% on Mother’s Day assets – Promo Code “XLNPQ” (available 3/20 - 4/15/2023)
SAVE 10% on Mother’s Day assets – Promo Code “VH4E5” (available 4/15 - 5/6/2023)



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, email farm2florist@bloomnet.net, or call us at 1-800-256-6663.



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 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



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



A Mother's Love™ #191298



Fields of Europe® for Mom
#191259



Mother's Embrace™
#191322

[View Bouquet Pricing.](#)

Mother's Day VistaFlor Deadlines: Order By: April 18
Mother's Day Last Delivery: May 12

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

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!



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 Walmart GoLocal and 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 with The BloomNet Enhanced Delivery Program



Brochures



Postcards



Bounce Back Cards



Get Started Today



SEASONAL TIPS

Guides and Manuals

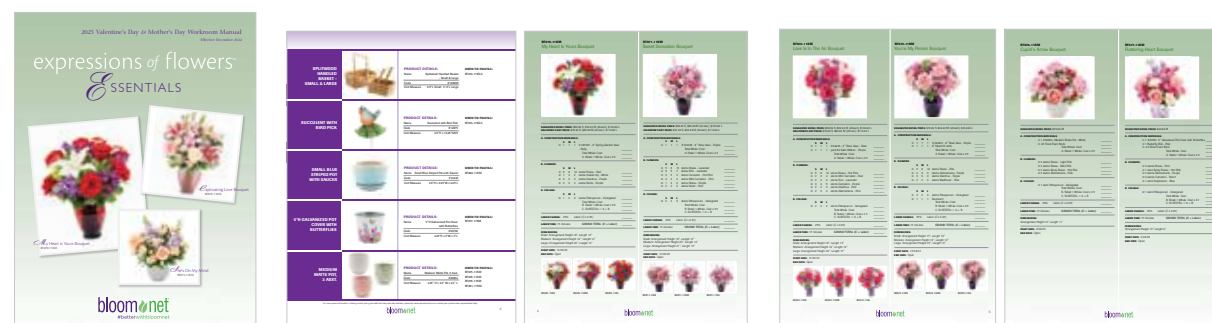
Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, by some of the floral industry's most talented local floral artisans!

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



1-800-FLOWERS.COM®

- **2023 Mother's Day, Early Spring & Everyday Design Resource Guide**
- **2023 Mother's Day Supplement**
- **2022 Sympathy Design Resource Guide**



BloomNet Essentials

- **2023 Mother's Day & Everyday Workroom Manual Supplement**
- **Everyday & Holidays Full Workroom Manual**
- **Tributes & Sympathy Workroom Manual**



SEASONAL TIPS

Designer Inspiration

napcoSM

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

NEW Hands On/In Person & Live Online Classes!



APRIL 2-4
“Wedding Bliss”
3 Day In Person Classes
With Jackie Lacey AAF, AIFD, CFD, PFCI
and Angelyn Tipton AIFD, CFD, GMF
MUST ENROLL BY MARCH 17

Weddings are ever changing, ever evolving and to stay up with the trends, you have to stay on top of those changes. Each day will provide trend information, hands on projects and a look at various styles designed by your instructors. Nothing is like “In Person” learning and the one-on-one demonstration and hands projects will give you more than you can imagine to take back to your shop, studio or wedding event clients.



APRIL 5
“The Business of Prom/
Personal Flowers”
FREE ZOOM LIVE
Interactive Class
With Jackie Lacey AAF, AIFD, CFD, PFCI
and Renato Sogueco, AAF, PFCI

Prom flowers and personal flowers in general have changed with the generations. Fads turn to trends and trends turn to style a lot faster with the growing connections and engagements through social media. Let us look at how you must adapt your marketing and promote your brand as a “Go To” for personal flowers.



Jackie Lacey
AAF, AIFD, CFD, PFCI



Angelyn Tipton
AIFD, CFD, GMF



Renato Sogueco
AAF, PFCI

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, #MothersDay2023, #motherslove, #formom, #happymothersday, #mayflowers, #mothersdayideas

Easter: #easter, #easterflowers, #springflowers, #easterflowerdelivery, #easterbasket, #easterdecor, #easterbunny, #aprilflowers, #happyeaster, #easterbouquets, #easter2023

Administrative Professionals Week: #administrativeprofessionalsday, #adminprofessionalsday, #adminprofessionalsdayflowers, #showappreciation, #administrativeprofessionaldaygifts, #adminprofessionalsday2023



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.

For any other questions, please visit www.bloomnet.net/contactus.

BloomNet Customer Service Holiday Hours

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