

# *Fall & Thanksgiving*

## 2021 PLANNING GUIDE







# Welcome

As the Fall season approaches, we are reminded, especially during challenging times, 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 Fall 2021 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 Fall season for your business!

## TABLE OF CONTENTS

- 3 | Supporting Your Shop
- 4 | Top Featured Products
- 5 | Peak Season Procurement
- 7 | Premade Bouquets
- 8 | Peak Season Checklist
- 9 | Daily Operational Reminders
- 10 | Guides & Manuals
- 11 | Be Inspired
- 12 | Enhance Your Deliveries
- 13 | BloomNet 360
- 14 | Social Media Best Practices
- 15 | Email Marketing Tips
- 18 | We're Here For You

## SUPPORTING YOUR SHOP DURING DIFFICULT TIMES

### Thank You for Your Passion & Commitment

During challenging times, we're reminded of the importance of staying connected with loved ones. In this "new normal", our goal is to maximize your profit potential, by providing you access to our best-in-class products, services, and team of associates, all ready to help your business thrive. As the holiday is fast approaching, now is the time to order hardgoods, supplies, fresh floral and premade bouquets, to ensure that your shop is ready for the busy season.

To place an order, or for more information, contact BloomNet Product Sales, [productsales@bloomnet.net](mailto:productsales@bloomnet.net)

### NEW ENHANCEMENTS DESIGNED FOR YOU

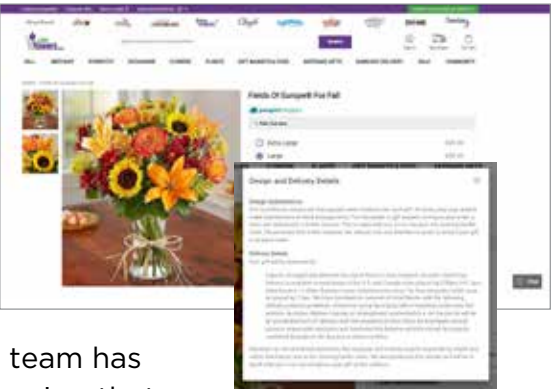
- Consumer and Florist messaging for utilizing "touchless" deliveries
- Flexible Substitutions during the COVID-19 crisis
- FREE business consultation with a BloomNet Market Area Consultant on managing the current situation
- Increased promotion of One-of-a-Kind/Florist Choice arrangements
- Reduction of Florist Designed arrangements with difficult to source fresh floral FREE tags to download for contactless deliveries, weather notices or early deliveries

To learn more, visit [www.bloomnet.net/covid19](http://www.bloomnet.net/covid19)

### UPDATED SUBSTITUTION GUIDELINES

By working together, we can help meet our customers' expectations and bring more orders into your shop! But at times, you may need to make a substitution to ensure each order is fresh and delivered in a timely manner. This is especially true as we navigate the evolving health crisis.

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](#)



## TOP FEATURED PRODUCTS For Fall & Thanksgiving



#167664  
**Fields of Europe® for Fall**



#174303  
**Harvest Glow™ Bouquet**



#183640  
**A-Dog-Able® for Fall**



#176878  
**Plentiful White Pumpkin™**



#167433  
**Vibrant Floral Medley™**



#167891  
**Floral Embrace™**



#174313  
**Birthday Wishes Flower Cake® Vibrant**



#179418  
**Daydream Bouquet™**



#167006  
**Wonderful Wishes Bouquet™**



#167530  
**Lovely Lavender Medley™**



#148683  
**Healing Tears™ Blue & White**



#167398  
**Always On My Mind™ Flower Bouquet**

To view these recipes and more, visit [www.bloomnet.net/guidesandmanuals](http://www.bloomnet.net/guidesandmanuals)

### CODIFIED FALL CONTAINERS\*

#156661  
**Brilliant Mosaic Vase**

#156660  
**Grateful White Pumpkin**

#156680  
**Rustic Slumbered Fox Pumpkin™**

#156677  
**Textured Fabric Hatbox**

#156682  
**Real Simple® Macrame Jar**

#156681  
**Hammered Bell Pitcher**

#156671  
**Southern Living® Vintage Farmhouse Milk Jug**

#156666  
**Antique Gold Vintage Lantern**

\*Subject to change and availability. Contact Product Sales to place an order, or for questions, at [productsales@bloomnet.net](mailto:productsales@bloomnet.net)

## PEAK SEASON PROCUREMENT For Fall & Thanksgiving

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 fall arrangements.

### FRESH FLORAL

**Roses, 50cm** (Hot Pink, Pink, Lavender, Peach, Orange, Bi-color Orange, Circus, Red & White)

**Asiatic Lilies** (Orange, Pink & White)

**Oriental Lilies** (Pink)

**Hybrid Lilies** (White)

**Carnations** (Hot Pink, Lavender, Lime Green, Orange & White)

**Mini Carnations** (Pink, Hot Pink, Orange & Red)

**Alstroemeria** (Lavender, Orange, Pink, White & Yellow)

**Sunflowers, medium**

**Snapdragons** (White & Yellow)

**Stock** (Lavender, Pink & White)

**Statice** (Purple)

**Waxflower** (Pink & Purple)

**Button Poms** (Green, Lavender, Red & Yellow)

**Cushion Poms** (Lavender & White)

**Daisy Poms** (Lavender, Red, Rust, White & Yellow)

**Delphinium** (Blue & Dark Blue)

**Dianthus** (Purple)

**Athos** (& Athos Pom)

**Bupleurum**

**Football Mums** (White)

**Gerbera Daisies** (Pink)

**Gypsophila/Baby's Breath**

**Hypericum Berries** (Red)

**Larkspur** (Pink)

**Leucadendron** (Red)

**Mardi Gras Monte Casino** (Purple)

**Monte Casino** (Purple, White & Mardi Gras)

**Myrtle**

**Solidago**

**Trachelium** (Blue & Green)

### FRESH PLANTS & GREENERY

**Eucalyptus** (Silver Dollar, Spiral & Seeded)

**Leather Leaf**

**Peace Lily Plants** (6-8"H & 20-24"H)

**Salal** (& Salal Tips)

**Sheet Moss**

**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



## Increase Fulfillment and Profit Potential with PRE-MADE BOUQUETS

- Created by our Floral Design Team at 1-800-Flowers.com®
- Designed to support holiday and everyday fulfillment
- Negotiated farm-level pricing
- Payable to your Clearinghouse Account



## BOUQUETS2GO PREMADE BOUQUETS FOR FALL & THANKSGIVING

Our premade bouquet program, Bouquets2GO, is designed to help BloomNet Florists maximize fulfillment capacity & profit potential during busy seasons. This season, our pre-made bouquet program offers 6 pre-made bouquets for Fall, each a top selling 1-800-FLOWERS.com® arrangement.

What's more, 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!

***Fall Order Deadline: October 11***  
***Fall Last Delivery to Shops: November 24***



Amber Waves™  
#176896



Fields of Europe® for Fall  
#167664



Fields of Europe® for Fall  
Basket  
#176874



Fields of Europe® for Fall  
Centerpiece  
#91926



Harvest Glow™  
#174303



Plum Crazy™ for Fall  
#183657

\*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. To order premade bouquets or for more details, please call Juan Santiago Rodriguez at (305) 592-5457 or email [18F@VistaFlor.com](mailto:18F@VistaFlor.com).



## PEAK SEASON CHECKLIST

### OPERATIONS

- ☐ Reinforce with staff the importance of **photo proof-of-delivery, as well as submitting delivery notifications in real-time.**
- ☐ Make sure all your computers and delivery vehicles are in proper working condition prior to holiday.
- ☐ 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.
- ☐ Use **FloraLife antiviral cleaning solutions** to disinfect flower buckets and work surfaces.
- ☐ Consult past staffing & performance patterns to plan for this year's holiday.

### 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 see 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

**BloomNet360 promo: SAVE 20% OFF ALL FALL ASSETS USE PROMO CODE UH84W**

*\*Promo expires 10/2/21*

### TECHNOLOGY

- ☐ Respect social distancing with **photo proof-of-delivery. Submit delivery photos through our FREE Route4Me App.**
- ☐ Gain access to more **local delivery drivers at discounted rates!**
- ☐ Ensure you have plenty of paper and ink for printers, including receipt printers.
- ☐ Should you have any questions, feel free to contact our technical support team at 1-800-BloomNet (1-800-256-6663), by email at customerservice@bloomnet.net or via chat at **Bloomnet.net**.
- ☐ Make sure your computer has all of the most recent updates.

## DAILY OPERATIONAL 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.**

Ways to submit Delivery Confirmations!

- FREE MOBILE APP. "Route4Me" for Business Management Solution Customers
- NEW FEATURE! 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**.



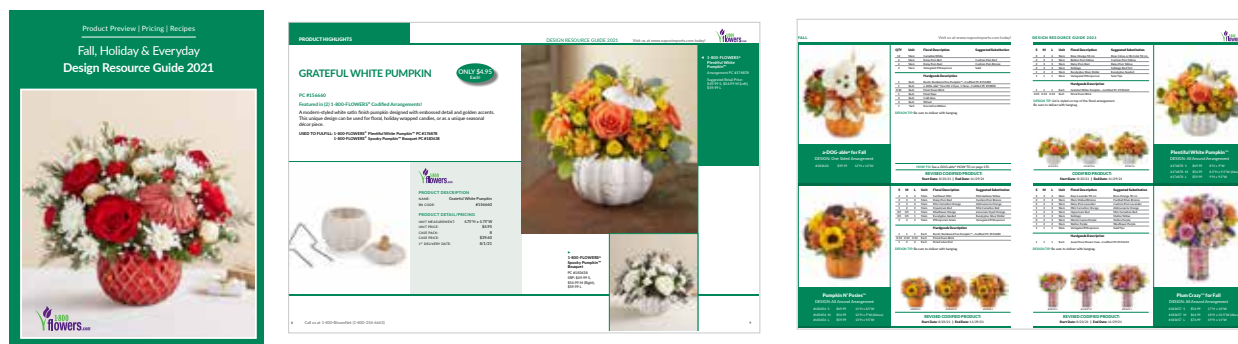


## GUIDES & MANUALS

### Know Where to Go!

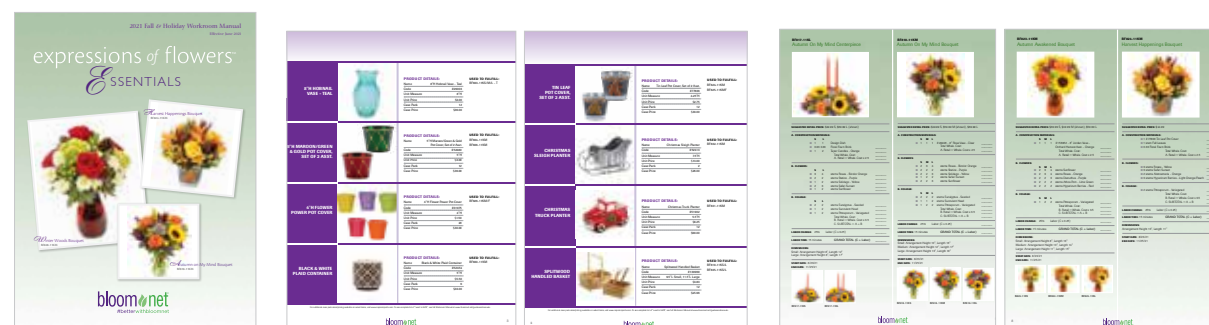
Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, by some of the floral industry's most talented local floral artisans!

For your convenience, electronic versions of the Design Resource Guides and Workroom Manuals are available online at [www.BloomNet.net/guidesandmanuals](http://www.BloomNet.net/guidesandmanuals)



### 1-800-FLOWERS.COM

- **2021 Fall, Holiday & Everyday Design Resource Guide**
- **2022 Sympathy Design Resource Guide**



### BloomNet Essentials

- **2021 Fall & Holiday Workroom Manual Supplement**
- **Everyday & Holidays Full Workroom Manual**
- **Tributes & Sympathy Workroom Manual**

## BE INSPIRED

### Learn from our Designers!



### 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 at [napcoimports.com/trends-reports](http://napcoimports.com/trends-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 at [www.floriologyinstitute.com](http://www.floriologyinstitute.com)





## ENHANCE YOUR DELIVERIES



Make the most of our BloomNet Management System, with Route4Me and DoorDash!

[Learn more about BMS](#)



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 with DoorDash!](#)



**Further enhance your deliveries with customizable advertising, designed to highlight your creative abilities!**

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

### Brochures



### Postcards



### Bounce Back Cards



**SAVE 20% OFF ALL FALL ASSETS USE PROMO CODE UH84W**

*\*Promo expires 10/2/21*

**CONNECT WITH EXISTING CUSTOMERS & ATTRACT NEW BUSINESS TODAY!  
GET STARTED AT [WWW.BLOOMNET.NET/BLOOMNET360](http://WWW.BLOOMNET.NET/BLOOMNET360)**



## SOCIAL MEDIA BEST PRACTICES



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

Hashtags, which are keywords in your instagram description preceded by the # symbol, make your post more visible in social searches. Research shows posts with 11 or more hashtags garner 80% more engagement.

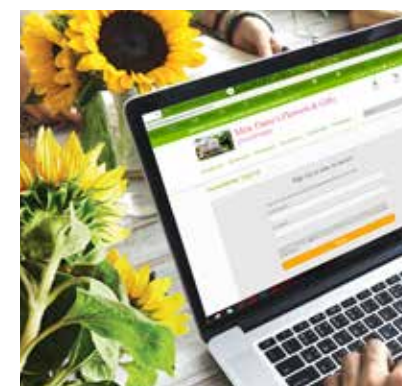
#thanksgiving #thanksgivingdecor #thanksgivingdinner  
#thanksgivingtablescape #thanksgivingflowers #fallflowers  
#autumnflowers #autumnflorals #halloweenflowers #halloween  
#halloweendecor #halloween2021 #halloweendecoration

## EMAIL MARKETING TIPS

### 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](https://www.bloomnet360.com) 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. Ask them why they like receiving your emails, and if they're willing to help spread the word for you.
- 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 at [www.BloomNet.net/emailmarketing](https://www.BloomNet.net/emailmarketing)





INTERACTIVE CATALOG



SHOP ONLINE



LATEST TRENDS

## STEP INTO THE NAPCO EXPERIENCE Shop our Showrooms In-Person or Online!

Browse our trending containers, seasonal décor and floral accessories from our newest product lines.

- Order from our NEW online interactive seasonal and everyday catalogs.
- Explore showroom collections in-person or take a virtual showroom tour.
- Shop our ready-to-ship collection to stock up your shop today!

**“Being able to see the products in person, gives us inspiration on how to create displays for the upcoming seasons.”**

- Tanya & Harland Benner,  
Sunset Greenhouses in Fairfield, ME

**“We feel that Napco is our partner in our ever changing industry, always providing us with the newest styles and looks.”**

- Jon & Jo Ann Gerych,  
Gerych's in Fenton, MI

napco<sup>SM</sup>

Call to schedule a showroom appointment at 904-737-8500  
or email [customerservice@napcoimports.com](mailto:customerservice@napcoimports.com)

**BETTER**  
*with*  
bloomnet

## INVITE & EARN PROGRAM

**EARN \$250\***

**Invite fellow business owners  
to join BloomNet**

When you share why it's #BetterwithBloomNet  
with other businesses, you can earn cash back!

Visit [www.bloomnet.net/betterwithbloomnet](http://www.bloomnet.net/betterwithbloomnet) to get started

\*\$250 incentive offer valid through December 31, 2021

bloomnet

## ORDER REFERRAL PROGRAM

### GET CASH BACK!

**\$5.50**  
PER ORDER

For 20 Orders or More Referred  
Per Month From Order #1

**\$3.50**  
PER ORDER

With 1-19 Orders  
Referred Per Month



Visit [directory.bloomnet.net](http://directory.bloomnet.net) to refer an order 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 sent it to **Commitment to Coverage, Z9980000**.

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



## STAY CONNECTED!

Stay up-to-date on the latest events, news, product arrivals & useful resources through social media & our BloomNet Blog!

