

Mother's Day

2022 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 2022 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!

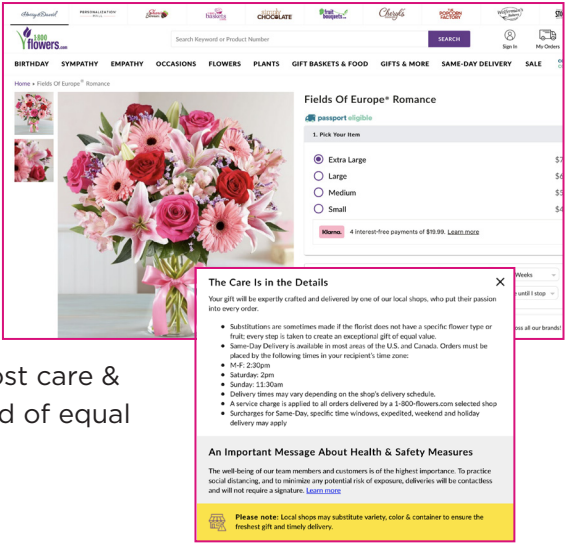
As Mother's Day approaches, we're reminded of the importance of staying connected with loved ones. This year in particular, with challenges of shipping and receiving at hand, our goal continues to be to maximize your profit potential, while providing best-in-class products and service, from our team 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

Together, we can navigate the current shipping & receiving crisis to 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**





FEATURED MOTHER’S DAY PRODUCTS

For 1-800-FLOWERS.COM®



#183062
Mother's Embrace™



#192315
A Mother's Love™



#148529
Fields of Europe® for Mom



#192317
Delightful Day™



#176433
Vibrant Floral Medley™



#192316
Precious Pup™



#167522
Amazing Mom™ Bouquet



#192320
FloraBloom™ Hatbox



#174315
Elegant Blush™ Bouquet



#167530
Lovely Lavender Medley™



#192270
Blushing Beauty Medley™
Bouquet



#167891
Floral Embrace™



#167398
Always On My Mind™ Flower
Bouquet



#192271
Garden Sentiments™ by Real
Simple®



#179310
Charming Blush™ Bouquet by
Southern Living®

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

156657
Pink Spiral Tapered Vase

156750
Mother’s Love is the
Heart Canister

156756
Vintage Watering Can

156749
Celebration 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

[View Recipes](#)

SEASONAL TIPS

Mother’s Day Reminders

OPERATIONS

Will your shop be open on Sunday, May 8? 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.

Use **FloraLife antiviral 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.

BN CS extended customer service hours for Mother’s Day.

Friday – 8 AM – 9 PM (normal closing time is 8 pm)

Saturday – 8 AM – 8 PM (normal closing time is 6 pm)

Sunday – 8 AM – 6 PM (normal closing time is 3 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.

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

SAVE 20% on Mother’s Day assets – Promo Code “LAMMA” (offer ends 4/8/2022)

SAVE 10% on Mother’s Day assets – Promo Code “PWQFK” (offer ends 4/29/2022)



Fresh, Farm Direct, Priced Right



Best in Class Farms



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




Premium Floral Varieties



We connect you to the farms directly, 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)	Tulip (orange & pink)
Mini-Carnations (light pink)	Snapdragon (lavender, white & pink)	Monte Casino (purple Mardi Gras & white)
Carnations (hot pink, peach, & white)	Dianthus (pink & purple)	Bupleurum
Gerbera Daisies (pink)	Matsumoto Aster (hot pink & lavender)	Salal & Salal Tips
Lilies (oriental/Asiatic/L.A. Hybrid in white, pink & yellow)	Mum Disbud (lavender)	Eucalyptus (seeded, spiral & silver dollar)
Alstroemeria (pink)	Lisianthus (lavender)	Variegated Pittosporum
Waxflower (pink & purple)	Limonium (pink & purple)	Queen Anne's Lace
Stock (pink & white)	Larkspur (pink)	Gypsophila
	Cremon (pink)	Solidago
	Delphinium (blue)	Israeli Ruscus



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

SEASONAL TIPS

Daily Reminders



Delightful Day™ Bouquet #192317

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 4 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 #148529



Mother's Embrace™ #183062



A Mother's Love™ #192315

[View Bouquet Pricing.](#)

Mother's Day VistaFlor Deadlines: Order By: April 8
Mother's Day Last Delivery: May 6

To order premade bouquets or for more details,
please call Juan Santiago Rodriguez at (305) 592-5457 or email 18F@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.

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

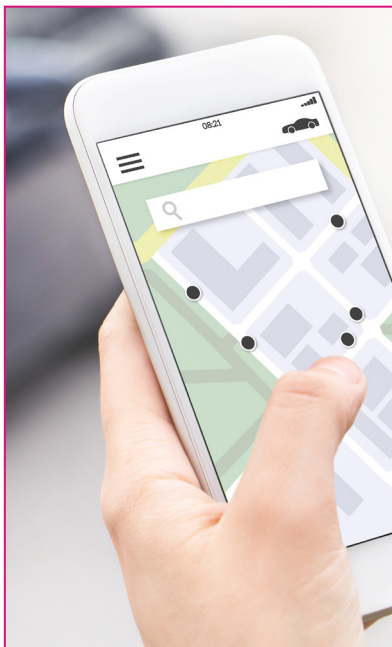
- If you need to self-suspend incoming orders, there are several steps to do so. Please review the [steps for self-suspending incoming BloomLink orders](#), as well as the [steps for self-suspending your BloomNet Commerce website](#).





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!

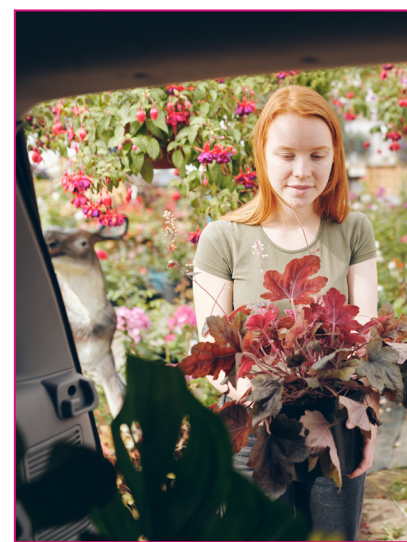
- Browse our library of premade templates
- Customize them with your own logo and shop information
- Order exactly what you need & still benefit from high-quantity price breaks
- Have your order shipped to your shop, or leverage our direct mail services!



Access more local delivery drivers by partnering with 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!



Brochures



Postcards



Bounce Back Cards



Get Started Today

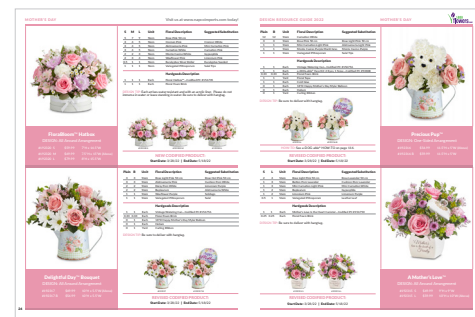


SEASONAL TIPS

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®

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



BloomNet Essentials

- **2022 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 3-5 "Wedding Bliss" 3 Day In Person Classes

With **Sharon McGukin** AAF, AIFD, PFCI
& **Jackie Lacey** AAF, AIFD, CFD, PFCI

MUST ENROLL BY MARCH 21



APRIL 6 "Wedding Bouquets" 1 Day Live Interactive Class

With **Sharon McGukin** AAF, AIFD, PFCI

MUST ENROLL BY MARCH 21



APRIL 10-14 "Elements & Principles of Design" 5 Day in Person Classes

With **Sandy Schroeck** AIFD, CFD, PFCI

MUST ENROLL BY MARCH 21



Sharon McGukin
AAF, AIFD, PFCI



Jackie Lacey
AAF, AIFD, CFD, PFCI



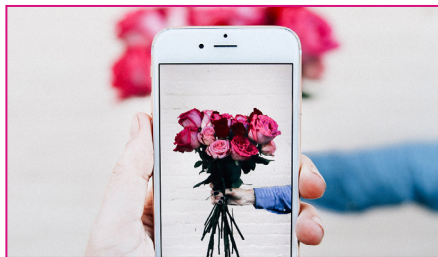
Sandy Schroeck
AIFD, CFD, PFCI

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.

Include Videos

- 2 | Providing business updates through live broadcasts, stories and/or video uploads across various social media platforms, especially YouTube, Facebook and Instagram.

Keep it Short & Sweet

- 3 | Despite the recommended limit, don't abbreviate or use acronyms. Instead, write out full words to make for an easier read.

Include Links

- 4 | 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!

Use Hashtags

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

Easter: #easter, #easterflowers, #springflowers, #easterflowerdelivery
#Easterbasket #Easterdecor #Easterbunny #Aprilflowers

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

Mother's Day: #mothersday, #mothersdaygift, #mothersdayflowers,
#mothersdayflower, #mothersdaygiftideas, #giftsformom, #flowersformom
#MothersDaygifts #MothersDay2022 #motherslove #formom #happymothersday
#Mayflowers

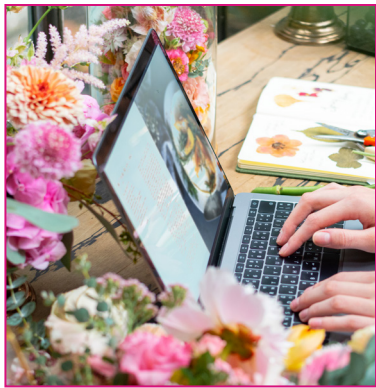


EMAIL MARKETING TIPS

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. If you can't find another member to fulfill an order, please send it to **Commitment to Coverage, Z9980000**. For any other questions, please visit www.bloomnet.net/contactus.

