



MOTHER'S DAY 2018

Planning Guide



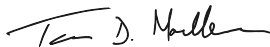
Happy Mother's Day!

This year, our talented FTD Florist Network artisans will handcraft thousands of bouquets to help customers celebrate the special mothers in their lives. We appreciate everything you do to make this holiday one to remember.

This planning guide is designed to help you capture more local orders, boost your business and market your shop for success. You'll also find best practices, tips and tools from our FTD team of experts.

We wish you a tremendous Mother's Day and thank you for your partnership.

We'll do everything we can to Take Your Business Further.™



Executive Vice President
Florist Division

GET SOCIAL!

-  facebook.com/MercuryNetwork
-  instagram.com/mercurynetwork
-  YouTube.com/FTDMercuryNetwork
-  blog.ftdi.com



EVERYTHING YOU NEED TO MAKE MOTHER'S DAY BLOOM

Be sure to visit www.FTDi.com/MothersDay for additional information, including bouquet-specific design tips, substitution guidance and more.



BEHIND *the* BOUQUET

To create the most sought-after Mother's Day bouquets, FTD's lead floral designer studied the hottest trends and translated them into floral works of art. Learn more about what inspired her on **page 3**.

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BEHIND *the* BOUQUET

FTD's 2018 Mother's Day lineup features bouquets in all shades of pink, from blush to fuchsia, as well as more unexpected, playful shades of blue, purple and bright yellow. From artistic patterns to handcrafted glass, the containers that house these bouquets are as varying and beautiful as mothers themselves. Go behind the scenes with FTD's lead floral designer, Andrea Ancel, to learn more about this season's coveted creations.



Fresh Picked

“The color balance from light to dark allows your eyes to move around the design and appreciate each bloom for its own special uniqueness.”
- Andrea



MEET THE DESIGNER

A florist for more than 20 years, FTD Lead Floral Designer Andrea Anciales translates leading trends into beautiful bouquets for FTD Member Florists.



The FTD® Perfect Day® Bouquet
18-S2



BECAUSE YOU'RE SPECIAL

Hot pink roses, white daisies and green button poms form a vibrant mix.

The FTD® Because You're Special™
Bouquet 18-S6

COLOR STORY

The Fresh Picked trend embraces the combination of light tones alongside their bright and deep counterparts. The bouquets are soft and natural, as if crafted from flowers carefully plucked from the garden. Pink, peach, coral and plum take center stage.



This trend incorporates the Pantone Color of the Year 2018, Ultra Violet, dramatic purple shade.





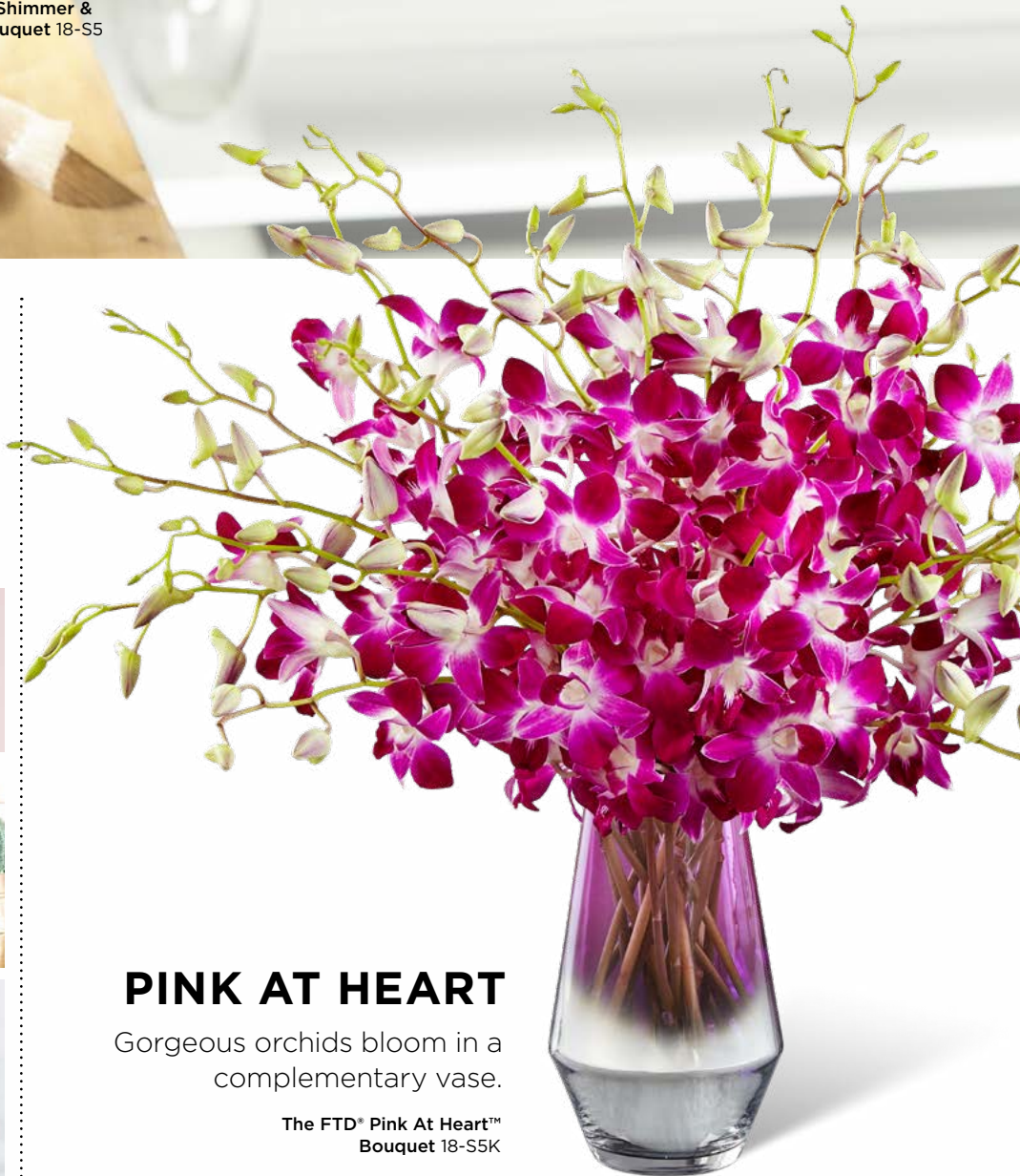
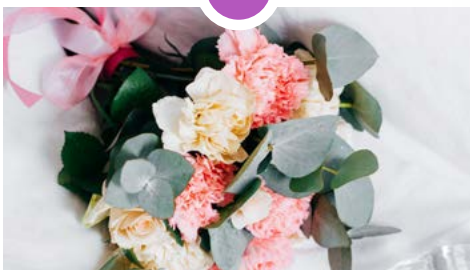
The FTD® Shimmer & Shine™ Bouquet 18-S5

ELEMENTS *of* NATURE

"I know my mom is a shining star in my life. I've added some shimmer to dress up her gift because I know she will love it!" - Andrea

COLOR STORY

Elements of Nature puts a bold spin on the traditional Mother's Day bouquet. Brass and colorful glass vessels hold pink and coral blooms while gold leaf lends a touch of class.



PINK AT HEART

Gorgeous orchids bloom in a complementary vase.

The FTD® Pink At Heart™ Bouquet 18-S5K

PRETTY *in* PINK

“Pink is such a pretty color. I’m loving how all the shades blend together so beautifully.” - Andrea



The FTD® Spring Garden® Bouquet
18-S4



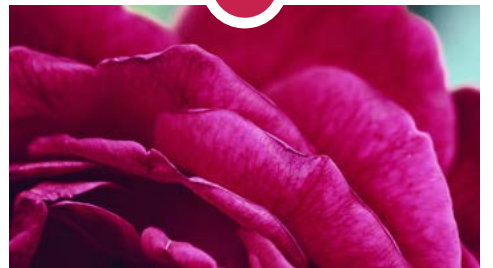
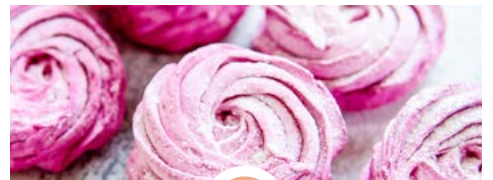
SWEET TALK

This garden-inspired bouquet features pops of pink.

The FTD® Sweet Talk™ Bouquet 18-S9

COLOR STORY

Pretty in Pink is a celebration of all hues of nature’s most feminine color. The spectrum ranges from pale pink to coral. Gold accents make an appearance as well.





The FTD® Touch of Spring™
Bouquet 18-S1

Spring Glaze

“Simple patterns with bold colors make the perfect combination for a modern design.”
- Andrea

COLOR STORY

Spring Glaze embraces natural patterns and textures. Bold, colorful vessels are filled with bouquets of bright, contrasting flowers that are the epitome of springtime cheer.



SWEET DEVOTION

This perennial favorite is now in a new vase.

The FTD® Sweet Devotion™
Bouquet 18-S7

Urban Garden

“Everyone knows a calm, cool and collected mom. This speaks perfectly to her sensibilities.” - Andrea



The FTD® Sunflower Sweetness®
Bouquet 18-S8



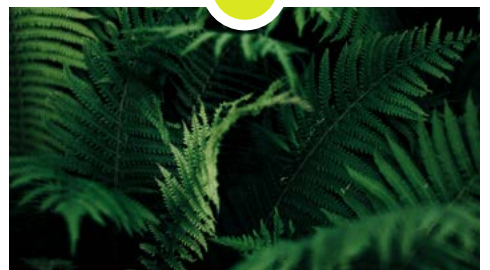
SUNLIT MEADOWS

Create something sunny and beautiful for your customers.

The FTD® Sunlit Meadows™ Bouquet
18-S3

COLOR STORY

Soft, natural colors are the stars of Urban Garden. The floral designs remain soft and natural against bold containers.



THESE DESIGNS BLOOM ALL *Summer*

All of the Spring/Summer 2018 codified exclusives will remain on FTD.com throughout the summer. They've been purposefully designed for longevity and can be promoted for birthdays, everyday gifts and summer centerpieces as well.

Be sure to keep your Spring/Summer 2018 POP Kit posters prominently displayed all summer long.





The FTD® Perfect Day™
Bouquet 18-S2



The FTD® Sunlit Meadows™
Bouquet 18-S3



The FTD® Sweet Devotion™
Bouquet 18-S7



The FTD® Precious Heart™
Bouquet B02

PROJECTED
TOP 20
 BEST SELLERS

To help you plan for the anticipated demand of Mother's Day orders, here are the projected top 20 FTD.com best-selling bouquets. Please use this resource to guide your fresh flower and container purchases.



The FTD® Sunny Sentiments™
Bouquet B05



The FTD® Touch of Spring™
Bouquet 18-S1



The FTD® Sunflower Sweetness™
Bouquet 18-S8



CLICK TO EXPLORE

View the Mother's Day 2018 Projected Best Seller Recipes and Substitution Guidance



The FTD® Shimmer & Shine™
Bouquet 18-S5



The FTD® Stunning Beauty™
Bouquet B06



The FTD® Wonderous Nature™
Bouquet C12-4400

Visit the Product Recipe Catalog at FTDi.com/Quality to quickly find details about FTD arrangements. Searchable by product name or item number, it is your one-stop resource for all FTD codified and FTD Floral Selections Guide items.



The FTD® Because You're Special™
Bouquet 18-S6



The FTD® Sweet Surprises™
Bouquet B03



The FTD® Best Day™
Bouquet B07



The FTD® Spring Garden®
Basket 18-S4



The FTD® Sweet Talk™
Bouquet 18-S9

PROJECTED
TOP 20
BEST SELLERS

To help you plan for the anticipated demand of Mother's Day orders, here are the projected top 20 FTD.com best-selling bouquets. Please use this resource to guide your fresh flower and container purchases.



The FTD® Pink At Heart™
Orchid Bouquet 18-S5K



The FTD® Beyond Brilliant™
Luxury Bouquet LX158



CLICK TO EXPLORE

View the Mother's Day 2018 Projected Best Seller Recipes and Substitution Guidance



The FTD® Heart's Wishes™
Luxury Bouquet LX180



The FTD® Irreplaceable™
Luxury Bouquet LX185



The FTD® Only The Best™
Luxury Bouquet LX186

Visit the Product Recipe Catalog at FTDi.com/Quality to quickly find details about FTD arrangements. Searchable by product name or item number, it is your one-stop resource for all FTD codified and FTD Floral Selections Guide items.

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Easter	2 Order customized marketing materials featuring the Top 20 products at www.FTDi.com/MothersDay .	3	4	5	6 Organize your Mother's Day delivery routes and zones.	7 Review your Mother's Day sales from previous years and plan your bouquet assortment.
8	9	10	11	12	13	14
15	16 Call the FTD Flower Exchange at 800.767.4000 to order your Mother's Day flowers.	17	18 Start including Mother's Day stuffers in statements and with each delivery.	19	20	21
22 Administrative Professionals Week Begins	23 Start making bows, greening containers, pre-building packing materials and filling water tubes for Mother's Day.	24	25 Administrative Professionals Day	26 It's time to update your website for Mother's Day! Contact FTD Florists online at 800.576.6121.	27	28
29	30					

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Hold a holiday prep staff meeting; visit FTDUniversity.com for FREE webinars and two-minute how-to videos for training.	2	3	4	5 Cinco de Mayo
6	7 Check your flower supply. Running low? Visit FTDFlowerExchange.com for last-minute flower deals.	8	9	10	11 Stock cooler with ready-to-go arrangements for last-minute shoppers. <hr/> Only Top 20 SKUs available for delivery on FTD.com	12 Continue updating your customers on social media through Mother's Day
13 Mother's Day <hr/>	14 Clean shop and re-merchandise shelves	15	16 Close out Mother's Day with an end-of-season sale	17 Get some rest and recharge for your summer season	18	19 Armed Forces Day
20	21 Victoria Day (Canada)	22	23	24	25	26
27	28 Memorial Day	29	30	31		

MOTHER'S DAY Checklist

FTD TOOLS

- Ensure you are well positioned for FTD.com orders by reviewing your FTD Florist Scorecard at www.FTDi.com/Quality.
- Visit YouTube.com/FTDMercuryNetwork for FREE business-building two-minute how-to videos and webinars.
- Want to block orders from a specific sender? Complete the form located at <http://www.ftdi.com/block>.
- Let FTD know how many orders you can fill this Mother's Day by accessing the Holiday Order Capacity Tool in Florist Link. More information is available at Floristwiki.FTDi.com.
- Review your delivery coverage area with your FTD Directory representative at **800.788.9000**.
- Take a moment to review your internal processes for accepting/rejecting an order and sending a delivery confirmation at www.FTDi.com/Quality.
- Train your staff on the importance of sending a Delivery Confirmation. Visit www.FTDi.com/MercuryTechnology to learn more.
- Make sure your employees know how to suspend the FTD Mercury system so that you don't receive orders you are unable to fill. Visit www.FTDi.com/MercuryTechnology/Suspend.htm for step-by-step instructions.

TECHNOLOGY

- Scrub your email database and add new customers in preparation for an email campaign.
- Optimize your website with Mother's Day products and promotions. If you have questions, reach out to the FTD Florists Online team at **800.576.6721**.
- Draft a backup plan in case you need more delivery vehicles, drivers or supplies. Go to www.FTDi.com/PDP for available partner discounts.
- Equip your drivers with as many delivery aids as possible, including maps, mobile phones and GPS available through FTD Mercury. Call FTD Technology Sales at **800.767.3222**.

PRODUCTS

- Review last year's Mother's Day sales and marketing results. Determine which programs or initiatives worked well and should be repeated.
- FTD Marketplace is your one-stop shop for containers and supplies. Call **800.767.4000** today for offers and promotions.
- Order farm-fresh Mother's Day flowers from the FTD Flower Exchange by calling **800.767.4000** today.



CLICK TO EXPLORE

For more tools and resources for a successful Mother's Day, visit www.FTDi.com/MothersDay

WIN MORE MOTHER'S DAY

Business

Sixty percent of florists who participated in the Society of American Florists' post-Mother's Day 2017 survey reported an increase in sales last year. The number one factor identified as contributing to growth? An increase in shop advertising and promotion.¹ How can you put this to work for your shop? We've listed some of our favorite strategies below.

SOCIAL MEDIA

Update social media regularly in order to keep your customers engaged and keep your shop top-of-mind for flowers and gifts. Include your social media account information prominently on your statements, all print marketing materials, your emails and on your website.

STORE SIGNAGE

Banners, posters, street signage or even a simple sidewalk sign can help increase foot traffic.

ONLINE ADS

Online advertising is typically inexpensive and a great complement to other advertising mediums. The Internet's vast reach allows you to connect with a large number of consumers.

EMAIL PROMOS

Email campaigns are simple to create and can easily be tracked. Make sure to ask every customer who places an order for their email address and send emails regularly.

PRINT ADS

Print advertising tends to target a specific audience, which means your ad is more likely to reach those who are interested in your shop.

DIRECT MAIL

Direct mail pieces have a longer shelf life than other mediums. With the U.S. Post Office's Every Door Direct Mail program, you can pick and choose who receives your mailings based on location, average household income and more.

KNOW YOUR CUSTOMERS

According to the 2016 Generations of Flowers Study, nearly three-quarters of consumers have a high appreciation of flowers.²



70% believe the sight and smell of flowers can improve mood.



65% of consumers feel special when receiving flowers as a gift.



64% believe fragrance is important.



60% feel flowers have a special meaning unlike any other gift.

BUYING BY GENERATION

Purchasing preferences of Generation X (ages 40-51), Generation Y (ages 22-39) and Baby Boomers (ages 52-70)³:

GEN X

Most likely to purchase their flowers from a florist

GEN Y

Most likely to buy on impulse

BABY BOOMERS

Reported appreciating flowers more than the other age groups

¹ Society of American Florists. 60 Percent of Florists Report Improved Sales on Mother's Day. Available at: <https://safnow.org/60-percent-florists-report-improved-sales-mothers-day/>. Accessed February 9, 2018.

² Society of American Florists. 2016 Generations of Flowers Study - FINAL REPORT. Available at: <https://safnow.org/trends-statistics/consumer-research/generations-of-flowers-study/2016-generations-flowers-study-final-report/>. Accessed February 9, 2018.

³ American Floral Endowment. New Study Provides Strategies to Win Over Millennials. Available at: <http://endowment.org/new-study-provides-strategies-win-millennials/>. Accessed February 9, 2018.

³ Exact Target.



CLICK TO EXPLORE

Visit www.FTDi.com/MothersDay for FREE social media and local marketing materials.

UTILIZE FTD TOOLS & RESOURCES

As an FTD Member Florist, a wealth of resources are right at your fingertips.

FTD MERCURY MOBILE

The FTD Mercury Mobile app allows drivers to provide real-time delivery confirmations, capture signatures on their phones and access maps and turn-by-turn directions. The app is compatible with both iOS and Android devices.



LOCAL MARKETING

Market your shop early and often leading up to Mother's Day. Be sure to check out all the time-saving resources FTD provides – from social media images to custom direct mail pieces – to help you promote your shop and grow your business.



CLICK TO EXPLORE

Find all of our Local Marketing resources at www.FTDi.com/LocalMarketing.

FTD UNIVERSITY

Take a load off and watch FREE business-building webinars and quick how-to videos on our YouTube channel. These valuable education programs are great for refreshing your skills, mastering a specific design style or training employees. Access the videos now at YouTube.com/FTDMercuryNetwork. Be sure to subscribe so you'll never miss a new video!

FTD FLORISTS ONLINE

FTD Florists Online makes creating an e-commerce website easy. You'll have access to a dedicated support staff to help you create and update your site – or you can maintain it yourself! Users can also access resources to drive traffic to their sites, such as online directories and email marketing tools. Contact FTD Florists Online at 800.576.6721 or FloristsOnline@FTDi.com for additional information.

FTD FLOWER EXCHANGE

Fresh blooms are shipped directly to you from premium growers through the FTD Flower Exchange. The Flower Exchange's website features the convenient Stem Count Calculator, a tool designed to help you determine how many flowers you need to purchase for use in FTD codified exclusives. Contact your FTD Flower Exchange Representative at 800.767.4000 or visit FTDFlowerExchange.com today.

OPTIMIZE YOUR WEBSITE TO BOOST ORDERS

Refreshing your website can help increase your Mother's Day orders. We suggest taking the following steps.

①

List your best-selling items on your homepage so customers can find them quickly.

②

Verify that your delivery information is accurate and up-to-date.

③

Post custom products on your website to showcase your artistry.

④

Update your online pricing to match what your store charges for Mother's Day orders.

⑤

Consider increasing your FTD Local Search online advertising spend so that your website is promoted in the sponsored links in all search engines.

⑥

Ensure your business listings in online directories are accurate using FTD eBiz Marketing (inaccurate listings can negatively impact search results for your business).

Search is the number one driver of traffic to content sites, beating social media by more than 300 percent.

(Source: Outbrain)



Contact FTD Florists Online at 800.576. 6721 or floristsonline@FTDi.com for additional information.

LET'S GET *Social*

Social media is an extremely helpful and cost-effective way to promote your business. Update your social media tools regularly prior to Mother's Day to keep your customers engaged and coming back for more!



FACEBOOK

Post photos of your Mother's Day preparations and promotions throughout the holiday. For a small fee to Facebook, you can boost your posts to the audience of your choice to increase your reach.

TWITTER

Do not overlook the best real-time tool in social media for Mother's Day. Sending tweets out to your followers is a great way to keep everyone updated on what's happening in your shop.

CLICK TO EXPLORE

Short on time or unsure how to use social media effectively? Let FTD "Market for You." Visit www.FTDi.com/MarketForYou for more information.

INSTAGRAM

Instagram is the smartphone photographer's app of choice. It's easy to stop designing for a moment, snap a photo with your smartphone and then post immediately. Instagram has unique editing features so you can enhance photos before uploading them. Plus, you can instantly share your post on other social media sites such as Facebook, Twitter, Tumblr and Flickr as you make your Instagram post.

PINTEREST

Use Pinterest during Mother's Day to create themed "boards" to engage your customers and entice them to purchase from your shop. Create a variety of boards with floral - and non-floral-related items and link your posts back to your website so that consumers can purchase right from the link.

DO'S AND DONT'S FOR SOCIAL MEDIA



Use content-driven posts to gain followers and potential customers.

Engage your audience with questions and posts that encourage discussion.

Focus on sharing your brand story across all your social channels.

Plan your posts ahead of time.



Don't just ask your audience to "like" or follow your page, give them a reason (sneak peeks, giveaways, special promotions, etc.).

Don't post photos without a caption.

Don't post personal information on your business page.

Don't share content that is irrelevant to your business.

MARKETING TIPS

①

Only send email to customers who have personally opted in to receive your emails; do not send an email to someone who has not as that is considered spam.

②

Include past online purchasers in your email marketing campaigns to remind them to purchase from you again.

③

Contact FTD Florists Online support for assistance in obtaining email addresses for customers who have purchased from your website in the past.

④

Use a professional email marketing service, such as Constant Contact®, not a personal account.

⑤

Always include a simple, one-click “unsubscribe” link in every email you send.

⑥

Use your prime real estate wisely. The “From” and “Subject” lines are the most important real estate; make your “From” line your store name or one that is identifiable with your shop.

⑦

Entice your customers to open your emails by telling a little bit about what they could find inside (e.g., “How to Pick the Perfect Mother’s Day Bouquet”).

⑧

To be most effective, 80 percent of your emails should be customer-focused content, such as tips and trends, and 20 percent should promote your store, products, sales, etc.

⑨

It is best to send shorter emails more frequently (about once a week) to increase their effectiveness.



EMAIL

Marketing

Email marketing is by far the most effective way of directly impacting your bottom line and growing your business. While you should be sending out emails to customers year-round, it is essential to boost business for Mother’s Day.

With more than 91 percent of consumers checking email at least once a day, there is simply no competition to email.* More importantly, it is an integral part of our lives because no consumer will quit email — it is essential and unavoidable. Plus, it is an extremely cost-effective way of marketing your business.

STRATEGIC USES TO GROW BUSINESS

- Share specials or sales.
- Introduce new products or services.
- Remind customers of upcoming holidays, birthdays, anniversaries, etc.
- Promote an event in your shop (end-of-season sale, holiday open houses, education classes, etc.).

*Exact Target

A close-up photograph of a bouquet of flowers. The central focus is a large, vibrant pink rose with many layers of petals. To its left is a smaller, light pink chrysanthemum. In the foreground, there are several orange roses. The background is filled with more pink roses, some in focus and some blurred. Green leaves with yellow variegation are interspersed among the flowers. The overall lighting is soft and warm, highlighting the textures of the petals.

APPENDIX

BEST PRACTICES FOR SUCCESS

The following best practices can help you set up your shop for Mother's Day success.

- 1** Hire additional drivers and make sure your delivery vehicles are in good working order.
- 2** Get pay-as-you-go cell phones for delivery drivers so you can always keep in touch without increasing your cell phone costs.
- 3** Set up an assembly line to put together the top-selling arrangements the day or two before your busiest delivery day.
- 4** Save time by making arrangements in FTD's Mother's Day codified containers to offer for sale to walk-ins.
- 5** Have a plan and assign a contact person to handle customer service issues.
- 6** Give your computer a tune-up to ensure it is running properly to minimize disruptions. Make sure your ink cartridges are full and your invoice and receipt papers are in stock and easily accessible.

GENERAL QUALITY TIPS

Planning and preparing are crucial to a successful Mother's Day. The following tips can help increase productivity and customer satisfaction.

- ① PURCHASE SMART**
When possible, purchase your flowers in the correct stem lengths to maximize profit margins.
- ② ORDER EARLY**
Order product to match the timing of your production schedule and the proper stem counts to match your recipes.
- ③ KEEP HYDRATED**
Keep flowers properly hydrated (including floral preservative) to create a better customer experience upon receipt and provide for the proper fullness in each design.
- ④ CARE AND HANDLING**
To prevent ethylene buildup, remove any dead or dying petals and leaves and do not submerge foliage below the water line.
- ⑤ SOAK FLORAL FOAM**
Properly soak your floral foam. As a reminder, when soaking your foam, you should gently place it in a large enough water reservoir to allow room for the foam to fill with water at its own pace. The foam should never be forced underwater. This will cause air pockets to become trapped in the foam.
- ⑥ SCALE FOR SUCCESS**
Keep scale and dimensions in mind when building each design. This is key to your customers' perception and satisfaction.
- ⑦ USE RIBBON CAREFULLY**
Ribbon is an accessory and should only be used when called for in the recipe, and then only in the manner in which it is described.
- ⑧ PACKAGING**
Determine packaging per item prior to the holiday to ensure safe delivery.
- ⑨ CHECK WATER**
Check water daily on all of your premade arrangements prior to delivery.
- ⑩ DESIGN ONE BY ONE**
When a SKU is offered in Standard, Deluxe, Premium and Exquisite sizes, concentrate on one recipe at a time to help ensure proper stem counts in each design.



TAKE YOUR BUSINESS FURTHER™

