

VALENTINE'S DAY 2020

# Planning Guide



## Happy Valentine's Day!

FTD appreciates all you do to inspire and delight your customers.

To make this Valentine's Day as successful as possible, we have filled this year's planning guide with the best practices and tips to drive more orders. We are here with the right tools to market your shop for success, because **Together We Grow.**

Thank you for your partnership, we wish you a successful Valentine's Day!



## STAY CONNECTED

Get the latest FTD news, events, education and promotions at:

 MercuryNetwork

 MercuryNetwork

 FTDMercuryNetwork

 [blog.FTDi.com](http://blog.FTDi.com)



Visit [www.FTDi.com/ValentinesDay](http://www.FTDi.com/ValentinesDay) for additional information, including bouquet-specific design tips, substitution guidance and more.

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# Top 21 PROJECTED BEST SELLERS

Our guide to help you plan fresh flower and container purchases for Valentine's Day 2020.  
Prices shown reflect delivered prices on FTD.com.



1

The FTD® Adore You™  
Bouquet 20-V2  
\$55 | \$65 | \$80



2

The Long Stem Red Rose  
Bouquet by FTD® B59  
\$85 | \$115 | \$150 | \$225



3

The FTD® Be My Beloved™  
Bouquet 20-V1  
\$70 | \$85 | \$100



4

The FTD® Sweet & Pretty™  
Bouquet B35  
\$50 | \$60 | \$75



5

The FTD® You're Precious™  
Bouquet B55  
\$55 | \$65 | \$80



6

The FTD® In Bloom™  
Bouquet B56  
\$50 | \$65 | \$80



7

The FTD® Sweet & Swooning™  
Bouquet 20-V5  
\$66 | \$82 | \$96



8

The FTD® Sweetest Crush™  
Bouquet 20-V3  
\$60 | \$75 | \$95



9

The FTD® Truly Stunning™  
Bouquet B54  
\$70 | \$85 | \$100



10

The FTD® Gorgeous Red Rose  
Bouquet 20-V1R  
\$90 | \$155



11

The FTD® Love & Roses™  
Bouquet 20-V1M  
\$85 | \$150



12

The FTD® Forever in Love™  
Rose Bouquet B57  
\$80 | \$110



13

The FTD® True Romantic™  
Red Rose Bouquet 20-V4  
\$90 | \$120 | \$155



14

The FTD® Sweetheart Roses™  
Bouquet 20-V4M  
\$85 | \$115 | \$150



15

The FTD® Heartfelt™  
Carnation Box 20-V6  
\$50



16

The FTD® Lovely™  
Red Rose Heart Box 20-V6R  
\$80



17

The FTD® Smitten™  
Pink Rose Bouquet B58  
\$80 | \$110 | \$145



18

The FTD® Cupid's Heart™  
Red Rose Bouquet 20-V5R  
\$65 | \$90



19

The FTD® XOXO™  
Rose Bouquet 20-V5M  
\$85



20

The FTD® Pure Beauty™  
Lavender Rose Bouquet  
20-V1L  
\$85 | \$150



21

The FTD® From Me To You™  
Bouquet 20-V7  
\$90 | \$110 | \$135



## CLICK TO EXPLORE

View the Valentine's Day 2019 Projected Best Seller Recipes and Substitution Guidance

# VALENTINE'S DAY

## Checklist

### FTD TOOLS

- Review your delivery area and same-day deliver cut off times. You can find this information on your FTD Florist Scorecard at [www.FTDi.com/Quality](http://www.FTDi.com/Quality).
- Check out our FREE business building webinars and two minute how-to videos at [youtube.com/FTDMercuryNetwork](https://youtube.com/FTDMercuryNetwork).
- Update how many FTD orders you can on your Holiday Order Capacity Tool in Florist Link. Find more information at [FloristWiki.FTDi.com](http://FloristWiki.FTDi.com).
- Train your staff on the importance of sending delivery confirmations in a timely manner. Visit [www.FTDi.com/Quality/Delivery](http://www.FTDi.com/Quality/Delivery) for tips, tools and FAQs.
- Train your employees on how to suspend the FTD Mercury system to stop receiving orders you are unable to fill. Visit [www.FTDi.com/MercuryTechnology/Suspend.htm](http://www.FTDi.com/MercuryTechnology/Suspend.htm).
- Make sure your employees know how to suspend the FTD Mercury system at [www.FTDi.com/MercuryTechnology/Suspend.htm](http://www.FTDi.com/MercuryTechnology/Suspend.htm) to stop receiving orders that you are unable to fill.

### TECHNOLOGY

- Scrub your existing email database and add new customers to prepare for holiday marketing.
- Populate your website with Valentine's Day products and promotions. If you have questions, call the FTD Florist Online team at 800.576.6721.
- Equip your drivers with maps, mobile phones and the FTD Mercury Delivery app. Download the app or call the FTD Technology Sales team at 800.767.3222.

### PRODUCTS

- Review results from the previous Valentine's Day and determine which initiatives were successful for 2020.
- Learn about offers and promotions from FTD® Marketplace™ by calling 800.767.4000 or visiting [www.FTDMarketplace.com](http://www.FTDMarketplace.com).
- Order your fresh flowers in advance from FTD® Flower Exchange by calling 800.767.4000 or visiting [www.FTDFlowerExchange.com](http://www.FTDFlowerExchange.com).
- Develop a backup plan in case you need more delivery vehicles, drivers or supplies. Check out FTD Delivery Service for options at [www.FTDi.com/DeliveryService](http://www.FTDi.com/DeliveryService).



### CLICK TO EXPLORE

For more tools and resources for a successful Valentine's Day, visit [www.FTDi.com/ValentinesDay](http://www.FTDi.com/ValentinesDay)



## DRIVE

# Local Business



According to Society of American Florists' 2019 post-Valentine's Day Survey<sup>1</sup>, the average sale was \$75 and rose bouquets are still the best selling flower type at 53% of orders.

### SOCIAL MEDIA

Update your social media regularly to keep customers engaged. Ask your customers to 'Like' or 'Follow' you on all marketing materials.

### ONLINE ADS

The Internet's vast reach allows you to connect with many customers. Online advertising is also typically inexpensive and complements other advertising mediums.

### STORE SIGNAGE

Increase foot traffic by hanging banners, posters, street signage or simple sidewalk signs.

### EMAIL PROMOS

Email campaigns are simple and can be tracked easily. Ask every customer who places an order for their emails, and regularly send emails.

<sup>1</sup>SAFnow.org. 2019 Valentine's Day Survey Results March 6, 2019.

## KNOW YOUR Customers

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



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



**64%** believe fragrance is important when purchasing flowers.



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



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

### PURCHASING PREFERENCES BY GENERATION

#### GEN X (ages 40-51)

Most likely to purchase their flowers from a florist.

#### GEN Y (ages 22-39)

Most likely to buy on impulse.

#### BABY BOOMERS (ages 52-70)

Appreciates flowers more than the other age groups.

\*American Floral Endowment. 2016 Generations of Flowers Study.



### CLICK TO EXPLORE

Visit [www.FTDi.com/ValentinesDay](http://www.FTDi.com/ValentinesDay) for FREE social media and local marketing materials.

# TOOLS & Resources

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

## FTD MERCURY MOBILE

Access shop information anywhere. Drives can confirm deliveries while on routes, capture signatures, access real time maps and turn-by-turn directions with the free FTD Mercury Mobile App.



## LOCAL MARKETING

Market your shop early leading up to Valentine's Day to promote and grow your business. Check out all the time-saving resources FTD provides — from social media to custom direct mail pieces.



### CLICK TO EXPLORE

Find all of our Local Marketing resources at [www.FTDi.com/LocalMarketing](http://www.FTDi.com/LocalMarketing).

## LEADERSHIP DEVELOPMENT



## ONLINE LEARNING

Take advantage of our free business webinars and how-to videos on our YouTube channel. Subscribe so you never miss a video at [youtube.com/FTDMercuryNetwork](http://youtube.com/FTDMercuryNetwork).

## EXCEPTIONAL SUPPLY & QUALITY



## FTD FLOWER EXCHANGE

Enjoy the finest, freshest blooms are shipped to you directly from premium growers. Utilize the Stem Count Calculator, which helps you determine how many flowers you need to purchase for codified exclusives. Order early to secure the best prices and availability by calling your FTD Flower Exchange Representative at 800.767.4000 or on [www.FTDFlowerExchange.com](http://www.FTDFlowerExchange.com).

## FTD MARKETPLACE

A key driver to receive FTD orders is purchasing codified containers, which are heavily promoted on both [ftd.com](http://ftd.com) and [proflowers.com](http://proflowers.com). Contact your FTD Marketplace Representative at 800.767.400 or visit [www.FTDMarketplace.com](http://www.FTDMarketplace.com).



## COMPREHENSIVE MARKETING TOOLS

### MERCHANDISE YOUR WEBSITE FOR SUCCESS

Increase holiday orders with these optimization strategies:

- 1 Feature your best-sellers on homepage for quick accessibility.
- 2 Make sure delivery areas and fees are accurate and up-to-date.
- 3 Post custom products on your website to showcase your artistry.
- 4 Update online pricing to reflect charges for Valentine's Day orders.
- 5 Consider an FTD Local Search online advertising campaign to promote your website.
- 6 Use FTD eBiz Marketing to ensure online directory business listings are accurate.

# LET'S GET *Social*

Social media is an incredibly effective and a low-cost way to promote your business. Keep customers engaged by consistently updating your pages!



## CLICK TO EXPLORE

Check out our collection of sample social media posts and images at [www.FTDi.com/ValentinesDay](http://www.FTDi.com/ValentinesDay).



## FACEBOOK

Our tips for one of the most popular social media tools:

- Post photos of your preparation.
- Connect with your customers.
- Tag your customers to increase engagement - when you tag them, your post appears on their timeline!
- For a small fee, promote your holiday posts to increase reach.



## TWITTER

How to win at this real-time app:

- Update customers with tweets.
- Connect with customers by following them. This encourages them to follow you back!

## CONNECT WITH US

- MercuryNetwork
- MercuryNetwork
- FTDMercuryNetwork
- [blog.ftdi.com](http://blog.ftdi.com)



## PINTEREST

Set the scene with a virtual mood board:

- Create themed “boards” to encourage future purchases.
- Add pins that are both floral and non-floral related.
- Link all post back to your website, so they can shop right from the app.



## INSTAGRAM

Inspire your customers with gorgeous images:

- Snap quick but curated photos to post your designs.
- Tweak your photos prior to uploading to bring out their beauty
- Utilize Instagram Stories to keep customers updated.

## DOs AND DON'Ts FOR SOCIAL MEDIA



- Use content-driven posts to gain followers and potential customers.
- Engage your audience with posts that encourage discussion.
- Focus on sharing your brand story across all social channels.
- Plan your posts with a social media calendar.



- Don't just ask to “like” or “follow” your page, give them a reason (sneak peeks, giveaways, etc.).
- Don't post photos without a caption.
- Don't post personal information.
- Don't share irrelevant content.

## MARKETING TIPS

1

Only send email to customers who opt in to receive them.

2

Include past online purchases in email marketing campaigns.

3

Contact FTD Florists Online support for help to obtain email addresses for customers who have purchased from your site in the past.

4

Use a professional email marketing service, such as Constant Contact®.

5

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

6

Use space in your email wisely, like the “From” and “Subject Line”. Make the “From” line your store name or one that is identifiable.

7

Entice users to open your emails by previewing the content inside.

8

Make sure 80% of your emails are customer-focused and 20% are promotional-focused.

9

Send shorter emails more frequently (about once a week).



## EMAIL

# Marketing



COMPREHENSIVE  
MARKETING TOOLS

Email marketing is a very effective way to directly impact your bottom line and grow your business. It is essential to boost business around Valentine's Day, along with sending email year-round.

With more than 91% of consumers checking email at least once a day, there is simply no competition to email.\* Plus, it is an extremely cost effective way to market your business.

(Source: eMarketer, 2016)

### 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



## BEST PRACTICES

# For Success

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

1

Hire additional drivers and make sure your delivery vehicles are in good working condition.

2

Utilize FTD Delivery Service — an on-demand pick-up & delivery service to add delivery capacity. Learn more at [www.FTDi.com/DeliveryService](http://www.FTDi.com/DeliveryService)

3

Get pay-as-you-go cell phones for delivery drivers so you can keep in touch without increasing your cell phone costs.

4

Set up an assembly line to put together the top-selling arrangements the day or two before your busiest delivery day.

5

Save time by making arrangements in FTD codified Valentine's Day containers to offer for sale to customers.

6

Have a plan and assign a contact person to handle customer service issues.

7

Give your computer a "tune-up" to ensure it is running properly. Make sure your ink cartridges are full, and your invoice and receipt papers are in stock and easily accessible.

## GENERAL

# Quality Tips

Planning and prepping is crucial to a successful Valentine's Day. Increase productivity and customer satisfaction levels for everyday operations with these tips:

### 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 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 and Premium sizes, concentrate on one recipe at a time to help ensure proper stem counts in each design.

Bouquet-specific design tips for each projected best seller can be found on the Product Recipe Catalog on [www.FTDi.com](http://www.FTDi.com).

# MERCURY

## Quick Tips

### DELIVERY CONFIRMATIONS

FTD offers a variety of technology tools to make it quick and easy to submit a delivery confirmation. Visit [www.FTDi.com/Quality/Delivery/Tools.htm](http://www.FTDi.com/Quality/Delivery/Tools.htm) to learn more.

### HOW-TO GUIDE

[www.FTDi.com/Quality/Delivery/Mercury.htm](http://www.FTDi.com/Quality/Delivery/Mercury.htm)

### BEST PRACTICES

Send a Delivery Confirmation (DCON) with the delivery time after the order is successfully delivered by 5:30 p.m. (local time). If the order is from FTD.com, please keep in mind customers automatically receive an email letting them know their order was delivered when you send a DCON.

### WHAT TO AVOID

Do not send a DCON message before the order is actually delivered or stating that delivery was attempted.

### REJECTING AN ORDER

Unable to fill an order? Reject it within two hours. For Delayed Response Program guidelines, visit [www.FTDi.com/Quality/DRP](http://www.FTDi.com/Quality/DRP).

### BEST PRACTICES

If you are unable to fill an order, reject it within two hours. Rejecting an order quickly allows us to find another florist who can full it.

### WHAT TO AVOID

Do not send an ASK if you are unable to fill the order — reject the order instead.

### ASK MESSAGE

Need order-related information?  
Send an ASK message.

### BEST PRACTICES

Send ASK messages to request address or recipient information specific to order, to notify FTD.com about a delivery problem or about a major substitution issue with the order.

### WHAT TO AVOID

Do not send an ASK message to request a CANCEL message be sent on an order or to notify FTD.com that you cannot fill an order. Reject the order instead.

### REDUCING ZIP CODES

Temporarily reduce your ZIP coverage if you need to reduce delivery area during the holidays.

### BEST PRACTICES

Communicate with FTD.com by sending a GEN message to 90-0075AA or email [distributiongroup@FTDi.com](mailto:distributiongroup@FTDi.com).

### WHAT TO AVOID

Do not use a GEN message to communicate any information specific to an order. Use an ASK, Reject or correct message type for the order. If you reject an order due to product unavailability, note it in the Reject.