



christmas 2014

planning guide





The FTD®
Holiday Cheer™ Bouquet 14-C2d

introduction

FTD appreciates the hard work and dedication you put into inspiring and delighting customers each Christmas. Hundreds of thousands of orders will be sent through the Mercury Network this holiday, and you, our valued FTD Florists, will handcraft each one to the customer's delight.

To ensure your holiday is as successful as possible, we have created this guide packed with best practices, tips and tools to help you drive more orders, boost your local business and market your shop for success.

We wish you a happy and prosperous holiday season. Thank you for your partnership and you can trust sending your next order FTD!



FREE VIDEOS TO HELP YOU PLAN & PREPARE

FTD University offers you access to a library of business-building webinars and two-minute how-to videos FREE at FTDUniversity.com. These valuable education programs are great for refreshing your skills or training employees, just in time for the holidays.



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You Can Trust
Sending Your
Next Order FTD.



To help you plan for the anticipated demand of holiday orders, here is a list of the projected* top 10 FTD.com best-selling bouquets for Christmas. Please use this resource to guide your fresh flower and container purchases.



The FTD®
Holiday Cheer™ Bouquet **14-C2d**

Design Tips:

- ✳️ This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance
- ✳️ Prepare the holiday container with properly hydrated floral foam
- ✳️ Lightly green the container prior to creating the design and adding the flowers and fill in only where necessary
- ✳️ The Standard size of 14-C2 **does not** include roses or spray roses
- ✳️ Candy canes are not included; fresh candy canes should be secured to wooden pics and then placed in the design

Merchandising Tip:

This red ceramic keepsake vase is a perfect addition to the holiday buffet table display as a decorative napkin holder.

1



The FTD®
Season's Greetings™ Bouquet **14-C5d**

Design Tips:

- ✳️ This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance
- ✳️ Prepare the holiday container with properly hydrated floral foam
- ✳️ Lightly green the container prior to creating the design and adding the flowers, and fill in only where necessary to complete
- ✳️ Secure the lid to the floral foam with the lid pic
- ✳️ You will notice that there is no bow in this design and the addition of any ribbon is unnecessary

Merchandising Tip:

This beautiful ceramic ornament can be repurposed as a holiday potpourri container.

2



The FTD®
Holiday Classics™ Centerpiece
by Better Homes and Gardens® **B15-4924d**

Design Tips:

- ✳️ This is a mixed design and the flowers should be evenly distributed throughout the design in their own space with equal balance
- ✳️ This is an all-around arrangement
- ✳️ Allow ample room between candles to prevent them from overheating
- ✳️ Add greens to the design tray after the candles have been secured into the floral foam and prior to creating your design, and fill in only where necessary to finish
- ✳️ Add the ribbon as shown in the picture

3

*Projections are subject to change based on market conditions and/or florist performance.

Call FTD® Marketplace™ at 800.767.4000 to stock up on best-selling containers today.



4

Design Tips:

- ✳ This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance
- ✳ Prepare the sleigh with properly hydrated floral foam
- ✳ Lightly green the container prior to creating the design and adding the flowers, and then fill in only where necessary to complete
- ✳ The Standard size of 14-C4 **does not** include roses
- ✳ Take extra care in packing for delivery to protect the ceramic sleigh
- ✳ Please include the ribbon accents similar to the picture

Merchandising Tip:

This classic and festive container makes a great addition to holiday collectible displays.



The FTD®
Holiday Traditions™ Bouquet **14-C4d**

5

Design Tips:

- ✳ This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance
- ✳ Prepare the holiday container with properly hydrated floral foam
- ✳ Lightly green up the container prior to creating the design and adding the flowers, and fill in only where necessary to finish
- ✳ Only the Premium and Exquisite sizes of 14-C9 include roses
- ✳ Add the accent holiday ribbon as pictured

Merchandising Tip:

This whimsical snowman vase can double as a pen and pencil caddy for everyone's favorite teacher.



The FTD®
Snowman Sensations™ Bouquet **14-C9d**

6

Design Tips:

- ✳ This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance
- ✳ Prepare the centerpiece bowl by properly hydrating the floral foam and then securing it to the container
- ✳ Add greens to the design tray prior to adding the flowers, and fill in only where necessary to complete
- ✳ Attach the hurricane stake to the base of the holder, then place in the floral foam for a secure placement
- ✳ Include ribbon accents and remove wrapping from the candle

Merchandising Tip:

The hurricane and candle can be repurposed and enjoyed on the dining room table or fireplace mantel for many holidays to come.



The FTD®
Celebrate the Season™ Centerpiece **14-C3d**

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®
Holiday Celebrations® Bouquet **14-C1d**

Design Tips:

- * This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance
- * Prepare the vase with the proper proportion of water and flower food
- * Lightly green the vase prior to creating the design; this will help to support the flowers and hold them in place
- * Clean the stamen from the lilies as they develop as to not stain the flower
- * Include the ribbon and pinecone accessories as shown

7



The FTD®
Merry & Bright™ Bouquet **B14-4356d**

Design Tips:

- * This design is made by using the Grouping Technique where each flower variety is in its own area
- * This is an all-around arrangement
- * Lightly green your container prior to creating your design and adding flowers, and fill in only where necessary to finish
- * Add the ribbon and glass balls as shown in the picture

8



The FTD®
Red Poinsettia Basket (Lrg) **B13-3602d**

Design Tips:

- * This item should be filled with an 8" red poinsettia plant or similar
- * When at all possible, the plant should be placed in a whitewash plant basket or similar container
- * Inspect the plant for any broken, yellowing or dried leaves and remove them; ensure that the plant is properly watered before sending out on delivery
- * Protect the poinsettia plants during extreme weather conditions as they are sensitive to freezing

9



The FTD®
Holiday Delights™ Bouquet
by Better Homes and Gardens® **14-C7d**

Design Tips:

- * This is a mixed arrangement and the flowers should be evenly distributed throughout the design in their own space with equal balance
- * Prepare the vase with the proper proportion of water and flower food
- * Lightly green the vase prior to creating the design; this will help to support the flowers and hold them in place
- * You will notice there is no ribbon or bow in this design and the addition of any is unnecessary
- * Include three snowflake pics in each design (pics included)
- * The Standard size **does not** include roses

10

Merchandising Tip:

Add a battery-operated votive light to this colorful and festive container for a quick and creative holiday luminary.

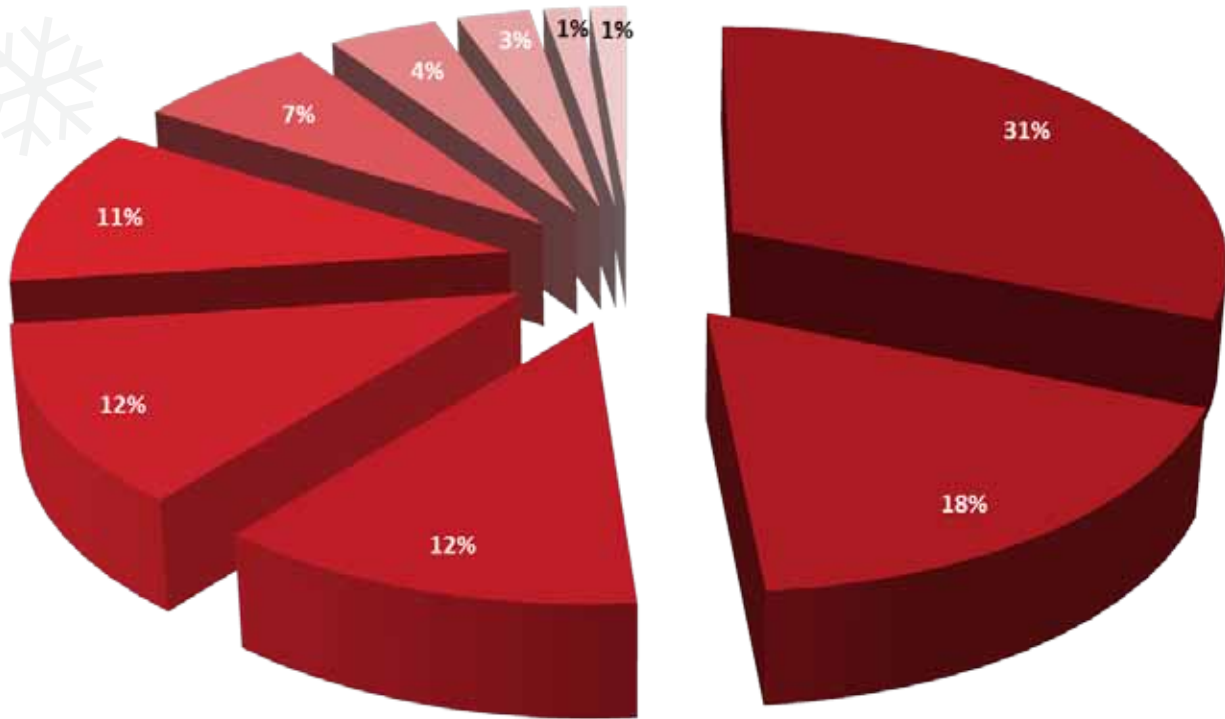


Planning and preparing is critical for a successful Christmas. It is simple with the following design tips that can help improve productivity and customer satisfaction levels for holidays and everyday. Bouquet-specific design tips for each projected best seller can be found on pages 4-6.

- * When possible, purchase your flowers in the correct stem length to maximize profit margin
- * Order product to match the timing of your production schedule and the proper stem counts to match your recipes
- * Proper hydration (including floral preservative) will allow a better customer experience upon receipt, and provide for the proper fullness in each design
- * Properly hydrate your flowers (in flower food) based on variety, allowing room for some of the flowers to begin to open and show color
- * Concentrate on one recipe at a time if a SKU is offered in Standard, Deluxe, Premium and Exquisite sizes to help ensure proper stem counts in each design
- * Keep in mind scale and dimensions when building each design; this is key to the perception and satisfaction of your customers
- * Ribbon is an accessory and should only be used when called for in the recipe and only then used in the same manner it was originally intended
- * Determine packaging per item prior to the holiday to ensure safe delivery
- * Check water daily on all of your premade arrangements prior to delivery



Now is a great time to start forecasting sales and pre-booking flowers to ensure the best possible pricing and availability of the flowers and greens you need. FTD makes it simple to prepare for incoming orders with the following estimate* of flowers needed to fill all of the Projected Top 10 Best Sellers.



Legend

- | | |
|-----------------------------|---------------|
| ■ Roses | ■ Stock White |
| ■ Mini Carnations | ■ Lilies |
| ■ Carnations | ■ Spray Roses |
| ■ Assorted Christmas Greens | ■ Stative |
| ■ Pompons | ■ Poinsettia |

FOR SPECIAL PRICING
on holiday flowers and greens,
visit FTDFlowerExchange.com or
call 800.767.4000 today!

*Estimates are subject to change based on market conditions and/or florist performance.



FTD Flower Exchange can offer you competitive pricing and flexible packages to fulfill your holiday flower needs. Book early to secure best pricing and availability!

Benefits

- * Buy now, pay later with the FTD Clearinghouse
- * Choose from a variety of logistics solutions
- * Earn points for future purchases with the FX Rewards Program

Plus, Stem Count Calculator is a unique tool offered exclusively by the FTD Flower Exchange, making ordering your fresh products for FTD codified exclusives simple! Just enter in the number of codified containers for each style that you are projecting to sell (Standard, Deluxe, Premium and Exquisite), and the Stem Count Calculator will tell you how many stems per flower variety you need.

Premium Arrangement



- Red Standard Carnations (7)
- 50 cm Red Roses (5)
- White Asiatic Lily stems (2)
- White LA Hybrid Lily stems (1)
- Assorted Christmas Greens (1)

Quantity:

Contact your FTD Flower Exchange Representative at 800.767.4000 or visit FTDFlowerExchange.com today.

update your website

Update your website to help increase holiday orders.

- ❁ List your best-selling items on your homepage so customers can find them quickly
- ❁ Include past website purchasers in your email marketing campaign to remind them to purchase from you again
- ❁ Verify that your delivery information is accurate and up-to-date so that your customers can choose you for their holiday orders
- ❁ Create custom products on your website to show your customers the artistry you provide
- ❁ Update your online pricing to match what your store charges for holiday orders
- ❁ Consider increasing your FTD Local Search online advertising spend so that your website is promoted in the sponsored links in all search engines
- ❁ Ensure your business listings in online directories are accurate using FTD eBiz Marketing (inaccurate listings can impact search results for your business negatively)
- ❁ Review the training videos and documentation at floristwiki.FTDi.com for additional tips and suggestions
- ❁ Contact FTD Florists Online support for assistance in obtaining email addresses for customers that have purchased from you in the past



The FTD®
Season's Greetings™
Bouquet 14-C5d

Contact FTD Florists Online at 800.576.6721 or floristsonline@FTDi.com for additional information.



Instantly expand your holiday offerings with premium gifts and gourmet by adding FTD WebGifts®, just in time for Christmas. This inventory-free, consumer direct service offers a collection of floral and non-floral gift items for you to sell in-store and online.

Benefits

- ❄️ Earn normal sending commission (20%), plus sending rebates
- ❄️ No inventory to carry and no product to purchase
- ❄️ Your shop name and branded marketing message are printed on the shipping label and gift card
- ❄️ Each sent order counts toward your monthly sending quota
- ❄️ Sell premium brands such as Godiva®, Starbucks®, Lindt® and many more!

feature premium gifts



The Holiday Sleigh of Sweets **WGG433**



Contact FTD WebGifts® at 866.926.5197 or webgifts@FTDi.com to sign up today.

november

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						Begin displaying your FTD Thanksgiving (US) merchandising materials 1
Daylight Saving Time Ends 2	Send a Thanksgiving direct mailer to your customers 3	Election Day Deadline for January Directory advertising changes 4	Call FTD Flower Exchange to order your Christmas flowers at 800.767.4000 5	6	Plan your Christmas delivery processes with well-organized delivery routes and zones 7	8
9	Start your Thanksgiving social media marketing campaign 10	Remembrance Day (Canada) Veterans Day 11	Start your Small Business Saturday marketing campaign. Visit SmallBusinessSaturday.com to download FREE materials 12	13	14	15
16	Review Christmas sales from previous years – plan bouquet assortment 17	January Directory Codification deadline for Valentine's Day, Spring and Mother's Day FTD® Marketplace™ containers, call 800.767.4000 to order 18	19	20	21	Begin displaying your FTD Christmas in-store merchandising materials 22
23	Stock cooler with centerpieces and bouquets for late Thanksgiving orders 24	Time to update your website for Christmas – call FTD Florists Online at 800.576.6721 25	Start making bows, greening containers, pre-building packing materials/boxes and filling water tubes for Christmas 26	Thanksgiving (US) 27	Mark down all leftover Thanksgiving and Fall inventory 28	Small Business Saturday  Start including Christmas stuffers in statements and with each delivery 29
30						

december

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Send a Christmas direct mailer to your customers 1	Hire extra holiday labor (designers, drivers, etc.) 2	Call FTD Flower Exchange to order your Christmas flowers at 800.767.4000 3	Send FTD Flowers All Hours your store hours for Christmas, Boxing Day and New Year's Day 4	Call FTD Flower Exchange to order your Spring tulips at 800.767.4000 5	6
Pearl Harbor Remembrance Day 7	Hold a holiday prep staff meeting 8	Start Christmas email and social media marketing campaigns 9	Visit FTDUniversity.com for FREE webinars and two-minute, how-to videos to help with training 10	11	Poinsettia Day 12	13
14	Check your flower supply. Running low? Visit FTDFlowerExchange.com for last-minute flower deals 15	16	Hanukkah* 17	Call FTD Flower Exchange to order your Valentine's Day flowers at 800.767.4000 18	19	Stock cooler with ready-to-go arrangements for last-minute shoppers 20
Winter Begins 21	22	23	Christmas Eve 24	Christmas 25	Boxing Day, Kwanzaa 26	Clean shop and re-merchandise shelves – replace in-store merchandising materials with Valentine's Day 27
Close out Christmas inventory with an end-of-season sale 28	29	Rest (Valentine's Day is only 45 days away!) 30	New Year's Eve 31			

*All Jewish Holidays begin at sundown the day before they are listed here.



christmas checklist

Are you prepared for a successful holiday?

- Review your results from last year's holiday and determine what programs or initiatives you will repeat
- Scrub your email database and add new customers to your list in preparation for a marketing campaign
- Check out **FTDUniversity.com** for business-building two-minute, how-to videos and webinars like "Preparing for a Successful Holiday Season" and "Prepare for a Stress-Free Holiday"—FREE
- Optimize your website with holiday products and promotions; if you have questions, call your FTD Florists Online team at 800.576.6721
- Let FTD know how many orders you can fill this Christmas, by accessing your Holiday Order Capacity Tool in Florist Link; more information is available at **Floristwiki.FTDi.com**
- FTD® Marketplace™ is your one-stop shop for containers, flowers and supplies; call 800.767.4000 today to learn about offers and promotions
- Review your delivery coverage area with your FTD Directory representative at 800.788.9000
- Take a moment to review with your staff, your internal processes for accepting/rejecting an order and sending a delivery confirmation at **FTDi.com/Quality**
- Train your staff on the importance of sending a Delivery Confirmation. Today's consumers expect real-time notification when an order they placed has been delivered. FTD has a variety of tools, including FTD Mercury Mobile, to help you submit a timely delivery confirmation. Visit **FTDi.com/MercuryTechnology** for more details
- Make sure your employees know how to suspend the FTD Mercury system at **FTDi.com/MercuryTechnology/Suspend.htm** to stop receiving orders that you are unable to fill
- Develop a back-up plan in case you need more delivery vehicles, drivers or supplies; go to **FTDi.com/PDP** for resources
- Equip your drivers with as many delivery aides as possible including maps, mobile phones and GPS available through FTD Mercury; call **FTD Technology Sales** at 800.767.3222



The FTD®
Holiday Delights™ Bouquet
by Better Homes and Gardens® 14-C7d

For more tools and resources for a successful holiday, visit FTDi.com/Christmas.

According to the 2014 FTD Florist Attitude Study, the top five ways FTD Florists advertise are:

- * **Word-of-Mouth Referrals.** Creating a referral discount program, such as 10% off for each referral, can help spread the word and generate new customers.
- * **Social Media.** Update your social media tools regularly to keep consumers engaged in your shop. Ask all customers to “Like” or follow you and tell them how to do so on your statements, all print marketing materials, emails and on your website.
- * **Email Marketing Campaigns.** Email campaigns are simple and can easily be tracked. Make sure to ask every customer that places an order for their email address and send emails regularly.
- * **Outdoor Signage.** Hanging banners, adding promotions to street signage or even a simple sidewalk sign can easily help increase foot traffic.
- * **Print Advertising.** Print advertising tends to target a specific audience, which means your ad is more likely to reach those to be interested in your shop.

FTD has a variety of resources available to assist you with advertising during the holidays and everyday.

Visit FTDi.com/Christmas for a variety of FREE social media and local marketing materials available to you as an FTD Florist.



Advertise to customers that you send orders worldwide. Make sure to advertise that you can send orders worldwide, especially for Christmas. Let your customers know that flowers are a great gift to send when you cannot be there in person. Sending an international order over the Mercury is quick and easy!



If you have questions about how to send an international order, send a GEN message to 90-0266AA or email retrans@FTDi.com.



Start marketing your shop locally early and often leading up to the holiday. FTD makes it simple with a suite of marketing and promotional items, many tailored to the Christmas holiday, to help you **increase sales and grow your local business.**

DIY Direct Mailers

Stay top-of-mind with your customers this Christmas by sending beautifully designed, customizable direct mailers with prepared templates by FTD. Direct mail is great for promoting your offerings and providing incentives to drive additional traffic to your shop.

Newspaper Advertisements

Advertising in your local newspaper has never been easier with prepared ad slicks to help promote your FTD codified products. The ads are created in Microsoft Word to allow you to easily customize them with your shop logo and contact information.

Radio Scripts

Radio advertising can be a cost-effective way to promote your local business. FTD has prepared seasonal radio ad scripts for you to use when you advertise on the airwaves. Save production time and cost with the prepared radio scripts, which are on-air ready for your local announcers to read.

Statement Stuffers

Reach out to your customers with customizable statement stuffers that fit into a standard-size envelope or can be easily stapled to an outgoing package. The statement stuffers feature beautiful photographs of FTD holiday arrangements.

Care & Handling Pic Cards & Posters

Educate your customers on floral care and handling to help maximize customer satisfaction and increase repeat business this holiday season with prepared templates. Sending care and handling pic cards with each of your bouquets or hanging a poster in-store informs your customers that several varieties of flowers are delivered in the bud stage to maximize freshness and longevity of their floral products.

In-Store Merchandising

Attract more customers and potentially increase sales with your 2014 winter in-store merchandising kit, which was sent FREE with your codified container purchase. The beautifully designed promotional items make the perfect point-of-purchase display in-store to help you promote your codified containers locally. They are also great for inspiring ideas when a customer is unsure what they are looking for.



Visit FTDi.com/Christmas to take advantage of these FREE marketing tools to help drive local business to your shop!

Social media can be an extremely helpful and cost-effective way to promote your business. Update your social media tools regularly prior to, during and after Christmas to keep your customers engaged and coming back for more!

Tips:

- * Create a calendar of posts and tweets in advance of the holiday to make managing social media efficient
- * Do not tell your customers to just “Like” or follow you; tell them why and how (e.g., “Get answers to all of your flower questions when you ‘Like’ us at facebook.com/FlowerShopName.”)
- * Ask questions (e.g., “What is your favorite holiday centerpiece?”)
- * Share pictures and videos (tell a story about your business)
- * Spend at least 30 minutes a day on social media (read, learn, listen, post)

MAXIMIZE YOUR EXPOSURE USING THE FOLLOWING SOCIAL MEDIA CHANNELS:

Facebook

Post photos of your holiday preparations and tag your customers on Facebook. The added benefit of doing so is that when you tag someone, it appears on their wall, allowing their friends to see the photo too. The idea is that it will lead them to want to learn more about your shop and your holiday offerings. You will only be able to tag people that you are connected to. For a small fee to Facebook, you can promote your posts for the holidays to increase your reach.

Tips:

- * Selling-only messages will not work
- * Use “people speak” vs. “corporate speak”
- * Keep it simple
- * Post frequently - one to two times per day
- * Ask for action
- * Add a holiday banner to your Facebook page linking your customers back to your website



Get the latest news, events, education and exclusive Facebook promotions when you “Like” us at facebook.com/MercuryNetwork.

Check out a variety of sample posts and images for you to customize and use on your social sites at FTDi.com/Christmas in the Social Media Kit!





Twitter

Do not overlook the best real-time tool in social media for the holidays. Sending tweets out to your followers is a great way to keep everyone updated on what is happening in your shop. Twitter is a great tool for connecting with people online and offline.

Tips:

- * 140 characters or less
- * Can include a link to web content
- * Build a strong foundation with a complete profile
- * Post a mix of what followers want to hear and promote your business
- * #Hashtags appear in tweets to identify a common theme or topic (e.g., #Christmas, #Holidays, #ChristmasFlowers, etc.)

Instagram

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

Tips:

- * Use Instagram to target the 35 and under crowd
- * Share visual content with customers
- * Take, edit and share images from your smartphone
- * Tag customers in your posts
- * Ask your customers to tag you in their posts

Pinterest

Pinterest is a visual bulletin board of thematic collections. Use it during the holidays 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. Include boards with gift suggestions, home décor, table settings and more.

Tips:

- * The more visual the product line, the better
- * Create boards about unique collections (e.g., vintage vases, colorblocking, holiday merchandising)
- * Include a "pin it" button on your website
- * Shoppers are 10% more likely to follow through with a purchase that they found on Pinterest



Shorthanded on staff for the holidays or unsure how to use social media effectively? Let FTD "Market for You." Visit FTDi.com/MarketForYou for more information.

Email marketing is by far the most effective way of directly affecting your bottom line and growing your business. While you should be sending out emails to customers year-round, it is essential to boost business during the holidays.

With more than 91% of consumers checking email at least once a day, there is simply no competition*. 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.

Email Marketing Uses:

- ✳ 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.)

Tips:

- ✳ Always send an email to someone who has personally opted in to receive your emails; do not send an email to someone who has not, as that is considered spam
- ✳ Use a professional email marketing service, such as Constant Contact®, not a personal account
- ✳ Always include a simple, one-click unsubscribe link in every email you send
- ✳ 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
- ✳ Entice your customer to open the email by telling a little bit about what they could find inside (e.g., How to Pick the Perfect Holiday Centerpiece)
- ✳ Make it personal
- ✳ To be most effective, 80% of your emails should be customer-focused content, such as tips and trends, and 20% should promote your store, products, sales, etc.
- ✳ Keep in constant communication with your customers – it is best to send shorter emails more frequently (about once a week) to increase their effectiveness



Need help setting up an effective email campaign prior to the holidays. Let FTD “Market for You.” Visit FTDi.com/MarketForYou for more information.

*Source: Exact Target



FTD is here to help you generate more orders and drive local business. The greater the scope of products you offer and the greater the delivery areas serviced by your shop, the greater the chance your shop has to increase the quantity of orders received.

As an FTD Florist, you have many benefits and unique tools available to help you get on a path to more orders, potentially increasing your shop's profitability.

get on a path to more orders

1

Capitalize on Your Delivery Area

Expand advertising in the FTD Directory to include more towns.



2

Get Codified with FTD® Marketplace

Purchasing holiday and everyday exclusive containers makes you eligible to receive codified product orders.



The FTD® Holiday Celebrations™ Bouquet 14-C1d

The FTD® Cherry Sweet™ Bouquet CDRd

3

Attract Online Shoppers

FTD Florists Online is a simple way to start an online business to drive local orders.



4

Attract More Florist-to-Florist Orders

FTD Mercury POS technology can save you time and help streamline your shop's operations.



It's not too late to codify on FTD.com and FTD Mercury!
Order Today at 800.767.4000.

best practices for success

The following best practices can help set your shop up for success this holiday.

- ❄ Hire additional delivery drivers to increase your capacity to fill orders and make sure your delivery vehicles are in good working condition
- ❄ Get pay-as-you-go cell phones for delivery drivers so you can always keep in touch without increasing your cell phone costs
- ❄ Set up an assembly line to put together the top-selling arrangements the day or two before your busiest delivery day
- ❄ Save time by making up arrangements in FTD holiday codified containers to offer for sale to walk-ins
- ❄ Have a plan and assign a contact person to handle customer service issues
- ❄ Give your computer a “tune up” to ensure it is running accurately and minimize disruptions; make sure your ink cartridges are full and your invoice and receipt papers are in-stock and easily accessible
- ❄ Offer a promotion for orders delivered on Tuesday, December 23 to maximize driver availability on Christmas Eve, December 24



The FTD®
Holiday Celebrations®
Bouquet 14-C1d



The FTD Holiday Capacity tool enables you to view the last two year's statistics for FTD.com and florist-to-florist orders sent to your shop during the three major floral holidays (Christmas, Valentine's Day and Mother's Day), as well as indicates the number of orders you can fulfill this year.

Here's how it works:

- * Access the holiday capacity tool through the "Florist Look-up" feature in your Mercury system*
- * Click on "ADMIN" button in the top right corner of the screen
- * First time users must enter an email address and password
- * Click on "Holiday Capacity"
- * View your shop's historical order data from FTD over the past two years
- * Input your daily order capacity for Christmas 2014; you may change it at anytime
- * As a convenience to you, FTD.com will stop sending orders to your shop for any delivery day when your order volume has exceeded the capacity listed in the Holiday Capacity tool

Go to **floristwiki.FTDi.com** for more information on the order capacity tool. If you need to suspend your Mercury system to temporarily stop receiving all orders, view the procedure at

FTDi.com/MercuryTechnology/Suspend.htm.



*FTD Florist Link is available to members using the following systems: Mercury X2 fall or newer, Mercury Connect and Mercury Direct 5.0 or newer.

The FTD®
Holiday Wishes™
Bouquet **14-C6d**

With so many things happening at once during the holidays, some employees that normally operate your Mercury system may be busy answering phones or making deliveries. We want to make sure that whoever is responding to the messages on your Mercury system is comfortable sending and answering messages. We have developed this quick reference guide for you to post near your Mercury system that highlights the most common questions and answers.

DELIVERY COMPLETE? Send a Delivery Confirmation.

To help achieve our goal of 100% delivery confirmation, FTD offers a variety of technology tools to make it quick and easy to submit a delivery confirmation. Visit FTDi.com/Quality/Delivery/Tools.htm to learn more.

How To Send a DCON Guide FTDi.com/Quality/Delivery/Mercury.htm

Best Practices – Sending a DCON Send a DCON with the delivery time after the order is successfully delivered by 7 pm (local time). As a sender, let your customer know the order was successfully delivered.

What To Avoid – Sending a DCON Avoid sending a DCON message before the order was actually delivered. Avoid sending a DCON message stating that delivery was attempted.

If the order is from FTD.com, please keep in mind the customer automatically receives an email letting them know their order was delivered when you send a delivery confirmation.

UNABLE TO FILL AN ORDER? Reject It Within 2 Hours.

For guidelines for DRP, visit FTDi.com/Quality/DRP.

Best Practices If you are unable to fill an order, reject it within two hours. Rejecting an order right away (if you cannot fill it) allows us to find another florist that can to ensure every customer receives their gift this holiday.

What to Avoid Avoid sending an ASK if you are unable to fill the order. Reject the order within two hours instead.



Send Delivery Confirmations on the go with
FTD Mercury Mobile App.
Call FTD Technology Sales at 800.767.3222
to learn more.

OUT OF PRODUCT? Order More Flowers or Containers.

Thank you for filling your FTD orders and keeping open through Christmas Eve.

How To Order More Product

Call FTD® Marketplace™ or FTD Flower Exchange at 800.767.4000

NEED ORDER RELATED INFORMATION? Send an ASK Message.

Using the proper message type helps ensure you get the appropriate response.

Best Practices – ASK Messages

To request address or recipient information specific to an order. To notify FTD.com about a delivery problem (i.e. recipient released from hospital, recipient moved, etc.). To notify FTD.com of a major substitution issue with the order.

What to Avoid – Sending an ASK

Do not use an ASK message to request a CANCEL message be sent on an order. Instead reject the order. Do not use an ASK message to notify FTD.com that you cannot fill an order. Instead, reject the order.

NEED TO REDUCE YOUR DELIVERY AREA? Block Zip Codes with FTD.com.

During holidays, temporarily reduce your zip coverage to ensure you can make your deliveries.

Best Practices – Reducing Zip Codes

Communicate with FTD.com by sending a GEN Message to 90-0075AA or email distributiongroup@FTDi.com.

What to Avoid – Reducing Zip Codes

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.

Questions about an FTD.com Order?

Please call the FTD.com Florist Hotline at 800.554.0993

Once Christmas is over, it is time to shift focus and gear up for 2015. With Valentine's Day just around the corner, kick off the New Year with a clean shop and a fresh perspective. Here are a few ideas and best practices to help you finish the year strong.



Review Your Inventory

- * Take a count of excess inventory from Fall and Christmas
- * Make note of what sold well in store, online and via your florist-to-florist orders to help you with next year's order projections
- * Decide what you can repurpose

Repurpose Excess Inventory

- * Decide which containers can be repurposed for everyday or other holidays
- * Try looking at each container and decide if there is an alternate use, floral or non-floral, and then merchandise it in your shop to sell
- * For example, 14-F4 The FTD® Giving Thanks® Bouquet by Better Homes and Gardens® can be merchandised in your shop as a candleholder that many consumers will use as a part of their everyday home décor
- * Any plain red or metallic containers from Christmas will also be perfect for Valentine's Day arrangements
- * Selling through additional codified containers is simple with containers like 14-H1 The FTD® Boo-Quet® and 14-C10 The FTD® Holiday Peace™ Bouquet by Vera Wang, which couple as everyday containers such as PCO The FTD® Color Your Day® with Laughter™ Bouquet and V18 The FTD® Simple Surprises™ Bouquet by Vera Wang

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The FTD® Giving Thanks™ Bouquet by Better Homes and Gardens® **14-F4d**





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Host an End-of-Season Sale

- * Consider hosting an end-of-season sale to make space in your shop or help free up dollars to restock your shelves with new inventory for 2015
- * Mark down any Christmas-specific containers or gifts in your shop and market them via email, statement stuffers or social media for a specific period of time (e.g., One Week Only - 50% Off Entire Christmas Collection)



Re-merchandise Your Store

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- * Remove all fall and winter holiday displays and set up for Valentine's Day
- * If you need helpful tips on merchandising your shop for holiday or everyday, check out the FREE webinars and two-minute how-to videos at FTDUniversity.com



Analyze Sales Data

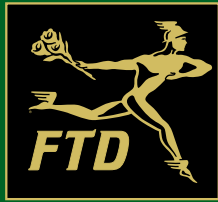


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- * Understand how your shop performed this holiday by analyzing key sales data
- * Cross reference your inventory with total sales and run reports in your FTD Mercury POS system — a sure way to help you prepare for the next holiday

Items to Analyze:

- * Total holiday sales
- * Average order value
- * Top-selling products
- * Year-over-year comparisons in each category
- * Utilize data to understand what adjustments could be implemented for next year and also immediately, to better your shop for Valentine's Day



You Can Trust
Sending Your
Next Order
FTD.