

# Preparing for Mother's Day in the Midst of a Crisis

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April 14, 2020



# The Reality

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Mother's Day is going to look and feel differently this year, and...

There is a huge opportunity for flowers as a way to connect.



# Goal of Today's Webinar

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- What We Know Today
- FTD's Updated Merchandising Strategy
- Key Areas and How to Prepare
- Resources to Help You
- Questions



# What We Know Today

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- Florists have grit and are resilient
- Every region, state, county different
- Supply chain is operating
- Increased interest sending flowers
- Anticipate a strong Mother's Day



# Best Practices for Shops Operating

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- Safety first
- Allow sales/customer service to work remote
- Create dedicated work stations for designers, delivery
- Only one driver per truck
- Disinfect frequently during day
- No contact delivery, leave arrangement at the door



# The Power of Flowers



Instagram Story



IGTV how-to video



Virtual Workshops



Facebook



Email marketing



# Cash and Liquidity

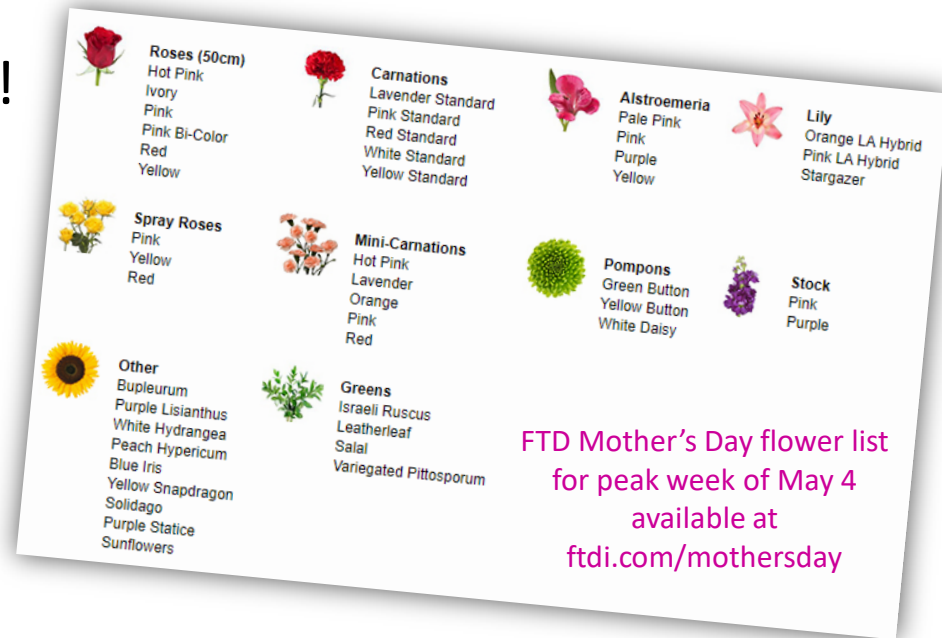
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- Review the federal relief programs
- Purchase goods on 90-day payment plans
- Consider using credit cards for expenses
- Suspend or reduce retirement contributions
- Ask for a discount from regular vendors/suppliers



# Supply Chain is Operating

- Farms – flowers are available!
- Distributors/Wholesale
  - Past, present, future
- Retailers
  - Planning and readiness
  - Communicate





# FTD Merchandising Plan

- Reducing assortment by 40% starting May 3
- 21% less flower varieties
- All items start at \$50 or higher
- BD2 – birthday & NBB/CDB – sympathy
- Product calculator with % mix by item
- Incoming order capacity tool in Florist Link admin



# How Can We Help You Prepare?

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- Flowers
- Containers
- Design
- Delivery
- Marketing



# Flowers

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- Pre-book flowers, best pricing, guarantee selection
- 20% off any Flower Exchange purchases thru April 30
- No risk labor saver bouquets B03, B05, B35, B55

Order online 24/7 – [FTDFlowerExchange.com](https://FTDFlowerExchange.com)



# Containers

- Codified top sellers: S2, S3, S6, S8, SMB
- Less than \$200 all in for S/S combo packs
- LOW RISK inventory
  - Buyback available on full cases of S1, S3, S4, S5, S8
- Everyday glass, baskets, supplies, too










Combo Pack #1



# Design

- Order management
- Product Recipe Catalog at [FTDi.com/Quality](http://FTDi.com/Quality)
- Substitution guidance for S7, S8
- Sunflowers – three best sellers
- The value of color



Item	Variety used	Good Color Choice					Poor color choice	
		Clear Ocean	Mount Everest	Crème de la Crème	Alejandra	Bikini	Goldstrike	
Standard Rose	Vendela							
Spray Rose	Pink Majolica	Sweet Sensation	Porcelina	Lydia	Star Blush	Lovely Lydia	Super Nova	
Alstroemeria	Primadonna	Dirty Dancing	Kristel	Sunny Rebeca	Orange Queen	Alstro Bodega	Rome	



# Delivery

- Review your ZIP codes and reduce/expand as needed
- Promote no contact delivery, no signature required
- THIS JUST IN...Delivery Service partner DoorDash special promotion for FTD Florists
- \$0.25 per order credit for delivery confirmations using the Mercury Mobile app



# Marketing

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- Invest in marketing if you can
    - Google Ads, pay-per-click, SEO
  - Focus on your existing customers
  - Relevant messaging on your website, email
  - FaceTime browsing
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- Email marketing – sign up by 4/30 and FREE thru 6/30
  - Social media images for FREE at [FTDi.com/MothersDay](https://FTDi.com/MothersDay)



# Resources to Assist

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- FTD Mother's Day Resources [ftdi.com/mothersday](https://ftdi.com/mothersday)
- FTD Florist Assistance Program [ftdi.com/covid19](https://ftdi.com/covid19)
- Federal Relief Programs [sba.gov](https://sba.gov)
- Society of American Florists [safnow.org](https://safnow.org)
- WhizBang! Retail Training [whizbangtraining.com](https://whizbangtraining.com)





# Questions?

