



MOTHER'S DAY 2017
PLANNING GUIDE



HAPPY MOTHER'S DAY!

This season, talented FTD Member Florists will craft thousands of orders that will inspire and delight customers. We truly appreciate all that you do at Mother's Day and throughout the year.

To help make this holiday as successful as possible, we have packed this planning guide 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 tremendous Mother's Day and thank you for your partnership.

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

Shown on Cover:
Deborah De La Flor AIFD
De La Flor Gardens, Cooper City, FL

GET SOCIAL!

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

 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 FTDi.com/MothersDay for additional information, including bouquet-specific design tips, social media assets and more.

TOUCH OF SPRING

Get a behind-the-scenes look at what inspired our 2017 Spring & Summer exclusives on **page 4**.



The FTD® Touch of Spring® Bouquet
17-M2p

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BEHIND *the* BOUQUET

Metallic, graphic and colorful glass containers are the perfect vessels for FTD's exquisite Mother's Day bouquets. Go behind the scenes with FTD to learn more about this season's coveted creations.



Randy Wooten AIFD
Delorice's Florist, Douglas, GA

COLORFUL ESCAPES

"Purple flowers are such a treat and very versatile. Mix purple with pink and the design captures a traditional spring look and feel. Pair purple with coral and pink and you can escape to the tropics and really brighten a special someone's day." - Andrea



Meet the Designer

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



The FTD® So Very Loved™ Bouquet by Hallmark
17-M3p



make today shine

Make Mother's Day unforgettable with a spring inspired arrangement in a handcrafted purple metallic glass vase.

The FTD® Make Today Shine™ Bouquet
17-S4p



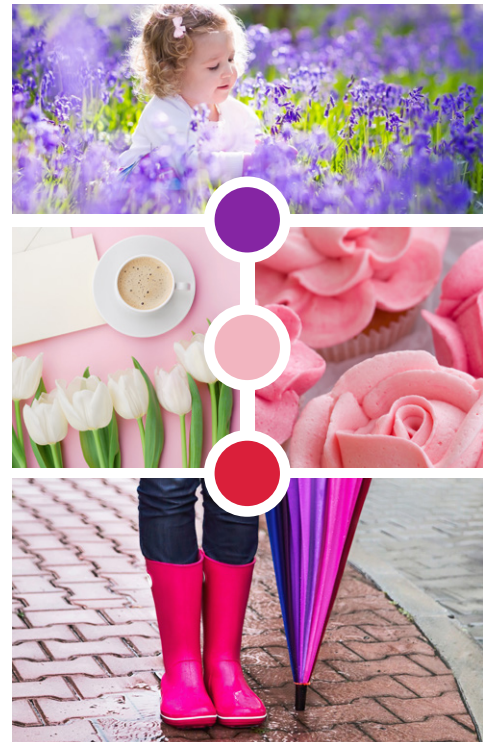
tulips in bloom

This bouquet of tulips bursts from a sophisticated, handcut lavender vase that's perfect for Mother's Day.

The FTD® Spring Tulip Bouquet™ by Better Homes and Gardens®
17-S2p

color story

This collection is inspired by traditional spring hues that truly stand out and shine.



EXOTIC SEAS

"Picking a favorite flower is almost as hard as picking a favorite color. I design in color, so I didn't blink when the aqua metallic vase appeared on my design table. I just knew that every shade of pink would find its way into the bouquet. The design is fun, playful and on trend." - Andrea



The FTD® Spring Skies™ Bouquet
17-M4p

color story

The palette for this collection was inspired by ocean aquas and exotic hues of pink. These colors are set in breathtaking vases meant to evoke the feeling of luxury.



sunlit meadows

Add beauty to Mother's Day with garden-fresh sunflowers, white daisies and magenta carnations arranged in a charming aqua ribbed vase.

The FTD® Sunlit Meadows™ Bouquet
by Better Homes and Gardens®
17-M8p



Better Homes
& Gardens
FLOWERS by FTD®



send hope

Send the perfect Mother's Day message with this stunning handcrafted bouquet.

The FTD® Be Blessed™ Bouquet
17-M6p

BLOOMING GARDEN PARTY

"This collection is all about classic and timeless designs paired with shades of pink and purple. They're sure to make the special moms in your life smile."

- Andrea



The FTD® Spring Garden® Bouquet
17-M2p



perfect day

Offer unforgettable elegance this Mother's Day with this classic bouquet of precious pink roses, white lilies and soft pink carnations.

The FTD® Perfect Day™ Bouquet
17-M7p

color story

Shades of pink and purple add a garden-inspired flair to this Mother's Day collection.



garden inspired

Surprise your customers with this modern garden-inspired bouquet sure to make Mother's Day special.

The FTD® Sweet Devotion™ Bouquet
by Better Homes and Gardens®
17-M5p



Better Homes
& Gardens
FLOWERS by FTD®



The FTD® Spring Garden®
Bouquet 17-M2p



The FTD® Sunlit Meadows Bouquet™
by Better Homes and Gardens®
17-M8p



The FTD® Sweet Devotion™ Bouquet
by Better Homes and Gardens®
17-M5p



The FTD® Touch of Spring®
Bouquet 17-S1p



The Sunny Sentiments™
Bouquet by FTD® C3-4793p

MOTHER'S DAY 2017 FEATURED BOUQUETS

To help you plan for the anticipated demand of holiday orders, here are the featured products for Mother's Day. Please use this resource to guide your fresh flower and container purchases.



The FTD® Spring Tulip Bouquet
by Better Homes and Gardens®
17-S2p



The FTD® Sunflower Sweetness™
Bouquet 17-S3p



CLICK TO EXPLORE

View the Mother's Day 2017 featured product recipes.



The FTD® Wondrous Nature™
Bouquet by FTD®
C12-4400p



The Precious Heart™
Bouquet by FTD® C15-4790p



The FTD® Spring Skies™
Bouquet 17-M4p



The FTD® Make Today Shine™
Bouquet 17-S4p



The FTD® Happy Spring™
Bouquet 17-M1p

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 Sweet Surprises® Bouquet by FTD® C12-4792p



The Stunning Beauty™ Bouquet by FTD® C16-4839p



The FTD® Brighter Than Bright™ Bouquet by Hallmark 17-S5p



The FTD® So Very Loved™ Bouquet by Hallmark 17-M3p



The FTD® Be Blessed™ Bouquet 17-M6p

MOTHER'S DAY 2017 FEATURED BOUQUETS

To help you plan for the anticipated demand of holiday orders, here are the featured products for Mother's Day. Please use this resource to guide your fresh flower and container purchases.



The FTD® Perfect Day™ Bouquet 17-M7p



The Sweet Splendor™ Bouquet by FTD® C4-4791p



The FTD® Orchid Bouquet by Vera Wang 17-M9d



CLICK TO EXPLORE

View the Mother's Day 2017 featured product recipes.



The FTD® Make Today Shine™ Rose Bouquet 17-S4Rp



The FTD® Happy Spring™ Mixed Rose Bouquet 17-M1Rp



The FTD® Beyond Brilliant™ Luxury Bouquet LX158d



The FTD® Happy Spring™ Bouquet 17-M1p

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 April Fool's Day
2	3 Contact your Market for You representative to discuss your plans for Administrative Professionals Week	4	5	6 Contact your Market for You representative to talk through your Mother's Day strategy	7 Organize your Mother's Day delivery routes and zones	8 Review your Mother's Day sales from previous years and plan your bouquet assortment.
9	10 Order flowers today for Administrative Professionals Week. Visit FTDFlowerExchange.com for great prices and selection	11	12 Start your Administrative Professionals Week social media marketing campaign	13 Update your FTD Florists Online website for Administrative Professionals Week. Call our FOL team at 800.546.6271	14 Send a Mother's Day direct mailer to your customers	15
16	17 Call the FTD Flower Exchange at 800.767.4000 to order your Mother's Day flowers	18 Text or email pictures of your designs to your Market for You representative for inclusion in your Mother's Day marketing	19 Start including Mother's Day stuffers in statements and with each delivery	20	21 Remind your customers they can pick up same-day arrangements for Administrative Professionals Week	22
23/30 Administrative Professionals Week begins	24 Start making bows, greening containers, pre-building packing materials and filling water tubes for Mother's Day	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

MAY

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

MOTHER'S DAY CHECKLIST

- Let FTD know if you will be open on Sunday so we can ensure all of your relevant systems are in sync.
- Review last year's Mother's Day sales and marketing results. Determine which programs or initiatives worked well and should be repeated.
- Scrub your email database and add new customers in preparation for a holiday email campaign. Send your updated list to the FTD Market for You team.
- Visit **FTDUniversity.com** for FREE business-boosting webinars and two-minute how-to videos, such as "Preparing for a Successful Holiday Season" and "Prepare for a Stress-Free Holiday."
- 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**.
- 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**.
- FTD® Marketplace™ is your one-stop shop for containers and supplies. Call **800.767.4000** today for offers and promotions.
- Order the freshest Mother's Day flowers from the FTD Flower Exchange by calling **800.767.4000** today.
- 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 **FTDi.com/Quality**.
- Train your staff on the importance of sending a Delivery Confirmation. Today's connected consumers expect real-time notification when an order they have placed has been delivered. FTD has the tools you need to make it happen, including the FTD Mercury Mobile app. Visit **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 **FTDi.com/MercuryTechnology/Suspend.htm** for step-by-step instructions.
- Draft a backup plan in case you need more delivery vehicles, drivers or supplies. Go to **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**.



CLICK TO EXPLORE

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

WIN MORE MOTHER'S DAY BUSINESS

Sixty-six percent of florists who participated in the Society of American Florists' post-Mother's Day 2016 survey reported an increase in sales last year. The number one factor identified as contributing to growth? **An increase in advertising.**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 to keep your customers engaged. 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.

STORE SIGNAGE

Hanging banners, adding promotions or street signage or even a simple sidewalk sign can easily 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.

BUYING *by* GENERATION

Two major recent studies provided insight into floral purchasing habits of four generations of consumers.^{2,3} Below, we share a key finding for each age group as well as our recommendations for using that information to attract these customers to your shop.

GENERATION	KEY FINDING	HOW TO WIN THE BUSINESS
MILLENNIALS	Perceived high price is the major barrier to floral purchases	Ensure that social media posts and emails emphasize your range of available price points.
GENERATION Y	Most likely to buy on impulse	Share price-focused emails and social media posts. Be sure to include pictures of the actual floral bouquets.
GENERATION X	Most likely to purchase their flowers from a florist	Make sure your website and social media pages showcase your shop's location and history. Leverage online ads and store signage to call attention to your florist status and Mother's Day offerings.
BABY BOOMERS	Reported appreciating flowers more than other age groups	Send emails and direct mail pieces with vibrant visuals and rich product descriptions.

¹ Society of American Florists. Two-Thirds of Florists Report Increased Sales on Mother's Day. Available at: <https://safnow.org/two-thirds-of-florists-report-increased-sales-on-mothers-day/>. Accessed January 13, 2017.

² American Floral Endowment. New Study Provides Strategies to Win Over Millennials. Available at: <http://endowment.org/new-study-provides-strategies-win-millennials/>. Accessed February 2, 2017.

³ 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 January 13, 2017.



CLICK TO EXPLORE

Visit FTDi.com/MarketForYou to learn about how our team can create a custom marketing plan for your shop.

UTILIZE FTD Tools & Resources

FTD provides exclusive tools and resources to member florists to help you take your business further.

LOCAL MARKETING

Start marketing your shop early and often leading up to Mother's Day. FTD offers member florists a suite of marketing and promotional items to help you increase sales and grow your business. The tools and resources available offer you the opportunity to leverage the FTD Mercury Man logo, the most recognized floral brand and symbol worldwide, alongside your personal brand.



CLICK TO EXPLORE

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

FTD FLORISTS ONLINE

FTD Florists Online makes creating a website easier than ever before with a dedicated support staff to help you create and update your site, or you can take control of maintaining it. You'll also have access to resources to help drive traffic to your site, such as online directories and email marketing tools and services. Contact FTD Florists Online at 800.576.6721 or FloristsOnline@FTDi.com for additional information.

FTD FLOWER EXCHANGE

The world's finest, freshest blooms are shipped directly to you from premium growers through the FTD Flower Exchange. You'll also have access to the Stem Count Calculator, a tool designed to help you determine how many flowers you need to purchase for FTD codified exclusives. Contact your FTD Flower Exchange Representative at 800.767.4000 or visit FTDFlowerExchange.com today.

FTD MERCURY MOBILE

The FREE FTD Mercury Mobile app provides powerful features to increase efficiency and add value to your business. Users enjoy on-the-go access to the Mercury Point of Sale dashboard and enhanced delivery confirmation features, including location stamps, delivery photographs and virtual signature capabilities. The app is compatible with iOS and Android devices. Download today!

FTD UNIVERSITY

Take a load off and watch a FREE business-building webinar or two-minute how-to video. These valuable education programs are great for refreshing your skills or training employees. You can access them now at FTDUniversity.com.



OPTIMIZE YOUR WEBSITE & BOOST ORDERS

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

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).

7

Add unique, local relevant content to your website that sets your shop apart from the pack.

*

Contact FTD Florists Online at floristsonline@FTDi.com or MarketForYou@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 promote your posts 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 is happening in your shop. Twitter is a great tool for connecting with people online and offline.

CLICK TO EXPLORE

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

PINTEREST

Pinterest is a virtual mood board of thematic collections. Use it 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.

INSTAGRAM

Instagram is the smartphone photographer's app of choice. For florists, it is 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.

DO'S AND DON'TS FOR SOCIAL MEDIA



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.

Include images and links to draw more interest.



Don't just ask your audience to "like" or follow your page.

Don't post content without describing what you've posted.

Don't post personal information on your business page.

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



EMAIL 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% of consumers checking email at least once a day, there is simply no competition.⁴ 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.).

⁴ Exact Target



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 accurately 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 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.

MERCURY QUICK TIPS

DELIVERY CONFIRMATIONS

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 guide FTDi.com/Quality/Delivery/Mercury.htm

Best practices Send a DCON with the delivery time after the order is successfully delivered by 7 p.m. (local time). As a sender, let your customer know the order was successfully delivered. For orders 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.

What to avoid Avoid sending a DCON message before the order is actually delivered or stating that delivery was attempted.

ASK MESSAGE

Need order-related information? Send an ASK message.

Best practices Send ASK messages to request address or recipient information specific to the order, to notify FTD.com about a delivery problem or notify FTD.com of 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.

REJECTING AN ORDER

Unable to fill an order? Reject it within two hours. For DRP guidelines, visit FTDi.com/Quality/DRP.

How-to guide FTDi.com/Quality/Delivery/Mercury.htm

Best practices If you are unable to fill an order, reject it within two hours. Rejecting an order right away allows us to find another florist who can fill it.

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

REDUCING ZIP CODES

If you need to shrink your delivery area during the holidays, temporarily reduce your ZIP coverage.

Best practices Communicate with FTD.com by sending a GEN message to 90-0075AA or email 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.



TAKE YOUR BUSINESS FURTHER™

