

MOTHER'S DAY 2019

Planning Guide



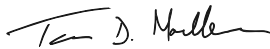
Happy Mother's Day!

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 help you deliver an exceptional experience.



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.

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The FTD® Full of Joy™
Bouquet 19-S2



The FTD® Sweet Spring™
Bouquet 19-S3



The FTD® Sweet & Pretty™
Bouquet B35



The FTD® Sunlit Meadows™
Bouquet SMB

PROJECTED BEST SELLERS

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



The FTD® Adoring You™
Bouquet 19-M2



The FTD® Best Day™
Bouquet B07



The FTD® Sunny Sentiments™
Bouquet B05



CLICK TO EXPLORE

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



The FTD® Simply Gorgeous™
Bouquet 19-S8



The FTD® You're Precious™
Bouquet B55



The FTD® Spring Morning™
Bouquet 19-S2T



The FTD® Truly Stunning™
Bouquet B54

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® Wondrous Nature™
Bouquet C12-4400



The FTD® Hello,Gorgeous™
Bouquet D01



The FTD® Sweet Surprises®
Bouquet B03



The FTD® Sweet Charm™
Bouquet 19-S6

PROJECTED BEST SELLERS

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



The FTD® Lift Me Up™
Bouquet 19-S9



The FTD® Hello Sunshine™
Bouquet 19-S1



CLICK TO EXPLORE

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



The FTD® Hello Beautiful™
Rose Bouquet 19-M3



The FTD® Truly Grateful™
Bouquet 19-M1



The FTD® Mademoiselle™
Luxury Bouquet LX189



The FTD® Only The Best™
Luxury Bouquet LX186



The FTD® Love Bouquet
by Hallmark HMA

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.

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](https://www.youtube.com/FTDMercuryNetwork) for FREE business-building two-minute how-to videos and webinars.
- Let FTD know how many orders you can fill this Mother's Day by accessing your Holiday Order Capacity Tool in Florist Link. Additional information is available at Floristwiki.FTDi.com.
- Review your delivery coverage area with Member Services at 800.788.9000.
- Take a moment to review your internal processes for accepting/rejecting an order as well as sending a delivery confirmation.
- Train your staff on the importance of sending a Delivery Confirmation. Visit www.FTDi.com/Quality/Delivery for more details.
- Make sure your employees know how to suspend the FTD Mercury system at www.FTDi.com/MercuryTechnology/Suspend.htm to stop receiving orders that you are unable to fill.

TECHNOLOGY

- Scrub your email database and add new customers to your list in preparation for a marketing campaign.
- Optimize your website with Mother's Day products and promotions. If you have questions, call your FTD Florists Online team at 800.576.6721.
- Equip your drivers with as many delivery aids as possible, including maps, mobile phones and the FTD Mercury Delivery app. To get started, call FTD Technology Sales at 800.767.3222.

PRODUCTS

- Review your results from last Mother's Day and determine which programs or initiatives were successful and should be repeated.
- FTD® Marketplace™ is your one-stop shop for containers and shop supplies. Call 800.767.4000 or visit www.FTDMarketplace.com today to learn about offers and promotions.
- Order your fresh flowers from FTD Flower Exchange by calling 800.767.4000 or visit www.FTDFlowerExchange.com today.
- Develop a backup plan in case you need more delivery vehicles, drivers or supplies; go to www.FTDi.com/PDP for resources.



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 2018 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.



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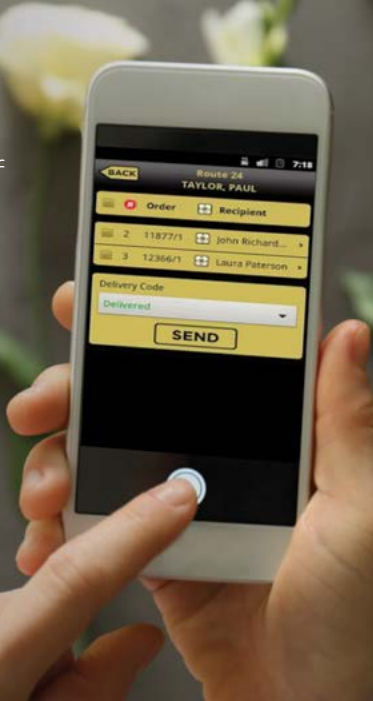
Visit www.FTDi.com/MothersDay for FREE social media and local marketing materials.

TOOLS & RESOURCES

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

FTD MERCURY MOBILE

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.

MERCHANDISE YOUR WEBSITE FOR SUCCESS

Optimizing 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).

*

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

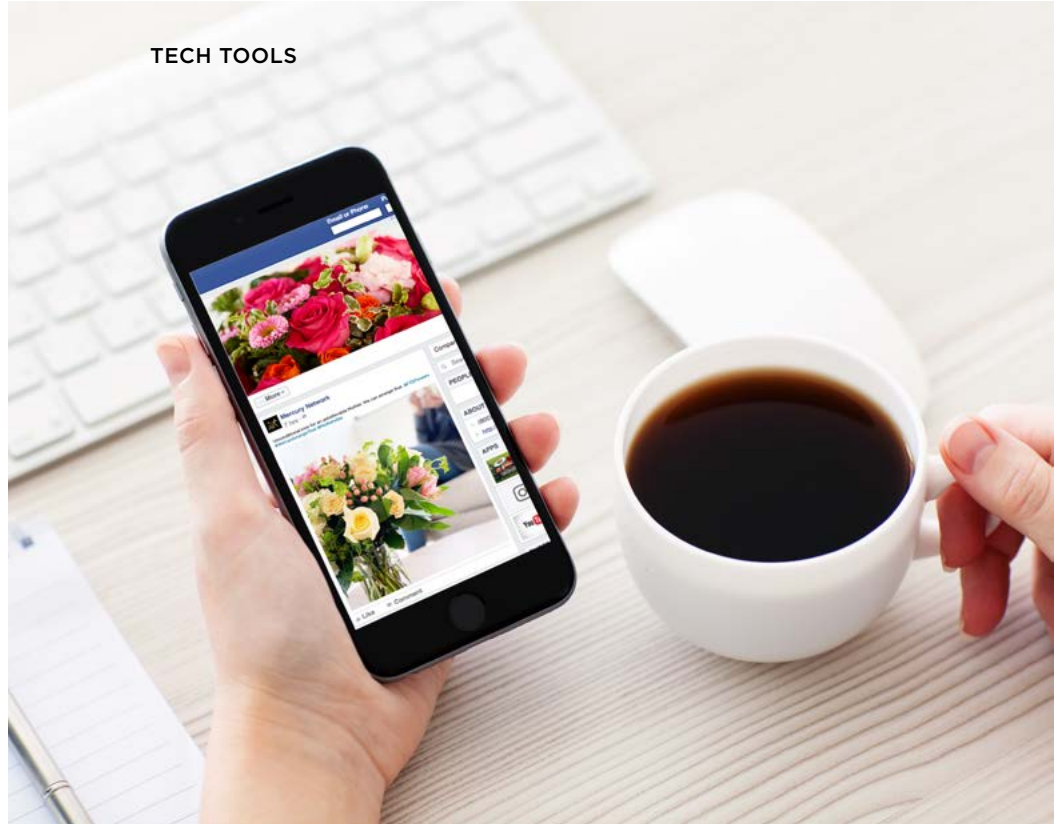
LET'S GET Social

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!



CLICK TO EXPLORE

Check out our collection of sample social media images at www.FTDi.com/MothersDay.



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.

CONNECT WITH US

Access news, events, education and promotions when you connect with us on social media.

Facebook: facebook.com/MercuryNetwork

Instagram: instagram.com/mercurynetwork

YouTube: YouTube.com/FTDMercuryNetwork

Florist blog: blog.ftdi.com



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.

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 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

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.

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 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 5:30 p.m. (local time). As a sender, let your customer know the order was successfully delivered. 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.

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 order, to notify FTD.com about a delivery problem or notify FTD.com or 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.

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 reduce 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.