

MOTHER'S DAY 2020

Planning Guide

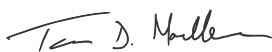


Happy Mothers Day!

This year, our talented FTD Florist Network artisans will handcraft thousands of bouquets to help customers celebrate moms everywhere and say more with flowers. This planning guide is designed to help you plan for your FTD orders, 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 because Together We Grow.



Executive Vice President
Florist Division

GET SOCIAL!

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

 MercuryNetwork

 MercuryNetwork

 FTDMercuryNetwork

 blog.FTDi.com



For additional information, including design tips, substitution guidance and more, visit www.FTDi.com/MothersDay.



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MOTHER'S DAY 2020 COLLECTION

Prices shown reflect delivered prices on FTD.com



1
The FTD® Full of Joy™
Bouquet 20-S2
\$50 | \$60 | \$75




2
The FTD® Sunny Sentiments™
Bouquet B05* 
\$50 | \$60 | \$70



3
The FTD® Cherry Blossom™
Bouquet 20-S3
\$52 | \$65 | \$80



4
The FTD® Sweet Surprises®
Bouquet B03 
\$55 | \$65



5
The FTD® Best Day™
Bouquet B07*
\$52 | \$62 | \$72 | \$82



6
The FTD® Simply Gorgeous™
Bouquet 20-S8
\$65 | \$80 | \$95



7
The FTD® Sweet & Pretty™
Bouquet B35 
\$57 | \$72



8
The FTD® Wondrous Nature™
Bouquet C12-4400
\$50 | \$65 | \$80 | \$90



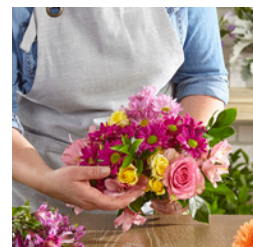
9
The FTD® Sweet as Lemonade™
Bouquet 20-S6
\$52 | \$66 | \$86



10
The FTD® Sunlit Meadows™
Bouquet SMB
\$52 | \$62 | \$72



11
The FTD® Truly Stunning®
Bouquet B54
\$65 | \$80 | \$95



12
Florist Designed
Bouquet EO-6022
\$50 | \$65 | \$80 | \$100

 Available as a time saver bouquet from FTD Flower Exchange.

Price increases on select items are shown above and effective on April 20, 2020.

*B05 and B07 will both be offered as a bundle with a greeting card or a 4-piece or 8-piece chocolate or as a card and chocolate gift set.

MOTHER'S DAY Checklist

FTD TOOLS

- Review the ZIP codes where you deliver and same-day delivery cut off times. ZIP codes are free for FTD Members. You can find this information on your FTD Florist Scorecard at www.FTDi.com/Quality or call Member Services at **800.788.9000**.
- Update how many FTD orders you can fill on your Holiday Order Capacity Tool in Florist Link. Instead of suspending your system, update your order capacity in the tool. Find more information at FloristWiki.FTDi.com.
- Check out our FREE business-building webinars and two minute how-to videos at youtube.com/FTDMercuryNetwork
- Train your staff on the importance of sending delivery confirmations in a timely manner. Visit www.FTDi.com/Quality/Delivery for tips, tools and FAQs.
- Review the FTD Mother's Day Collection and determine what items your shop will fulfill. You can go to the Product Recipe Catalog for a comprehensive review of each item at www.FTDi.com/Quality.
- Review the Product Calculator tool to assist with determining product mix by item.

TECHNOLOGY

- Scrub your existing email database and add new customers to prepare for holiday marketing campaigns.
- Merchandise your website with Mother's Day products and promotions. If you have questions, call the FTD Florist Online team at **800.576.6721**.
- Equip your drivers with mobile phones and the FTD Mercury Delivery app. To learn more, download the app or call the FTD Technology Sales team at **800.767.3222**.
- For Mercury Cloud users, make sure your staff is trained to review orders frequently and acknowledge all orders as soon as possible.

PRODUCTS

- Review results from the previous Mother's Day and determine which initiatives were successful.
- Learn about offers and promotions from FTD® Marketplace™ by calling **800.767.4000** or visiting www.FTDMarketplace.com.
- Order your fresh flowers in bulk or time saver bouquets from FTD® Flower Exchange by calling **800.767.4000** or visiting www.FTDFlowerExchange.com.
- Develop a backup plan in case you need more delivery vehicles, drivers or supplies. Learn more about FTD Delivery Service at www.FTDi.com/DeliveryService.



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-two percent of florists who participated in the Society of American Florists' post-Mother's Day 2019 survey reported an increase in sales last year. The number one factor identified as contributing to growth? Higher price points on products which FTD helped support with our \$70+ average order values in 2019. How can you generate more orders 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. Include your social media account information prominently on your statements, marketing materials, emails and on website.

STORE SIGNAGE

Banners, posters, street signage or even a simple sidewalk sign can help increase foot traffic.

ONLINE ADS

Online advertising is 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.

PRINT ADS

Print advertising tends to target a specific audience, which means your ad is more likely to reach those 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 choose who receives your mailings based on their demographics.

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 Y (ages 22-39)

Most likely to buy on impulse.

GEN X (ages 40-51)

Most likely to purchase their flowers from a florist.

BABY BOOMERS (ages 52-70)

Appreciates flowers more than the other age groups.

*American Floral Endowment. 2016 Generations of Flowers Study.



CLICK TO EXPLORE

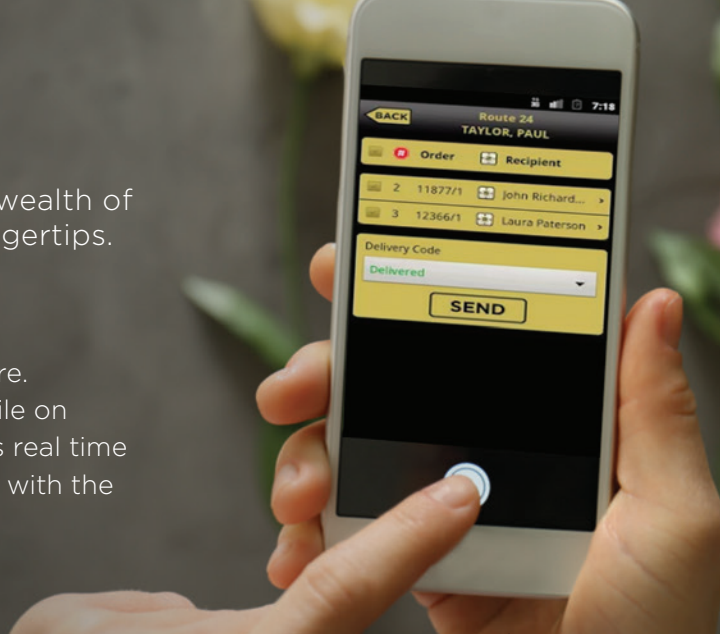
Visit www.FTDi.com/MothersDay for FREE social media and local marketing materials.

Tools & Resources

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

FTD MERCURY MOBILE

Access shop information anywhere. Drivers 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 Mother'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.

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.

EXCEPTIONAL SUPPLY & QUALITY



FTD FLOWER EXCHANGE

Enjoy the finest, freshest blooms 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, or purchase time saver bouquets to reduce labor costs. Order early to secure the best prices and availability by calling your FTD Flower Exchange Representative at **800.767.4000** or on FTDFlowerExchange.com.

FTD MARKETPLACE

A key driver to receive FTD orders is purchasing codified containers, which are heavily promoted on both FTD.com and ProFlowers.com. Contact your FTD Marketplace Representative at **800.767.400** or visit 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 Mother'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.
- 7 Build relationships with customers and drive traffic to your site with FTD Email Marketing.

LET'S GET *Social*

Social media is 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/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.

INSTAGRAM

While designing, stop for a moment and post photos of your creations. 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 and Tumblr.

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 app.

TWITTER

Sending tweets out to your followers is a great way to keep everyone updated on what's happening in your shop.

CONNECT WITH US

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 blog.ftdi.com

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.

EMAIL MARKETING TIPS

1

Use a professional email marketing service, such as FTD Email Marketing, to save time and drive traffic to your site.

2

If you choose to send email on your own, only send email to customers who opt in to receive them.

3

Include past online purchases in email marketing campaigns.

4

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

5

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

6

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

7

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

8

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 Mother's Day, along with sending emails 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 Mother's Day.

1

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

2

Utilize FTD Delivery Service — On-Demand Pick-up & Delivery Program — through our partners at DoorDash® and Postmates.®
Learn more at
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 up to three days before your busiest delivery day.

5

Save time by making arrangements in FTD Codified Mother's Day containers to offer to walk in 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.

GENERAL QUALITY TIPS

Planning and prepping is crucial to a successful Mother's Day. Increase productivity and customer satisfaction levels for every day 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 preservatives) to create a better customer experience 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. 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 should only be used when called for in the recipe and 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/Quality.

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 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.

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.

REJECTING AN ORDER

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

BEST PRACTICES

If you are unable to fill an order, reject it within 2 hours. Rejecting an order quickly allows us to find another florist who can fill it.

WHAT TO AVOID

Do not send an ASK if you are unable to fill the 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.

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.