



VALENTINE'S DAY 2018

# *Planning Guide*



# Happy Valentine's Day!

FTD appreciates everything you do to inspire and delight your customers all throughout the year. This Valentine's Day, hundreds of thousands of orders will be sent through the Mercury Network and our talented FTD Florists will handcraft each one to your customers' delight.

To make your 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 successful Valentine's Day and thank you for your partnership.

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

## GET SOCIAL!

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

 [facebook.com/MercuryNetwork](https://facebook.com/MercuryNetwork)

 [instagram.com/mercurynetwork](https://instagram.com/mercurynetwork)

 [YouTube.com/FTDMercuryNetwork](https://YouTube.com/FTDMercuryNetwork)

 [blog.ftdi.com](https://blog.ftdi.com)



### EVERYTHING YOU NEED FOR YOUR BEST VALENTINE'S DAY EVER

Be sure to visit [www.FTDi.com/ValentinesDay](http://www.FTDi.com/ValentinesDay) for additional information, including bouquet-specific design tips, substitution guidance and more.



## AN INSPIRED VALENTINE'S DAY

Get a behind-the-scenes look at the inspirations for our most spectacular bouquets on [page 3](#).

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AN  
*inspired*  
VALENTINE'S DAY

Nothing embodies love quite like a rose.  
This Valentine's Day, we're featuring them in big,  
bold designs.

# Hearts

"Hearts capture the look and feel of Valentine's Day without saying a word. They're the classic and timeless symbol of love. Hot pink and reds bring just the right touch of modern to the collection." - Andrea



## MEET THE DESIGNER

A florist for more than 20 years, FTD Lead Floral Designer Andrea Ancel translates the hottest trends and flowers into beautiful bouquets for FTD Member Florists to offer in their own shops.



### HOLD ME IN YOUR HEART

Stunning roses bloom from a charming heart-shaped vase.

The FTD® Hold Me In Your Heart® Rose Bouquet  
18-V4



### CALL ME SWEETHEART

Lush hot pink and red florals make a lasting impression.

The FTD® Sweethearts® Bouquet  
18-V2



FTD® Heart's Wishes Luxury™ Bouquet LX180

## COLOR STORY

Bold reds and pinks shine with metallic accents



## THE ART OF LOVE

Red and hot pink roses are stunning in our red metallic and pink glass vase.

The FTD® Art of Love™ Rose Bouquet 18-V2R



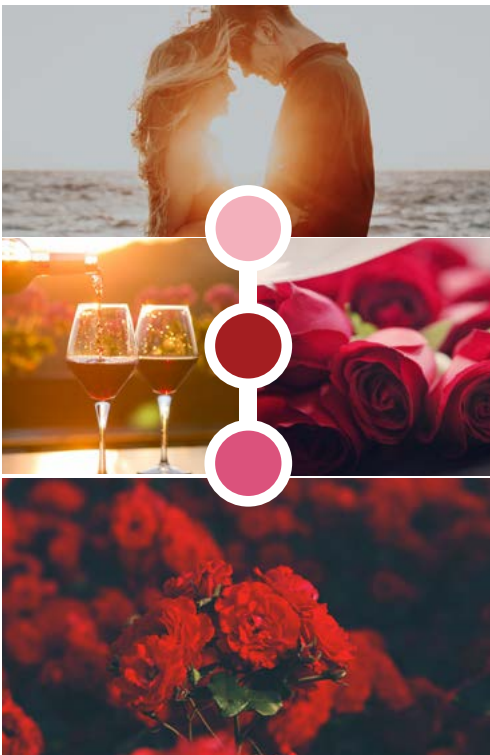
*Live. Love. Sparkle.*

"This collection is all about romance and roses. I was inspired by the velvety petals of the roses and the bold fragrance of the stargazer lilies" - Andrea

The Long Stem Rose Bouquet  
by FTD® E2-4305

## COLOR STORY

The rich look and feel of red roses is perfectly paired with bold red vases and accents of metallic.



## LASTING ROMANCE

A mixed bouquet featuring rich colors is perfectly at home in this heavyweight red glass vase.

The FTD® Lasting Romance™ Bouquet  
18-V1



## LOVE ALWAYS

This faceted glass vase twinkles beneath classic pink, hot pink and red roses.

The FTD Love Always Bouquet by Vera Wang  
18-V5

## IN LOVE WITH RED ROSES

Stunning red roses and a matching vase partner for a rich, opulent gift.

The FTD® In Love with Red Roses™ Bouquet 18-V1R



The FTD® Sweethearts® Bouquet 18-V2



The FTD® Precious Heart™ Bouquet B02



The Long Stem Rose Bouquet by FTD® E2-4305



The FTD® Hold Me In Your Heart™ Rose Bouquet 18-V4



The FTD® Sweet Surprises® Bouquet B03

## PROJECTED **TOP 12** BEST SELLERS

To help you plan for the anticipated demand of Valentine's Day orders, here are the projected top 12 FTD.com best-selling bouquets. Please use this resource to guide your fresh flower and container purchases.



The FTD® Lasting Romance® Bouquet 18-V1



The FTD® Stunning Beauty™ Bouquet B06



The FTD® In Love with Red Roses™ Bouquet 18-V1R



### CLICK TO EXPLORE

View the Valentine's Day 2018 Projected Best Seller Recipes and Substitution Guidance



The FTD® Love Always Bouquet By Vera Wang 18-V5



The FTD® Art Of Love™ Rose Bouquet 18-V2R



The FTD® Heart's Wishes™ Luxury Bouquet LX180



The FTD® Fate™ Luxury Bouquet RP51

Visit the Product Recipe Catalog at [FTDi.com/Quality](http://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.



# JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	<b>1</b> Begin displaying your FTD Valentine's Day (US) merchandising materials	<b>2</b>	<b>3</b> Start your Valentine's Day social media campaign	<b>4</b>	<b>5</b> Plan your Valentine's Day delivery processes with well-organized delivery routes and zones	<b>6</b>
<b>7</b>	<b>8</b> Send a Valentine's Day direct mailer to your customers	<b>9</b> Hire extra Valentine's Day labor (designers, drivers, etc.)	<b>10</b>	<b>11</b> Start including Valentine's Day stuffers in statements and with each delivery	<b>12</b> Review Valentine's Day sales from 2017 and plan bouquet assortment	<b>13</b>
<b>14</b>	<b>15</b> Martin Luther King Jr. Day	<b>16</b> Start making bows, greening containers, pre-building packing materials and filling water tubes for Valentine's Day.	<b>17</b>	<b>18</b> Update your website for Valentine's Day. If you have an FTD Florists Online website, call 800.567.6121 for help.	<b>19</b>	<b>20</b>
<b>21</b>	<b>22</b>	<b>23</b> There's still time to codify on FTD.com and FTD Mercury. Order your Valentine's Day FTD Marketplace containers at 800.767.4000.	<b>24</b> Call the FTD Flower Exchange at 800.767.4000 to order your Valentine's Day flowers	<b>25</b>	<b>26</b> Visit YouTube.com/FTDMercuryNetwork for FREE webinars and two-minute how-to videos to help with training	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>			

# FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				<b>1</b>	<b>2</b> Check your flower supply. Running low? Visit FTDFlowerExchange.com for last-minute flower deals.	<b>3</b>
<b>4</b>	<b>5</b> Visit YouTube.com/FTDMercuryNetwork and watch our video on quickly arranging a dozen roses	<b>6</b> Continue updating your customers on social media through Valentine's Day	<b>7</b> Stock your cooler with ready-to-go arrangements for last-minute shoppers	<b>8</b>	<b>9</b>	<b>10</b>
<b>11</b>	<b>12</b> Lincoln's Birthday	<b>13</b>	<b>14</b> Valentine's Day	<b>15</b> Family Day/Presidents Day/Washington's Birthday	<b>16</b> Close out Valentine's Day inventory with an end-of-season sale	<b>17</b>
	Only Top 12 SKUs available for delivery on FTD.com					
<b>18</b>	<b>19</b> Clean shop, re-merchandise shelves, replace in-store merchandising with Spring, Women's Day and Mother's Day	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>			

# VALENTINE'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](http://www.FTDi.com/Quality).
- Visit [YouTube.com/FTDMercuryNetwork](http://YouTube.com/FTDMercuryNetwork) for FREE business-building two-minute how-to videos and webinars.
- Let FTD know how many orders you can fill this Valentine's Day by accessing your Holiday Order Capacity Tool in Florist Link. Additional information is available at [Floristwiki.FTDi.com](http://Floristwiki.FTDi.com).
- 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 as well as sending a delivery confirmation at [www.FTDi.com/Quality](http://www.FTDi.com/Quality).
- Train your staff on the importance of sending a Delivery Confirmation. Visit [www.FTDi.com/MercuryTechnology](http://www.FTDi.com/MercuryTechnology) for more details.
- Make sure your employees know how to suspend the FTD Mercury system at [www.FTDi.com/MercuryTechnology/Suspend.htm](http://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 Valentine'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.

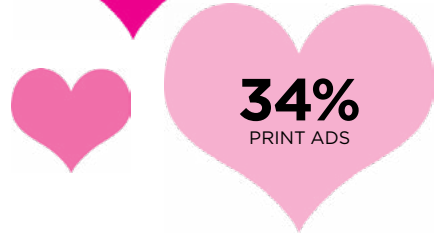
## PRODUCTS

- Review your results from last Valentine'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 today to learn about offers and promotions.
- Order your fresh flowers from FTD Flower Exchange by calling 800.767.4000 today.
- Develop a backup plan in case you need more delivery vehicles, drivers or supplies; go to [www.FTDi.com/PDP](http://www.FTDi.com/PDP) for resources.

 **CLICK TO EXPLORE**  
For more tools and resources for a successful Valentine's Day, visit [www.FTDi.com/ValentinesDay](http://www.FTDi.com/ValentinesDay)

# DRIVE Local BUSINESS

According to Society of American Florists' 2017 post-Valentine's Day survey, about 88 percent of survey respondents reported an uptick in their business over 2016, when Valentine's Day was on the Sunday of a long weekend.



## SOCIAL MEDIA

Update your social media tools regularly to keep consumers engaged with 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.

## STORE SIGNAGE

Hanging banners, street signage or even a simple sidewalk sign can easily help increase foot traffic. Don't forget to display the posters in your Spring/Summer 2018 FTD POP Kit!

## ONLINE ADS

Online advertising is typically inexpensive and 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 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.

\*SAFnow.org. Most Florists Report Valentine's Day Sales Increase. March 8, 2017.

## 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.



**70%** believe the sight and smell of flowers can improve mood.



**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)\*:

### 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



## CLICK TO EXPLORE

Visit [www.FTDi.com/ValentinesDay](http://www.FTDi.com/ValentinesDay) for FREE social media and local marketing materials.

\*American Floral Endowment. 2016 Generations of Flowers Study.

# UTILIZE FTD *Tools & Resources*

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

## FTD MERCURY MOBILE

The FTD Mercury Mobile app puts crucial shop information at your fingertips. Drivers can confirm deliveries while on their routes, capture signatures on their phones and access real-time maps and turn-by-turn directions. The app is free and compatible with iOS and Android devices.



## LOCAL MARKETING

Market your shop early and often leading up to Valentine'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](http://www.FTDi.com/LocalMarketing).

## YOUTUBE

Take a load off and watch FREE business-building webinars or how-to videos on our YouTube channel. These valuable education programs are great for refreshing your skills or training employees. You'll definitely want to watch our video on how to quickly arrange a dozen roses before Valentine's Day. Access the videos now at [YouTube.com/FTDMercuryNetwork](http://YouTube.com/FTDMercuryNetwork). Be sure to subscribe so you'll never miss a new video!

## 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 maintain it yourself). 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](mailto:floristsonline@FTDi.com) for additional information.

## FTD FLOWER EXCHANGE

The world's finest, freshest blooms are shipped direct to you from premium growers through the FTD Flower Exchange. You'll also have access to the Stem Count Calculator, a tool to help you determine how many flowers you need to purchase for FTD codified exclusives based on the number of bouquets you anticipate selling. Book early to secure the best pricing and availability! Contact your FTD Flower Exchange Representative at 800.767.4000 or visit [FTDFlowerExchange.com](http://FTDFlowerExchange.com) today.

## SET UP YOUR SITE FOR **SUCCESS**

Updating your website can help increase your Valentine'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 Valentine'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).

**Search is the number one driver of traffic to content sites, beating social media by more than 300 percent.**

(Source: Outbrain)



Contact FTD Florists Online at 800.576. 6721 or [floristsonline@FTDi.com](mailto:floristsonline@FTDi.com) for additional information.

# LET'S GET Social

Social media is an incredibly effective and low-cost way to promote your business. Update your social media pages regularly prior to Christmas to keep your customers engaged and coming back for more!



## CLICK TO EXPLORE

Check out our collection of sample social media posts and images at [www.FTDi.com/Christmas](http://www.FTDi.com/Christmas).



## FACEBOOK

Post photos of your Valentine's Day preparations and tag your customers on Facebook (but be sure you don't ruin any surprises!). The added benefit of doing this is that when you tag someone, the post also appears on their wall, allowing their friends to see the photo too, increasing engagement. You will only be able to tag people you are connected to. For a small fee to Facebook, you can promote your holiday posts to increase your reach.



## TWITTER

Don't overlook the best real-time tool in social media. 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.

## CONNECT WITH US

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

**Facebook:** [facebook.com/MercuryNetwork](https://facebook.com/MercuryNetwork)

**Instagram:** [instagram.com/mercurynetwork](https://instagram.com/mercurynetwork)

**YouTube:** [YouTube.com/FTDMercuryNetwork](https://YouTube.com/FTDMercuryNetwork)

**Florist blog:** [blog.ftdi.com](http://blog.ftdi.com)



## PINTEREST

Pinterest is a virtual mood board of thematic collections. Use it during the leadup to Valentine'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's easy to stop designing for a moment, snap a photo with your smartphone and then post it immediately. Instagram's unique editing features can also help you tweak photos before uploading them. You could even try your hand at an Instagram Story, a video or photo that disappears from your feed after 24 hours.

## DO'S AND DONT'S FOR SOCIAL MEDIA



Create a calendar of posts and tweets in advance of the holiday

Ask questions (e.g., "What is your favorite Valentine's Day flower?")

Share pictures and videos (tell a story about your business)

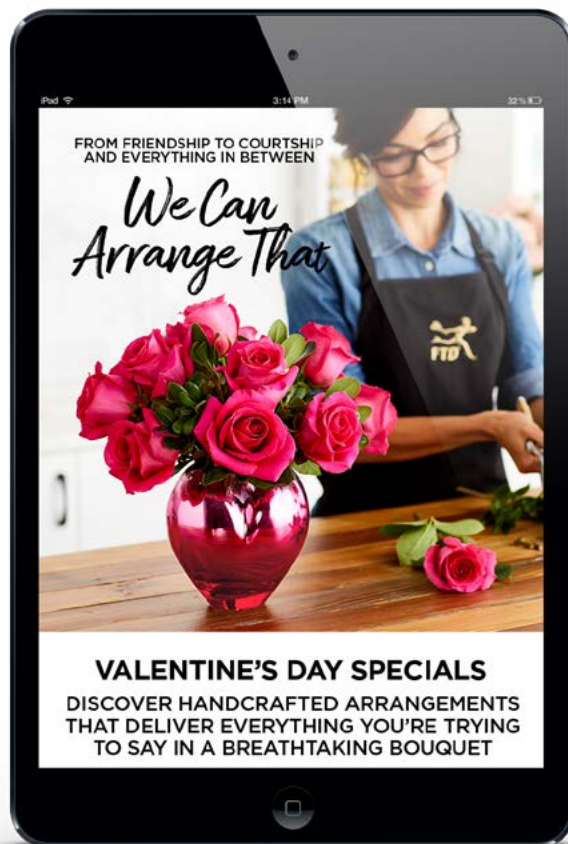
Spend at least 30 minutes a day on social media (read, learn, listen, post)



Do not tell your customers to just "Like" or follow you; tell them how and give them a reason to do so (for example, "Like us at facebook.com/FlowerShopName to see sneak peeks of our new designs and hear about sales first!")

## 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 Christmas Centerpiece”).
- 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 prior to Valentine's Day. Email has a media return on investment of 122 percent – more than four times higher than other marketing formats, including social media, direct mail and paid search.

(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

# GET ON A PATH TO *More Orders*



To boost customer satisfaction, FTD is focusing on landing the right order with the right florist at the right time to create a successful delivery. To achieve this, FTD's Path to Orders reviews five critical components before sending an order to a florist.

The following five Path to Orders components and actions can help improve customer satisfaction and increase your opportunity for FTD.com orders:

## **1 KEEP YOUR MERCURY SYSTEM ON AND ACCEPTING ORDERS**

- FTD only sends orders to Mercury systems that are live and online.
- Suspended systems are not eligible for future orders.

## **2 PURCHASE HOLIDAY AND EVERYDAY CODIFIED CONTAINERS**

- Try a combo pack of containers if you don't want to commit to a full case of one item. Call FTD Marketplace at 800-767-4000.

## **3 REVIEW AND MANAGE YOUR DELIVERY AREA AND CUT-OFF TIMES WITH FTD.COM**

- You can review your cities and ZIP codes with your FTD National Marketing Consultant at 800.788.9000.

## **4 FILL AND DELIVER EVERY ORDER WITH EXCELLENT QUALITY**

- Meet customer and recipient expectations by filling orders to recipe, following proper care and handling procedures and being familiar with the FTD Substitution Policy.

## **5 LIMIT QUESTIONS ABOUT SUBSTITUTION AND ADDITIONAL FUNDS OR REJECTING ORDERS YOU AGREED TO FILL WHEN YOU PURCHASED THE CODIFIED PRODUCT**

- As a professional, you know what constitutes a proper substitution and the FTD Substitution Policy can guide your decisions. It is also important that you commit to filling all sizes of codified bouquets. If you are out of a codified container you should contact FTD.com at [distributiongroup@ftdi.com](mailto:distributiongroup@ftdi.com) or send a GEN message to 90-0075AA to temporarily uncodify from receiving those orders.



### **CLICK TO EXPLORE**

The FTD Florist Scorecard was designed to provide insight into your fulfillment performance and allow you to monitor your quality, refusal and customer satisfaction ratings. To access your scorecard, [click here](#).



# APPENDIX



## BEST PRACTICES FOR SUCCESS

The following best practices can help you set up your shop for success this Valentine's Day.

- 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 Valentine's Day codified containers to offer for sale to walk-ins.
- 5** 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 holiday. The following tips can help increase productivity and customer satisfaction levels for both Valentine's Day and every day. Bouquet-specific design tips for each projected best seller can be found on [www.FTDi.com/ValentinesDay](http://www.FTDi.com/ValentinesDay).

- 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 [www.FTDi.com/Quality/Delivery/Tools.htm](http://www.FTDi.com/Quality/Delivery/Tools.htm) to learn more.

How-to guide [FTDi.com/Quality/Delivery/Mercury.htm](http://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. 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](http://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](mailto: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™**

