

2024 PLANNING GUIDE

Fall & Thanksgiving





SUPPORTING YOUR SHOP

Thank You!

As the fall holidays approach, our goal continues to be to maximize your profit potential, while providing best-in-class products and service, from our team of dedicated associates. Now more than ever you should order hardgoods, supplies, fresh floral and premade bouquets in advance, to ensure your shop is ready for the busy season.

Order Products Now

Welcome

As the Fall season approaches, we are reminded, of the importance of staying connected with loved ones. Of course, this time of year provides a very special occasion for you to help your customers convey through the beauty of flowers how much their families mean to them.

BloomNet is committed to working with you as you assist your customers in expressing their emotions. In addition, we have created an informative Fall 2024 Planning Guide...complete with tips, reminders and insights that can enhance your shop's opportunities for the upcoming holidays.

We look forward to working closely with you, helping to assure a successful Fall season for your business!



GET CASH BACK NOW

Earn up to \$10.00 on Each Order You Refer through BloomNet®! 9/1/24 - 12/31/24

- Highest referral rates in the floral industry
- Easiest referral qualifications
- No minimum order requirement on outgoing orders
- No minimum monthly dollar amount to qualify
- No monthly cap on total number of outgoing orders
- No International Transaction Fee



UPDATED SUBSTITUTION GUIDELINES

At times, you may need to make a substitution to ensure each order is fresh and delivered in a timely manner. Please know that in this instance, the 1-800-FLOWERS.COM® team has made updates to their website to highlight this possibility, showing that even in a difficult time, the utmost care & attention is given to ensure each arrangement is designed of equal value.

View Substitution Guidelines

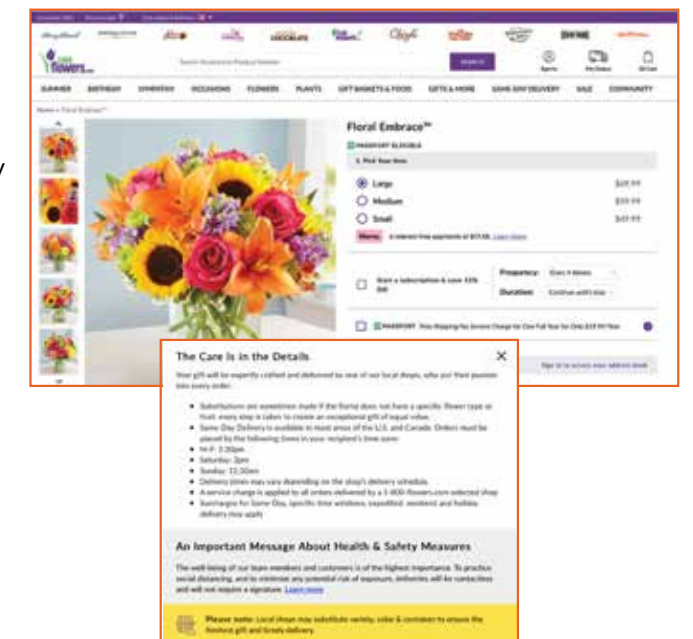


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FEATURED FALL & THANKSGIVING PRODUCTS

For 1-800-FLOWERS.COM®



#191110
Fields Of Europe® For Fall



#191122
Garden of Grandeur™ for Fall



#191263
Plentiful White Pumpkin™



#191123
Harvest Glow™ Bouquet



#191170
Sweet Citrus™ Bouquet



#191111
Fields of Europe® for Fall
Centerpiece



#191167
Floral Embrace™



#191173
Lovely Lavender Medley™



#191313
Vibrant Floral Medley™



#191168
Daydream Bouquet™



#191244
Always On My Mind™
Flower Bouquet



#194994
a-DOG-able® for Fall

1-800-FLOWERS.COM® FALL & THANKSGIVING FEATURED CODIFIED CONTAINERS

- 190076 White Crackle Pumpkin
- 190078 Champagne Hobnail Vase
- 156138 Rustic Cube

- 156670 Violet Fluted Gathering Vase
- 190115 Sweet As Can Be Vase
- 190113 Pet Bed Kit

[View Recipes](#)



SEASONAL TIPS

Fall & Thanksgiving Reminders

OPERATIONS CHECKLIST

- Reinforce with staff the importance of photo proof of delivery as well as submitting out for delivery (DLOU) notifications in real time.
- To maximize productivity, set up a functional assembly line so that designers have all resources easily accessible to them but still remaining socially distant.
- Use **FloraLife antiviral cleaning solutions** to disinfect flower buckets and work surfaces.
- Keep record of what product and add-on's have been ordered, and who will process it upon arrival.
- For any vases you green-up in advance, check daily to see if water needs to be added. Soak floral foam properly to avoid air pockets.
- Consult past staffing & performance patterns to plan for this year's holiday.

TECHNOLOGY CHECKLIST

- Utilize photo proof-of-delivery. Submit delivery photos through our **FREE Route4Me App**.
- Ensure you have plenty of paper and ink for printers, including receipt printers.
- Make sure your computer has all of the most recent updates.
- Gain access to more **local delivery drivers** at discounted rates!

LOCAL STORE MARKETING

Place window banners and retail posters in windows where easily seen from parking lot or the road.

Display current store hour signs and delivery policies where FedEx, UPS and USPS can easily see.

Utilize **BloomNet360.com** our online marketplace of customizable print assets to order and use to promote your shop.

- front door store hour sign
- business open/closed sign
- bounce back cards
- postcards
- brochures
- gift cards

SAVE 20% on Fall assets - 502NV
(offer available 8/11 until 9/29/2024)

SAVE 10% on Fall assets - DTDWS
(offer available 9/29 until 11/1/2024)

SAVE 20% on Holiday assets - QWGSF
(offer available 9/29 until 11/2/2024)

SAVE 10% on Holiday assets - 7E10K
(offer available 11/2 until 12/1/2024)



FARM 2 FLORIST™

Fresh Floral Marketplace. Priced Right!

<p>Best in Class Farms</p> <p></p> <p>We've established strategic relationships with farms in the leading flower-growing countries</p>	<p>Premium Floral Varieties</p> <p></p> <p>Through our marketplace we connect you to the farms, giving you access to premium floral varieties</p>	<p>Freshness Guaranteed</p> <p></p> <p>We eliminate the middleman by streamlining procurement, saving time and money</p>

For more information, please visit www.farm2florist.com, email farm2florist@bloomnet.net, or call us at 1-800-256-6663.

SEASONAL TIPS

Fall & Thanksgiving Procurement

It is imperative that you place your orders for fresh floral, containers and supplies as soon as possible. This season, 1-800-FLOWERS.COM® is featuring the following fresh floral in our Fall & Thanksgiving arrangements.

FRESH FLORAL		
Roses, 50cm (Hot Pink, Pink, Lavender, Peach, Orange, Bi-color Orange, Circus, Red & White)	Statice (Purple)	Gerbera Daisies (Pink, Orange)
Asiatic Lilies (Orange, Red, Pink & White)	Waxflower (Pink & Purple)	Gypsophila/Baby's Breath
Oriental Lilies (Pink)	Button Poms (Green, Lavender, Red & Yellow)	Hypericum Berries (Red)
Hybrid Lilies (White)	Cushion Poms (Lavender & White)	Larkspur (Pink)
Carnations (Hot Pink, Lavender, Lime Green, Orange & White)	Daisy Poms (Lavender, Red, Rust, White & Yellow)	Leucadendron (Red)
Mini Carnations (Pink, Hot Pink, Orange & Red)	Delphinium (Blue & Dark Blue)	Lisianthus (Pink)
Alstroemeria (Lavender, Orange, Pink, White & Yellow)	Dianthus (Purple)	Monte Casino (Purple, White & Mardi Gras)
Sunflowers, medium	Athos (& Athos Pom)	Myrtle
Snapdragons (White, Yellow and Purple Orange)	Bupleurum	Solidago
Stock (Lavender, Pink & White)	Queen Anne's Lace	Trachelium (Blue & Green)
	Football Mums (White & Bronze)	Calla Lily (Orange)
	Mini Gerbera Daisies (Red)	Craspedia (Yellow)
		Thistle (Blue)
FRESH PLANTS & GREENERY		
Eucalyptus (Silver Dollar, Spiral & Seeded)	Peace Lily Plants (6-8"H & 20-24"H)	Salal (& Salal Tips)
Leather Leaf	Podocarpus	Sheet Moss
Fall Mum Plant (6-8"H)	Money Tree	Variiegated Pittosporum

Join us in bringing the beauty and benefits of nature to your customers with the Plant Program

- No Order Minimums
- 2 Day Fed Ex Shipping
- Enjoy competitive pricing, unmatched availability and top notch quality
- Now Featuring 14 different plant varieties and 28 different sku's

Our team has uncovered fantastic deals on amazing plants just for you! You'll love the quality and price.

[Learn More](#)



BOUQUETS2GO

SEASONAL TIPS

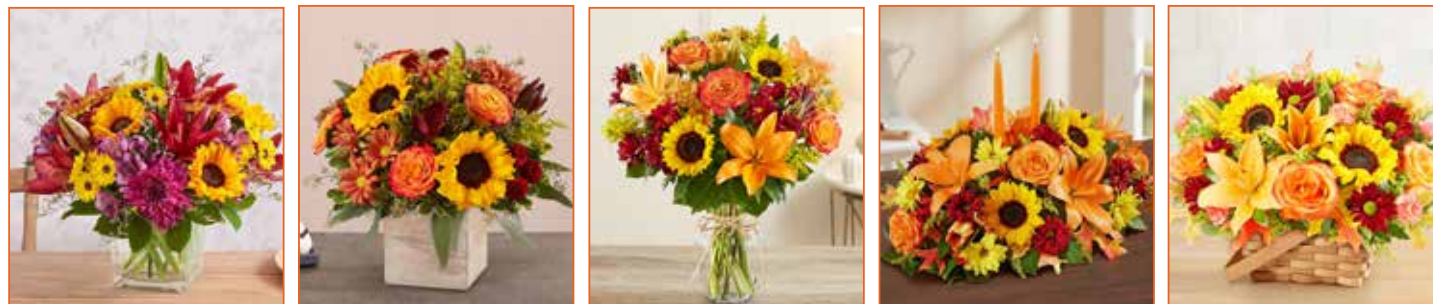
Daily Reminders



PRE-MADE BOUQUETS FOR FALL

Our pre-made bouquet program is designed to help BloomNet Florists maximize fulfillment capacity & profit potential during busy seasons. This season, our pre-made bouquet program offers 10 pre-made bouquets for Fall, each a top selling 1-800-FLOWERS.COM® arrangement.

These pre-made bouquets have been created by the 1-800-FLOWERS.COM® Florist Designed Team, with farm level pricing! Pre-made bouquet offerings are updated regularly to include all major holidays to help support your fulfillment needs year-round! Best of all, you can place pre-made bouquet orders on your BloomNet Clearinghouse!



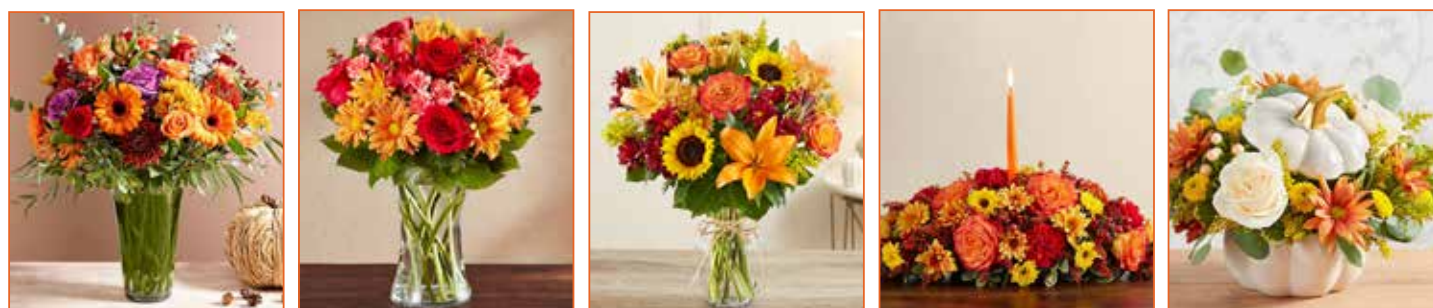
Harvest Charm™ Bouquet #194998

Harvest Glow™ Bouquet #191123

Fields of Europe® for Fall #191110

Fields of Europe® for Fall Centerpiece #191111

Fields of Europe® for Fall Basket #191021



Garden of Grandeur for Fall #191122

Sunlite Autumn Medley™ #147198

Fields of Europe® for Fall #191110

Autumn Wishes™ Centerpiece #147199

Plentiful White Pumpkin™ #191263

[View Bouquet Pricing](#)

Fall VistaFlor Deadlines:

Order By: Friday November 8th Last Delivery: Wednesday November 27th.
To Order (877) 281-0327 or email 18F@vistafior.com

Pricing includes shipping and is a landed store price. Most bouquets are available in quarter & half boxes. Select floral varieties may be substituted based on availability. Please note, premade bouquet orders only include fresh floral bouquets. Please refer to the 1-800-FLOWERS.COM® Design Resource Guide for required hardgoods, supplies and/or accessories.

DELIVERY CONFIRMATIONS

To help reduce customer service issues and provide a better customer experience:

- Submit Delivery Confirmations in real time or before 7:00pm on all completed deliveries & earn a \$1.00 credit for each DLC received on time!
- Submit a Delivery Notification in real time or before 7:00pm on all deliveries that were attempted, but not able to be successfully completed.
- Submit out for delivery message as soon as drivers leave your shop. (DLOU)

Here are ways to submit Delivery Confirmations:

- FREE MOBILE APP: "Route4Me" for Business Management System Customers
- TEXT: 1-855-TEXT-DLC (1-855-839-8352)
- CALL: 1-855-839-8352
- ONLINE: BloomLink



REJECTING ORDERS:

- Our **Timely Reply Program** requires shops unable to deliver an order, to reject it within two hours of receiving it. Doing so gives BloomNet time to secure another shop to deliver the order, avoiding additional fees.

SENDING PHONE & FAX ORDERS

- To receive payment for phone orders fulfilled, you must complete an **Incoming Order Form** (BloomLink>Utilities>Reports>Incoming Order Report Form). All orders fulfilled via BloomLink do not require an Incoming Order Form. Payment will be applied to the following month's statement.

ZIP CODE SELF-SERVICE

- Shops have the ability to update/add delivery zip codes, for servicing cities, for shop-to-shop orders. [See page 10 of the Directory White Pages for details.](#)

SELF-SUSPENDING

- If you need to self-suspend incoming orders, there are several steps to do so. Please review the [steps for self-suspending incoming BloomLink orders](#), as well as the [steps for self-suspending your BloomNet Commerce website](#).





ENHANCE YOUR DELIVERIES

with BloomNet Delivery Service Providers

Did you know 1-800-Flowers.com® orders with Photo Proof of Delivery are 6 times less likely to receive a cancellation



Real-time Updates with Route4Me App What is Route4Me?

- FREE Route4Me app lets drivers receive routes electronically on their smart phone (IOS & Android compatible)
- Drivers can submit real-time Photo Proof of Delivery Confirmations right on their smart phone
- Optimized delivery routes can even be updated while trips are in progress
- Provide drivers with real-time driving directions and address verification

Driver Set Up Instructions [Android](#) [IOS](#)

New Self Service Route4me BMS POS and BMS LITE users can now utilize the ["Route4Me Registration"](#) page to self service their account.



bloomnet
360 Marketing Portal

BloomNet360 is your one-stop-shop for customizable marketing products, designed to help build your local brand and business!

- Browse our library of premade templates
- Customize them with your own logo and shop information
- Order exactly what you need & still benefit from high-quantity price breaks
- Have your order shipped to your shop, or leverage our direct mail services!



Access more local delivery drivers by partnering with Walmart GoLocal and Doordash

- **Increase Efficiency:** Find available drivers for same day deliveries, 9am-9pm, any day of the year!
- **Reduce Expenses:** Pay only for the delivery drivers you use (with no monthly fees)
- **Gain Visibility:** Get real-time delivery updates straight to your BMS platform

Make your deliveries more efficient with the BloomNet Enhanced Delivery Program!



Brochures



Postcards



Bounce Back Cards



Get Started Today

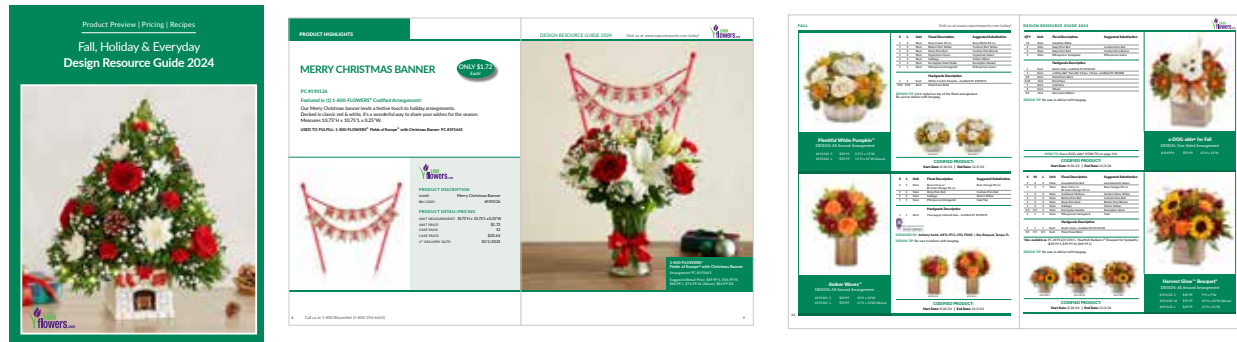


SEASONAL TIPS

Guides and Manuals

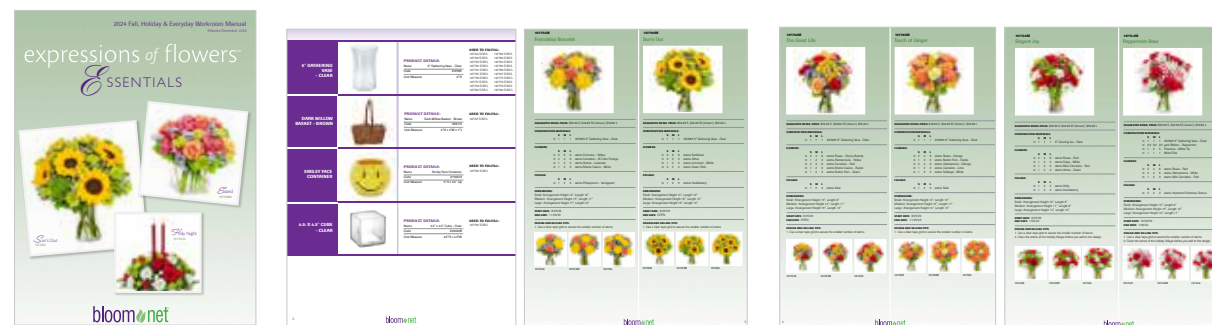
Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, by some of the floral industry's most talented local floral artisans!

For your convenience, electronic versions of the Design Resource Guides and Workroom Manuals are [available online](#).



1-800-FLOWERS.COM®

- **2024 Fall, Holiday & Everyday Design Resource Guide**
- **2024 Fall, Holiday & Everyday Design Resource Guide Supplement**
- **2022 Sympathy Design Resource Guide**



BloomNet Essentials

- **2024 Fall/Holiday & Everyday Workroom Manual Supplement**
- **Everyday & Holidays Full Workroom Manual**
- **Tributes & Sympathy Workroom Manual**



SEASONAL TIPS

Designer Inspiration



Napco Trend Reports
Being unique is our top priority. Use our seasonal trend reports to discover new and unique products, themed to each season, and perfect for inspiring creativity in your own store displays!



[View Trend Reports](#)



NEW Hands On/In Person & Live Online Classes!



OCTOBER 6-8
“Celebrating Life Everyday”
With Sharon McGukin AIFD, CFD, PFCI
ENROLL BY SEPTEMBER 23



OCTOBER 9
“Creative Flair Focus”
With Angelyn Tipton AIFD, CFD, GMF, PFCI
ENROLL BY OCTOBER 1



OCTOBER 20-22
“Speak Up”
With Angelyn Tipton AIFD, CFD, GMF, PFCI & Renato Sogueco, AAF, PFCI
ENROLL BY OCTOBER 11



Sharon McGukin
AIFD, CFD, PFCI



Renato Sogueco
AAF, PFCI



Angelyn Tipton
AIFD, CFD, GMF, PFCI

SPACE IS LIMITED [Enroll Now!](#)



SOCIAL MEDIA BEST PRACTICES

for Seasonal Success



Leverage social media to your advantage during busy holiday seasons, to engage both current and potential customers!

1 | Stay Updated

Make sure your business information is up-to-date on all social platforms, this includes but isn't limited to, business name, address, web address, phone number and hours.

2 | Include Videos

Providing business updates through live broadcasts, stories and/or video uploads across various social media platforms, especially YouTube, Facebook and Instagram.

3 | Keep it Short & Sweet

Despite the recommended limit, don't abbreviate or use acronyms. Instead, write out full words to make for an easier read.

4 | Include Links

Linking your social posts back to your website can help potential customers view your selection! Help speed up the buying process and help customers find exactly what they are looking for!

5 | Use Hashtags

Research shows posts with 11 or more hashtags garner 80% more engagement. Here's a list for your use this season.

#thanksgiving #thanksgivingdecor #thanksgivingdinner #thanksgivingtablescape
#thanksgivingflowers #fallflowers #autumnflowers #autumnflorals
#halloweenflowers #halloween #halloweendecor #halloween2024
#halloweendecoration #bossesday #sweetestday #breastcancerawarenessmonth
#veteransday #electionday #smallbusinesssaturday #shopsmall #cybermonday

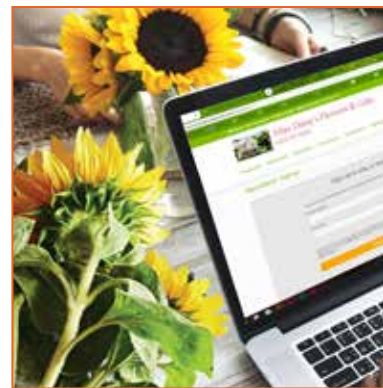


EMAIL MARKETING TIPS

for Seasonal Success

Build Sales with Your Emails

- Offer past customers a promotion to place another order.
- Collect email addresses from current and future customers.
- Run a “**Year Full of Flowers**” sweepstakes and require an email address for entry. Visit [BloomNet360](#) for sweepstakes assets, as well as FREE rules and regulations.



Tips to Grow Your Email List

- Create an inventory of all the places you normally interact with your customers. Then practice saying out loud why they should join your email list.
- Reach out to loyal customers who already receive your emails, and ask if they're willing to help spread the word about your business.
- Create an online sign-up form, so anyone visiting your website will be able to sign up to receive your emails.
- Reach your current and future customers to introduce new products, services, or advertise a promotion or event.

[Learn more today](#)

We're Here For You

During peak seasons, BloomNet's Customer Service teams are available when you need us the most. If you can't find another member to fulfill an order, please send it to **Commitment to Coverage, Z9980000**. For any other questions, please [visit www.bloomnet.net/contactus](http://www.bloomnet.net/contactus).

