

Valentine's Day

2025 PLANNING GUIDE



Welcome

Valentine's Day offers a wonderful opportunity to help your customers celebrate the special people in their lives through the beauty of flowers. BloomNet is dedicated to supporting you as you assist your customers in expressing their emotions.

To help you prepare, we've created a comprehensive **Valentine's Day 2025 Planning Guide**, filled with useful tips, reminders, and insights that can help maximize your shop's opportunities this holiday season.

We look forward to working closely with you to ensure a successful and memorable Valentine's Day for your business!



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SUPPORTING YOUR SHOP

Thank You!

As Valentine's Day draws near, it's a great time to reflect on the importance of staying connected with those we care about. This year, our focus remains on helping you maximize your profit potential, while delivering top-quality products and exceptional service through our dedicated team. To ensure your shop is fully prepared for the busy season, we encourage you to order hardgoods, supplies, fresh floral, and premade bouquets in advance.

[Order Products Now](#)

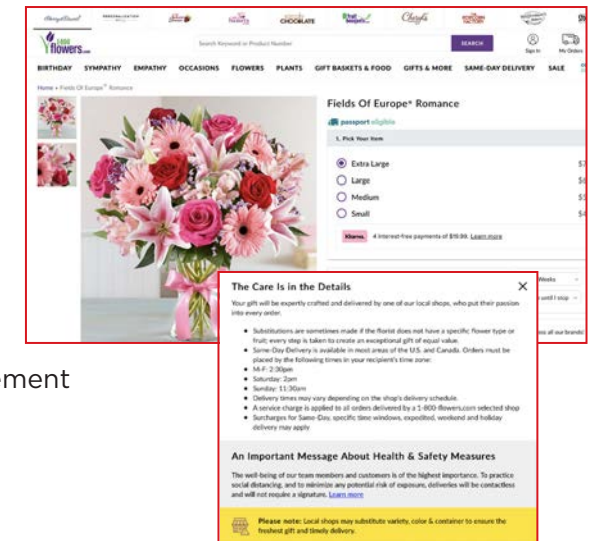
MEMBERSHIP ENHANCEMENTS

- Increased promotion of One-of-a-Kind/Florist Choice arrangements
- Reduction of Florist Designed arrangements with difficult-to-source fresh floral
- Flexible Substitutions
- Flexible Delivery Windows
- BMS customers now have access to more drivers through the BloomNet Enhanced Delivery Program, Rates starting as low as \$5.99 per delivery
- Leverage the BloomNet Helium program for discounted rates & dedicated customer service. [Click Here for details](#)
- FREE business consultation with your Account Relationship Manager [ARM]

UPDATED SUBSTITUTION GUIDELINES

Together, we can meet our customers' expectations and bring more orders to your shop. 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.

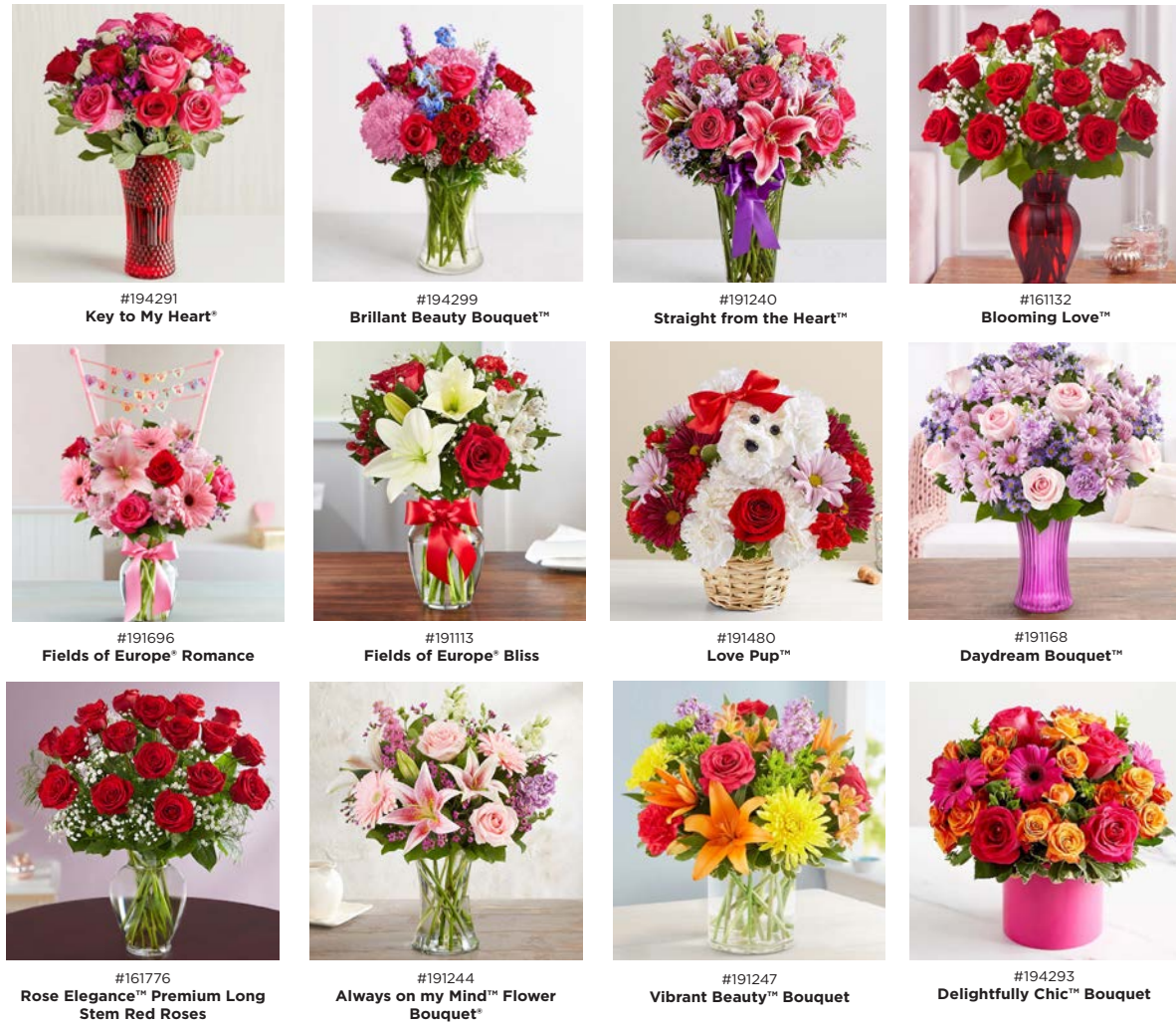
[View Substitution Guidelines](#)





FEATURED VALENTINE'S DAY PRODUCTS

For 1-800-FLOWERS.COM®



CODIFIED VALENTINE'S DAY CONTAINERS

- #190127 Ruby Romance Vase
- #156676 Simply Chocolate Gold Box (17pc Asst.)
- #190113 Pet Bed Kit

- #190125 Modern White Vase
- #156670 Violet Fluted Gathering Vase
- #190128 Pink Flirt Vase
- #156138 Rustic Cube

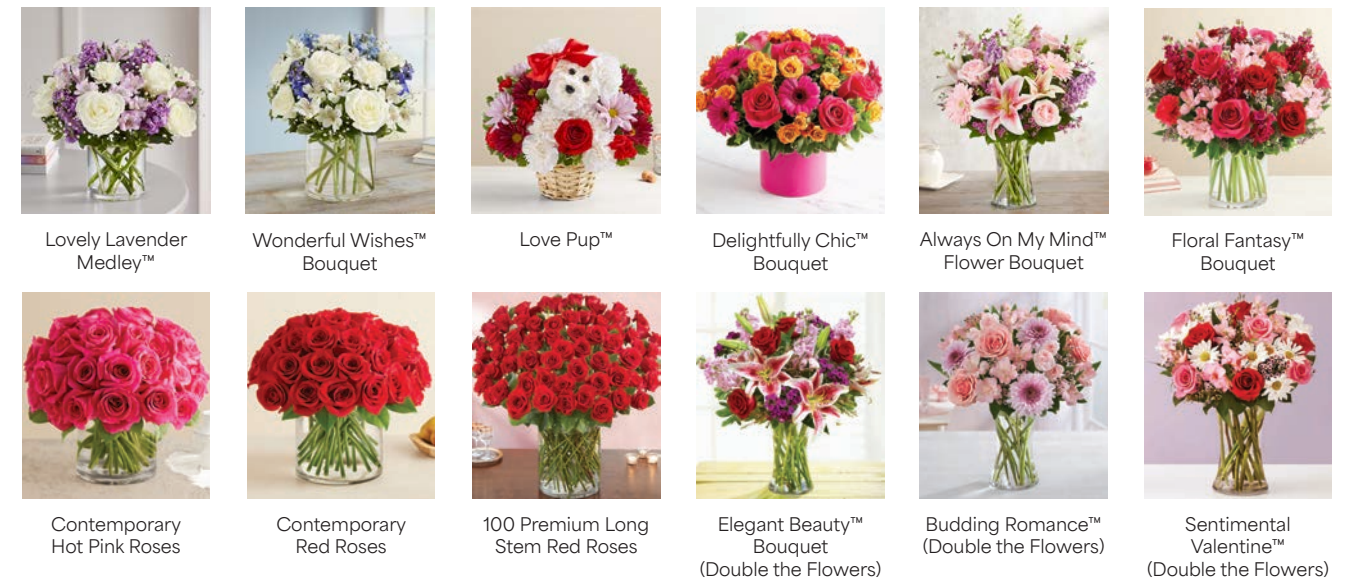
- #155243 Birthday Wishes Cake Kit
- #155248 Ruby Vase
- #156672 Sending Smiles Container
- #190134 Happy Valentine's Day Banner

[View Recipes](#)



2025 Valentine's Day Peak Product Assortment

Available to order through 2/11/25



Available with participating plant fulfillers only



2025 Valentine's Day Peak Product Assortment

Available to order through 2/14/25



In addition to this reduced assortment, a limited number of Everyday and Sympathy products will also be available for Valentine's week delivery.



BOUQUETS2GO



PREMADE BOUQUETS FOR VALENTINE'S DAY



Fields of Europe® Romance
#191112

Our premade bouquet program, Bouquets2GO, is designed to help BloomNet Florists maximize fulfillment capacity & profit potential during busy seasons. This season, our premade bouquet program offers 4 premade bouquets for Valentine's Day, each a top selling 1-800-FLOWERS.COM® arrangement.

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



Blooming Love
#161132



Key to My Heart®
#194291



Straight from the Heart™
#191240

[View Complete Collection and Bouquet Pricing.](#)

Valentine's Day Order Deadline: January 17* Valentine's Day Last Delivery Deadline: February 14*

To order premade bouquets or for more details, please call customer service at (877) 281-0327 or email bloomnet@vistaflor.com

*VistaFlor 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.



SEASONAL TIPS

Fresh Valentine's Day Procurement

This season, 1-800-FLOWERS.COM® is featuring the following fresh floral in our Valentine's Day arrangements.

FRESH FLORAL

Roses
(red, pink, hot pink)

Spray Roses
(hot pink, red)

Alstroemeria
(pink, purple, orange)

Carnation
(red, hot pink)

Lilies
Asiatic - pink, orange
Oriental- pink Stargazer

Dianthus
(purple)

Monte Casino
(purple)

Stock
(lavender, fuchsia, white)

Waxflower
(pink, purple)

Button Pom
(Lavender, white)

Gerbera Daisy
(pink)

Larkspur
(pink, lavender)

Cremon
(yellow, lavender)

Snapdragon
(white)

Limonium
(purple, pink)

Liatris

Lisanthus
(pink)

Daisy Pom
(lavender, pink, white)

Disbud
(lavender)

Delphinium
(blue)

Waxflower
(purple, pink)

Athos Pom
(Green)

Gypsophila

FRESH PLANTS & GREENERY

Aspidistra Leaf

Eucalyptus
(spiral & silver dollar)

Ruscus (Italian & Israeli)

Salal (full & tips)

Leather Leaf

Variegated Pittosporum

Double Stem Orchid Plants

Money Tree Plant

Calla Lily Plant

Gardenia Plant

Increase Your Order Volume with our New Wholesale Plants Collection

- Increase your 1-800-Flowers.com® order volume & in-store sales
- Orchids, Money Trees, Calla Lillies & Gardenia Plants support 1-800-Flowers.com® Same Day Plant Program
- 2 Day Fed Ex Shipping
- Enjoy competitive pricing and top-notch quality
- Discover additional Green Foliage Plants, Succulents & More!



[Learn How to Order Plants!](#)



SEASONAL TIPS

Valentine's Day Reminders

OPERATIONS CHECKLIST

- Reinforce with staff the importance of photo proof-of-delivery, as well as submitting delivery notifications in real-time.
- To maximize productivity, set up a functional assembly line so that designers have all resources easily accessible to them.
- Use **floral 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

- Submit proof-of-delivery 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

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

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

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
- product menus
- brochures
- gift cards

ORDER EARLY! Save On Valentine's Day Assets

SAVE 10% Use Promo Code "XIXOV"

(offer ends 2/02/2025)



SEASONAL TIPS

Daily Reminders

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.

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.**



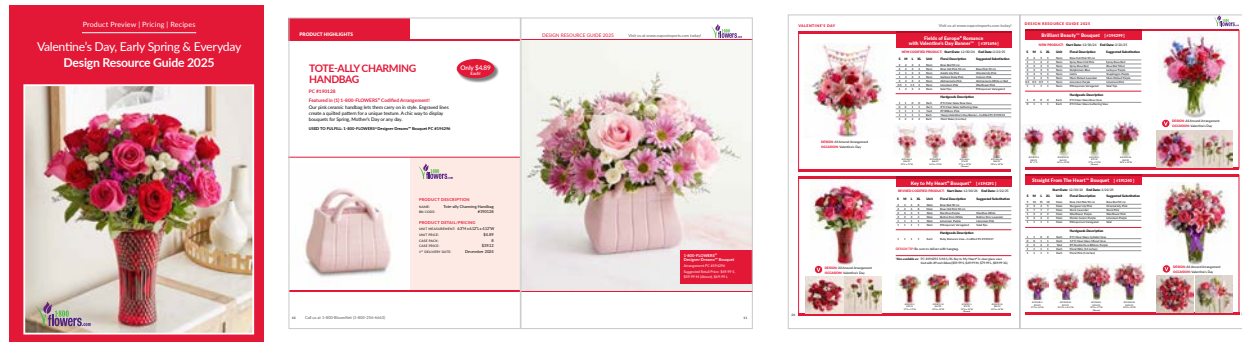


SEASONAL TIPS

Guides and Manuals

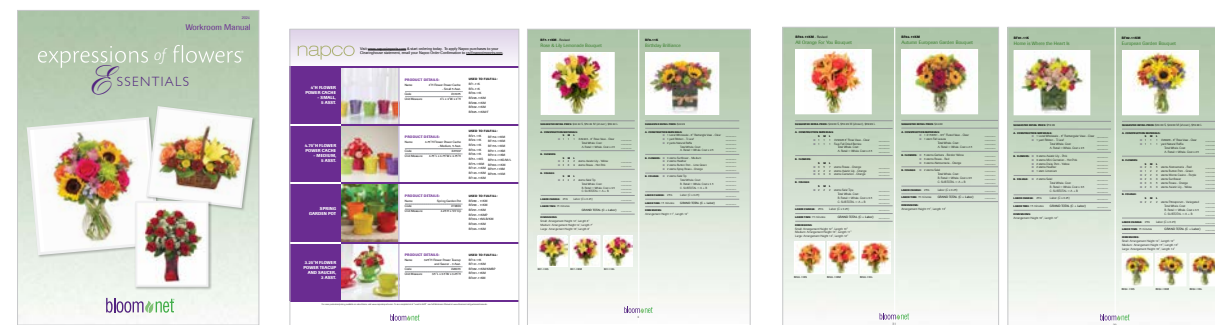
Our Design Resource Guides and Workroom Manuals are a collection of beautifully distinctive floral arrangements, by some of the floral industry's most talented local floral artisans!

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



1-800-FLOWERS.COM®

- [2025 Valentine's Day, Early Spring & Everyday Design Resource Guide](#)
- [2022 Sympathy Design Resource Guide](#)



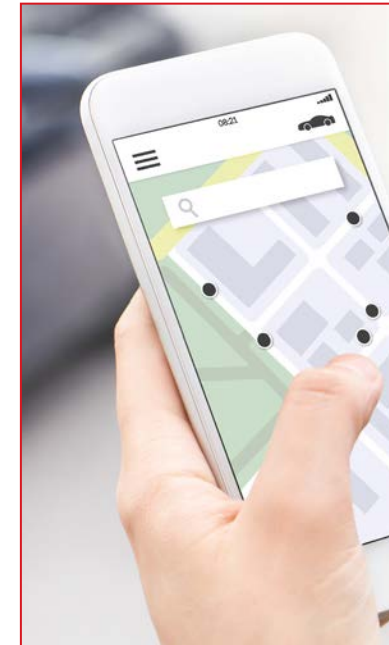
BloomNet Essentials

- [Everyday & Holidays Full Workroom Manual](#)
- [Tributes & Sympathy Workroom Manual](#)



ENHANCE YOUR DELIVERIES

with BloomNet Business Management System



Take the guess work out of route planning, with the **FREE Route4Me app!**

- **Create More Accurate Routes:** Send real-time updates to, and receive real-time updates from your drivers, while on the go
- **Minimize Costs:** Save money on gas, insurance, and vehicle maintenance with Route4Me's accurate routing
- **Improve Overall Safety:** Take photos of your deliveries as proof-of-delivery while still respecting social distancing

[Start optimizing your deliveries today with Route4Me!](#)

Share these How-To Videos with your drivers!



[Android](#)



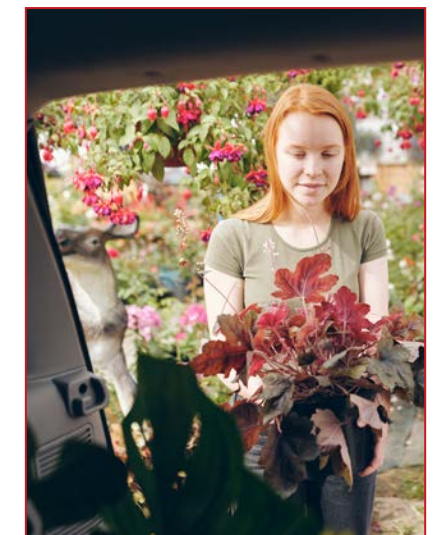
[Apple](#)



Access more local delivery drivers with Walmart GoLocal, Doordash Driver and Uber starting as low as \$5.99 per delivery!

- **Increase Efficiency:** Find available drivers for same day deliveries, 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!](#)





FARM ₂ FLORIST

Fresh Floral Marketplace. Priced Right!

<p>Best in Class Farms</p> <p></p> <p>We've established strategic relationships with 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>
<p>TRUCK DELIVERY NOW AVAILABLE IN SELECT CITIES</p>		

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

INCREASE YOUR SALES WITH Custom Greeting Cards



GREETING CARD STARTER PACK INCLUDES:

- Print Cards on demand
- Premium cardstock paper & envelopes
- Sign up today and receive a FREE BloomNet Commerce Website integration for designing and printing custom cards



SIGN UP TODAY! FASTEST GROWING ADD-ON

“ It seems as if every other order has a Card Isle Card attached to it. This is the best program that we've participated in over the years.

MARGARET FLEEGAL
President & CEO Twinbrook Floral Design, Inc

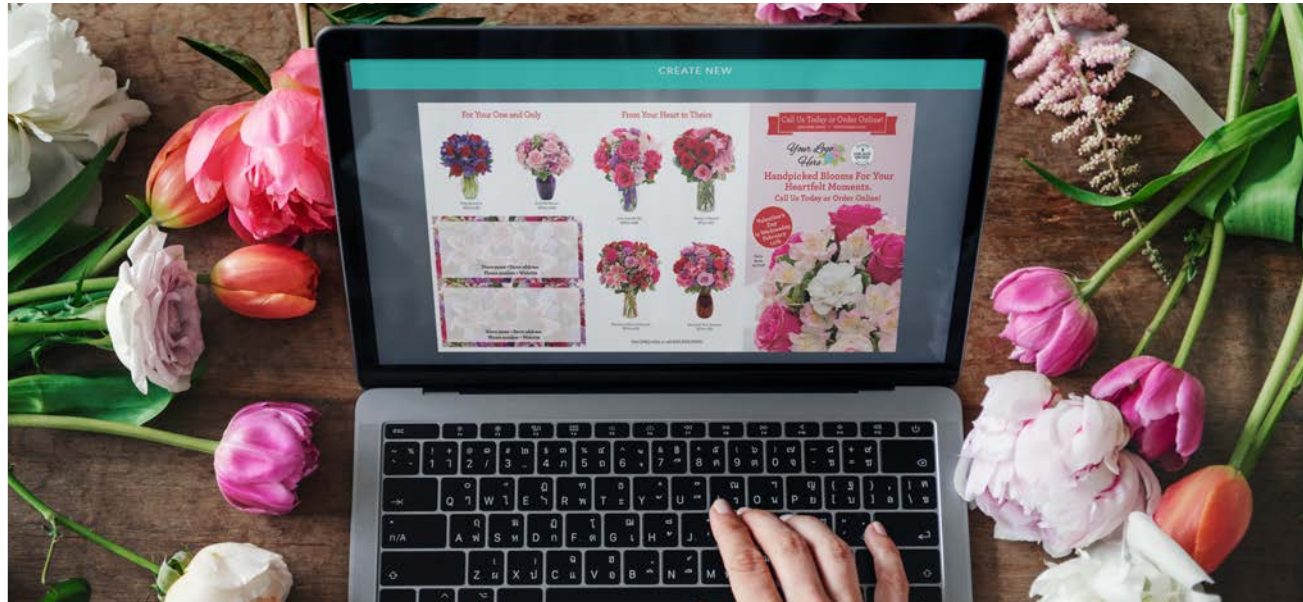
Card Isle is a great addition to our business! Helps increase the average sale with a seamless upsell. Set up was easy and customers love the personalized touch. ”

JENNIFER BOJI
Designs by Guzzardo's | Milwaukee, WI



Scan to get started today





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!

Brochures



Postcards



[Get Started Today](#)

SEASONAL TIPS Designer Inspiration

napcoSM

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](#)

floriology



Floriology Institute

Experience floral design classes in-person



Floriology NOW

Enroll in on-demand floral design & business courses



Floriology Interactive

Enjoy hands-on floral design classes from home



Floriology Magazine

Digitally explore new ideas from industry leaders

[Discover all Floriology has to offer](#)



SOCIAL MEDIA BEST PRACTICES

for Seasonal Success

As a florist, 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 (especially the days leading up and on Valentine's Day).

2 | Post Videos

Engage customers with real-time updates through live broadcasts, stories and/or video uploads across various social media platforms, especially YouTube, Facebook and Instagram/IGTV.

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 - this will also help with user searches.

4 | Include Links

Linking your social posts back to your website can help potential customers view your selection! This helps speed up the buying process as 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.

#valentinesdayflowers #valentinesday2025 #valentinesdaygift #valentinesdaygifts #valentinesdaygiftideas #valentinesdaydecorations #roses #rosesbouquet #february14 #flowersandchocolate #happyvalentinesday #bemine #valentines #valentineflower #valentineflowers #valentinesflowers #valentineroses #valentinesroses #valentinesflorist #valentines2025 #valentinesgift #valentinesgifts #valentinesweek, #galentine'sday

6 | Use Filters and Effects

Social is now all about entertainment and grabbing attention. Be liberal and experimental in your use of effects and filters found within most social media.

7 | Personalize Your Posts

In all your posts, do it yourself if you're the owner of the business. Use plain language and speak from the heart on how you can provide a truly special and unique gift. This will make difference with customer choosing between you and the competition!

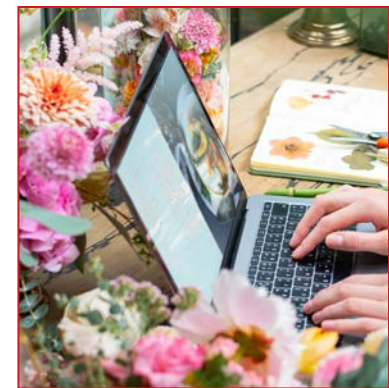


EMAIL MARKETING TIPS

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**.

BloomNet Customer Service Holiday Hours

Monday 2/10 open 8am - 8pm

Tuesday 2/11 open 8am - 8pm

Wednesday 2/12 open 8am - 9pm

Thursday 2/13 open 8am - 10pm

Friday 2/14 open 8am - 10pm

