### **Winter Holiday Checklist**

### **PRODUCT PLANNING**

### **1. Seasonal Fresh Offerings**

* **Menu Planning:** Plan a holiday menu or create specific recipes for floral arrangements and gift baskets according to sales data, trends, product availability and pricing.

*>>> >*  *FSN has a section inside F2F called “Floral Recipes” where you can download all arrangements and recipes from each page on your website.*

* + **Prebook:** Place orders for seasonal plants and greenery based on sales projections. Consider locking in box or bulk pricing for a period of time or adjust any standing orders as needed.

**2**. **Inventory Management**

* **Inventory:** Check current inventory levels for retail merchandise, supplies and hardgoods and adjust as needed. This includes:
  + Packaging: Boxes, tissue, bags, ribbon, sleeves
  + After harvest care: Floral food, holding and cleaning solutions
  + Delivery aids: Bags, transporters or door “knockers”, enclosure cards/picks
* **Design Components:** Finalize orders for holiday-themed containers, ribbons, and “add-on” items that will be needed for your menu/collection.
* **Create Kits:** If you’ll be using certain supplies for specific designs, physically group and store them with the containers they go with. (For example; a roll of ribbon for Design A goes with the vases that Design A is in).

**3. Product Prep**

* **Photography:** Take design and product photos for sales/marketing use. Organize in digital files for easy access
* Standard photo
* Close up
* Product “in use”
* Component “flat lay”
* Product + Person
* Short video
* **Work Ahead:** Prepare non-perishable gift items in advance, such as gift bundles or silk arrangements.
* **Designs:** “Mock up” any new designs to be added to your menu or website.
* **Resources:** Create holiday recipe guides for your design team. Include pricing and possible approved substitutions.

Here’s a template: https://www.canva.com/design/DAFWFMUyguI/zw0RkZ4UxKLE3GGNbaAVgA/view?utm\_content=DAFWFMUyguI&utm\_campaign=designshare&utm\_medium=link&utm\_source=publishsharelink&mode=preview

### **STORE SYSTEMS**

### **1. Website and Point of Sale >>>** *FSN does most of this for you!*

* Add your featured designs or seasonal specials to your Point of Sale, and update their available quantity and price points if applicable.
* If you send out order confirmation or delivery confirmation emails, include a request to leave a review and an active link to your Google profile.
* Ensure your website is updated with holiday products and promotions.
* Ensure your website is easy to navigate, mobile-friendly, and optimized for quick loading times.
* Update SEO (Search Engine Optimization) friendly keywords in product descriptions and blog posts to include holiday-related searches.
* Update the titles and tags on your website, according to your Google search analytics.
* Set up your Google Ads parameters (if applicable) or set up online ad budgets
* Double check that your Google Business Profile is up-to-date. \*\*Delegate a team member to make one small change to your GBP once/week to help your SEO\*\*

>>> *Included Resource: GBP Checklist*

**2. Team Preparation**

1. **Delivery Planning**:

* Ensure your delivery schedule and team can handle the increased volume.
* Plan for additional delivery drivers if necessary.
* Review and update your policies to ensure timely delivery during the holiday rush.
* Retrain delivery staff as needed, including procedures for confirming deliveries
* Check vehicles for possible maintenance or upgrade requirements

**B. Staffing and Training**

* Assess your staffing needs and hire temporary help if needed.
* Conduct refresher training for existing staff (and train new staff early) on holiday procedures and customer service.
* Hold a team meeting to run through your holiday menu and add-on sales
* Consider cross-training staff so they can fill in for each other in different roles if needed. This is particularly useful if someone calls in sick or if there’s a sudden surge in orders.

**C. Set Sales Goals**

* Review your holiday pricing, goal price points, substitution and delivery policies.
* Review upselling and cross selling tactics. Be specific about what items pair well together and what your team news to “push”.
* Set sales goals. If you’d like, create incentives to make sales fun!

>>> *Included Resource: “Sales Incentives Ideas”*

* Create a system to track your sales goals and incentives

### **3. In-Store Preparation**

* **Physical Space:** Map out your retail space with display furniture and holiday theme placement. Prepare gift-wrapping or packaging stations if needed
* **Signage and Visual Merchandising**: Prepare and strategically place signage that highlights special promotions, featured products, and any holiday themes. Make sure your visual merchandising is eye-catching and aligns with your holiday theme.
* **Inventory Management System:** Implement or update an inventory management system that allows for real-time tracking of stock levels. This will help you quickly identify when items need to be restocked and avoid over-ordering.
* **Organize:** Walk through often repeated processes and find room for improvement in efficiency. Move product as needed for easier access for holiday specific designs.

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### **MARKETING**

Optional: Create a color palette or theme for your holidays. This makes it easier to create cohesive marketing materials. Include a brand color or font if possible.

Start with a calendar view - mark high priority or “hard dates” first, then local or collaborative events, then shop-specific events or promotions. From there you can plug in any additional traffic driving promotions, whether they are in-store, on social media or online.

**1. Promotions and Partnerships**

* Plan holiday-themed events, such as open houses, workshops, and customer appreciation days.
* Plan out special promotions, discounts, and bundle deals for the holidays.
* Partner with other local businesses for cross-promotions or holiday events.

**2**. **Customer Engagement -** *Gather feedback from customers on their holiday shopping experience last year to identify areas for improvement or positives to repeat.*

* Send out holiday cards to top customers
* Consider offering loyalty rewards or early bird specials to repeat customers.
* Plan holiday gifts, arrangements or “thank you” poinsettias for corporate customers
* Prepare an insert for your enclosure cards for November/December deliveries to build brand awareness and perhaps get a few future sales.

**3. Email Campaigns**:

* **Strategize:** Plan out email campaigns to coordinate with specific holidays, scheduled events and products.
* **Prep:** Draft and schedule emails for key dates (e.g., Open Houses, Black Friday, Cyber Monday, and Christmas week). These high volume order dates should have a higher email volume leading up to them.
* **Personalize:** Consumers are inundated with marketing during the holidays; your non-event or non-promotional emails should be about adding value to their life through information, connection or entertainment. *The quality of your “non-promotional” emails will determine the open right of your “promotional” emails*

**4. Print/Radio Campaigns:**

* Reach out to local media for potential features on your holiday offerings.
* Schedule any print or radio ads and draft ad copy
* Create in-store flyers or promotional signage
* Create press releases on any events you do that are community minded; a kid’s workshop or class for a local club, a fundraiser for the food bank, etc. are all things local media wants to feature as “feel good” stories

**5. Social Media**:

* Create a social media content calendar for holiday promotions, including topics and graphic prompts. Include a mix of promotional, informational and engaging posts.
* Plan and schedule posts in advance to maintain consistency.