

Prep List

- Recipe Creation
- Prebook Fresh Cut
- Prebook Containers
- Order/Make Add-ons & Gifts
- Inventory/Order Supplies and Hardgoods
- Order Add-Ons + Last minute Merchandise
- Plan out sales incentives
- Schedule Drivers and Seasonal Help

Supplies Checklist

- Floral Foam
- Card Picks
- Liners
- Floral Food
- Floral Spray
- Leaf Shine
- UGlu
- Chicken Wire
- Ribbon
- Water Tubes/Bag
- Printer Paper
- Enclosure Cards
- Envelopes
- Recipient Insert**
- Bags
- Delivery Boxes
- Cellophane/
Tissue
- Receipt Paper
- Printer Ink
- Bindwire/Wire
- Wood Picks
- Tape
- Flower Food
- Seasonal
Accents +
Containers

Supply Notes

Check/Clean Tools

Systems Checklist

- Website Price Audit
- Visual Inventory System Set
- Designs on Website
- Backroom Recipes + Design Assignments
- Order Management
- Upsell/Cross-Sell Active on Website
- Point of Sale Updated
- Sales Training Review
- Wrapping Station
- Delivery Processes

Systems

- _____
- _____
- _____
- _____
- _____
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Marketing Checklist

- Email Sequences Scheduled
- Radio or TV Ad
- Social Media Posts Scheduled
- Google - Ads or Profile Edits
- Pre-Record/Schedule Video
- Local Marketing
- Point of Purchase
- Print Advertising
- Recipient Marketing**
- Review Request, coupon or flower care

Holiday Promotion Ideas

Notes

- Open House
- Workshop/Classes/Demonstrations
 - Wall/Door Decor
 - Centerpieces
 - Outdoor Planters
- Business Collaborations
 - Product Bundling
 - “Receipt Rebate” exchange
- Progressive Sale
 - Several locations with different specials
 - Progressive discounts at your location
- Discounts
 - Buy One, Get One % Off
 - Spend \$X, get \$X rebate

Marketing Timeline

August: Finalize marketing plan, draft content, take photos and start creating promotional materials.

September: Launch pre-holiday teasers, pre-schedule emails and finalize promotional materials. Finalize social content and assign photos/posts.

October: Finalize in-store event plans, load your website with holiday designs, order print materials. Post social content as far out as possible.

November: Ramp up Thanksgiving and Black Friday promotions, increase ad spend, and push sales with cross promotions.

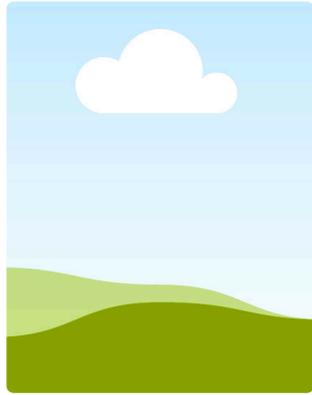
December: Focus on Christmas promotions, emphasize last-minute shopping, and offer special deals.

Content Ideas

- Announce holiday specials and new products.
- Go behind the scenes and show your team’s skills
- Gift guides and recommendations.
- Offer exclusive discounts and early access to sales for subscribers.
- Story telling! Feature heartwarming memories, family recipes or highlight staff
- Educate on plant or flower care
- Demonstrate! Share “how-tos” and decorating tips

Holiday Greetings
\$89.95

Red Cube
3 x Red Roses
3 x Carnations
2 x Mini Carns
3 x Hypericum
3 x White Poms
3 x Ornaments
Winter Greens



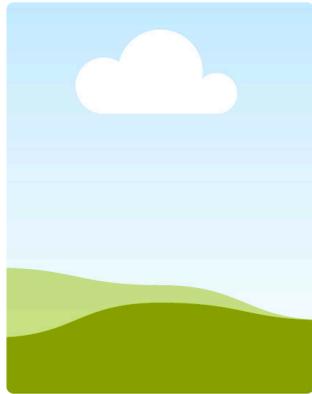
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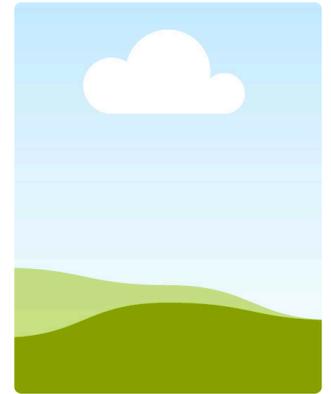
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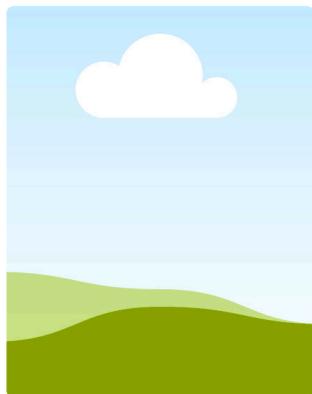
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