

Send blooms  
of love to



# MUM

Sunday 14th May  
#bloomsformum

## Magnificent Mother's Day Marketing Tips

1. **Team up with a local café!** Chances are the mums of Melbourne are going to be out in full force sipping coffee and enjoying brunch on their special day. Therefore we suggest liaising with your local café owner with the proposal of setting up a mini flower stall. The fresh and fragrant flowers are sure to set a lovely scene for mum.
2. **The magic of email.** There is a fine line with emailing your client base. You don't want to annoy them, but you also want provide them with welcome information when they need it. Forgetting to buy your mum flowers is a big deal! Think of it as a community service update.
3. **Create a kids zone** within your store, they are the future of your business. So often we hear of consumers who have an emotional attachment with a brand, therefore here is a fantastic opportunity to designate an area where they can select the perfect blooms for mum.
4. **Target where there are lots of mum's** - Contact your local schools and ask to place an ad in their newsletter offering 20% discount for students.
5. **Set up a gift wrapping station** at the front of your store. If you offer free gift wrapping to customers for other gifts: candles, chocolate, wine etc. they will love the gesture. Plus people generally gravitate toward activity, so you can imagine how splendid it will look when people are carrying big bouquets of blooms out the front while waiting for the wrapping service. Don't forget to add a #bloomsformum gift tag.
6. **Create a Mother's Day music playlist** to set the scene on the day. There is sure to be a frantic energy due to the crowds of people, so the tunes will help to make it a calmer and smoother environment.
7. **Give away a voucher** for a month's worth of flowers to your 100<sup>th</sup> customer. Send out some staff to give away single stems while spruiking the competition to ensure surrounding potential customers are aware of the promotion.
8. **Create five custom designs for the day.** If you want to cut time spent with customers, offer these premade designs and give them each a name, eg: 'Lilac Love'. Be sure to advertise them on your social media accounts so customers are familiar with what is on offer. The last minute shoppers will appreciate the convenience of the process.

9. **Offer sweets and cakes** to customers as they peruse the flowers. This creates a welcoming atmosphere and an experience that will stay with your customers long after Mother's Day. It's a fantastic way to create a sensory experience.
  
10. **Start talking to customers now!** Make sure everyone purchasing flowers from now till Sunday 14<sup>th</sup> May is aware Mother's Day is coming. Tell them about all of the promotional activity planned for the day and that it will be a sensory experience not to be missed!