

9 Tips & Hints Preparing for Valentine's Day

- 1 Remember to vary the sizes of designs that you have on offer.
- 2 Although Valentine's Day is associated with red roses, try using other flowers and other colours for impulse purchases.
- 3 January is normally not a busy month. If you have some freetime, try making bouquet bases that you can use for Valentine's Day. This is also a good idea for Women's Day and Mother's Day.
- 4 Selling varieties of flowers which are not associated with Valentine's Day can be tricky. Why not try to feature those flowers some weeks before Valentine's in small amounts, and add them to bouquets. If customers see them in your bouquets, they will be more likely to be open to order them on the day.
- 5 Eco friendly wrappings are good choices for Valentine's Day bouquets, and if you are using them make sure that you mention that on your website and social media.
- 6 Freshness and quality are very important, offer the best for your customers!
- 7 Use your shop window to promote your Valentine's Day products and attract more customers. Try to rearrange the display regularly - this way customers will discover something new all the time.
- 8 Ask your customers about their shopping habits, maybe they can give you some good ideas about what they would like to see in your shop.
- 9 If you have social media platforms, use them and remember to promote your products. Be clever about reaching your potential audience and include your website and social media information on your stickers, business cards etc.