BNN reports on the Society of American Florists Launches Valentines Day Resources To Florists

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Bozo New Network (BNN), an independent business news resource, reported that the Society of American Florists (SAF) has launched Valentine's Day resources to assist members to make the most of one of the busiest days for a florist. Valentine?s Day fell this year on the Monday after Super Bowl Sunday and had the potential to get overlooked in the process by some of the industry?s most reliable buyers.

According to the materials, many independent florists busy running their shops like, Twigs and Stems, Bashful Daisy Florist, Seed Luxe Floral, House of Butterflies Florist, and Rose's Bouquets, to name a few, can really benefit from the assist in marketing their businesses strategically of the holiday while consumers haven?t ordered gifts yet. Having ready access to social media graphics and additional content for their websites to keep Valentine?s at the forefront of local consumers is a benefit for members.

"We know that Valentine's Day is one of the busiest floral holidays, so we've compiled all of SAF's relevant articles, marketing materials, webinars and more into one central location for easy access," said Kate Delaney, SAF's director of career development,

The SAF Valentine's Day planning resources include:

On-Demand Webinar: Staffing Profitably for Valentine's Day. Financial expert Paul Goodman, MBA, PFCI, breaks down the steps to forecast Valentine's Day sales and staffing needs in this webinar from Jan. 11, 2022 (free for SAF members).

SAF NOW?s Valentine's Day Success Series. A series of newsletter articles that provides insights, tips and advice for boosting sales. New articles will be added to the collection weekly.

Valentine's Day Promotion Resource Center. A variety of marketing materials to plan for a strong holiday, including social media graphics, content for websites and newsletters, sales surveys, and tips for working with the media. New resources, including an updated social media content calendar and Instagram Story

templates, are coming soon.

On-Demand Webinar: Gear Up for Valentine's Day. SAF?s 2021 virtual event gave florists advice on supply chain slowdowns, logistics, operations, safety, marketing and more. Use this webinar to reflect on last year's holiday and gear up for this year.

According to the Society, most flowers are purchased for women. In 2019, 28 percent of American adults (37% of men, 19% of women) purchased flowers or plants as gifts for Valentine?s Day.

Roses made up the largest purchasing segment of flower purchased 84% and colorwise, most of those (69%) were red roses, 41% purchase other types of flowers (not roses) such as all tulips,all carnations, all lilies, etc., 45% purchased mixed flowers and 29% purchased plants. The Data was collected by IPSOS Floral Tracking Study; andIPSOS eNation National On-Line Research with multiple responses allowed.

New resources will be added to the collection throughout the coming weeks as the Society of American Florists continues to develop additional promotional materials and Valentine's Day articles.

Visit https://safnow.org/ for more information.

For more information on BNN - visit their website.

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For more information about Bozo News Network, contact the company here:Bozo News NetworkSteve Smithsteve@bozonewsnetwork.xyzAustin, TX

Bozo News Network

Local news optimization services provider.

Website: https://bozonewsnetwork.xyz

Email: steve@bozonewsnetwork.xyz