



EXEC_SUMMARY

Where Your Business Stands Today

██████████ is a well-established flower and plant business with 10 years behind you, serving busy professionals who want an easy, thoughtful gifting solution. You already have multiple ways customers find you—ads, walk-ins, SEO, and referrals—which is a strong base to build from. Your next growth chapter is about getting more of that demand to convert into consistent online orders, while keeping the brand feeling premium and dependable.

What Matters Most Right Now

Over the next 90 days, the biggest lever is clarity: making it unmistakably easy for the right customer to choose, buy, and check out quickly online. The second priority is consistency: showing up with the same message and offer across the channels you already use so your efforts stack instead of scattering. The third is differentiation: giving customers a clear reason to buy from you (not a competitor like Swish) that fits your style and your ideal customer's expectations.

How This Plan Helps You Grow

This plan is built to reduce decision fatigue and keep you focused on what directly drives online orders. It gives you a practical, step-by-step path to tighten your online shopping experience,

align your messaging, and turn more of your existing traffic into purchases. Because your budget is low but your time capacity is high, the plan leans toward actions you can execute in-house without needing complex tools or big spend.

What to Expect Over the Next 90 Days

You'll start with the highest-impact improvements first—things that remove friction and increase conversions—so you can see momentum early. Then you'll build on what works, reinforcing the parts that consistently bring in orders rather than adding extra tasks. You won't need to be a tech expert to follow this; the goal is simple, steady progress that makes doubling online orders feel achievable and controlled, not chaotic.

Operations Best Practices (Industry-Specific) — What Great Businesses Do

In floristry, great marketing can create demand, but great operations are what turn demand into profit (and fewer late nights). Because flowers are perishable and labor is time-sensitive, small “leaks” in pricing, waste, and scheduling quickly become big cash problems. The goal is simple: protect cash, protect margin, and deliver consistent quality so you can scale online orders without chaos. Treat this like your day-to-day playbook—if you follow it, you'll feel more in control and your profit will show it.

1) The “Money Rules” (keep the lights on)

You can be “busy” and still go broke in floristry if payroll grows faster than cash and if you don't plan for seasonality (Valentine's, Mother's Day, wedding season, holidays). Keep your rules simple and automatic so you don't have to think every week.

- Rule: Pay yourself last until you consistently hit a monthly cash buffer target (owner draws should not put the business below the buffer).
- Rule: Keep a minimum cash reserve of 4–8 weeks of core expenses (rent, payroll baseline, subscriptions, insurance) because flower spend spikes before peak holidays. Assumption: your fixed monthly overhead is meaningful due to brick-and-mortar.
- Rule: Don't let payroll become a “default expense”—tie scheduled labor hours to forecasted orders for that week.

- Rule: If you can't clearly explain where last month's profit came from, you don't have a reliable budget—track by channel (walk-in vs online vs events) and by product type (bouquets, plants, planters, subscriptions).
- Rule: Require payment at time of order for standard online orders; avoid invoicing unless it's a corporate account with clear terms.
- Rule: Pre-sell peaks early (corporate gifting, pre-orders) so the cash for inventory arrives before you buy flowers.
- Rule: Only hire when demand is stable enough that the role "pays for itself" within 60–90 days (you can cover their cost even in a soft month).
- Rule: Review 3 numbers weekly: cash in bank, orders booked next 7 days, labor hours scheduled next 7 days.

Tiny example (simple numbers):

Assumption: You bring in \$20,000 this month in total sales. If product costs average 40% (\$8,000) and labor averages 30% (\$6,000), you have \$6,000 left for rent/overhead, delivery costs, and profit. If your overhead is \$5,500, your profit is only \$500. A small slip—like 5% extra waste (\$1,000) or too many labor hours (\$1,000)—wipes out profit entirely. That's why rules around waste + scheduling matter more than "being busy."

2) Pricing & Profitability Standards for Your Industry

Florists win on margin management. You're not selling "flowers," you're selling design, convenience, reliability, and gifting outcomes. Online scaling only works if every order reliably produces a healthy gross profit after product, labor, and delivery/packaging.

Best-practice standards (typical ranges; your actuals depend on market positioning):

- Target gross margin (after flowers/hard goods only): 55%–65% for everyday arrangements and online orders (meaning product COGS about 35%–45%).
- Target gross margin on plants/planters: 45%–60% depending on pot cost and sourcing (premium vessels should be priced for margin, not "matched to competitors").
- Build pricing around a recipe, not intuition: stem count + hard goods + mechanics + packaging + card + labor minutes + delivery cost + profit.
- Set "good/better/best" price anchors online (example: \$85 / \$125 / \$175) so customers self-select higher AOV without custom quoting.
- Add explicit design labor into price (example: standard bouquet includes 20 minutes design time; premium includes 35 minutes).
- Use peak pricing for peak weeks (Valentine's, Mother's Day): raise prices and narrow the menu; it reduces mistakes and increases throughput.
- Set a minimum online order value for delivery zones (example: \$85 minimum delivery order within 5 miles; higher for farther zones) to protect driver and design time.

- Raise prices when any of these signals happen: your best-sellers are constantly sold out, you're rushing daily, you're discounting to "make it up," or you're getting "yes" too easily on premium pieces.

3 common pricing mistakes (and how to avoid them):

- Mistake: Pricing based on competitors (e.g., Swish) instead of your costs and positioning.
- Fix: Build a costing template per bouquet size and update stem costs monthly; then set prices to hit margin targets.
- Mistake: Offering too much customization at low price points (death by a thousand changes).
- Fix: Customize only above a threshold (example: custom design starts at \$175) and keep sub-\$175 options as fixed recipes.
- Mistake: Forgetting delivery, packaging, and card costs.
- Fix: Treat packaging as COGS and delivery as a separate line item with a minimum fee; adjust quarterly.

3) Labor & Staffing Best Practices

Labor is the #1 controllable lever in a florist shop after waste. Your goal is the right people doing the right tasks at the right time—especially if you want to double online orders (more volume, same standards).

Core practices:

- Separate roles by "value of time": designers design; drivers drive; sales/order intake handles customer details; prep staff cleans/conditions and stages.
- Build schedules from a forecast: look at orders by delivery date, then schedule design blocks and delivery blocks accordingly.
- Use time blocks for production (example: 9–11 conditioning/prep, 11–2 production, 2–4 dispatch and pickups) instead of "everyone does everything all day."
- Cross-train one backup for every critical station (conditioning, design, dispatch, website order processing) to avoid single-point failure.
- Keep "labor creep" visible: track labor hours per order (example: aim for 20–30 minutes labor on a standard online bouquet; higher for premium).
- Use contractors carefully (high-level): drivers or event setup sometimes get structured as contractors, but classification rules are strict—talk to a CPA/payroll provider/lawyer before deciding.
- Run a 10-minute daily huddle in peak weeks: today's order count, today's 3 priorities, any shortages, delivery timing, who owns fixes.

Quick staffing audit (5 bullets):

- Do you know your average labor minutes per online order by bouquet tier?
- Is there a dedicated person checking online orders for completeness and delivery routing daily?
- Are designers spending time on low-skill tasks (sweeping, boxing, answering phones) during peak hours?
- Do you have a documented “peak week staffing plan” with on-call coverage?
- Can one person call out sick without the day collapsing?

4) Workflow & Quality Control (how to deliver without chaos)

Online growth exposes weak workflow fast: missing card messages, wrong addresses, late deliveries, and inconsistent bouquet sizes. Your workflow should be predictable, checklist-driven, and designed to prevent rework.

Ideal workflow (6–10 steps):

- Order intake (web/phone/walk-in) captured with required fields: recipient name, phone, address, delivery date/time window, card message, substitutions allowed, allergies/pets note if you use it.
- Payment confirmed (no “pending” orders go to production).
- Order reviewed and routed (by date, zone, product tier); any unclear detail gets a same-day confirmation text/email.
- Stem procurement and recipe planning (decide the “design recipe” per tier; confirm what can be substituted).
- Receiving + conditioning checklist completed (count, quality grade, hydration, cooling/storage).
- Production batch (build by delivery route and tier; label each arrangement with order ID + recipient).
- QC check + photo (quick photo for premium orders/corporate; catches size/shape issues and reduces disputes).
- Packing + staging (card attached, care instructions included, delivery label verified).
- Dispatch + delivery confirmation (driver route sheet; proof of delivery where appropriate).
- Follow-up for issues (same-day resolution script + log reason codes for mistakes).

5 quality control checkpoints:

- At intake: address validated and delivery window confirmed (no “ASAP” without agreeing on a window).
- Before production: recipe confirmed for that price tier (so \$85 doesn’t accidentally become a \$125 build).
- After design: size/shape/flower count matches tier standard (keep a “model photo” binder for

each tier).

- Before leaving the shop: card message checked against order; recipient name matches label.
- After delivery: confirmation logged; any complaint gets categorized (late, damaged, not as expected, wrong item) so you can fix root causes.

5) Inventory / Equipment / Tools (if relevant)

This is a major factor in floristry. Inventory control and waste control are often the difference between “busy” and “profitable.”

Best practices:

- Set reorder points for core items (greens, roses, popular stems, vases, ribbon, boxes, flower food) based on a normal week and a peak week plan.
- Condition everything the same way, every time (receiving checklist): trim, clean buckets, flower food, correct water level, label date received.
- Track waste daily in 2 buckets: “avoidable” (over-order, poor rotation) and “unavoidable” (quality from supplier). Review weekly and adjust buying.
- Use FIFO rotation (first in, first out) and label buckets with received date; don’t rely on memory.
- Standardize bouquet “recipes” to stabilize purchasing (example: your \$125 signature uses 1 focal flower type + 2 secondary + 2 filler + 2 greens).
- Negotiate with suppliers based on consistency, not just price (reliable quality reduces refunds and rework); document issues with photos and request credits when quality is off.
- Implement loss prevention basics: secure premium vessels, control after-hours access, and reconcile cash/discounts daily.

6) Customer Policies That Protect Profit

Clear policies reduce back-and-forth, prevent “free work,” and help you stay calm when something goes wrong. They also protect your ability to deliver reliably—especially when online volume grows.

Policies to implement (6–10):

- Payment policy: full payment required before production for standard retail and online orders.
- Delivery window policy: deliveries are within a stated window (example: 9am–1pm or 1pm–6pm), not exact times unless a paid “timed delivery” add-on is purchased.

- Substitution policy: seasonal substitutions allowed to maintain value and style when specific stems are unavailable.
- Custom work minimum: custom designs start at a set minimum (example: \$175+) to cover consult time and design complexity.
- Cancellation policy (retail): cancellations allowed up to a cutoff (example: 48 hours prior) otherwise store credit only, because flowers are purchased.
- Peak holiday policy: no cancellations within a tighter window for Valentine's/Mother's Day (example: 72 hours), and substitutions always allowed due to market variability.
- Card message and address accuracy policy: customer is responsible for correct delivery details; redelivery fees apply if wrong address/no safe drop.
- Redelivery/failed delivery policy: if recipient not available and no safe place/permission, the order returns to shop and redelivery is a fee.
- Refund/complaint policy: quality issues must be reported within a short window with a photo (example: within 24 hours) so you can assess and make it right.
- Corporate account terms (if you offer them): approved accounts may get net terms; everyone else pays at order.

Sample wording (2 policies):

- Substitutions: "We design with seasonal blooms. If a specific flower isn't available, we'll substitute with equal-or-higher value stems to match the look and feel of your arrangement."
- Delivery window + redelivery: "Delivery is scheduled within your selected window. If the recipient is unavailable and there's no safe place to leave the flowers, we'll return the order to the shop. Redelivery is available for an additional fee."

10 Creative Growth Ideas for Your Business

Idea 1 — "30-Second Gift Builder"

- What it is: A super simple online flow that helps busy professionals choose the right bouquet in under a minute (occasion → vibe → price → delivery date → add-on).
- Why it can increase orders: People buy flowers when they're in a hurry. Removing decision fatigue increases conversion and reduces cart abandonment.
- How to test it quickly:
- Step 1: Create 6 "vibe" categories (Clean & Modern, Romantic, Congrats, Sympathy, Bold & Bright, Neutral & Calm).
- Step 2: Build 12 "default" options (2 price points per vibe) with consistent photos.
- Step 3: Add a "Build my gift fast" button on your homepage and run a small ad to that page only.

- Cost / effort level: Medium
- Good fit if: You want more online orders from time-poor customers who overthink choices.

Idea 2 — “Gift-Ready Add-On Bar”

- What it is: Turn add-ons into a curated “gift bar” at checkout (candle, chocolates, mini plant, vase upgrade, handwritten card, priority delivery, ribbon upgrade).
- Why it can increase orders: This boosts average order value without needing more traffic, and gifting customers love “complete” packages.
- How to test it quickly:
 - Step 1: Pick 6 add-ons with strong margins and easy fulfillment.
 - Step 2: Rename them in gift language (example: “Executive Vase Upgrade,” “I’m Sorry Card,” “Date Night Candle”).
 - Step 3: Make one “Most Popular” bundle auto-suggested in cart.
- Cost / effort level: Low
- Good fit if: You have walk-in add-ons already but your website isn’t upselling.

Idea 3 — “Office Flower Drop (Micro-Subscription)”

- What it is: A simple weekly or bi-weekly “desk bouquet” drop for offices and professionals (small, consistent, modern, easy).
- Why it can increase orders: Subscriptions smooth revenue and create repeat business instead of one-off gifting spikes.
- How to test it quickly:
 - Step 1: Launch 2 options (e.g., \$35/week and \$55/week) with limited delivery days.
 - Step 2: Offer “first drop 20% off” for 30 days only.
 - Step 3: Pitch 20 nearby offices and co-working spaces with a one-page PDF and a sample drop.
- Cost / effort level: Medium
- Good fit if: You have high time capacity and want predictable repeat orders.

Idea 4 — “Forgot-to-Order Hotline (Same-Day Rescue)”

- What it is: A “panic button” offer for last-minute gifting: guaranteed same-day delivery

windows + a curated set of best-sellers only.

- Why it can increase orders: Last-minute buyers will pay for speed and certainty. You win the “emergency gift” market.
- How to test it quickly:
- Step 1: Create a landing page called “Same-Day Gift Rescue” with 6 options only.
- Step 2: Add a paid upgrade: “Delivery in 2 hours (limited slots).”
- Step 3: Run ads and Google keyword targeting around “same day flowers + your city.”
- Cost / effort level: Low to Medium
- Good fit if: You can operationally handle short windows (risk: service failures if capacity isn’t controlled—use limited daily slots).

Idea 5 — “Bouquet by Budget (No Guessing)”

- What it is: Replace “small/medium/large” with clear budget-based tiers that promise a look and size (e.g., \$65, \$95, \$145, \$225) with photo examples.
- Why it can increase orders: Customers fear choosing the “wrong size.” Budget tiers reduce anxiety and raise average spend because people trade up for impact.
- How to test it quickly:
- Step 1: Photograph 4 real bouquets side-by-side with a hand/arm for scale.
- Step 2: Add “Most Gifted” tag to the mid-high tier.
- Step 3: On product pages, add a line: “If this is for a client/boss, choose \$145+.”
- Cost / effort level: Low
- Good fit if: You want more confident online purchases and fewer “this was smaller than expected” complaints.

Idea 6 — “Corporate Gifting Menu (Client & Team)”

- What it is: A simple corporate program: onboarding gifts, client thank-yous, admin day, employee birthdays, closing gifts for realtors.
- Why it can increase orders: One corporate client can equal dozens of consumer orders, and professionals already buy gifts year-round.
- How to test it quickly:
- Step 1: Build a one-page “Corporate Gift Menu” with 8 SKUs and pricing.
- Step 2: Offer invoicing + saved addresses (big friction remover).
- Step 3: Email and call 30 local realtors, law firms, financial advisors, and clinics with a “first order perk.”
- Cost / effort level: Medium
- Good fit if: You’re reliable on delivery and want larger, repeat accounts.

Idea 7 — “Plant Parent Starter Kits”

- What it is: Bundle plants + planter + care card + tiny tool or plant food, branded as “low-maintenance green for busy people.”
- Why it can increase orders: Plants are repeat-friendly and less seasonal than flowers. Bundles increase average order value and reduce “I killed it” regret.
- How to test it quickly:
 - Step 1: Create 3 kits (Low Light, Bright Light, Desk Plant) with simple care instructions.
 - Step 2: Add a “Free replacement within 7 days if it arrives damaged” guarantee.
 - Step 3: Offer “Add-on: matching mini plant for \$15” to lift cart value.
- Cost / effort level: Low to Medium
- Good fit if: Your audience wants stylish, easy home/office upgrades.

Idea 8 — “Artificial Arrangements for No-Fuss Luxury”

- What it is: Sell premium artificial arrangements as “always perfect” décor for offices, condos, lobbies, and staging—plus optional seasonal refresh service.
- Why it can increase orders: Higher ticket items, longer lifespan, and strong appeal to professionals who want zero maintenance.
- How to test it quickly:
 - Step 1: Launch 6 hero designs with great photos and clear size measurements.
 - Step 2: Offer “Consult by photo”: customer sends a room pic, you recommend a size/style.
 - Step 3: Pitch to interior designers, realtors, and staging companies with a sample arrangement.
- Cost / effort level: Medium
- Good fit if: You’re “soon artificial” and want to enter a higher price-point category (risk: inventory cost—start with limited designs or made-to-order).

Idea 9 — “Occasion Reminder Engine (Not a Newsletter)”

- What it is: A simple reminder service where customers save 3–5 dates (partner birthday, anniversary, mom, best friend) and you text/email them with a one-click reorder link.
- Why it can increase orders: You capture repeat buying that customers intend to do but

forget—this drives predictable spikes every month.

- How to test it quickly:
- Step 1: Add a post-purchase page: “Want reminders? Save your dates in 20 seconds.”
- Step 2: Manually run reminders for the first 30 days (no fancy software needed).
- Step 3: Include a “same as last time” reorder link with optional upgrade add-ons.
- Cost / effort level: Low
- Good fit if: You already have happy customers and want more repeat gifting.

Idea 10 — “Unboxing That Gets Shared (Quietly Viral)”

- What it is: Upgrade packaging to feel like a premium gift: branded ribbon, scent-free tissue, care card, and a “scan to message” QR that lets the buyer add a short video note.
- Why it can increase orders: A better receiving experience triggers referrals and makes buyers proud of the gift, which increases repeat purchases and word-of-mouth.
- How to test it quickly:
- Step 1: Create one “Signature Wrap” standard for your top 10 online items.
- Step 2: Add a small card: “If this made your day, send us a pic for a surprise on your next order.”
- Step 3: Track referral orders using a simple thank-you code printed inside the box.
- Cost / effort level: Medium
- Good fit if: You want differentiation vs. Swish-style high-end curation without copying their bouquets directly.

Organizations and Networks That Can Grow Your Orders

The right memberships matter because they “borrow” trust and demand—people already searching for flowers (or vendors) see you sooner and feel safer ordering. The wrong ones quietly drain margin through fees, poor-fit leads, or time-heavy networking. The options below are intentionally selective for a florist with a hybrid model and a goal to double online orders. Treat these like experiments: join, track, keep what produces profitable orders, and drop the rest.

High-Priority Demand Channels

What it is: An online marketplace built specifically for independent florists to sell arrangements and capture local delivery orders.

Why it helps: It can put you in front of customers already shopping for same-week flowers without you having to outspend bigger brands on ads.

What to do first: Apply, then upload a tight set of “signature” best-sellers (6–12 items) with clear photo style consistency and delivery cutoffs.

Cost & timing: Typically monthly + commission; you can see initial traction within 2–6 weeks if your catalog and delivery area are dialed in.

What it is: A florist wire service that sends you incoming orders from their national consumer marketing and network.

Why it helps: It can fill calendar gaps (especially holidays) and introduce new customers who may reorder directly once they’ve experienced your quality.

What to do first: Request a full fee schedule and minimums, then run a 60–90 day margin test on typical orders and substitutions.

Cost & timing: Setup + ongoing fees/commissions; orders can start quickly, but profit depends on strict substitution and labor control.

What it is: Another major wire service marketplace for consumer flower orders routed to local florists.

Why it helps: It adds an additional stream of inbound demand, which can help stabilize volume when your own ads/SEO fluctuate.

What to do first: Compare net payout per order vs. your true COGS (flowers + labor + delivery), and only accept what meets your minimum margin.

Cost & timing: Fees/commissions vary by plan; you may see orders in weeks, but you should evaluate profitability weekly.

What it is: A local on-demand delivery marketplace where customers can discover and order from nearby shops.

Why it helps: It captures “I need it today” gifting intent, which is often high-converting for flowers and plants.

What to do first: List a small, high-clarity menu (best-sellers + add-ons like cards), and set strict prep times so ratings stay high.

Cost & timing: Commission-based; results can appear in days in dense areas, but you’ll want to protect margin with pricing and limited SKUs.

Local Trust and Referral Networks

[REDACTED]
What it is: A membership network of local businesses that promotes members and hosts referrals/events.

Why it helps: It gives you credibility and puts you in rooms with business owners who buy gifts and need event florals.

What to do first: Join, then offer a simple “member gifting” program (e.g., corporate bouquet-of-the-month or admin assistant thank-you bundles).

Cost & timing: Usually a few hundred per year; referrals build over 1–3 months if you show up consistently.

[REDACTED]
What it is: A structured weekly referral group with one seat per category and a strong referral culture.

Why it helps: You can become the default florist for realtors, attorneys, mortgage brokers, and other professionals who gift frequently.

What to do first: Visit two chapters and pick the one with the strongest “life event” deal flow (realtors, venues, photographers, estate attorneys).

Cost & timing: Typically ~\$500–\$1,200/year plus time; referrals often start within 4–8 weeks if you build relationships fast.

[REDACTED]
What it is: A professional association for event planners and event vendors (venues, catering, rentals, decor).

Why it helps: It positions you for higher-value event work and steady partner referrals beyond walk-in traffic.

What to do first: Attend one event and aim to book 3 coffee chats with planners/venues who serve your ideal “professional” client base.

Cost & timing: Membership/event fees vary; relationship payoff is usually 2–6 months, but deal sizes can be meaningful.

Directories and Listings That Improve Trust

[REDACTED]
What it is: Your primary local listing that shows on Google Maps and “near me” searches.

Why it helps: It improves conversion—people searching “florist near me” often decide based on photos, reviews, and hours.

What to do first: Add 30+ high-quality photos, enable messaging, and ask every happy customer

for a review with “bouquet + delivery” keywords.

Cost & timing: Free; you can see lift in calls/directions/website clicks within 2–4 weeks.

What it is: A consumer review platform that still influences local service purchases in many cities.

Why it helps: Strong reviews reduce price-shopping and increase trust for first-time gift buyers.

What to do first: Claim your profile, add your best product photos, and build a steady (not spiky) flow of new reviews.

Cost & timing: Free to claim; impact is gradual over 1–3 months depending on your local Yelp usage.

What it is: A business listing directory that powers Bing and some voice/search assistants.

Why it helps: It adds incremental local visibility and consistency, which helps trust signals across the web.

What to do first: Sync your NAP (name/address/phone), hours, and website exactly to match Google Business Profile.

Cost & timing: Free; small but steady gains typically show in 4–8 weeks.

What it is: A long-standing trust directory with optional accreditation.

Why it helps: It can increase confidence for higher-ticket orders (events, sympathy/funeral, corporate) where buyers want reliability.

What to do first: Create your listing, then decide if accreditation is worth it based on how often customers ask “are you legit?” online.

Cost & timing: Listing is generally free; accreditation has an annual fee; trust benefits build over 2–6 months.

Strategic Partnerships Worth Exploring

What it is: A partner channel where planners refer florists and often steer the final vendor shortlist.

Why it helps: One planner relationship can produce multiple high-margin bookings per year and raise your “premium” perception vs. competitors.

What to do first: Build a planner-only lookbook (PDF) of 10–15 images + starting packages, then offer a styled sample drop-off for two planners.

Cost & timing: Low hard cost (time + sample materials); expect 1–6 months before consistent bookings.

What it is: A referral partnership where concierges and guest services recommend florals for guests, proposals, and VIP amenities.

Why it helps: It creates repeat, high-intent orders with short lead times and a strong willingness to pay for convenience.

What to do first: Propose a “hotel ready” menu (3 bouquet tiers + vase option) and a simple ordering method (QR code + direct line).

Cost & timing: Usually free to set up; you can see orders within weeks if staff are trained and you deliver reliably.

What it is: A corporate gifting partnership for closing gifts, open houses, and client anniversaries.

Why it helps: Realtors buy repeatedly and value vendors who make them look thoughtful without extra work.

What to do first: Create a “closing gift” bundle and pitch the top 20 agents with a sample card + fulfillment process they can reuse monthly.

Cost & timing: Low cost beyond samples; results often appear in 3–8 weeks if you target producers, not the whole office.

What it is: A steady referral source for sympathy arrangements where trust and speed matter.

Why it helps: It brings consistent demand that’s less seasonal than weddings and less price-sensitive than casual gifting.

What to do first: Meet two decision-makers, share a concise sympathy catalog, and agree on cutoffs, delivery protocol, and substitution standards.

Cost & timing: Mostly relationship time; referrals can begin in 2–6 weeks once you’re approved as a preferred florist.

How to Prioritize and Measure Results

Don’t join everything at once—fees, admin, and inconsistent lead quality can quietly erase profit even when “orders” go up. Test one demand channel at a time for 60–90 days, with a simple scorecard: number of orders, average order value, true gross margin after fees/labor, and how many buyers reorder directly from your website. Keep what produces profitable repeatable volume, renegotiate or tighten your offering where margins are thin, and drop anything that mainly generates low-value, high-friction orders.

13-Week Order Growth Plan (Up to 3 Jobs per Week)

Week 1 — Biggest quick wins

This week is about getting more of your existing website visitors to actually place an order. You'll focus on clarity, confidence, and reducing friction at checkout.

Job 1 (Highest impact) — Upgrade your top 5 “money” product pages

- Goal: Increase the % of visitors who add to cart and buy from your best-selling bouquets/plants.
- Why this increases orders: Most shoppers decide in seconds. Clear photos, clear “what you get,” and clear delivery details remove doubt and create faster purchases.
- Steps (do this in order):
- (1) Pick your top 5 online sellers (or the 5 you most want to sell) and open each product page.
- (2) Rewrite the first 2–3 lines to be gifting-focused: “Perfect for a 30-year-old professional gift” + the mood (modern, elegant, bright).
- (3) Add 5 quick bullets on each page: size, key flowers/greens, vase included or not, delivery area, “card message included.”
- (4) Add a strong photo order: 1 hero image, 1 close-up, 1 “size in hand/on table,” 1 packaging photo.
- Success looks like: More “Add to cart” actions and fewer customer questions before buying.
- How to measure:
- Product page views vs adds-to-cart (your store dashboard)
- Sales by product (top 5 items)

Job 2 — One-time checkout friction cleanup

- Goal: Make checkout feel fast and easy so fewer people drop off.
- Why this increases orders: A small checkout annoyance can kill a sale even when someone already wants to buy.
- Steps (do this in order):
- (1) Do a test purchase on your phone from start to finish and write down every moment that feels slow, confusing, or asks too much.
- (2) Remove anything non-essential at checkout (extra fields, optional questions, distractions).
- (3) Make sure express pay is visible (Apple Pay/Google Pay/Shop Pay/PayPal—whatever your platform supports).
- (4) Confirm the “Order notes” box is clearly labeled for card message + delivery instructions.
- Success looks like: More completed purchases from mobile users.
- How to measure:
- Checkout started vs purchases (store dashboard)
- Mobile conversion rate (if available)

Job 3 — Trust blockers: delivery + freshness + contact clarity

- Goal: Reduce “Is this legit?” doubt so people feel safe ordering online.
- Why this increases orders: Flowers are emotional + time-sensitive. Trust and clear delivery expectations directly increase conversions.
- Steps (do this in order):
- (1) Add a short “promise” line near the Add to Cart button: freshness, care, and what happens if there’s an issue.
- (2) Add a simple “Delivery & Pickup” section on product pages: cut-off times, delivery days, and pickup instructions.
- (3) Put contact options where shoppers look: header and footer with phone + email + store location hours.
- Success looks like: Fewer “delivery questions” and more confident purchases.
- How to measure:
- Fewer customer delivery emails/calls
- Conversion rate week over week

Week 2 — Next best set of jobs

This week you’ll make it easier to buy a gift fast, and you’ll raise average order value with simple

add-ons.

Job 1 (Highest impact) — Build a “Fast Gifting” collection (3 price points)

- Goal: Help busy professionals choose quickly and order immediately.
- Why this increases orders: Decision fatigue is real. A small curated set sells faster than a huge catalog.
- Steps (do this in order):
- (1) Create 3 featured options: “Under \$75,” “\$75–\$125,” “\$125+” (adjust to your market).
- (2) Name them like gifts (not product codes): “The Thank You,” “The Promotion,” “The I’m Thinking of You.”
- (3) Put this collection in your main navigation and on your homepage.
- (4) Add “most popular” labels to the middle option to guide choices.
- Success looks like: More orders from first-time visitors who don’t want to browse long.
- How to measure:
- Sales from the Fast Gifting collection
- Time on site (if visible) and conversion rate

Job 2 — Add 4 high-margin add-ons (and make them obvious)

- Goal: Increase average order value without needing more traffic.
- Why this increases orders: Add-ons are easy “yes” items at gifting time and boost revenue per checkout.
- Steps (do this in order):
- (1) Pick 4 add-ons that are easy to fulfill: card upgrade, chocolates, vase, plush/mini candle (choose what you can reliably stock).
- (2) Write one-line benefit copy for each (“Makes it feel complete,” “No extra shopping needed”).
- (3) Place add-ons on the cart page and on product pages (where your platform allows).
- Success looks like: More orders with at least one add-on.
- How to measure:
- Average order value (AOV)
- % of orders with add-ons

Job 3 — Create a “Same-day / Next-day” clear offer

- Goal: Capture urgent gift buyers (high-intent shoppers).
 - Why this increases orders: Urgent buyers convert fast when they see a clear promise and cut-off time.
 - Steps (do this in order):
 - (1) Decide what you can consistently deliver (same-day rules, zip codes/areas, cut-off time).
 - (2) Add a site-wide banner: “Order by X for same-day delivery in [area].”
 - (3) Add the same message to your Fast Gifting collection and top product pages.
 - Success looks like: More last-minute orders from busy professionals.
 - How to measure:
 - Orders placed after banner is added
 - Same-day delivery order count
-

Week 3

This week you'll capture high-intent local searches (people already looking for flowers) and push them straight to ordering online.

Job 1 (Highest impact) — Google Business Profile makeover for online orders

- Goal: Turn local searchers into online buyers.
- Why this increases orders: Many flower buyers start on Google Maps and choose whoever looks trustworthy and convenient.
- Steps (do this in order):
- (1) Update your Google Business Profile: correct hours, website link, phone, service areas, and categories.
- (2) Add 10 fresh photos: best sellers, shop exterior, delivery-ready bouquets, plants/planters, team at work.
- (3) Add “Products” (or “Services”) entries with direct links to buy online.
- (4) Turn on messaging (if you can respond quickly) or add your best contact method.
- Success looks like: More website clicks and calls that turn into orders.
- How to measure:
- Google Business Profile insights: website clicks, calls, direction requests
- Online orders from your local area

Job 2 — Build 3 “intent” landing pages (Birthday, Anniversary, Sympathy)

- Goal: Give shoppers the exact page they want so they purchase faster.
- Why this increases orders: Matching the shopper’s reason-to-buy increases conversion immediately.
- Steps (do this in order):
- (1) Create 3 simple pages/collections: Birthday Flowers, Anniversary Flowers, Sympathy Flowers.
- (2) Put 6–12 products on each (best fits only) and add short guidance copy (“What to choose if you’re not sure”).
- (3) Add these links to your main menu and footer.
- Success looks like: More direct-to-cart behavior from “I need this for X” shoppers.
- How to measure:
- Sales by collection/page
- Conversion rate on those pages (if available)

Job 3 — Add a “Gift Help” mini-quiz (super simple)

- Goal: Help indecisive shoppers pick the right option quickly.
 - Why this increases orders: When you guide the choice, people stop browsing and start buying.
 - Steps (do this in order):
 - (1) Create a short quiz using a simple form (3 questions): occasion, budget, style (modern/classic/bright).
 - (2) At the end, show 3 recommended products (link to them).
 - (3) Place the quiz link on homepage + Fast Gifting page: “Not sure? We’ll help.”
 - Success looks like: More purchases from shoppers who would otherwise leave.
 - How to measure:
 - Quiz submissions
 - Clicks from quiz to product pages
 - Orders of recommended items
-

Week 4

This week is about getting more of the right people back to your site and buying—without needing a big ad budget.

Job 1 (Highest impact) — Set up retargeting (bring warm visitors back)

- Goal: Increase repeat visits and recover “almost buyers.”
- Why this increases orders: Retargeting focuses on people who already know you, so it usually converts faster than cold ads.
- Steps (do this in order):
 - (1) Choose one channel you already use (Meta or Google) and commit to that only.
 - (2) Create one simple ad: best-selling bouquet photo + “Order today” + link to Fast Gifting.
 - (3) Target website visitors + Instagram engagers (last 30 days).
 - (4) Run for 7 days with a small daily budget you can sustain.
- Success looks like: Extra daily orders with minimal effort.
- How to measure:
 - Purchases from the campaign
 - Cost per purchase (inside ad platform)

Job 2 — Create 6 “gift problem” posts (batch content in 1 session)

- Goal: Generate orders from organic social by speaking to gifting moments.
- Why this increases orders: Your ideal customer is busy; “moment-based” content makes them think, “I need this.”
- Steps (do this in order):
 - (1) Write 6 post prompts: promotion, breakup support, new job, apology, congrats, thank you.
 - (2) Photograph 6 matching arrangements (or reuse strong photos) and write clear captions with a direct link: “Order here.”
 - (3) Schedule them across the week and pin the Fast Gifting link to your bio.
- Success looks like: More link clicks and DMs that convert.
- How to measure:
 - Link clicks from social
 - Orders on days you post

Job 3 — Add “Shop by Price” to your website navigation

- Goal: Help shoppers self-select fast and reduce bounce.
 - Why this increases orders: Many gift buyers start with budget, not flower type.
 - Steps (do this in order):
 - (1) Create 3 price collections (same as Week 2 tiers).
 - (2) Add them to your menu: Under X, X–Y, Y+.
 - (3) Ensure each collection shows best sellers first.
 - Success looks like: Faster product discovery and more add-to-cart actions.
 - How to measure:
 - Collection page views to purchases
 - Add-to-cart rate (if available)
-

Week 5

This week you'll build an email list you control (not dependent on ads) and turn new subscribers into buyers quickly.

Job 1 (Highest impact) — Add an email signup incentive that fits gifting

- Goal: Convert more visitors into subscribers (future buyers).
- Why this increases orders: Email gives you repeat chances to sell without paying for each click.
- Steps (do this in order):
 - (1) Pick one offer you can afford: "\$10 off first order" or "Free card upgrade."
 - (2) Add a signup form/pop-up with one sentence: "Need a gift fast? Get [offer] + best-seller picks."
 - (3) Put signup in three places: homepage, footer, and checkout ("Get order updates + perks").
- Success looks like: New subscribers every day.
- How to measure:
 - New subscribers per week
 - Signup conversion rate (if shown)

Job 2 — Write a 4-email welcome series (done once)

- Goal: Turn new subscribers into first-time buyers within 7 days.
- Why this increases orders: Warm, guided emails reduce hesitation and send people straight to best sellers.
- Steps (do this in order):
 - (1) Email 1: “Here’s your offer” + link to Fast Gifting.
 - (2) Email 2: “Best sellers” + 3 product links + delivery promise.
 - (3) Email 3: “Occasion guide” (Birthday/Anniversary/Sympathy links).
 - (4) Email 4: “Last chance to use your offer” + clear deadline.
- Success looks like: Subscribers buying without needing reminders from you.
- How to measure:
 - Welcome series revenue
 - Open rate and click rate

Job 3 — Create one weekly “Gift Reminder” email habit

- Goal: Drive consistent weekly sales from your list.
 - Why this increases orders: Flowers are a repeat need. Weekly prompts create repeat purchases.
 - Steps (do this in order):
 - (1) Pick one day/time each week (example: Thursday lunchtime).
 - (2) Use a simple format: 1 theme + 3 products + one clear call-to-action.
 - (3) Add a “reply to this email for help choosing” line to start conversations.
 - Success looks like: Predictable weekly orders from email.
 - How to measure:
 - Weekly email revenue
 - Reply count and conversions from replies
-

Week 6

This week you’ll recover “lost” sales and make it easy for shoppers to get help fast (especially for delivery questions).

Job 1 (Highest impact) — Set up abandoned cart recovery (email)

- Goal: Win back people who started checkout but didn't finish.
- Why this increases orders: Many gift buyers get distracted. A reminder often closes the sale.
- Steps (do this in order):
 - (1) Turn on an abandoned cart email (or 2 emails) in your email tool/store settings.
 - (2) Email 1 (after a few hours): friendly reminder + photo of the item + "Complete your order."
 - (3) Email 2 (next day): address objections (delivery timing, freshness) + link back to cart.
- Success looks like: Extra orders you didn't have to advertise for.
- How to measure:
 - Recovered revenue from abandoned carts
 - Click-through rate on cart emails

Job 2 — Add "Need help choosing?" help option at key points

- Goal: Convert hesitant shoppers by offering quick human help.
- Why this increases orders: Flowers are personal. Quick reassurance increases conversion.
- Steps (do this in order):
 - (1) Choose one channel you can answer fast: phone, email, or WhatsApp.
 - (2) Add the message on product pages and cart: "Need help choosing? Message us."
 - (3) Create 5 saved replies (delivery, substitutions, price range, card message, same-day).
- Success looks like: More conversions from shoppers who would otherwise leave.
- How to measure:
 - Number of inbound questions
 - Orders attributed to conversations (track manually)

Job 3 — Improve your order confirmation page for upsells

- Goal: Get a second purchase opportunity right after checkout.
- Why this increases orders: The buyer is happiest right after purchase and more open to adding something.
- Steps (do this in order):

- (1) Add a “You may also like” section with plants/planters or add-ons.
 - (2) Add “Send another gift?” links to Birthday/Anniversary collections.
 - (3) Add “Follow us” + “Join email list for reminders” on the confirmation page.
 - Success looks like: Occasional immediate second orders and stronger follow-through.
 - How to measure:
 - Clicks on confirmation page links (if available)
 - Repeat purchases within 7 days
-

Week 7

This week you'll turn existing happy customers into your growth engine (reviews + referrals), then use those assets to sell more online.

Job 1 (Highest impact) — Launch a simple referral offer (no fancy system needed)

- Goal: Get more first-time buyers from people who already love you.
- Why this increases orders: Referrals convert fast because trust is transferred.
- Steps (do this in order):
- (1) Pick a simple referral reward: “Give \$10, get \$10” or “Free card upgrade for both.”
- (2) Create one shareable message customers can copy/paste (text + email).
- (3) Add the referral invite to: thank-you email, package insert, and a pinned Instagram post.
- Success looks like: New customers arriving already ready to buy.
- How to measure:
- Number of referral redemptions (track with a code)
- New customer count per week

Job 2 — Start a review request routine (weekly batch)

- Goal: Build a steady stream of fresh reviews to boost trust.
- Why this increases orders: Recent reviews reduce hesitation and help you stand out vs higher-end competitors.
- Steps (do this in order):

- (1) Once per week, list the last 20 customers (online orders first).
- (2) Send a short personal request with a direct link: “Would you leave a quick review? It helps a small business.”
- (3) Screenshot 5 best reviews and save them for website/social proof.
- Success looks like: New reviews appearing every week.
- How to measure:
- Number of new reviews per week
- Conversion rate changes after adding review quotes to pages

Job 3 — Add “social proof” to 3 key pages (homepage + 2 best sellers)

- Goal: Show proof where it matters most.
 - Why this increases orders: People trust people. Proof near the buy button removes fear.
 - Steps (do this in order):
 - (1) Choose 6 short review quotes that mention speed, beauty, service, delivery.
 - (2) Add 2 quotes to homepage and 2 quotes to each of your top 2 product pages.
 - (3) Add customer photos if you have permission (even 1–2 helps).
 - Success looks like: More confident purchases without extra traffic.
 - How to measure:
 - Conversion rate on those pages
 - Add-to-cart rate on the two products
-

Week 8

This week focuses on getting repeat orders and making re-ordering effortless for busy professionals.

Job 1 (Highest impact) — Create a “Re-order in 30 seconds” pathway

- Goal: Make repeat buying extremely easy.
- Why this increases orders: Many customers want “the same as last time.” Convenience increases repeat purchases.
- Steps (do this in order):

- (1) Create a simple page: “Re-order your favorite” with 6–10 “always great” products.
- (2) Add a button to your emails: “Re-order a best seller.”
- (3) Add a small card in deliveries: QR code to the re-order page.
- Success looks like: Repeat customers buying without browsing.
- How to measure:
 - Repeat purchase rate
 - Sales from the re-order page

Job 2 — Build a “Plant & Planter” gift angle (desk-friendly)

- Goal: Capture office/desk gifting and self-buyers.
- Why this increases orders: Your ideal customer is a professional—desk-friendly plants are an easy “safe gift.”
- Steps (do this in order):
 - (1) Create a “Desk Gifts” collection (plants + small arrangements).
 - (2) Add copy: “Low-maintenance, looks great on a desk, easy win gift.”
 - (3) Post 3 before/after desk photos on social linking to the collection.
- Success looks like: More weekday orders and less price resistance.
- How to measure:
 - Sales from Desk Gifts collection
 - Weekday order volume

Job 3 — Add a printed mini-menu in-store to drive online orders

- Goal: Turn walk-ins into online re-orders.
 - Why this increases orders: You already have foot traffic—this converts it into repeat online revenue.
 - Steps (do this in order):
 - (1) Print a simple one-page “Best Sellers + QR code to order online.”
 - (2) Train staff to include it in every bag.
 - (3) Add a small “Online ordering perks” line (faster, schedule delivery, save favorites).
 - Success looks like: More online orders coming from existing customers.
 - How to measure:
 - QR code scans (use a trackable link if possible)
 - Increase in returning customer online orders
-

Week 9

This week you'll improve how you show up in search and guide shoppers to the right products with better on-site browsing.

Job 1 (Highest impact) — Refresh your top 5 collections for “search intent”

- Goal: Get more sales from people searching for specific occasions or product types.
- Why this increases orders: Strong collection pages rank better and convert better because they answer the shopper's exact need.
- Steps (do this in order):
 - (1) Pick 5 collections (Birthday, Anniversary, Sympathy, Plants, Fast Gifting).
 - (2) Add a short intro paragraph to each: who it's for, delivery note, what makes yours special.
 - (3) Add “Helpful picks” sections: “If you're not sure, start with these 3.”
- Success looks like: More sales from collection pages and easier browsing.
- How to measure:
 - Collection page traffic and sales
 - Bounce rate (if available)

Job 2 — Add “Shop by Color/Mood” browsing

- Goal: Help customers shop like your competitor (curated, high-end feel) without changing your whole business.
- Why this increases orders: Mood-based shopping feels premium and makes selection easier for gifting.
- Steps (do this in order):
 - (1) Create 4 mood collections: Classic Whites, Bright & Happy, Modern Neutrals, Romantic Pinks/Red.
 - (2) Add 6–12 products per mood (only best fits).
 - (3) Feature these moods on your homepage under a “Shop by Mood” heading.
- Success looks like: Higher conversion from shoppers who want a “look,” not a flower name.
- How to measure:
 - Sales from mood collections
 - Time on site and pages per session (if available)

Job 3 — Create a “Care & Longevity” insert (digital + printed)

- Goal: Reduce complaints and increase satisfaction (which leads to referrals and repeat orders).
 - Why this increases orders: Better outcomes = better reviews + more repeat buying.
 - Steps (do this in order):
 - (1) Write a 1-page care guide for bouquets and for plants (simple tips only).
 - (2) Add it as a post-purchase email link: “Make them last longer.”
 - (3) Print a small version to include in deliveries/pickups.
 - Success looks like: Happier recipients and more word-of-mouth.
 - How to measure:
 - Fewer issue messages about longevity
 - More positive review mentions about lasting quality
-

Week 10

This week you'll create predictable revenue options: subscriptions and reminder-based buying.

Job 1 (Highest impact) — Launch a simple subscription (2 options)

- Goal: Create recurring orders without needing constant marketing.
- Why this increases orders: Subscriptions turn one customer into multiple orders automatically.
- Steps (do this in order):
 - (1) Offer two choices: “Monthly Desk Flowers” and “Monthly Home Flowers” (or plants).
 - (2) Keep it simple: one size each, clear price, clear delivery day window.
 - (3) Create one page explaining who it's for (busy professionals, self-care, office vibe).
 - (4) Announce via email + in-store insert + Instagram.
- Success looks like: First subscription sign-ups and steady monthly fulfillment.
- How to measure:
 - Subscription sign-ups per week
 - Subscription churn/cancellations

Job 2 — Create an “Occasion Reminder” sign-up

- Goal: Capture birthdays/anniversaries so you can prompt purchases at the right time.
- Why this increases orders: Reminder marketing hits when the need is real, so conversion is high.
- Steps (do this in order):
 - (1) Create a simple form: name, email, date, occasion type, recipient.
 - (2) Promise one thing: “We’ll remind you 7 days before.”
 - (3) Add the form to your site menu and promote it in your weekly email.
- Success looks like: A growing reminder list that produces monthly orders.
- How to measure:
 - Reminder sign-ups per week
 - Orders that come right after reminders are sent

Job 3 — Add a “Corporate gifting” quick page (small but polished)

- Goal: Capture office managers and team leads who order repeatedly.
 - Why this increases orders: Corporate buyers reorder and have higher average order value.
 - Steps (do this in order):
 - (1) Create a page with 3 options: single gifts, multiple gifts, monthly office flowers.
 - (2) Add a simple inquiry form: name, company, budget, date needed.
 - (3) Add “We can handle many addresses” and “On-brand, consistent look” messaging.
 - Success looks like: Inquiries turning into larger orders.
 - How to measure:
 - Corporate inquiries per month
 - Corporate order value
-

Week 11

This week you’ll prepare for artificial flowers without distracting from current sales—by building a waitlist and testing demand.

Job 1 (Highest impact) — Build an artificial flowers waitlist + interest page

- Goal: Capture demand before you invest heavily in inventory.
- Why this increases orders: A waitlist gives you future customers and a launch list you own.
- Steps (do this in order):
 - (1) Create a page: what's coming, who it's for (low maintenance, allergy-friendly, lasting).
 - (2) Add 6 inspiration images (even mockups) and 3 expected price ranges.
 - (3) Add a simple email signup: "Get first access + launch offer."
- Success looks like: A growing list of interested buyers before launch.
- How to measure:
 - Waitlist sign-ups per week
 - Replies/questions about artificial flowers

Job 2 — Run a 1-question customer poll (fast)

- Goal: Learn what people will actually buy so you stock the right styles.
- Why this increases orders: Stocking the right items prevents slow movers and increases sell-through.
- Steps (do this in order):
 - (1) Ask one question: "What would you buy artificial flowers for?" with 5 choices.
 - (2) Post it on Instagram stories + email it to your list.
 - (3) Save results and pick your first 10 SKU ideas from the top answers.
- Success looks like: Clear direction on what to launch first.
- How to measure:
 - Number of poll responses
 - Top choice ranking

Job 3 — Create 3 "evergreen arrangements" for photography and pre-orders

- Goal: Prepare best-selling designs you can repeat consistently.
- Why this increases orders: Repeatable designs are faster to produce and easier to market.
- Steps (do this in order):
 - (1) Choose 3 signature styles (modern neutral, bright cheerful, romantic).

- (2) Photograph them cleanly (same background, same lighting).
 - (3) Use these photos on: homepage feature, Fast Gifting, and ads/retargeting.
 - Success looks like: Higher click-to-buy because your brand looks consistent and premium.
 - How to measure:
 - Clicks on featured products
 - Sales of the 3 signature items
-

Week 12

This week is about improving what's already running, based on real results (not guesses).

Job 1 (Highest impact) — Find your #1 leak and fix it

- Goal: Identify the biggest reason people don't buy and remove it.
- Why this increases orders: Fixing one major leak can outperform adding more marketing.
- Steps (do this in order):
- (1) Look at the last 30 days: top visited pages, top selling products, and where people drop off (cart/checkout if visible).
- (2) Pick one clear issue (example: shipping surprise, unclear sizing, weak photos, too many choices).
- (3) Make one focused fix and write down the before/after date so you can compare.
- Success looks like: A measurable lift in conversion or fewer drop-offs.
- How to measure:
- Conversion rate week over week
- Cart-to-checkout and checkout-to-purchase (if available)

Job 2 — Improve product photos for your top 10 items

- Goal: Increase add-to-cart rate with clearer, more premium visuals.
- Why this increases orders: Flowers sell with visuals. Better photos reduce uncertainty and increase trust.
- Steps (do this in order):

- (1) Re-shoot (or improve) top 10 product images with consistent lighting and background.
- (2) Add at least one “scale” photo per item (held, on desk, on dining table).
- (3) Replace images on the site and reuse them for ads/social.
- Success looks like: More add-to-carts on the items you already sell most.
- How to measure:
- Add-to-cart rate on those products
- Sales of top 10 items

Job 3 — Improve one email that underperforms

- Goal: Increase revenue from email without adding more sends.
 - Why this increases orders: Small improvements in subject line and clarity can lift clicks and purchases.
 - Steps (do this in order):
 - (1) Pick one email with low clicks (welcome or weekly).
 - (2) Rewrite the subject to be benefit-driven: “A gift they’ll remember (delivered fast).”
 - (3) Simplify the email to one theme + 3 products + one button.
 - Success looks like: Higher clicks and more purchases from the same list.
 - How to measure:
 - Click rate improvement
 - Email-attributed revenue
-

Week 13 — Wrap-up and scale what’s working

This week you’ll lock in the winners, make results repeatable, and plan the next 90 days so “double online orders” becomes inevitable.

Job 1 (Highest impact) — Double down on your top 2 sales drivers

- Goal: Put more effort into what is already producing orders.
- Why this increases orders: Scaling what’s proven beats starting new channels from scratch.
- Steps (do this in order):

- (1) Identify your top 2 drivers from the last 8–12 weeks (examples: Fast Gifting page, Google Business Profile, retargeting, weekly email).
- (2) Decide one scaling move for each (examples: add 6 more best sellers, increase retargeting budget slightly, send 2 emails/week during peak weeks).
- (3) Block 2 hours weekly on your calendar to maintain/refresh these drivers.
- Success looks like: Steady order growth without constant reinvention.
- How to measure:
 - Orders per week trend
 - Revenue by channel (email, Google, ads, direct)

Job 2 — Create a simple promo calendar for the next quarter

- Goal: Always have a reason to buy (especially for gifting moments).
- Why this increases orders: Planned promos prevent “quiet weeks” and make marketing easier.
- Steps (do this in order):
 - (1) List the next 12 weeks of gifting moments (local events, holidays, graduation, weddings, corporate milestones).
 - (2) Assign one featured collection and one email theme per week.
 - (3) Pre-plan 3 “urgent” pushes: same-day gifts, last-minute weekend, corporate gifting.
- Success looks like: Consistent marketing that drives consistent orders.
- How to measure:
 - Weekly revenue consistency
 - Email revenue per campaign

Job 3 — Write your “Order Growth Playbook” (one page)

- Goal: Make your growth repeatable even when you’re busy.
- Why this increases orders: When your process is documented, you execute faster and don’t lose momentum.
- Steps (do this in order):
 - (1) Write your weekly routine: photos, one email, one social batch, review requests, Google post.
 - (2) Write your monthly routine: refresh best sellers, check top pages, plan upcoming gifting dates.
 - (3) Define your 5 numbers to watch weekly: online orders, conversion rate, AOV, email revenue, repeat purchase count.
- Success looks like: You can maintain growth with less stress and fewer forgotten tasks.
- How to measure:

- Whether the weekly tasks happen consistently
- Month-over-month online order growth

Final Thoughts

Over the next 90 days, you have a clear, grounded path to grow [REDACTED] online orders without losing what already makes your business strong. This plan gives you focus, direction, and a simple way to decide what deserves your time each week.

You don't need to do everything perfectly to see meaningful results. You just need steady execution, small improvements, and consistent follow-through. The businesses that grow are the ones that keep showing up and adjusting, not the ones that wait for the "perfect" moment.

This program is designed to be followed step-by-step, so you can build momentum without second-guessing each move. When you stick to the sequence, you'll know what to work on now, what to postpone, and how each part supports doubling your online orders.

You've already proven you can run a successful floral business. Now you're pairing that experience with a structured growth plan, and that's a smart investment. Keep it simple, keep it consistent, and let the results compound.