

THE PETAL POST

A weekly Newsletter by Bloomex

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• Operations

Operations

- Skype call Wednesday, Nov 13 @ 1pm EST
- Hard goods orders in to Emilie by Wednesday, Nov 13 at the latest
- flower inventory and waste log due Wednesday, Nov 13
- store windows for Christmas done by November 15. Send pics
- Christmas product priced and out on display by November 15. Send pics
- send list of prepared baskets to Pam by November 15 EOD
- Keys sign off sheets due to Inna by November 15

• Marketing

-Winter/Christmas Window Refresh - Our seasonal window display update is set for completion by November 15th. Share photos on our picture-sharing platform (Skype).

-Get Involved in a Community Event - Choose one local event to participate in this season, whether it's with the Chamber, BIA, or another local gathering. Ideas include hosting an in-store workshop, joining a Christmas Fair, or organizing a holiday food or toy drive.

-Promote: Our Movember "Stache & Bloom" bouquet is now available in stores! We're covering social media and email promotions, but your support with in-store promotion is essential. Thank you for helping spread the word!



HIGHLIGHTS

Our first video in collaboration with a content creator will be live this week for all stores, to promote 'Movember' Stache & Bloom. Stay tuned to your socials to participate, even if it's just by liking the post.