



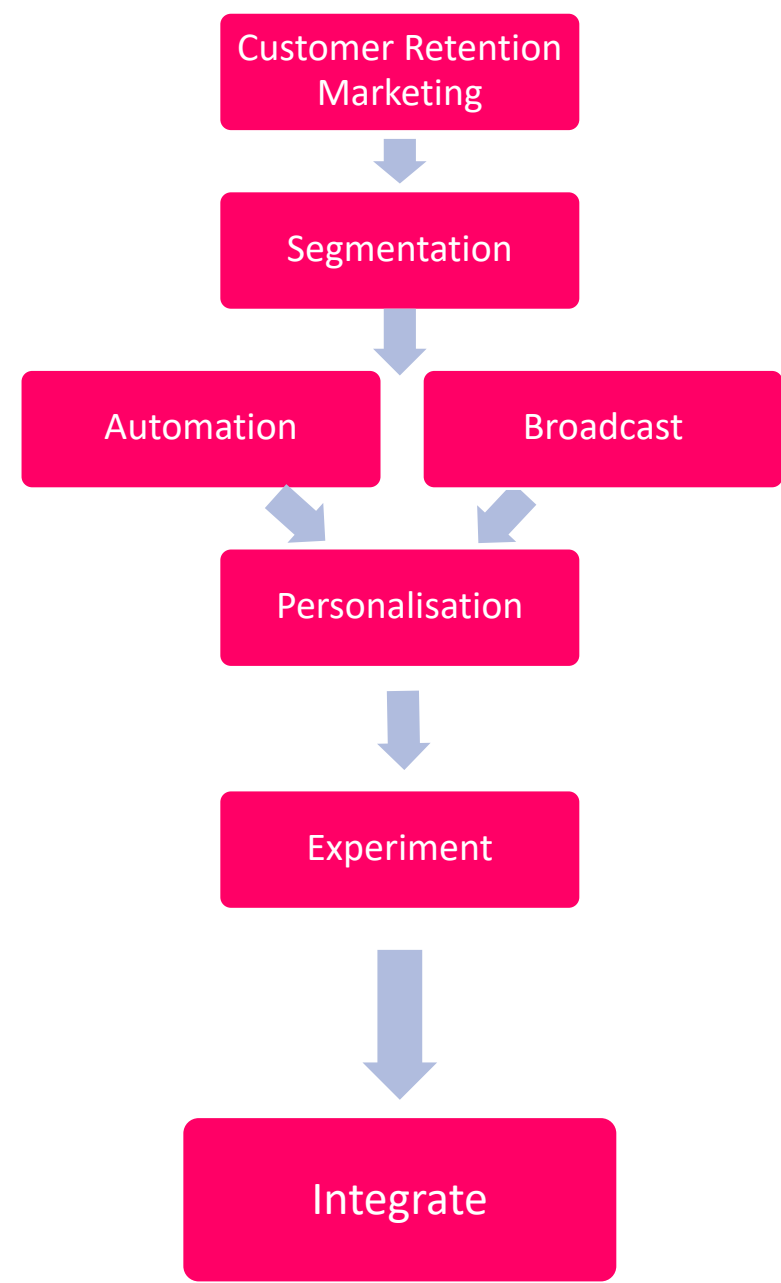
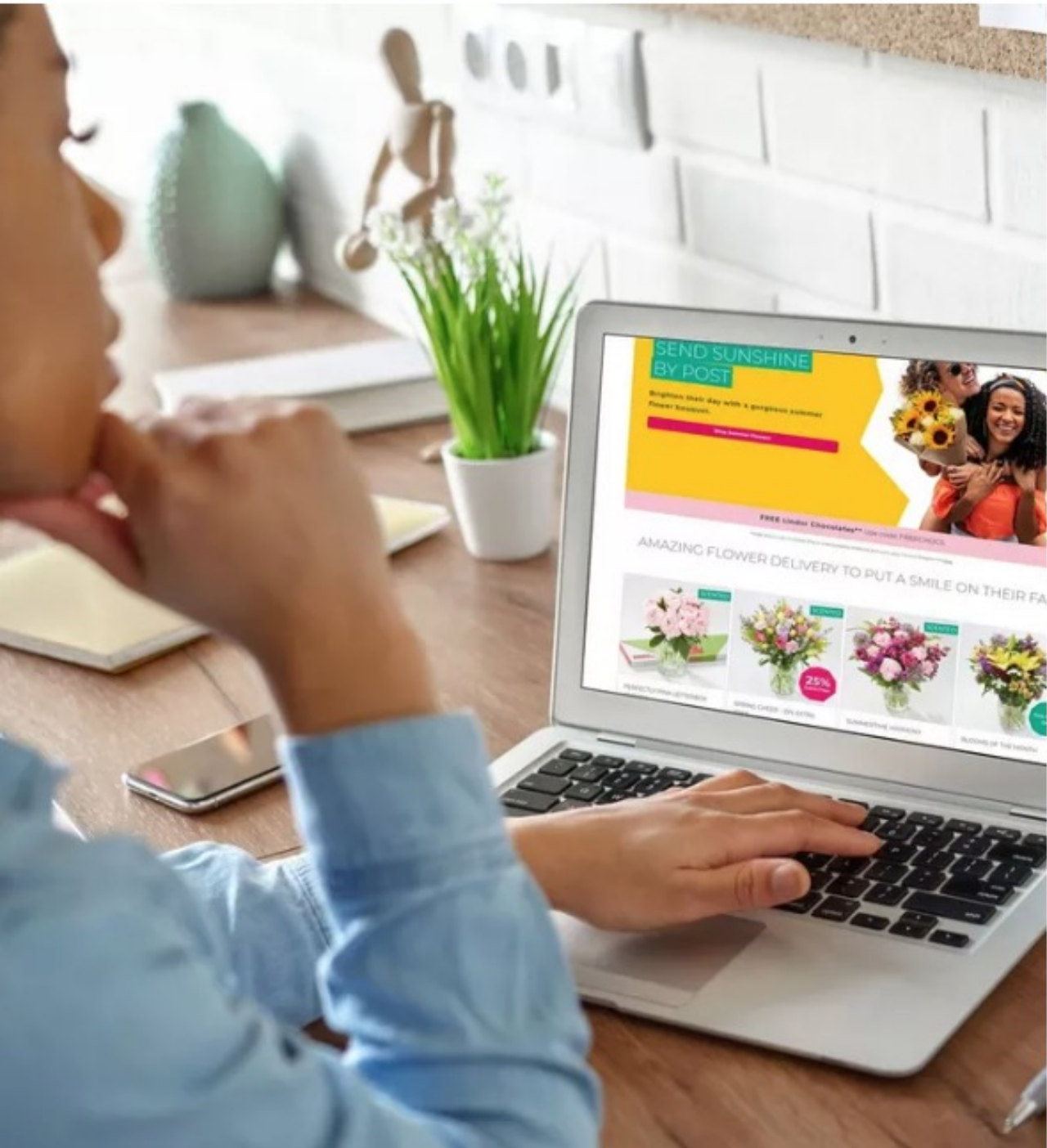
HAPPY BLOOMING CHRISTMAS

Christmas is just around the corner,
here are our tips for a successful season



CUSTOMERS
ARE YOUR
SUPERPOWER





Segmentation

- Are we an acquaintance, friends or besties?
 - **First date?** LEAD
 - **Fresh connection?** NEW
 - **Forgotten friend?** LAPSED & LONG LAPSED
 - **Super fan?** ACTIVE & LOYAL
 - **Sporadic connection?** LAPSING
 - **Savvy shopper?** DISCOUNTER



Automation

Timed conversations to encourage our relationship to bloom

- Abandoned browse
- Abandoned basket
- Clickers & hesitant shoppers
- Sow the seeds for future orders



News Stories

Seasonal conversations for a broader audience.
Topical, interesting, rewarding

- New range launches
- Seasonal events and moments
- Our stories
- Reward for being part of our bunch of flower fans




Newsworthy

- Interesting, topical, tactical



Abandon Basket



FLYING FLOWERS Over 12 Million Bouquets Delivered

All Flowers Free Delivery Birthday Next Day

PSST... YOU LEFT SOMETHING BEHIND




10% OFF

[COMPLETE MY ORDER](#)

We noticed you added a fabulously floral gift to your basket (great choice!). It's ready and waiting to make their day, all you need to do is pick up where you left off. Complete your purchase at the checkout with **10% off when you use code SUM1002c10**.

We also offer a great choice of tempting treats and thoughtful extras if you're looking to make it extra special!


YOU'VE GOT GREAT TASTE

-  Lindor Mini Milk Chocolate 37g £3
-  Sunflower Smile - 50% Extra Free £25
-  Ribbed Glass Vase £15

[GO TO CHECKOUT](#)

Great ★★★★☆ [Trustpilot](#)

[Privacy Policy](#) | [Terms and Conditions](#)



FLYING FLOWERS Over 12 Million Bouquets Delivered

All Flowers Free Delivery Birthday Next Day




DID YOU FORGET

10% OFF

[COMPLETE MY ORDER](#)

You still have a gorgeous gift left in your basket! If you're ready to send some smiles, you just need to click back through to your basket. You can use code **SUM1002c10** for **10% off your order** just as an extra treat from us.

TAKE ANOTHER LOOK

-  Lindor Mini Milk Chocolate 37g £3
-  Sunflower Smile - 50% Extra Free £25
-  Ribbed Glass Vase £15

[GO TO CHECKOUT](#)

Great ★★★★☆ [Trustpilot](#)


[Privacy Policy](#) | [Terms and Conditions](#)

FLYING FLOWERS Over 12 Million Bouquets Delivered

All Flowers | Free Delivery | Birthday | Next Day

Great 4.5/5 Trustpilot

ANYTHING YOU FANCY?



10% OFF


TAKE YOUR PICK

Didn't get time to add blooms to your basket? No problem! We've plenty of beautiful bunches still waiting to help make their day. Here's **10% off** to make your gift-giving even sweeter, just use code **FLOWER10** at checkout

In case you needed a little help choosing the perfect presie, we've rounded up some of our bestsellers below. And don't forget all our bunches come with **FREE delivery** with the option of adding a little something extra at the checkout.

SEND SOME SUNSHINE

ANNIVERSARY FLOWERS | THANK YOU FLOWERS
CELEBRATION FLOWERS | BIRTHDAY FLOWERS




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FLYING FLOWERS Over 12 Million Bouquets Delivered

Search Day | All Flowers | Free Delivery | Birthday | Next Day



STILL SEARCHING FOR HER GIFT?



20% OFF WITH CODE: MUMGIFT

LET US HELP

We noticed you browsing some of our lovely Mother's Day gifts. If you need a little more inspiration, let us help. You can find a whole page of thoughtful gift ideas above, so if you're looking to make this year one to remember, you're in the right place!

		
At My Love Your £42 VASE INCLUDED	Beaming Brights £40 FREE DELIVERY	Pretty Lovely £35 FREE DELIVERY
SHOP NOW	SHOP NOW	SHOP NOW

FLYING FLOWERS Over 12 Million Bouquets Delivered

All Flowers | Free Delivery | Birthday | Next Day

CAUGHT YOU PEEKING



SHOP CHRISTMAS GIFTS

Looks like you didn't quite finish your shopping. Don't worry though, there's still plenty of festive bunches ready to bring glad tidings to everyone on your list.

p.s. Did you know we're rated Excellent on Trustpilot? Might be because all our gifts come with free delivery, and you can add lovely little extras to every bunch to make it even more special.



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Abandon Browse

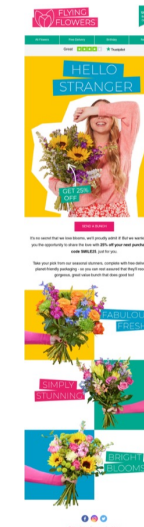
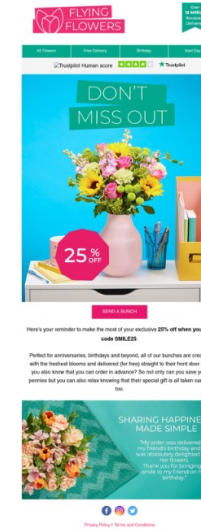
First Dates

The screenshot shows the Flying Flowers website homepage. At the top, there is a navigation bar with the Flying Flowers logo on the left and a badge on the right that says "Over 12 Million Bouquets Delivered". Below the navigation bar is a large hero section with a yellow background and the text "LET US INTRODUCE OURSELVES" in blue. Underneath is a photo of a diverse group of people smiling and holding flowers, with the text "WE'RE GLAD TO MEET YOU" overlaid. Below this is a section titled "It starts, flower by flower" with a welcome message: "Welcome to the Flying Flowers family, we're so glad you're here! We just wanted to take the chance to tell you a little about ourselves and what we do here at Flying Flowers." This is followed by four content blocks: "WHERE IT ALL STARTED" (founded in 1988), "NOW WE SPREAD JOY FAR AND WIDE" (nationwide delivery), "WE'RE GOOD AT WHAT WE DO..." (customer testimonials), and "AND WE DO GOOD TOO!" (social and environmental impact). The page ends with social media icons and a link to the Privacy Policy.

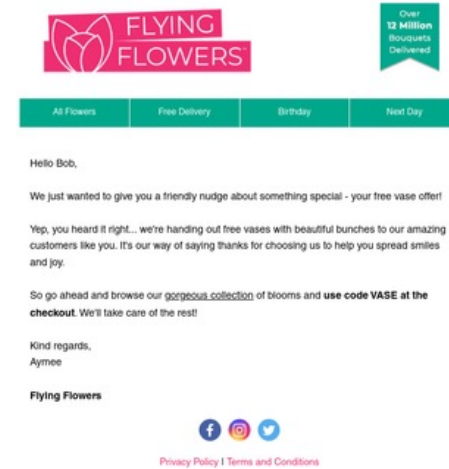
The screenshot shows an email newsletter from Flying Flowers. It features the same logo and "Over 12 Million Bouquets Delivered" badge at the top. The main content is set against a teal background. A large pink banner reads "NICE TO MEET YOU". Below this, the text says "THANK YOU FOR JOINING OUR MAILING LIST" and "We love nothing more than helping to make a special day even happier, one bunch at a time. We'll be sharing our newest arrivals, some handy tips and even some amazing offers...". A prominent offer is displayed: "Like this one for 15% OFF" with the code "WELCOME15". A hand holding a bouquet of flowers is shown on the right side. At the bottom, there are social media icons for Facebook, Instagram, and Twitter, along with a link to the "Privacy Policy | Terms and Conditions".

Win-back Friends

- Rolling trigger **1,262 days since last purchase** – to start with customers that purchased first day of lockdown, the following set of triggers will get day 2 and so on.



Offer Follow-up



Purchase Follow-up

FLYING FLOWERS

Over 12 Million Bouquets Delivered

All Flowers Free Delivery Birthday Next Day

MAKE THEIR DAY

20% OFF

SEND A BEAUTIFUL BUNCH

From birthdays to anniversaries, new arrivals to congratulations, there's no special occasion that can't be made more special with beautiful blooms. And with free delivery on all bunches, **20% off with code GIFT20**, and a guarantee the blooms will be fresh and fabulous for 7 days, there's even more cause for celebration! Ready to share some joy?



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FLYING FLOWERS

Over 12 Million Bouquets Delivered

All Flowers Free Delivery Birthday Next Day

BLOOMS JUST GOT BETTER

20% OFF

SEND A LOVELY BUNCH

What could be better than beautiful blooms? How about 20% off? When it comes to making their day, there's no need for it to cost the earth with our gorgeous, great value bouquets.

With free delivery and an exclusive **20% off with code GIFT20**, there's no like the present!



Pretty Lovely
£33
FREE DELIVERY

Delightful Pines Letterbox
£26
FREE DELIVERY

Rose & Lily
From £29
FREE DELIVERY

SHOP NOW

SHOP NOW

SHOP NOW



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FLYING FLOWERS

Over 12 Million Bouquets Delivered

All Flowers Free Delivery Birthday Next Day

SMALL GESTURES BIG SMILES

15% OFF WITH CODE GIFTS

SEND A BEAUTIFUL BUNCH

Hey there flower fan!

We just wanted to drop in and give you the chance to make another day with an exclusive **15% off with code GIFTS**. We're always adding fresh new bunches to our collection so whatever the occasion, you're sure to find the perfect bunch (with free delivery too!).

JOY THROUGH THE LETTERBOX

Sending a bunch of happiness has never been easier (or more convenient), thanks to our letterbox flowers.

SHOP LETTERBOX FLOWERS



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FLYING FLOWERS

Over 12 Million Bouquets Delivered

All Flowers Free Delivery Birthday Next Day

SEND JOY FOR LESS

20% OFF

SEND A BEAUTIFUL BUNCH

There are so many perfect opportunities to send a beautiful bunch. If you're looking for something to mark a special occasion, you really can't go wrong with fresh blooms (especially with **20% off when you use code GIFT20**). Check out our gorgeous selection of great value gifts, perfect for putting a smile on their face when it matters most.

PLANT SUBSCRIPTION

Our seasonal plant subscription is the perfect gift (to them or for you), whatever the occasion.

SHOP PLANT SUBSCRIPTIONS



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Personalisation

- Avoiding the spam approach
- Featured product snippets
- Previous purchase history
- Occasion based behaviour
- Acknowledge their recent experience



Birthday Previous Purchase

- Reminder -3 days prior
- 2nd Reminder –day before
- 1,2,3 years occasion data history

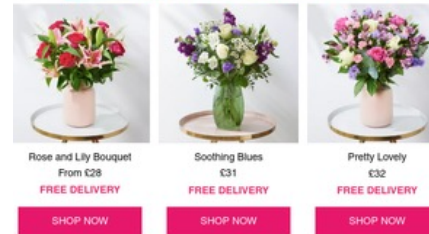


SEND A BIRTHDAY SMILE

You just can't beat a beautiful bunch of blooms for a special birthday gift! We just wanted to remind you that someone special in your life is about to turn another year older so why not get ahead and send a wonderful (and beautiful) surprise straight to their front door for their big day?

What's more is you can make their day for less with an **exclusive 20% off** when you use code **HAPPY20**. Now all that's left to do is find the perfect bunch!

BIRTHDAY BEAUTIES



Great Trustpilot

We understand that circumstances can change and there may be reminders you'd rather not receive. You can opt out of emails about birthdays or other occasions [here](#).



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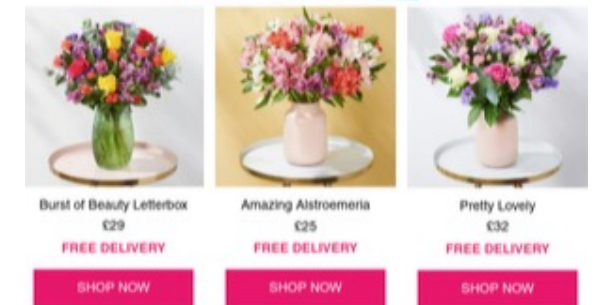


SEND A BIRTHDAY SMILE

The perfect birthday gift still not caught your eye? Lucky for you, we have a huge selection of beautiful, great value birthday blooms ready and waiting to make their day extra special.

We've rounded up all of our favourite bunches perfect for birthdays so finding the perfect gift is as easy as can be! Remember to use your **exclusive 20% off** with code **HAPPY20!**

OUR TOP PICKS



Christmas Previous Purchase

FLYING FLOWERS Over 12 Million Bouquets Delivered

All Flowers Free Delivery Birthday Next Day

THE PRETTIEST PRESENTS AROUND

15% OFF

SPREAD SOME CHEER

Now's about the time you've previously sent a little merry magic to someone special – is it time to send some again? If so, our elves are ready to help with fabulously festive hampers. And because it's Christmas not only will you get free delivery, you can also get **15% off with the code FESTIVE**. Let's spread some (delicious) Christmas cheer!

Snowy Christmas Gift Sack £26.99 FREE DELIVERY	Night Before Christmas £34.99 FREE DELIVERY	With Love Santa £40.99 FREE DELIVERY
SHOP NOW	SHOP NOW	SHOP NOW

[f](#) [i](#) [t](#) [w](#)

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FLYING FLOWERS Over 12 Million Bouquets Delivered

All Flowers Free Delivery Birthday Next Day

THE PRETTIEST PRESENTS AROUND

15% OFF

SPREAD SOME CHEER

Now's about the time you've previously sent months and months of joy to someone special with a flower subscription – is it time to send some again? If so, our elves are ready to help. And because it's Christmas, you'll get free delivery too. Let's help them deck the halls!

3 Months of Flowers £60.00 SAVE £8	6 Months of Flowers £115.00 SAVE £20	12 Months of Flowers £225.00 SAVE £50
SHOP NOW	SHOP NOW	SHOP NOW

[f](#) [i](#) [t](#) [w](#)

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FLYING FLOWERS Over 12 Million Bouquets Delivered

All Flowers Free Delivery Birthday Next Day

THE PRETTIEST PRESENTS AROUND

15% OFF

SPREAD SOME CHEER

Now's about the time you've previously sent a little merry magic to someone special – is it time to send some again? If so, our elves are ready to help with a beautiful bunch of festive flowers. And because it's Christmas not only will you get free delivery, you can also get **15% off with the code FESTIVE**. Let's help them deck the halls!

Joyeux Noel £28.99 50% EXTRA FREE	Yuletide Dream WAS £32.99 NOW £27.99 SAVE £5	Winter Wishes £24.99 FREE DELIVERY
SHOP NOW	SHOP NOW	SHOP NOW

[f](#) [i](#) [t](#) [w](#)

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FLYING FLOWERS Over 12 Million Bouquets Delivered

All Flowers Free Delivery Birthday Next Day

THE PRETTIEST PRESENTS AROUND

15% OFF

SPREAD SOME CHEER

Now's about the time you've previously sent a little merry magic to someone special – is it time to send some again? If so, our elves are ready to help with fabulously festive plants. And because it's Christmas not only will you get free delivery, you can also get **15% off with the code FESTIVE**. Let's spread some Christmas cheer!

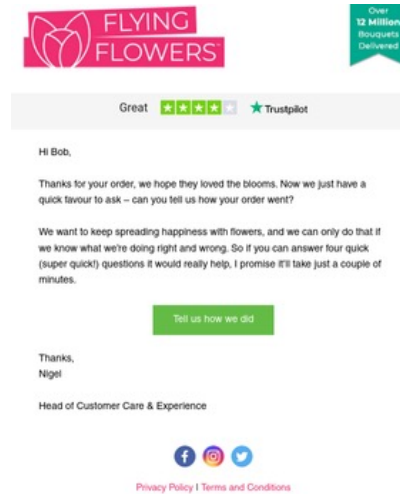
Festive Poinsettia WAS £27.99 NOW £22.99 SAVE £5	Rudolph Rose Planter £21.99 FREE DELIVERY	Festive Plant Medley £26.99 FREE DELIVERY
SHOP NOW	SHOP NOW	SHOP NOW

[f](#) [i](#) [t](#) [w](#)

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Customer Experience

- NPS survey post purchase
- Positive triggered with NPS score greater than or equal to 7
- Negative triggered with NPS score less than or equal to 6

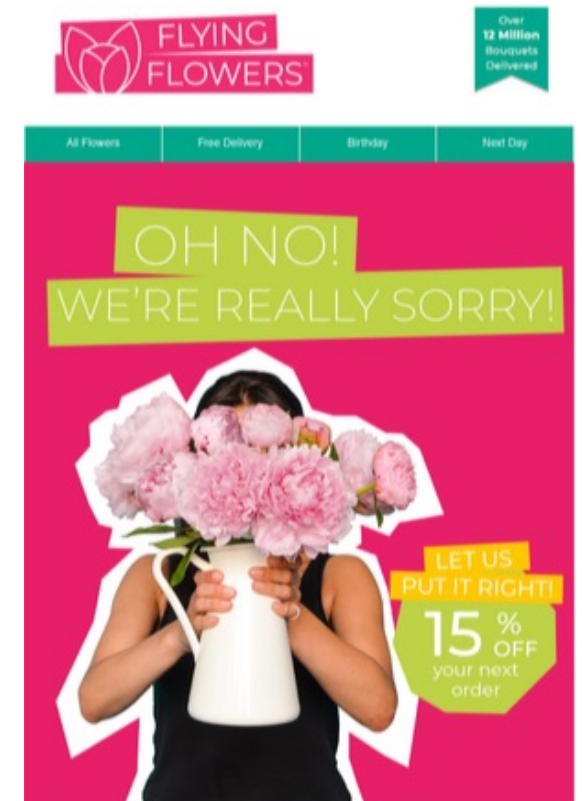


We're glad shopping with us went well. We're all about spreading happiness with flowers, so it's great to hear everything went to plan.

As a big thank you for letting us know how things went, here's a code for **15% off your next bunch** (just pop code **HAPPY** it in at the checkout). Let's share even more flower power!



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It sounds like your recent order wasn't quite what you expected. We're really sorry about that and hope we can make it up to you.

Here's **15% off your next order** to say sorry. Simply pop the code **SORRY15** in at the checkout. Hopefully this time your bunch will be absolutely brilliant (and if it's not, please get in touch).



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REDEEM MY OFFER

Has the postie delivered your exclusive autumn offer yet? To celebrate the new season, we're doing **20% off** our gorgeous blooms. Just pop the code **AUTUMN20** in at the checkout.

P.s. Did you know we also offer all sorts of lovely little extras you can send with your blooms, including delicious chocolates and cute greetings cards? They're just the thing to make their day.



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REDEEM MY OFFER

We just wanted to check in and see if the postie has delivered your latest offer yet. To celebrate arrival of a new season, you have an exclusive **20% off** our gorgeous blooms with code **SMILE20**.

Get ready to send some seasonal joy!



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Integration

DM Follow-up



Integration

Cross channel marketing to accelerate your performance and get more out of your content stories

- Direct Mail & Email working together
- SMS Marketing
- Audience feeds in google ads
- Email & Social links to content pages for SEO
- Cross engagement between email and your social media



Try something new!

- Experiment
- Test & Learn
- Use sample audiences to try something bold
- Share your personality



Sandra's Top 10 Emails for the festive period

1. Abandoned Browse
2. Abandoned Basket
3. Christmas previous purchase
4. New Customer Welcome
5. Campaign follow up
6. How did we do?
7. There's still time to buy!
8. Thanks a bunch!
9. Still want to hear from us?
10. Early Access for your fans



THANK YOU

