



EST. 2012

FLOWERS FOR DREAMS

EVERY BOUQUET BENEFITS AN
AMAZING LOCAL CHARITY





WE USE *beautiful flowers* TO ADVANCE
CAUSES OF *justice & charity* IN OUR COMMUNITY

We've sold over \$80M of flowers.

We've donated nearly \$2M to charity.



THINK LIKE A CUSTOMER

(Not like a florist)



BRAND MATTERS

CUSTOMERS
REWARD YOUR
AUTHENTICITY
WITH FOLLOWS,
ORDERS, AND
BRAND LOYALTY



Top 100 in America 10 Best Accounts



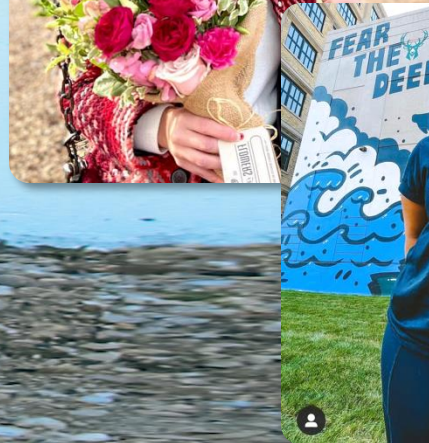
158K Users



6 Best Brands (2016)



78 Net Promoter





SHOW THEM WH

(Not just what you do)



THE  FLOWERS FOR DREAMS

Membership

JOIN THE CLUB. JUST \$100 FOR THE ENTIRE YEAR.



UNLIMITED
FREE DELIVERY



10% OFF
ALL BOUQUETS

FREE means free! Free same-day
delivery, free suburban delivery,
free hand delivery every time.

Includes daily bouquets, vases
and local goods year round.



2 WORKSHOP
TICKETS



SELECTION OF A
CHARITY PARTNER

Free passes to our virtual or
on-site flower parties.

A chance to vote for your
favorite charity to receive 1/4
of our flower profits.

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DON'T USE SOCIAL MEDIA
TO IMPRESS PEOPLE,
USE IT TO IMPACT THEM.

CONTENT
CONTENT
COMMUNITY.



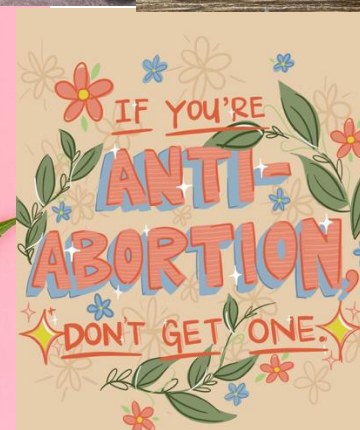
The 3 C's of
Social Media
Brand Building



MAKE
Juneteenth
 A NATIONAL
 HOLIDAY.



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What can you do now?

OFFER VALUE, NOT SALES

What makes your shop special?

JUST START FILMING

Talk to the camera, no edit needed

CREATE A CONTENT CALENDAR

Plan ahead like you do your events

ALWAYS RESPOND

Don't leave the DMs dormant



SEPTEMBER	Theme	Email (+SMS)	Instagram	TikTok
Week 1	Dahlia Fest			
9/1/2025	Labor Day -- F4D CLOSED			
9/2/2025			Carolyn Piggot @f4dweddings	
9/3/2025		Last Bouquets of Summer - \$20 code	Dahlia Fest Tix - Sold Out René	Dahlia Fest best performer
9/4/2025				
9/5/2025			@joyfulgood Collab post of summer deliveries	
9/6/2025			Dahlia Fest is tomorrow René	
Week 2	Fall Menu			
9/7/2025	Dahlia Fest 2025!		Dahlia Fest 2025 IG Live?	
9/8/2025	Dahlia-To-Go Drop	[SMS] Fall Menu First Access	1.Dahlia Fest Recap 2.Order Dahlia Fest To-Go	Dahlia Fest Recap
9/9/2025		Fall Menu Live	Fall Menu Live	Fall Menu Live
9/10/2025			Biggest Wedding Ever from Mae René	
9/11/2025	Shoot: V-Day Menu Pt 1		ICE Graphic of Arrested Flower Vendor	
9/12/2025	Shoot: V-Day Menu Pt 2		Same Day Delivery in Suburbs René	



OCTOBER	Theme	Email (+SMS)	Instagram 1	Instagram 2
Week 1	Showgirl	Lindsay Leinenkugel	René	Bella Zarlengo
10/1/2025			Showgirl Drop Lindsay Leinenkugel	
10/2/2025			Team Charity Reel	Foundation-IG cause Lindsay Leine ...
10/3/2025	Yom Kippur -- Steven OOO		Fall Wreath special René	
10/4/2025				
Week 2	ICE Protest / Boo Drop			
10/5/2025		Preorder the Holiday Workshops		
10/6/2025		Monthly Subscriber Highlights		
10/7/2025				
10/8/2025			ICE Business protest video	
10/9/2025		Boo & Witches for Halloween	Bouquet that funds causes René	
10/10/2025			Shiv Wedding collab post	
10/11/2025			Last Farm bouquets	
Week 4	Boss' & Sweetest			
10/12/2025			Shipping A Midwest Bouquet Reel René	
10/13/2025	Indigenous Peoples Day -- F4D CLOSED	Spooky Monday		
10/14/2025			Holiday Workshops Sizzle René	
10/15/2025		Boss' Day & Sweetest on Saturday	Wisconsin Center Collab Post Lindsay Leinenkugel	
10/16/2025	Boss' Day		Boss' Day is Today	
10/17/2025		Boo for Your Boo	F4D-Detroit brides with Julia	

