

VALENTINE'S DAY MARKETING TIPS

Celebration days are great times to run special campaigns to attract business. Here are a few tips for a successful VDay campaign that won't cross the line into being cheesy!



THE POWER OF COPY

With the right copy you can promote anything. So don't think your business is exempt from running a VDay campaign.

IT'S NOT ONLY ABOUT ROMANTIC LOVE

VDay is also about showing people that you care and appreciate them. Or that we are nature and animal lovers.



DECK OUT YOUR WEBSITE

Jazz up your website to reflect VDay by adding some emotional context, colour and special CTAs.

SEGMENT YOUR LISTS

Segment your mailing list and offer unique discounts or even freebies that you know each group will really love.



CATCH THOSE LAST-MINUTE SHOPPERS

Post some last-minute gift ideas. This could save some of your customers a lot of embarrassment and stress!