

How to capitalise on Valentine's Day as a marketer

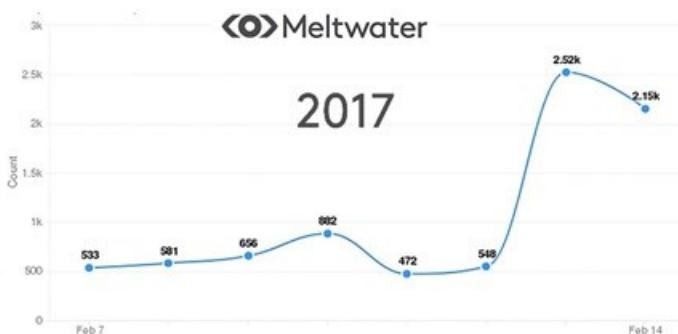
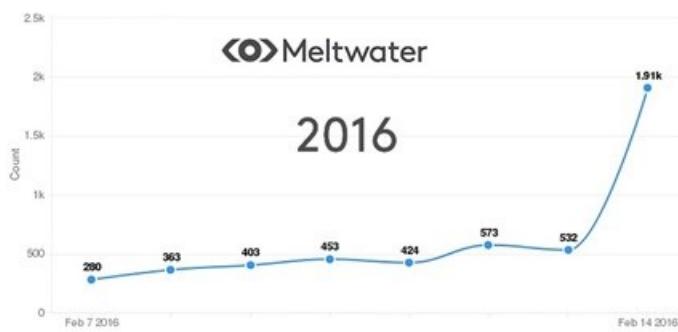
By Philippa Dods

14 Feb 2017

Some want flowers, others want followers – here we provide a number of tips and hints to implement into your digital marketing strategy to really feel the love this Valentine's Day...

A few days ago a colleague of mine asked another, 'So what are you doing this Valentine's Day?' The question sparked an office debate on whether Valentine's Day is 'an over-the-top' money-making scam or 'a day to celebrate the beauty of love'. Whether you're a hopeless romantic or a tad more cynical, Valentine's Day is coming and you should take advantage of it. Incorporating Valentine's Day into your [marketing calendar](#) can serve as a great opportunity to create exciting online campaigns, get creative with deals and discounts, as well as gain new customers (or perhaps reinvigorate old ones). Also, trends suggest that social media chatter around Valentine's Day in Mzansi is on the rise, so hear me out.

"Valentine's Day" - SA Social Media



1. Email Marketing

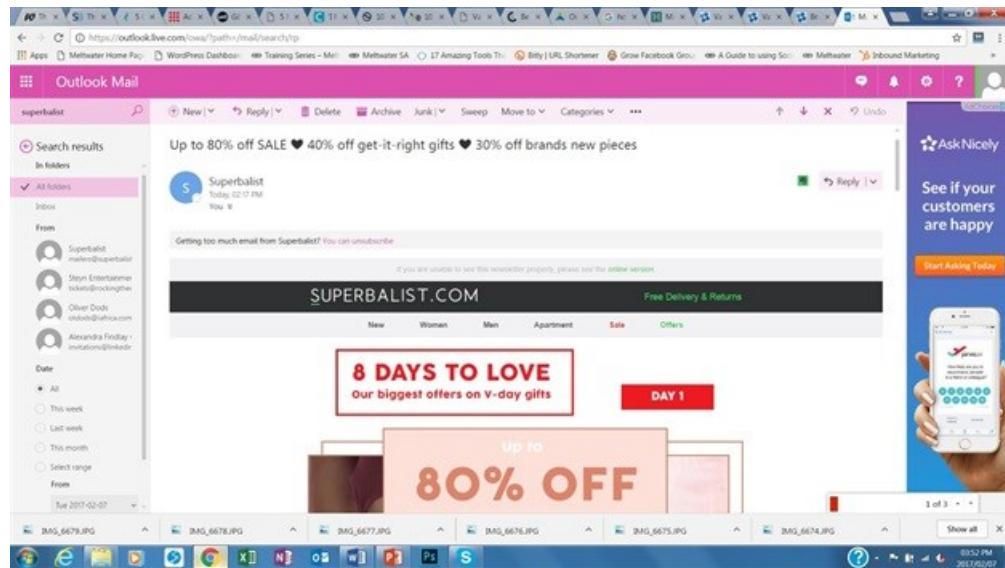
Contrary to the rumours that it is out-dated, email marketing still results in conversions. 2017 is the [year of experimentation](#), but we shouldn't forget our tried and true methods of lead generation. With employees spending 13 of their working hours each week in their email inbox, and email marketing being [40 times](#) more effective than Facebook and Twitter, it should still be an element of your digital marketing strategy.

But you have to get a few things right:

Subject line:

In between the social media notifications, subscription updates, newsletters and invitations, the email inbox is a cluttered

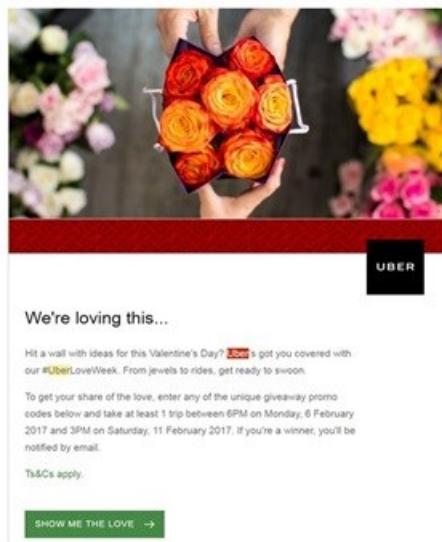
place. A superior subject line is of the utmost importance, so always A/B test. Superbalist jumps straight to the point with 'Up to 80% off SALE' letting the customer know that they are in for a major Valentine's Day deal. Tell customers about a sale in the subject line to convince them to click and open, instead of avoiding or deleting, your emails.



Content:

Once the customer has been drawn in by the attractive subject line, the next step is to get them onto your website or buying your product. Uber manages this well with a list of amazing Valentine's-themed prizes customers can win just by entering the Promo Code on their next ride with Uber. This year's Valentine's Campaign is called 'Ride for a Share of Love' and treats that can be won range from roses, Pandoras and spa days to UberEATS discounts. The email's success lies in its neat presentation, clear relevance and strong CTA button, 'Show me the love'.

Call to Action buttons that are short, creative and relevant have a significantly higher chance of being clicked. Also, never underestimate the power of colour – green means go. And it's next to its complimentary colour, red, on a clean, white background. Keep your layout tidy, your text explaining the idea clearly, your brand name visible, and your colours co-ordinated.



2. Social Media Campaigns

When it comes to social media, we recommend sticking to the 80-20 visual-text ratio. Visuals are easier to digest, especially on social media. Use images to attract customers immediately, add a few lines of copy, or an effective caption to

give them context, and make sure it's either funny or informative. Research shows that the content that is most shared on social media includes either humour or statistics.

Facebook is the choice of platform for many brands because posts can be easily shared and spread by followers, but [Instagram](#) can be utilised due its main focus on images and Twitter for short, quirky comments. Even if your brand has nothing to do with flowers, chocolates or jewellery, there's always a fun way to engage customers using Valentine's Day.

Do try this at home:

- Use the simple hashtag #TagYourValentine with an image, gif or short video. This means your followers who participate are bringing in new faces, ultimately extending your reach and hopefully gaining your brand new followers.
- 'If you don't ask, the answer will always be no'. Ask your followers anything from 'How are you spending this Valentine's Day?' to 'How did you two meet?' to spark conversation and draw in countless comments. Polls are becoming increasingly popular on Twitter and are a great way to increase engagement and quickly find out what your followers are thinking.
- Try "Like if you agree, comment if you disagree" as a caption to a photo about spoiling a loved one on Valentine's Day. Facebook's new algorithms show people at the top of their timelines when their closest friends comment on or like something.
- Memes have the possibility of spreading like wildfire when shared online. Below any humorous meme is a stream of comments of names – friends tagging friends. If it's brand-appropriate, reposting a meme or [creating an original one](#) can draw major traffic to your platform.

3. Competitions and deals

Successful competitions can generate thousands of entries and site visitors, as well as boost conversion rates and produce lasting followers. If you can't think of how to relate your brand to something Valentine's-themed, try collaborating with a local business that does.

We suggest using an effective headline such as 'Win a Romantic Dinner and Night's Stay for 2 This Valentine's Day' and then specify the restaurant, hotel, how to enter and closing date. A good idea for Instagram competitions would be to make it a requirement to follow your brand (Facebook recently blocked 'like-gating') and to comment and tag someone on the post, or to follow a link to your website. The easier the process, the more entrants and site visitors.

Another option is to give one-day-only discounts. Like the businesses that capitalised on Christmas by nicknaming it 'The Season of Giving' to get customers to buy more, encourage customers to celebrate 'The Day of Love' with a friend or significant other. Cape Town's Rush Trampoline Park frames itself as the perfect place for a Valentine's date with a "Two

Jumpers for the Price of One on Valentine's Day" deal.



The advertisement features a vibrant pink and blue geometric background with a central white circle. At the top, the word "rush" is written in a large, stylized, white font with a blue outline. Below it, the text "Valentine's Day Special" and "Tuesday, 14th Feb 2017" is displayed in a pink, bold font. In the center, the text "R150 for 2 jumpers
for 2 hours!" is prominently shown in black. Below this, the text "offer excludes
Rush socks" is written in a smaller black font, accompanied by a small red heart icon. At the bottom, there are icons for Instagram, Twitter, and Facebook, followed by the website "WWW.RUSHSA.CO.ZA". Contact information "INFOCT@RUSHSA.CO.ZA 021 683 3841 OR INFOJHB@RUSHSA.CO.ZA 087 230 0290" is also provided.

Love it or hate it, it would only be to your advantage to use it, so why not drive traffic and gain new customers this Valentine's Day. 'But how do I know if the campaign is a success,' you might ask? Well, that's what Meltwater's [social media monitoring tools](#) are here for.

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