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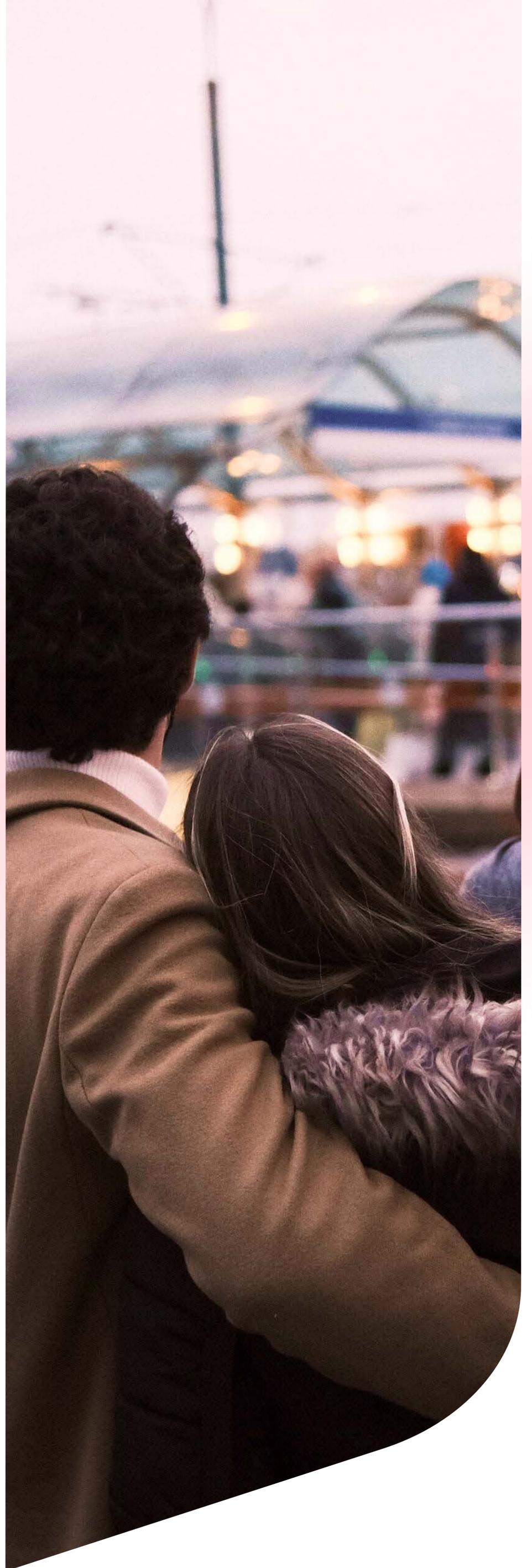
Leveraging the Power of Valentine's Day: A Guide for Marketers

Fall in Love with These Valentine's Day Trends.

What exactly will be trending in the UK this Valentine's Day?

Valentine's Day 2023 is almost here, and with it comes a wealth of opportunities to express love and appreciation for those we hold dear. Not to mention it's a key day in the retail calendar.

Each year, the UK sees an influx of romantic gestures, gifts, and activities that makes Valentine's Day one of the most popular gifting days of the year.





It's estimated that **71%** of **UK adults** celebrate Valentine's Day.

Spending an average of £50.09 per person on activities and gifts. The most popular gifts are traditionally roses and chocolates. But more and more people are opting for **mindful gifting**.

With the planet and cost-efficiency increasingly front of mind, consumers are eschewing use-once-and-throw-away items and opting for gifts with a longer lifespan, such as high-end skin care products or homeware items.

What can you do?

You can make the most of this trend by widening your product range to incorporate fewer traditional Valentine's Day gifts, and replace them with longer-lasting alternatives.



Valentine's Day 2023 Trends.



Fall in love with these trends.

The main product trends we're seeing are **mindful gifting, packaging,** and **self-care.** People are opting to buy thoughtful and practical gifts, with one-time-use novelty products slowly getting abandoned.

This comes as no surprise, given that recent global inflation is changing consumer habits and encouraging consumers to think more carefully about how they spend their cash.

Experiences or Possessions?

Consumers also seem to be turning their priorities towards packaging, both for aesthetic and environmental reasons.

While the product inside remains the most important part of any gift, packaging matters.

Consumers are gravitating towards minimal yet sleek and bold packaging.

Recyclable packaging (or packaging made from recycled materials) is also on the up, reflecting the rise in environmental concern.

Some of the most popular Valentine's Day gifts of the moment don't require packaging at all.

Giving experiences instead of possessions is on the rise, with many couples opting for weekends away, spa days, meals, and experiences in lieu of a physical gift.

This trend is especially driven by Millennials, who now comprise a large chunk of the market, and have been shown to value experiences over possessions.

In another break from tradition, Valentine's Day has begun to celebrate self-love, a practice that became particularly pertinent during the outbreak of COVID-19.

Anxiety and mental health cases **rose as much as 25%**

According to World Health Organisation, anxiety and mental health cases rose as much as 25% around the world during the pandemic, encouraging people to explore self-care, mindfulness, and slow living.

With more people than ever prioritising their wellbeing, Valentine's Day has become a cause for celebrating self-love, encouraging consumers to not only buy gifts for loved ones, but to treat themselves, too.





Valentine's day UK spending has increased



The drop in 2021 seems to have been influenced by the COVID-19 pandemic, which put a stop to many Valentine's Day plans such as restaurant dates.

Nevertheless, in 2022, Valentine's Day spending showed a steady increase, reaching £19.5B as some of the Covid-19 health measures were lifted and people returned to celebrating Valentine's Day outside of the home.

£1.37 billion

Brits spent approximately £1.37 billion in 2022. ([TheIndustry](#))

↑ 15%

Spending in 2022 increased by around 15% from 2021. ([Statista](#))

£926 million

In 2021, the total expenditure hit £926 million, decreasing from £1.45 billion in 2020. ([Finder](#))

↑ £300

Since 2017, Valentine's Day spending in the UK has increased by £300 million. ([Statista](#))

£35

The average Brit spent £35 on Valentine's Day in 2020. ([Professional Jeweller](#))

↑ 99%

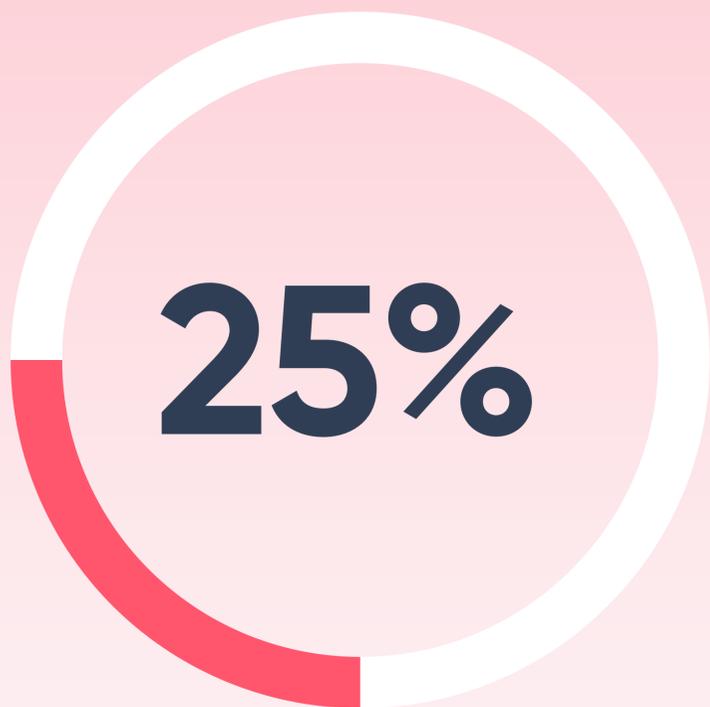
2022's most significant spikes in online sales occurred on 2nd February (up by 99% compared to the daily average for the month) and on 13th February (up by 72%). ([FashionNetwork](#))

+ 70%

+70% of consumers aged 18-30 who shop for Valentine's day do it online. ([Think with Google](#))

+ 50%

+50% of Valentine's searches were made on mobile in 2019. ([Think with Google](#))



+25% growth in mobile queries

There was a +25% growth in mobile queries for gifts during the week up to Valentine's Day. ([Think with Google](#))

Singles vs Couples: Self-Love on the Rise



68%

Galentine's Day.

68% of single ladies now celebrate 'Galentine's Day', which is a take on Valentine's Day that honours female friendship. ([DIYGarden](#))



69%

Staying Home.

69% of men choose to stay home and spend the day alone. ([DIYGarden](#))



25%

Treat yo'self.

25% of Brits said they'd treat themselves on Valentine's Day in 2020, spending an average of £12.50. ([DIYGarden](#))

Plan Your Valentine's Day Marketing.

Knowing how consumers behave during one of the most important holidays of the year allows you to plan your Valentine's Day marketing more effectively.

The best approach is always a data-driven one, so use the above Valentine's Day statistics to target your audience more effectively. For instance, you can use demographic data to craft specific campaigns for your customers with special products.

If your target audience is Gen Z women, for example, consider going beyond the traditional idea of Valentine's Day as a day to celebrate romantic love, and take a more self-love or friendship angle, instead,

promoting celebrations such as Galentine's Day.

As email marketing is one of the most cost-efficient ways to promote your business, using it during Valentine's Day is non-negotiable. There are tons of advanced email software on the market you can use to craft eye-catching, emails and send them to the customers most likely to convert.

Plus, thanks to automation features, you can schedule them to go out in advance, so you're not rushed off your feet when orders start to ramp up. Scheduling your campaign in advance should form a key part of your Valentine's Day planning.

Valentine's Day Spending by Region, UK



Out of the four nations, Scotland spends the least on gifts, with an average of £26. ([Evolution Money](#))

Those in the East Midlands spent around £16, the lowest average for 2021. ([Finder](#))

However, people in Wales and the South West of England are the least likely to celebrate. ([Evolution Money](#))

London had the biggest Valentine's Day spenders, with an average spend of just below £40 in 2021. ([Finder](#))

Strategies to Supercharge Your Valentine's Day Sales.

Widen the Definition of Love

Valentine's Day is a popular holiday for businesses to focus their PPC campaigns on, but it's important to remember that not everyone uses the holiday to celebrate romantic love. In the UK, a study by the ([British Retail Consortium](#)) found that **over 40% of British citizens** plan to celebrate Valentine's Day with friends and family, rather than a romantic partner.

Additionally, more people are choosing to practice self-love by treating themselves to gifts or experiences.





To make the most of your Valentine's Day PPC campaigns, consider targeting a wider audience and promoting self-care or self-love options. This way, you'll be able to reach a larger audience and tap into the growing trend of people choosing to prioritize their own happiness and well-being.

In an example of breaking free from Valentine's Day traditions, pet brands like ([Pets at Home](#)), launched a marketing campaign that encourages pet owners to spoil their furry companions this Valentine's Day.

The campaign highlights the range of Valentine's Day-themed products available at Pets at Home, including treats, toys and clothing.

By focusing on the unique relationship between pet owners and their pets, the campaign taps into the growing trend of pet owners treating their pets as members of the family, and encourages customers to celebrate Valentine's Day in a way that is inclusive of all loved ones, including their pets.

Utilise all features available within Google Ads.

Paid Search ads are one of the easiest ways to get your product or service in front of people who are most likely to convert – those already interested in buying a product just like yours.

Within Display, Discovery or PMax campaigns, you can leverage Google's in-market audience signals and build your own relevance to your product or service niche, whether it's Valentine's Day flowers or a subscription service for couples:

IN-MARKET SEGMENT

Valentine's Day Items & Decor

People interested in purchasing Valentine's Day gifts or items.

Weekly impressions

10M – 50M*

Estimates based on Australia (+11 more), English, Display

*data accurate as of 01/02/2023



Are you running a promotional campaign or sale?

Here's how to optimise it for maximum results.

Introduce RSAs with tailored Valentine's Day messaging (we suggest running these alongside your existing ad copy!)

Utilise specific scheduled ad extensions to show which sales are running - for example, promotion extensions to callout a special sale; sitelinks to direct users to a specific valentines category page or callouts to highlight relevant USPs.

Utilise Ad Customisers to create countdown messaging to let users see how long they have to order to ensure the gift arrives by the 13th

Valentine's Day searches build throughout January, spiking from February 11 to February 13, so continue to market right up to the day to catch those last-minute gift hunters.

Performance Max Asset Group scheduling is another excellent tool for Valentine's Day marketing. By adding automated rules to your asset groups, you can schedule them so they're paused and enabled, as needed.

Use the rules to run ads at specific times or schedule them in advance, freeing up your time for when sales start to pour in.



Try Paid Social.



Pro-tip:

Make sure your Valentine's Day ads are uploaded at least 4-5 days before they need to go live, so any disapprovals or policy issues are resolved and there are no delays in pushing them live.



Relationship > Romance

Romance

Tiktok users who have followed creators that post about romantic relationships.

Audience size: 5,404,000 - 6,606,00*

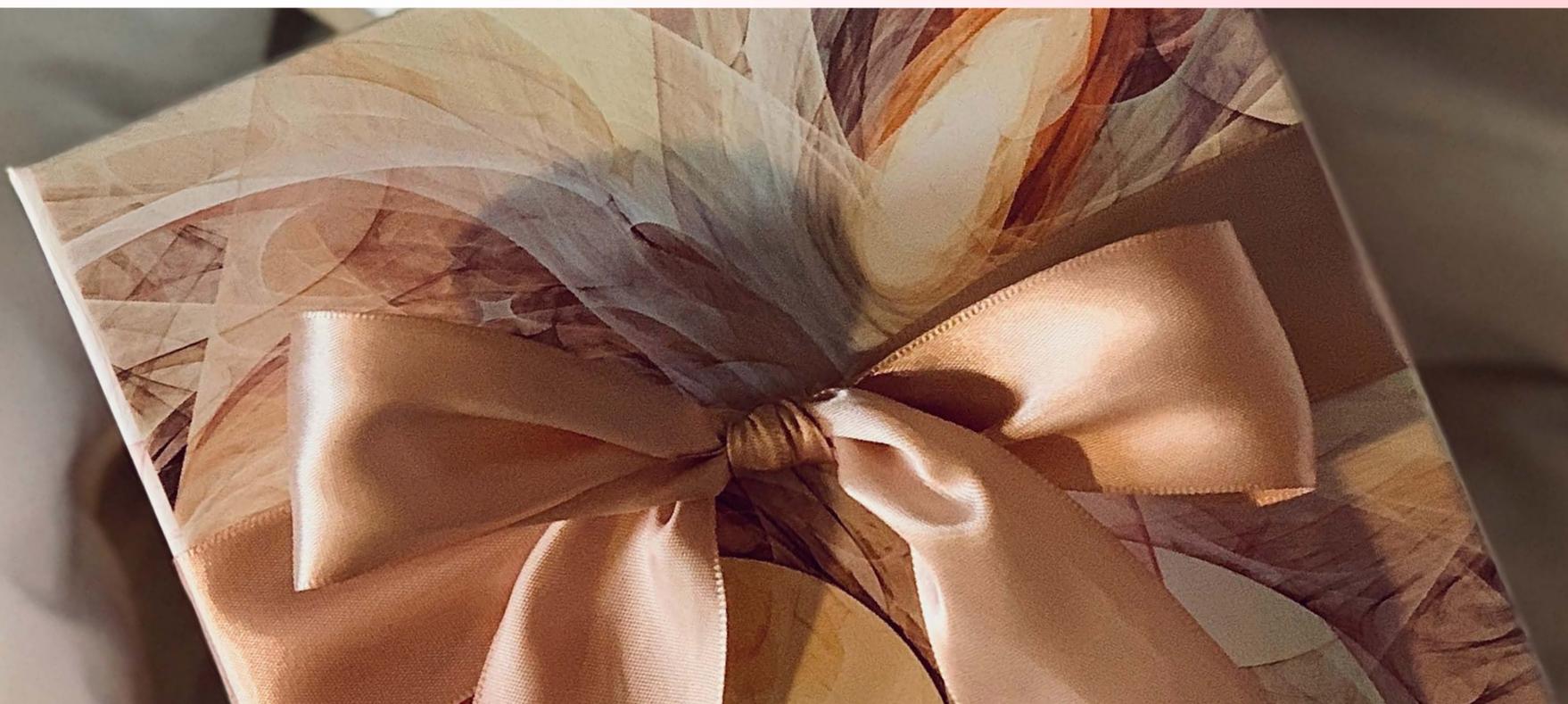
*data accurate as of 01/02/2023

#Valentinegift

Tiktok users who've watched videos with the #Valentinegift hashtag.

Audience size: 19,000 - 24,000*

*data accurate as of 01/02/2023





User-generated content is the holy grail of content. It's a form of social proof that lets consumers know they can trust your product because other consumers already trust it. Use UGC in the form of social media posts to demonstrate how your product/service is the perfect valentines day gift.

On TikTok, if you're lucky enough to be on the [Beta for Search Ads](#), make the most of users searching for valentines gift ideas. According to [TikTok](#), 44% of TikTok users said they come to the platform specifically for gift ideas.

To help leverage this opportunity and turn scrolling into spending this Valentine's Day, make sure to meet them where they are with Video Shopping Ads.

This new commerce ad solution helps brands connect with shoppers wherever they are on the purchase journey, sparking demand and boosting sales. With Video Shopping Ads you can place hyper-relevant, shoppable videos across the For You so your audience can seamlessly check out your products.

Here's some **inspiration to help you** craft your ads.

[Explore TikTok creative ideas](#)

Engaging users at the top of the funnel is another excellent tip for Valentine's Day paid social. Imagine users who've never heard of your brand, but they want to buy flowers for their partner on Valentine's Day.

In this scenario, half of the work is already done. The consumer knows they want flowers; all you have to do is convince them to buy yours over a competitors'.





How M&S promoted their Valentine's Dine In offer to a UK audience.

British retailer Marks & Spencer, or M&S, is well-known for its high-quality products, in particular its Valentine's Day promotion during which the brand offers a special meal deal for couples to enjoy at home. The promotion is famous for its indulgent, stress-free food that is expertly paired with dessert and a drink, it's excellent value and it brings the dining out experience to your home.

To publicize this special promotion, M&S worked with TikTok to create a campaign that is tailor-made for the platform, and they used a humorous approach to their famous "this is not just" advertising style.

The campaign included three 18+ videos that were featured across TopView and In-Feed Brand Premium Ads, which were created by influencers @abiclarkecomedy, @munyachawawa, and @shericebantton.

The videos used the classic M&S "this is not just" advertising style, with comedic twists and a familiar "Albatross" soundtrack.

The ads were shown in a format that was hard to miss, providing M&S with a great opportunity to reach a large audience quickly.

Users were then directed to the M&S website with a "Learn more" call to action, where they could explore the Valentine's Day Dine In menu in full. There are a few things we can learn from this M&S campaign.

Firstly, consistency is key, and by offering an annual Valentine's Day deal, you can engage your customer base long-term, while they look forward to your campaign year after year.

M&S capitalised on something that many consumers already planned to do - eat at home for a date night - and offered to make it cheaper, easier, and more stress-free. Making your product or service part of existing Valentine's plans means you don't have to invent new reasons for consumers to buy your products - you just meet them where they are.

Another thing we can learn from this campaign is that humour works. Instead of blending in with other brands' soppy Valentine's Day campaigns, add some humour into the mix for an original approach.



PERFORMANCE

Impressions

18.5M

CTR

15+

Engagement Rate

15.47%

In Conclusion

Supercharge your sales by using the tips, tricks, and stats outlined in this eBook to help you convert potential customers.

Whether you're B2B or B2C, you can use these insights and tips to make the most of this special day in the retail calendar.





Want to find out how Bind Media can help you level up your Valentine's Day campaign?

Get in touch.

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