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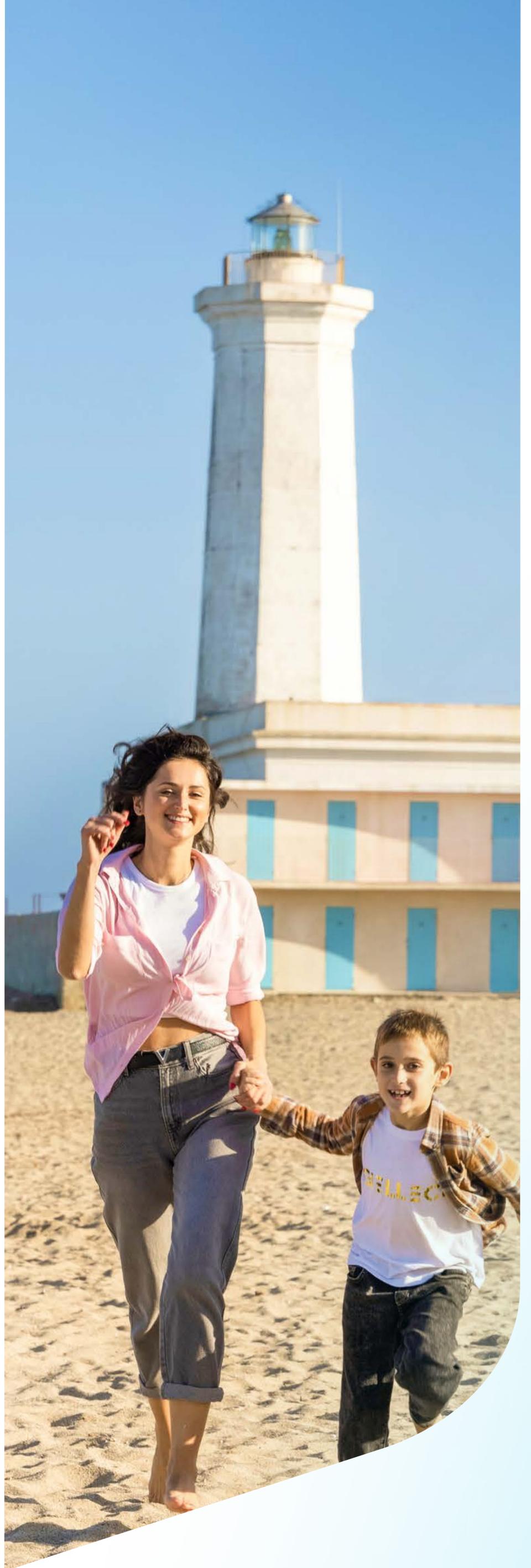
Meaningful Mother's Day Marketing: How to Do It Right

Strategies for Thoughtful and Impactful Marketing

Mother's Day is a special day celebrated annually to honour **mothers and mother figures around the world**. It's a day when we show appreciation and gratitude for the love, care, and sacrifices that our mothers make for us.

As a business, you can leverage this special occasion to connect with your customers and **show them how much you care**.

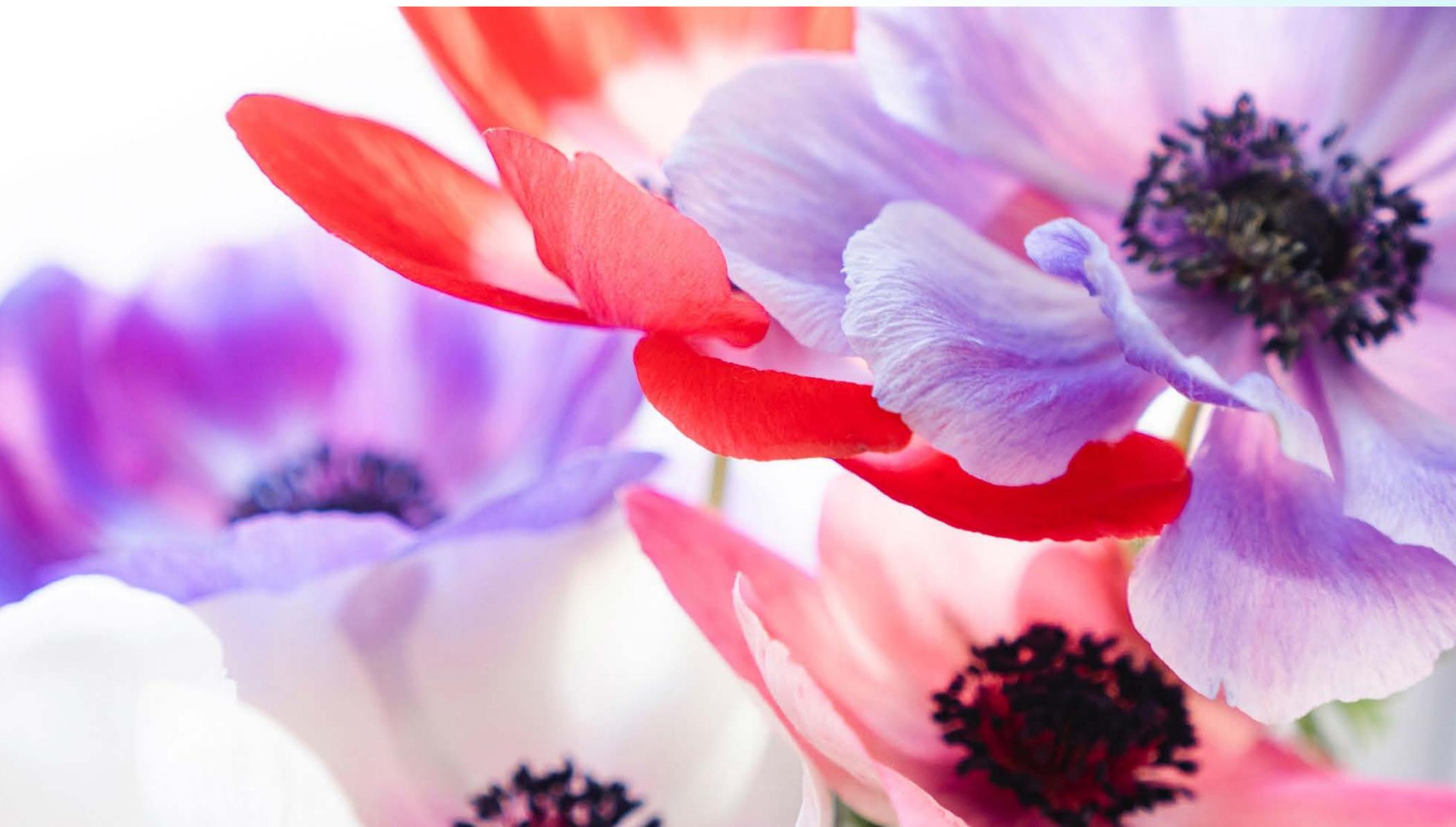
Plus, by using Mother's Day buying statistics, you'll be able to create products especially for the occasion that your audience will love and maximise their reach using a killer marketing campaign. With that in mind, let's dive into the stats.



Statistics:

The impact of the Covid-19 quarantine in 2020 was felt in the Mother's Day gift market, just like in other markets across the world. The percentage of people buying gifts for Mother's Day **declined from 59.5% in 2019 to 53.7% in 2020**, with 25.4% of UK consumers spending less on gifts that year.

Many people were unable to see their mothers in person due to the quarantine, which likely contributed to the reduction in spending, as well as an economic crisis and job losses.

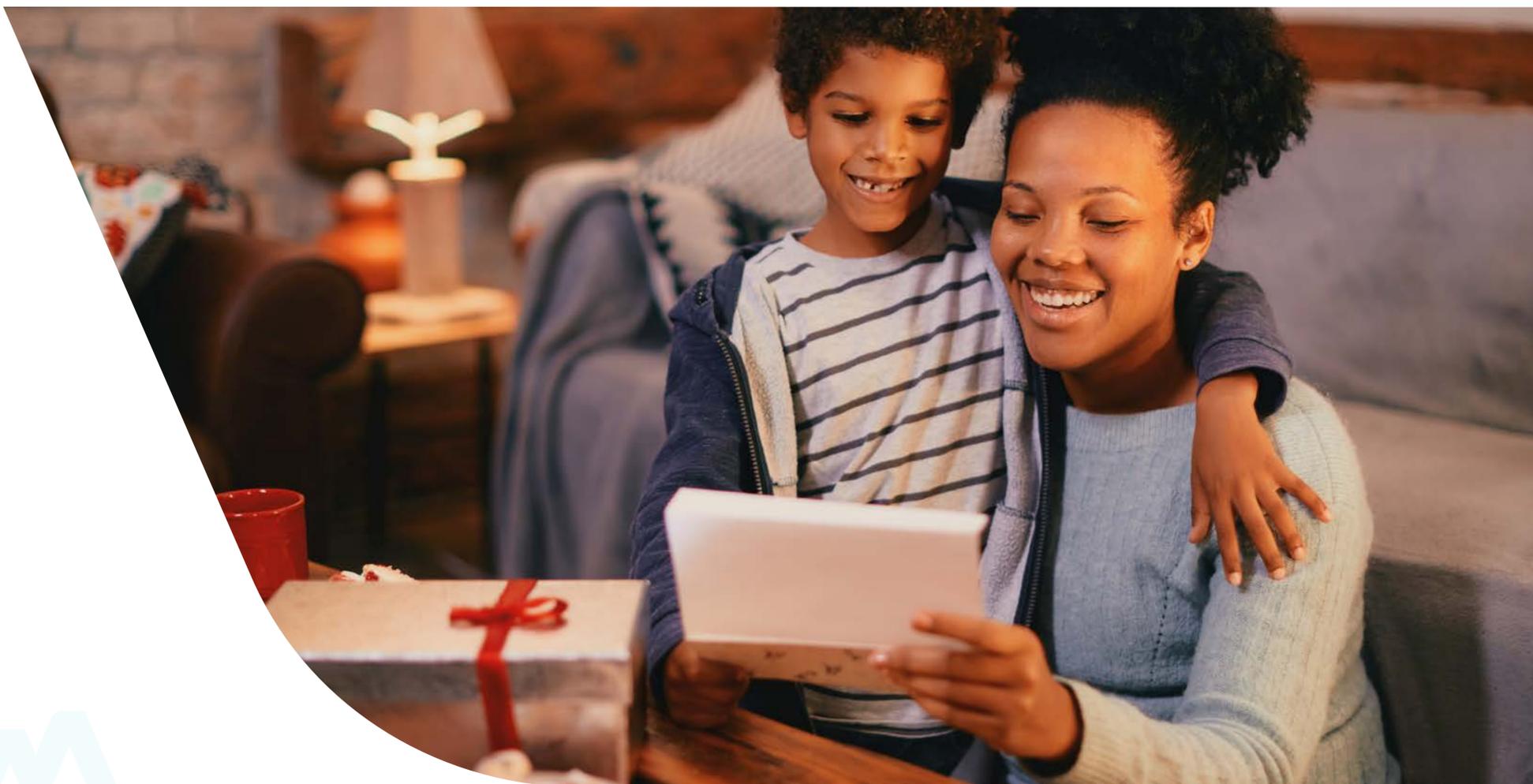


Despite this, the overall amount spent on Mother's Day gifts was similar to the previous year, but more **sales were made online**. In 2021, however, there was an increase in spending for Mother's Day, likely as a result of people making up for the previous year's limitations.

Overall, the **UK population spent around £1.34 billion on gifts for Mother's Day.**

In 2021, most Mother's Day gifts **were purchased online**, but small businesses and speciality stores still received some attention. In 2022, 68 percent of British shoppers under the age of 35 intended to buy Mother's Day gifts online.

This shows that even brick-and-mortar stores should leverage online opportunities alongside in-person offerings.



Here's a Breakdown of Where Consumers Spent Their Money In 2022*:

*NB The total percentage of spending exceeds 100% as consumers could have purchased gifts from multiple sources.



- 34% Online purchases
- 28% Department stores & supermarkets
- 26% Speciality stores such as jewellers and florists
- 12% Small businesses

Top Gifts

Mother's Day gifts tend to stay the same over time, however, the popularity of certain gifts fluctuates. In 2021, the three most popular gifts were **greeting cards, flowers, and special experiences**. Here's a list of the top gifts:

Greeting Cards: 72%

Flowers: 68%

Special Outings: 49%

Gift Cards: 47%

Clothing and Accessories: 40%

Jewellery: 35%

Homeware: 26%

Personal Services: 25%

Books and CDs: 23%

Electronics: 20%

In a comment from [Nina Nowak, a Senior Researcher at GlobalData](#), she said, "Mother's Day 2021 will bring an opportunity for brands to test the long-term potential of indulgent or tailored options to these newly minded consumers – especially with confectionery, snacking and alcoholic drinks brands."

These statistics highlight the significance of Mother's Day as a shopping event in the UK and the importance of businesses leveraging their marketing efforts to reach customers and increase sales.



Plus, as with Valentine's Day, we can see an increase in spending on experiences (special outings) such as holidays and meals out instead of physical products. This is in line with recent research about [how millennials spend money](#), showing that the experience economy is thriving.

By targeting the most popular gift categories and making it convenient for customers to shop online, businesses can appeal to the needs and preferences of UK consumers.

Top Tips to Leverage Your Marketing for Mother's Day:

Offer Special Promotions and Discounts

One of the most effective ways to leverage your marketing for Mother's Day is to offer **special promotions** and **discounts** to your customers. This could be in the form of a sale on your products or services, a discount on gift cards, or a free gift with a purchase.

By offering special promotions and discounts, you can attract more customers and encourage them to buy gifts for their mothers.

Plus, offering discounts and rewards makes shoppers feel that their custom is valuable, which can lead to increased customer loyalty in the long run.

And with the chance of selling to an existing customer reaching 60-70% vs 5-20% for a new customer, customer loyalty is crucial.





Create Mother's Day Gift Guides

Plenty of consumers approach Mother's Day not knowing what they're going to buy as a gift and searching for inspiration. The good news is that they're already looking online with a view to buying products - you need to make sure the products they buy are yours.

A simple way to leverage your marketing for Mother's Day is to create a **gift guide** specifically for mothers. This could be in the form of a blog post, a downloadable PDF catalogue, or a dedicated page on your website.

You can feature popular gift ideas, **including your products and services**, and provide information about each item to help customers make informed decisions.

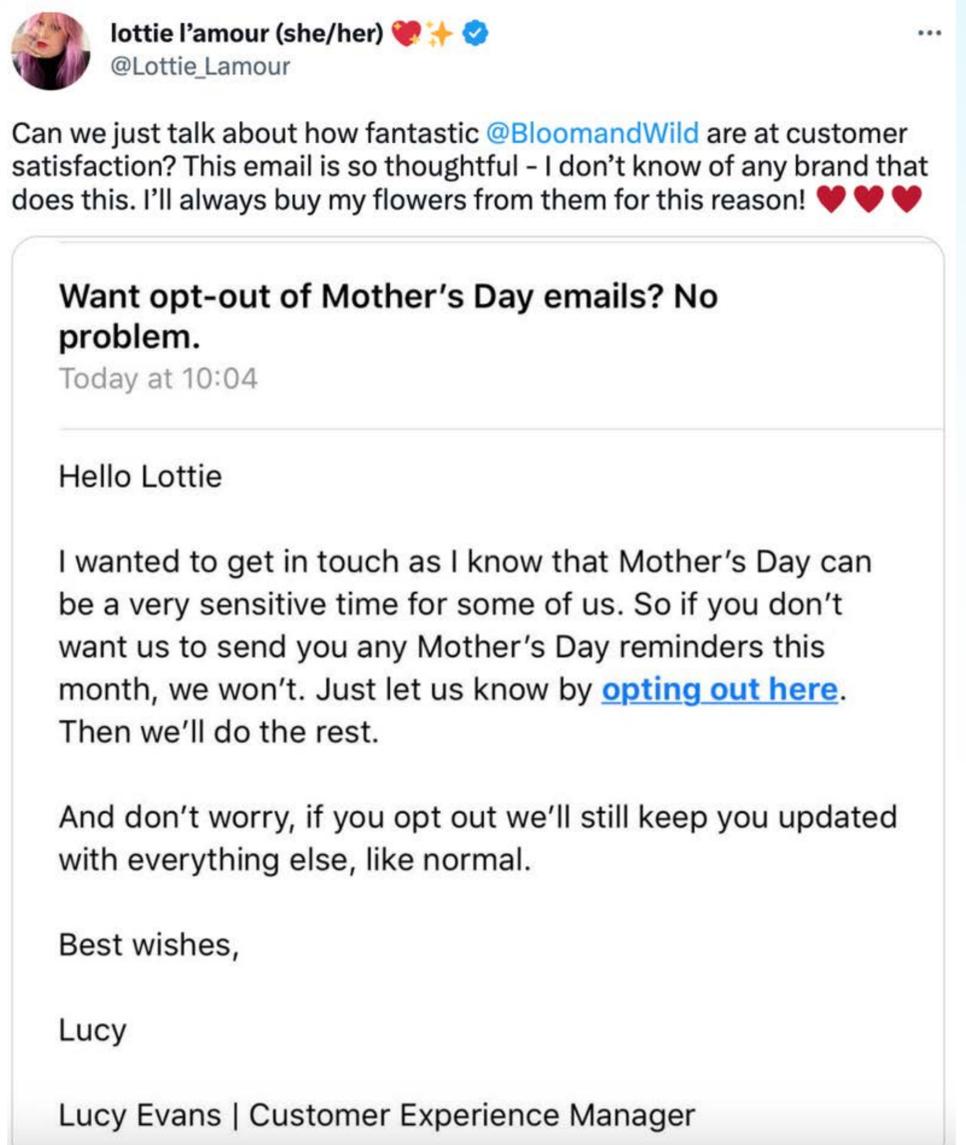
Creating a gift guide can help consumers that are still searching for the perfect gift and point them in the direction of your products.

To make your content even more engaging, consider creating a Mother's Day gift quiz, in which consumers answer questions that direct them to the most suitable products for their needs.

Show Empathy for All Your Customers

Bloom & Wild, a UK-based flower delivery company, showed empathy towards their customers by giving them a choice in receiving emails about Mother's Day. This is an example of how companies can implement **empathetic marketing**. Consumers no longer want to interact with faceless entities; they want their brands to have identities and personalities.

In order to set your brand apart from more impersonal competitors, avoid always taking the hard-sell approach and show your customers some empathy.





Leverage Social Media

Social media is a powerful tool that you can leverage to reach your target audience for Mother's Day. You can create social media campaigns that **promote your products and services** and **encourage customers** to share them with their friends and family.

You can also create special social media posts and graphics to share on Mother's Day. By using social media, you can reach a large audience and **increase brand awareness**, especially if you take advantage of Mother's Day-related hashtags.

Utilising user-generated content is another excellent way to interact with customers, build trust, and promote your products. Where possible, share customers' social media posts (with their permission, of course) as a form of **social proof** to help increase trust from new customers.

If, on the day, happy customers share images or video content of their mother opening their gift from your store, share it on your profile to attract new customers.

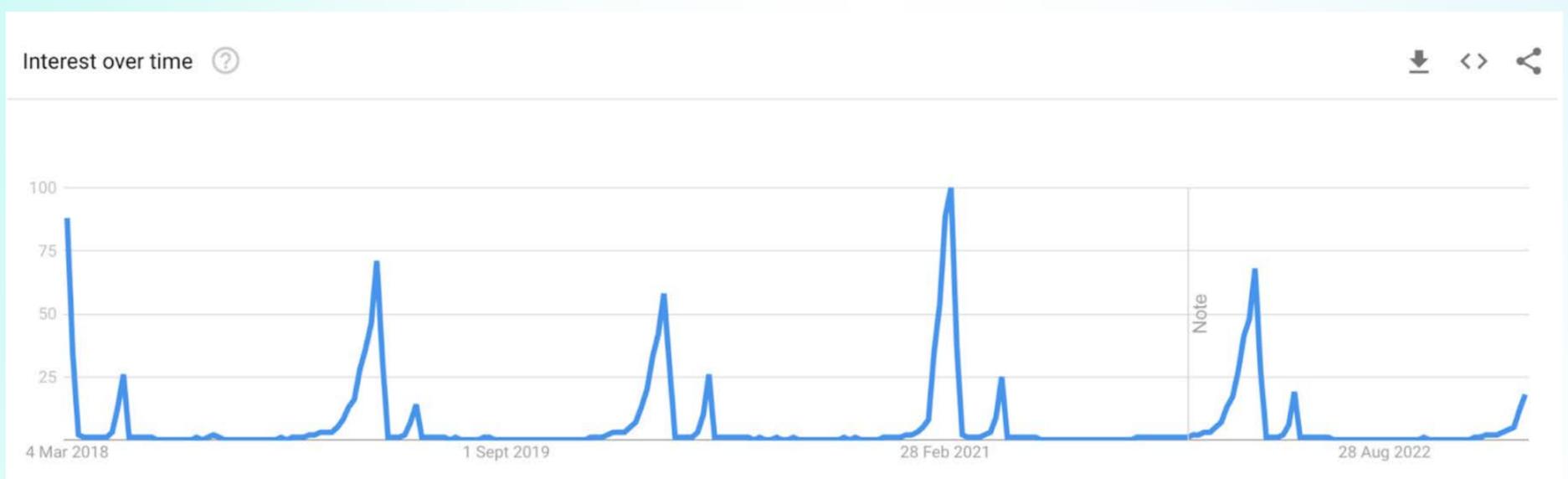


Paid Media:

Mother's Day searchers begin a month in advance and are most active the week prior to the holiday – particularly those in search of flowers, gifts and greeting cards.

Follow the tips below to make the most of paid media's reach in the run-up to this retail calendar staple.

'Mother's Day' Trend Over the Past Five Years.





Leverage a Multi-Channel Strategy

Multi-channel targeting lets you reach your audience through various platforms and channels. You can run campaigns on two channels, like display and programmatic audio, or even more, including video and connected TV.

This approach helps you expand your reach by capturing users who may not be active on all channels.

By combining different channels, you can reach a **higher percentage of your target audience** and build a consistent **brand story** throughout the customer journey. The goal is to ensure your message is cohesive across all channels, so don't change the campaign too much across each channel. You can then use retargeting to show online ads to people based on their past actions on the web.

Retargeting is an effective way to re-engage users who have shown interest in your brand and move them closer to a conversion. With cross-channel **retargeting**, you can increase the chances that your message reaches your audience repeatedly.



Capture Shopper's Attention in the Right Moments

Contextual advertising is now powered by advanced technology like **machine learning and AI**, making it more efficient and effective than ever before. This type of advertising focuses on the context of the ad display so that ads are shown to users based on the content they are viewing at that moment.

By using keywords, website content, and other metadata, contextual advertising algorithms ensure that ads are placed in a **relevant environment**, which can increase the chances of users being receptive to the ad.

For instance, a restaurant brand could use target phrases such as "Mother's Day activities," "brunch spots," or "best restaurants" in their contextual advertising campaign to show ads alongside articles about Mother's Day activities.

By doing so, the brand could reach users who are in the **right mindset** to consider dining options for the holiday. It's much easier to convince consumers with existing purchase intent to buy your product or book your experience.





BEST PRACTICES

Performance Max Campaigns

- Add at least 5 versions of text assets (4 headlines, 5 descriptions) to your asset group.
- Add at least 5 versions of image assets (including 1200x1200) to your asset group.
- Use **relevant audience lists** as signals to speed up machine learning ramp-up.
- Use **as many assets** as possible.



Segment your Feed

Add custom labels in your Shopping feed to signal which products are for 'Mother's Day'. Use the labels to segment these products into a separate campaign with a separate budget to ensure **maximum coverage**.

Best Sellers Report

Use Google Merchant Centre's 'Best Seller Report' to **identify the products** and **brands** that would benefit from increased budget or bids.



Ad Extensions

If you are running specific promotions on Mother's Day products make sure you have these in your merchant centre (go to Marketing > Promotions), this will ensure they are highlighted in your Shopping ads. Make sure to do this in advance (you can set a start and end date) as there is an approval process.

You can also add promotion extensions within Google ads, these can be set at the campaign or account level.

Audience Signals

Creating an audience for Mother's Day is an important factor in ensuring that you are targeting the right people for your products.

You can input first party data such as email lists, keywords around Mother's day gifts (top performing search terms/keywords from previous years) and interests/purchase intentions.



Asset Groups

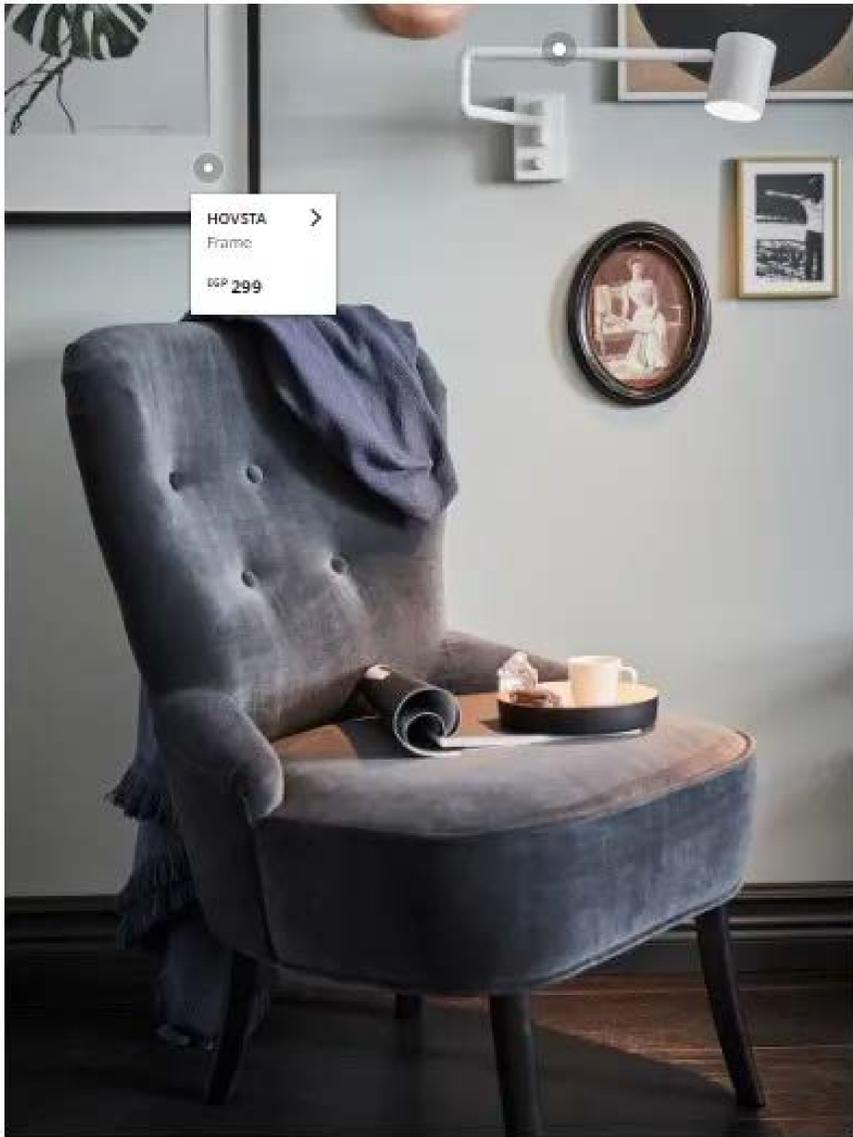
If you are going to target an audience specifically around Mother's day it is better to create an asset group within an already established PMax campaign, this means historical performance data can be utilised and you can avoid the learning period of a new campaign.

It is best to do this sooner rather than later to give it time to collect data and for performance to ramp up ready for the peak buying period. Add promotion assets and specific audiences to the new asset group to ensure ads are as targeted and relevant as possible.

Budget & Bidding

Ensure your PMax campaign has an adequate budget so you do not lose out on any potential customers, also you may wish to decrease your tROAS to push the campaign to be more aggressive in its bidding and to search for new audiences.

For the mum who loves to curl up with a good book



Mother's Day Campaign Example: IKEA



Campaign Concept:

The Swedish giant company created a unique campaign for Mother's Day by tailoring its website.

The campaign was called "There are more ways to say 'I love you Mom'" and was executed by offering different curated bundles for different types of mothers, with a hover feature.

Why we Loved It:

This campaign was successful as it increased the **average order value** by providing a visual motivation for customers to purchase these items, with a clear message and insightful idea.

While a ton of focus is put on increasing conversion rate, not enough emphasis goes on increasing the average order value. After all, it's easier to convince a shopper to add one more product to their basket than to shop with you in the first place.





Mother's Day Campaign Example: McDonald's

Campaign Concept:

McDonald's surprised everyone with its 2020 Mother's Day campaign. With the tagline "Give mom the gift she never knew she wanted," the fast food chain created a social media post on Facebook that was a **hit with their followers**.

Why we Loved It:

The unexpected post generated a lot of engagement, as people left comments and shared it, resulting in increased traffic to the page with minimal effort. You can learn from McDonald's by creating a post that your followers will engage with.

A high engagement rate, in turn, convinces the social media algorithm that your content is worth pushing out to more people. In that way, your customers do your marketing for you!



Tech:

Measure the Impact of Your Campaigns

Measuring the success of your campaigns, both online and offline, is important because it helps you **determine the impact of your efforts** and make changes on the go.

It perhaps goes without saying, but we'll say it anyway! Be sure to have robust tracking in place and consider varying attribution models to fully understand the impact of your Mother's Day activities.

By monitoring performance, you can see which parts of your marketing process are creating the most value and use that information to make smart budget decisions that will **boost the profitability** of your digital campaigns.

That way, you'll stop wasting money on ineffective measures and be able to channel your budget to marketing methods more likely to yield results.



MOTHER'S DAY

Conclusion

In summary, Mother's Day is a special occasion that provides an opportunity for businesses to connect with their customers and show them how much they care. By leveraging your marketing efforts and offering special promotions, gift guides, collaborations, and social media campaigns, you can increase brand awareness and build customer loyalty that lasts beyond just this special day.



Want to find out how Bind Media can help you level up your Paid Media Activity?

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