

STEAL YOUR SUBSCRIBERS' HEARTS WITH

Email Marketing

Valentine's Day is the perfect time to use email marketing to strengthen your relationship with your subscribers and help them find what they're looking for.

CAPTURE YOUR CUSTOMERS' HEARTS AND KEEP THEM COMING BACK WITH THESE QUICK TIPS FROM CAMPAIGNER.

Make subscribers fall in love with your offer

Making the right offer is crucial for your email marketing ROI. Think about the most suitable products and services a person would like to receive on that special once-in-a-year day.

If you are a service-based company you can offer free downloads or a one month free trial.



APPROXIMATELY \$18.9 BILLION IS SPENT ON VALENTINE'S DAY.

Create brand buzz

Link your email campaigns to social channels with an entertaining #hashtag. Invite your customers to tweet or share photos on Instagram or other social platforms with your products or using your service. The hashtag will allow you to view the posts.

As an incentive you can announce a contest to drive engagement around your brand on social. One winner could walk away with a gift from your business!

27.2%

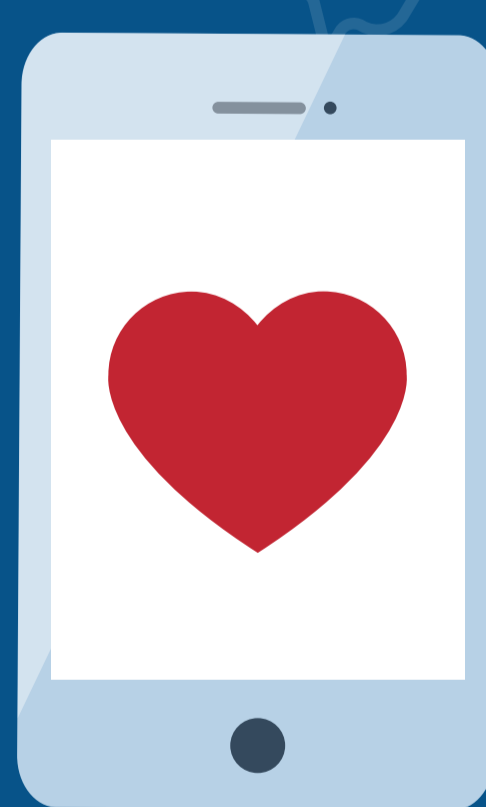
OF CONSUMERS
PURCHASED ONLINE
IN 2017

46%

OF PEOPLE SURVEYED SAY
THEY'LL START SHOPPING
IN EARLY FEBRUARY

Send a valentine

Not sure what to send? Keep it simple; consider sending your subscribers their very own valentine with a special treat such as a 10% off coupon, free download or free shipping. Show customers that you know and care about them and they will continue to return.



JANUARY 27-31



Pre-Valentine's Day campaigns begin hitting the inbox.

FEBRUARY 3-7



Launch promotions and offers for the holiday. Offer free shipping!

FEBRUARY 11-12



"Hurry time is running out!" campaign.

FEBRUARY 13



Valentine's Day Eve campaign, last minute offers, online gift card offers, etc.

Quick Tips

- Include emoji's in subject lines to catch the eye
- Target your subscribers — Segment your audience by gender, location, engagement, etc.
- Use purchase behavior to target past buyers
- Offer free shipping or online gift card options
- Always test before hitting send!

Source: NRF, eMarketer, Entrepreneur