



## Valentines Day Marketing Strategy

Valentine's Day is a popular time of year for couples to head off on romantic getaways. Here is a Valentine's Day marketing strategy to attract these potential guests.

### 11 Steps to Valentines Day Marketing:

1. Create a specific Valentine's Day Offer or series of Valentine's Day offers e.g. *Valentine's B&B, Valentine's Dinner + B&B, Valentines Dinner, Spa Treatment + B&B (Hotel)*
2. Make sure you add some Valentine's specific upsells e.g. *Chocolates, Flowers, Spa Treatments etc.*

**SUPERIOR KING ROOM**  
30sqm / 330sqft with Urban or Bamboo Terrace View - whether you are travelling for business or relaxing break in Galway... [read more](#)

Adult prices		2 Adults
1 adult	€149.00	2 adults
		€149.00

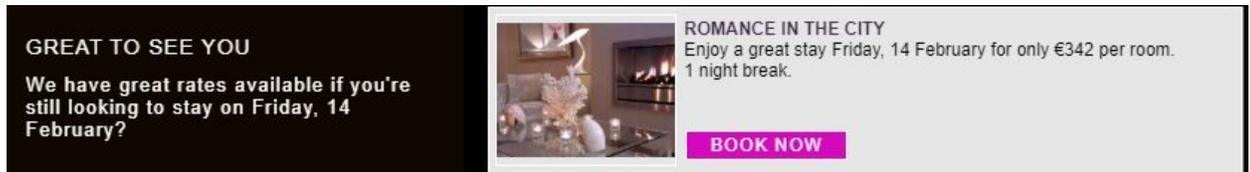
[Personalise my stay](#)

Personalise your stay

Please let us know if you have any special requirements

- Hot Stone Back Massage**  
A powerful hot stone massage designed to alleviate deep - seated tension & muscular stress - 55 minutes
- Restaurant GiGis - Dining in a 2 AA Rosette Award Winning**  
Your Dining Options Restaurant Gigis our 2 AA Rosette Award Winning Restaurant
- Bouquet Request**  
This is a request only and the cost will not be applied to your booking until a member of our team has been in contact with you to confirm your preferred time and day of delivery
- Rose Petal Turndown Request**  
For that special occasions why not indulge yourself or your loved one to a Rose Petal Turndown
- Bottle Of Specially Selected Wine or Champagne**  
Enjoy a Glass of specially Selected Wine or Champagne in your Room on Arrival. Chose from you preferred grape or Vintage below:  
Please note that this charge will be placed on your room during your stay. To ensure your selected Bottle is in your room upon check-in please advise us of your expected arrival time.

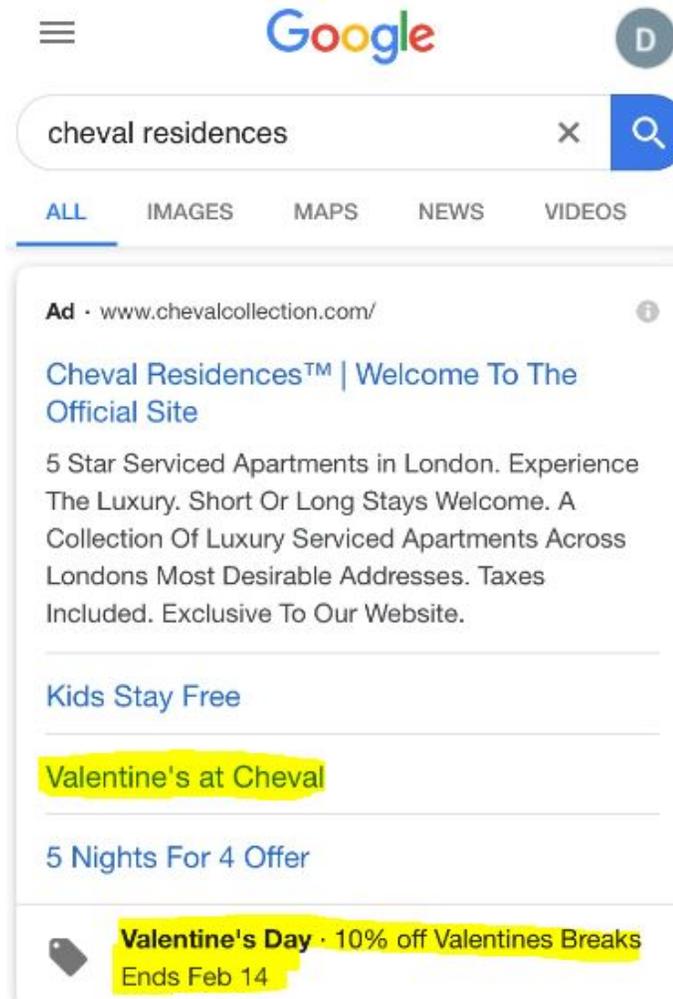
3. Create a Valentine's Day [landing page](#) which you can embed your Valentines Rates on ([Hotel](#))
4. Optimise the landing page for SEO ([Avvio](#))
5. Add a custom card to your Allora recommender engine which links to the Valentines Day landing page. See example below. ([Avvio](#))



6. Create an audience of Valentine's Day website visitors on Google Analytics for later use ([Avvio](#))
7. [Optional] Use the Closed User Group feature to create a Valentine's Day mailing list ([Hotel](#))
8. Send an ezine to your database informing them of the offer (Late Jan/Early Feb). Have a link in this ezine which brings people to the Valentine's Day landing Page ([Hotel](#)). Ensure there is tracking set up for your links ([Avvio](#))
9. Create a Bumper ad or [In-Stream](#) to inform potential guests of the upcoming offer. ([Avvio](#))
  - Suggested Budget: €30 - €100
10. Create Display Campaign. See example below. ([Avvio](#))
  - Suggested Budget: €30 - €100



11. Create Sitelinks & Promotion Extensions. See example below (Avvio)



### **\*Bonus Suggestion\***

#### **Gift Cards**

Valentine's Day is a great time for couples to head away for a night of two, but spending a few days away from home is not always possible for couples. Therefore, a good alternative is to offer experiences such as 'Romantic Afternoon Tea' or 'Couples Massage Treatments'.

These Valentines experiences can be offered in the form of Gift Cards (see example below) which can be linked to a 'Gift Card' tab as well as from your Valentine's landing page.



### AFTERNOON TEA GIFT CARDS

Back

There's no sweeter way to spend an afternoon ...

#### Summary

Your shopping cart is empty. Please choose the vouchers you would like to purchase.

Total **£0.00**

Continue



#### TRADITIONAL AFTERNOON TEA FOR TWO

Relax and enjoy a delicious afternoon tea for two at the magnificent Slieve Donard Resort & Spa, with sandwiches, savouries, pastries, cakes & scones, complemented by the finest selection of teas and coffees.

Drop a Hint



**£56.00** [Add to cart](#)



#### SPARKLING AFTERNOON TEA FOR TWO

Relax and enjoy an extra special afternoon tea for two at the magnificent Slieve Donard Resort & Spa, with sandwiches, savouries, pastries, cakes & scones, complemented by the finest selection of teas and coffees and a 20cl Prosecco Snipe.

Drop a Hint



**£76.00** [Add to cart](#)