



# VALENTINE'S DAY 2017

The DIY Guide to Bing Ads





# VALENTINE'S DAY: A TIME TO OPEN OUR HEARTS—AND WALLETS

Don't miss out on the first major retail holiday of 2017!

In 2016, Americans spent a record-breaking \$19.7 Billion USD on Valentine's-related purchases.<sup>1</sup> And spending wasn't limited to romantic partners. Of the 45.2% of Americans who claim not to celebrate Valentine's Day, nearly 1 in 4 said they would still make purchases to mark the occasion.<sup>1</sup>

Spread the love this Valentine's day with shopping campaigns that help romantics young and old find that perfect gift for their loved ones—while also showing your bottom line a little love as well.

This guide will show you how advertising on Bing can help your business:

1. increase website visits;
2. get more phone calls; and
3. drive more in-store traffic.

And, find out how one small business successfully increased Valentine's Day sales 90% in just one year with Bing Ads.<sup>2</sup>

These tips are not only great for Valentine's Day campaigns, but for campaigns throughout the year. If you have additional questions at the end of this guide, the Bing Ads team is standing by with personalized advice and recommendations to help you make the most out of your paid search campaign.

Call our free support line at 1-877-635-3561.

Happy Valentine's Day from Bing Ads!



<sup>1</sup> National Retail Federation's 2016 Valentine's Day Consumer Spending Survey conducted by Prosper Insights and Analytics.  
<sup>2</sup> From You Flowers: Mandatory growth, mandatory fun.



# THE LONG-DISTANCE RELATIONSHIP

Relationships take work—but Valentine's Day shopping shouldn't have to!

## Build a digital love connection

Nearly a quarter of Americans begin searching online for Valentine's Day gifts in January, with another 46% beginning the first week of February.<sup>1</sup> When setting up your Valentine's Day ads, displays and specials, don't forget about the folks planning to skip the store and buy online this year. Save them the hassle of traffic, crowds and bad weather by encouraging them to shop from home.

# 28%

OF AMERICANS



who celebrated Valentine's Day planned to purchase gifts online in 2016.<sup>2</sup>

> **Pro Tip:** Product ads receive more clicks than text ads.<sup>3,4</sup>

### INCREASE WEBSITE VISITS

Target early-bird shoppers with Valentine's Day ad campaigns that start as soon as the New Year's champagne has gone flat by:

- showing your phone number in your ads with [Call Extensions](#). This lets shoppers connect with you directly from your ad with a single click.
- displaying your business address using [Location Extensions](#) so shoppers can find your nearest location and get directions.
- letting the world know how much your customers love you with [Review Extensions](#).
- directing customers to specific landing pages using [Sitelink Extensions](#) so they can shop and buy in less time, with fewer clicks.
- using [Enhanced Sitelinks](#) for longer descriptions of your website sitelinks in your search ad.
- adding [Callout Extensions](#) to highlight top-performing Valentine's Day products, services, deals and promotions.

### BIG HEARTS, BIGGER ADS

Get more clicks with Ad Extensions



Make your ad stand out from the crowd by displaying images, pricing, contact information, directions and more. Read [Strategies to Gain Website Traffic](#) to learn more about using Ad Extensions to increase your online sales.

1. Microsoft Internal data, daily searches Jan-Feb 2016, U.S. only.  
2. National Retail Federation's 2016 Valentine's Day Consumer Spending Survey conducted by Prosper Insights and Analytics.

3. Merkle Digital Marketing Report for Q3 2016.  
4. Product ads are available in the U.S., United Kingdom, France, Germany and Australia for PC and tablet, and for mobile in the U.S.



## PUT A RING ON IT

Get your phone ringing off the hook with ads that make it easy to find and call your small business.

## The call you've been waiting for

Even if you aren't a traditional retailer, you can still feel the love this Valentine's Day. More than one third of Americans dine out for the holiday, making it the second-busiest day for restaurants in the U.S.<sup>1</sup> Another third (35.1%) celebrate with experiences such as a special weekend away or a trip to the movies. Even more Americans (37.8%) bought flowers to mark the occasion.<sup>2</sup> Encourage customers to place orders and make reservations directly from their smartphone or tablet by listing your phone number in your ads.

# 17.3%

OF ADULTS 18+



plan to use their smartphone to purchase Valentine's Day gifts and 20.3% plan to use their tablets.<sup>2</sup>

> **Pro Tip:** The best time to advertise is Monday through Friday. Weekdays have the highest click-through rates (CTR) and lowest costs-per-click (CPC).<sup>3</sup>

### GET MORE PHONE CALLS

Make it super simple for customers to give you a ring with just a few tweaks to your ad campaigns like:

- adding **Call Extensions** that show a clickable phone number for your local stores. Customers can call you directly from your ad with a single click on their mobile devices.
- targeting shoppers who are already on their smartphones or tablets, ready to give you a call with mobile **device targeting**.
- using **day and time targeting** tools to run ads only on the days and times you are open for business so you don't pay for calls you're not ready to answer.
- including your **call or service center hours** in your ad. That way, you can run ads outside of business hours without customers clicking to call when you aren't there.

### BING + SMALL BUSINESS: A PERFECT MATCH

Get started with Bing Ads!



Join the many small business owners already finding success with Bing. It's easy and takes just a few clicks to get up and running on the Bing Network. **Get started with Bing Ads.**

1. Eater, What America Eats on Valentine's Day, 2016.

2. National Retail Federation's 2016 Valentine's Day Consumer Spending Survey conducted by Prosper Insights and Analytics.

3. Microsoft internal data, daily searches Jan-Feb 2016, U.S. only.

# LEAVE THE LIGHT ON

Capture last-minute shoppers who need a gift—fast!

## Keep the fires burning

Online shopping's one major drawback—shipping—can be a boon to in-store sales. Ad clicks spike during the second week of February<sup>1</sup>, so plan to run the bulk of your ads in the week leading up to Valentine's day. Set ads to display only to people near your location to attract last-minute shoppers in your neighborhood who are eager to buy.

# 15%

OF AMERICANS



wait until February 13 to begin shopping for Valentine's Day.<sup>1</sup>

> **Pro Tip:** Run more ads promoting in-store sales as February 14 draws closer.

### INCREASE IN-STORE VISITS

Fill your store with foot traffic as it gets closer to the big day by:

- displaying store addresses in your ad with **Location Extensions** so shoppers find your nearest location and get directions.
- adding **Call Extensions** to show a clickable phone number for your local stores in case customers want to verify a product is in stock or confirm store hours.
- using **location targeting** to show ads only, or more often, to customers who live nearby.
- adjusting your **day and time targeting** settings to serve ads only when your local stores are open for business.

### FAN THE FLAMES

Make your Valentine's Day ads burn hotter with Bing Insights.



Explore Bing's archive of search trends in your specific industry and adjust your ad spend based on audience demographics, location, device and more. Better insight leads to better marketing and better ROI.

**[See more insights.](#)**



# SUCCESS STORY: FROM YOU FLOWERS

A small business grows sales with Bing Ads Shopping Campaigns.

## Let love bloom

Flower retailer sees Valentine’s Day orders blossom with Bing Shopping Campaigns.

Parallel to the rapid growth of From You Flowers has been the company’s relationship with Bing Ads. “When I joined, Bing Ads was a very small piece of the pie,” recalls Michael Sabia, Vice President of Marketing. “Since then, the growth has been really quite remarkable.”

# 90%

### INCREASED GROWTH



of Bing Ads Valentine’s Day orders year over year.<sup>1</sup>

Using Bing Shopping Campaigns, From You Flowers has been able to easily manage, prioritize and ultimately monetize its campaigns. “I put it to everybody like this when I talk about PPC and flowers,” Sabia explains. “Prior to the Internet, people went to a phonebook; some ad or some callout just caught their attention.”

“In Bing Ads, the click-through rate is such a strong indicator of success with Bing Shopping Campaigns—users are literally voting on an image of a product and a price that will suit them.”

– Michael Sabia, VP of Marketing at From You Flowers

[Download the full story.](#)

### WE ♥ OUR ADVERTISERS!

Join the growing community of happy Bing Ads customers.



We love that we get to work with amazing people doing amazing things all around the world. And we love that Bing Ads helps them do it! Read more Bing success stories on Twitter at [#BingAdsStories](#).

<sup>1</sup>. From You Flowers (2015-2016).



# BING. BE THERE.

Feeling alone when it comes to Valentine's Day advertising? We're here with open arms!



Bing is bigger than you know, growing market share and powering nearly 1 in 3 PC searches.<sup>1</sup> With improvements in campaign management tools, enhancements in audience in audience targeting capabilities and robust reporting, there's never been a better time to be on the Bing Network.

## FREE SIGN-UP

It costs nothing to start and you have total control over what you spend.

## ONLY PAY FOR CLICKS

Pay just when customers click on your ad. No click, no charge.

## NO MINIMUM FEES

Advertise with a budget the right size for your business.

## RETURN ON INVESTMENT

Test keywords, bids, and timing to pay only for what works, not for what doesn't.

## BUDGET BY DAY OR MONTH

Set a monthly maximum or adjust your spend daily.



Join the growing number of small businesses using Bing Ads to find new customers among the 59 million Internet users not reached by Google.<sup>1</sup>

[Get started with Bing Ads.](#)



1. comScore Explicit Core Search (custom), U.S., June 2016; Bing Network includes Microsoft sites, Yahoo sites (searches powered by Bing), and AOL sites in the United States.