



 TikTok

# Valentine's Day For You

Capture hearts on TikTok this Valentine's Day



# Cupid's digital playground: #ValentinesDay on TikTok



For #ValentinesDay in February 2023:

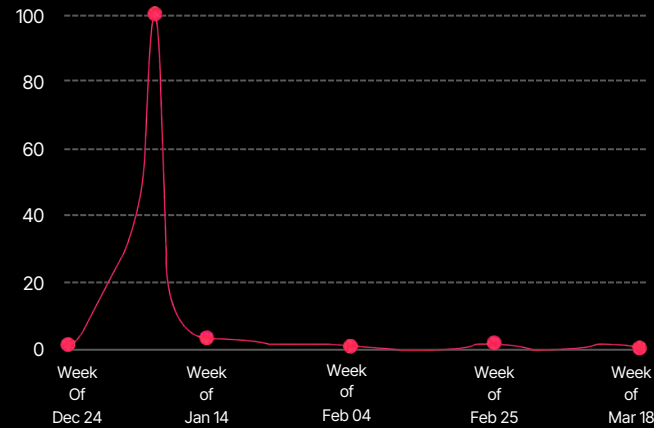
**57B**  
Video views  
global

**1B**  
Video views  
in last 12 months, UK

**113K**  
Posts  
in last 12 months

Decorative graphic of three overlapping hearts in red, pink, and blue.

Love is in the air before February 14



Source: TikTok internal data, Global, Dec 2023

**Valentine's Day on TikTok** is sparking more connections. Don't miss the chance to spread brand love across different communities on the platform.



#valentinesday (57.1B views)

#valentinesdaygift (2.6B views)

#valentineschallenge (27.4M views)

#valentinesdaymakeup (371.6M views)

#valentinesdayrecipes (39.3M views)

#galentinesday (2.6B views)

#valentinesdayoutfit (390.3M views)





**TikTok is a major  
discovery  
destination for  
brands**

of TikTok users use TikTok to  
**find and discover something  
new.**



# From travel to beauty, **Valentine's Day on TikTok** is a diverse space across verticals



Romantic trips

Delicious recipes

Valentine's Day Looks



Home decor for cosy nights in



# Unlocking brand love this Valentine's Day, based on business objective:

## 1. Drive awareness and conversions

Maximize your Valentine's Day campaign and drive impact across the marketing funnel from awareness to conversion.



## 2. Drive product sales

Lean into your audience's urge to splurge during Valentine's Day by tapping into commerce solutions.



**Choose the right measurement solution before launching your campaign.**

**Signal and Events API with Full Funnel Events**

Have a sustainable campaign setup and adapt to the changing ads ecosystem.

# Full Funnel

Advertiser objective:

Drive both awareness and conversions

TikTok's massive and diverse community is not only active on the app — **they're looking to discover products and shop on the platform.** Maximize awareness and conversion on TikTok this Valentine's Day



## Prime the market with Video Shopping Ads

Leverage **VSA Prospecting** to target and prime broad audiences of prospective buyers. *\*if you don't have a product catalog, leverage **Web Conversion ads** instead.*



## Drive reach and excitement across the platform

Generate excitement on peak day using Reach & Frequency for maximum reach and to increase awareness.

## Turn interest into sales with effective retargeting

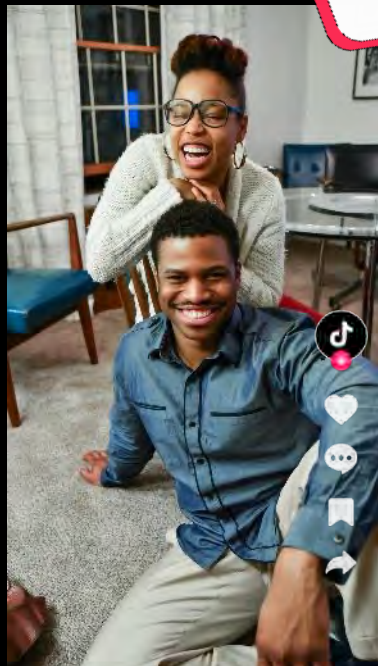
Scale up your retargeting spend after peak moments and capitalize on increased traffic to your website/app. Convert these users into customers with **VSA Retargeting and Web Ads.**

# Commerce

**Advertiser objective:**  
**Drive product sales**



**Tap into your audience's urge to splurge this Valentine's Day**



## Get personalized product recommendations

**Video Shopping Ads** - Leverage your products with our personalized model to deliver the right products to the right shoppers during this key shopping moment.

## Snag last-minute shoppers with In-Feed add-ons

Entice quick decisions and boost sales post-Valentine's Day. Use **Interactive Add-Ons** like Gift Code Stickers to convert last-minute shoppers, ensuring swift delivery with the FOMO of limited-time offers.

## Fuel gifting inspiration with creators

**Creators** are your gateway to an abundance of fresh, creative content. With **Spark Ads**, seamlessly integrate your campaign with the authentic voices of TikTok creators to inspire gift-giving and effortlessly satisfy the creative volume your campaign needs to truly resonate and succeed.

## Prime and convert customers

Consider **In-Feed Auction Ads'** objectives such as **App Installs** and **Web Conversions** to drive your audience to your products as they gear up for Valentine's Day and continue the love post-February 14. Leverage **Smart Performance** to automatically optimize your ads.



# 10 Creative Tips for making TikTok Videos

01

## Identify & define your target audience

Understand who your target audience is and what type of content they would be interested in seeing, to help you create content that resonates with them.

02

## Consider your business' unique personality

Think about the personality and tone of your brand and how you can showcase it in your TikTok videos.

03

## Bring the whole team on board

Hosting TikTok brainstorming sessions with your team can be a fun and effective way to generate lots of great ideas that reflect your business' personality and values.



04

## Use trends to spark creativity

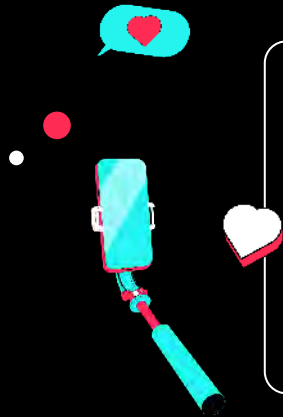
Look to trending TikTok videos as inspiration for your ad creatives.

Check out our interactive hashtag tracker Popular Trends to find out what's hot on TikTok this week or month.

05

## Go full-screen

Videos using the full 9:16 aspect ratio see a significant boost in impressions compared to videos that fit poorly on the screen.



# 10 Creative Tips for making TikTok Videos



06

## Make some noise

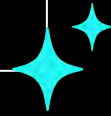
Videos should always include sound. Sound is essential to the TikTok experience.

You can choose music, voice-over or a mix of both to accompany your video. Browse the royalty-free Commercial Music Library in the TikTok app

07

## Short and sweet

TikTok supports video lengths ranging from 15 sec to 3min. Any video length within this range can find success. However, research shows that regardless of format, the first six seconds are vital for impact.



08

## Lo-Fi works best

Lean into lo-fi video. You don't need fancy cameras. Smartphone camera quality is perfect for TikTok, but be sure to avoid pixelated or blurry videos; videos should not be below 720P.

09

## Feature People

Including people such as creators, employees, and customers for more engaging content.

Collab with TikTok Creators know how to make your branded content shine.

10

## Showcase your products or services

Use TikTok to showcase your products or services in creative, informative and visually engaging ways while keeping the content feeling native to the platform.

# Thorthful



**Thorthful** is the UK's first greeting card marketplace supported by a community of designers, illustrators and comics who receive industry leading royalties in return for creating witty greeting cards.

## Strategy

For its Mother's Day and Valentine's Day campaign, Thorthful used Spark ads and non-Spark ads to boost their engaging content.



## Results

Conversion  
rate

10%

Views

4.5M

Reach

1.8M





 TikTok

# Thank you!

