



8 Valentine's Day Sales-Boosting Tips!

As the holiday season is over, it's time to focus on the next major event especially if it involves loving hearts. Any suggestions for preparing your online store for the upsurge of customers on Valentine's Day?

Our top 8 tips checklist comes in handy for the big day!

♥ Create a Valentine's Day Theme for Your Website and Mobile App

Update your eCommerce store with Valentine's Day specials, sales, and unique items. Upsell with suggested holiday add-ons and spoil your customers with online-only sales and discounts. Items can be easily added to your Local Express platform from any device, ensuring that your holiday shopping list is always up to date.

♥ Offer Limited-Time Recipes

Establishments are more likely to succeed with more elaborate meals, so capitalize on that or offer a limited-time recipe to draw in more customers. Local grocers can promote luxury items and tailor special promotions to additional shoppers, ranging from Italian truffles to Armenian wine.

♥ Set Easy-to-Use Delivery Rules for Loving Souls

Shipping and delivery become even more critical on special occasions and holidays. Update your shipping and delivery information on your website and mobile app by listing seasonal delivery rates and estimated shipping times. Use our 100+ delivery partners to get your orders to their destinations.

♥ Allow the Lovers to Escape Lines

Provide self-ordering and self-checkout kiosks to your customers so that long lines do not kill the Love spirit. Allow your customers to complete their orders, wrap gifts, and enjoy self-ordering service to the fullest.

♥ Advertise on Time!

Run Valentine's Day specials through social media campaigns, email marketing, and Google and Facebook ads. Make sure to provide an extra holiday incentive to all of your loyal customers and, if possible, use reward programs. Don't know where to begin? Our marketing team can help you figure out how to share Love and its benefits with your customers.

♥ Provide a Variety of Payment Options

Customers can use Scan, Pay, and Go to locate items in-store, scan them with their mobile devices, and pay using services such as Google Pay and Apple Pay. Holiday sales and discounts are applied automatically.

♥ Provide a Mixup Boxes of Goods

Gather products from one or more comparable categories and combine them into a set. Users' focus will be drawn to one or two products. Meat, for example, can be mentioned alongside sauces.

♥ Pets also Celebrate Lovers' Day

When it comes to promoting relevant products, it's also helpful to know that consumers enjoy spoiling their pets. In fact, one in every four people shops for their pets on Valentine's Day, so a themed pet food offer can work surprisingly well.

Need some assistance on Valentine's Day?

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