

INTERNET

## Retailers prompt ecommerce gifting with digital Valentine's Day efforts

February 4, 2015



*Image from Harrods Valentine's Day email*

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By SARAH JONES

As Valentine's Day approaches, retailers are reaching out to consumers via digital channels, looking to drive ecommerce gifting purchases.

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**Luxury Daily**

From special offers to online exclusives, retailers gave consumers incentives to shop with them online instead of in-store for the holiday, presenting their ecommerce sites as one-stop shopping destinations for confections, apparel, jewelry and beauty products. While Valentine's Day gifts are an emotional purchase often reserved for in-store perusal, shoppers may take retailers up on their ecommerce promotions to avoid wintry weather.

"One thing that is very peculiar about Valentine's Day is the timeliness of it," said Dave Rodgeron, a retail business development executive at [Microsoft Canada](#), Toronto. "It's such a short holiday leading up to it.

"Usually it's the guy buying something for the girl, and the purchase ends up beng last minute because that's the way guys think," he said. "The way that the holiday has been positioned, it's got a very narrow window of opportunity.

"Where I think ecommerce becomes a bit of a challenge is because these purchases come

so late, it can be hard for a retailer to have the infrastructure to supply the need in that short time frame. You want it to be there Feb. 14. It doesn't do you any good to have it there the next morning.

"That's not an artificial finish line. It's very real."

Love connection

Last year, Fortnum & Mason centered its holiday marketing on its culinary offerings, differentiating itself from other retailers ([see story](#)). This year, it again lead with its food offerings, featuring its holiday themed hampers, wines and teas via social media.

As an online exclusive, consumers can purchase "endless love." When a heart-shaped box of chocolates is ordered, the gift recipient will receive truffles once a month for 11 months.



*Facebook post from Fortnum & Mason*

In addition to consumables, Fortnum & Mason told its newsletter subscribers that it is "The only place for Valentine's" via an email. Inside the body, consumers were invited to explore the retailer's new Web site for some of the top 10 gifts, such as jewelry, perfume and flowers.

YOU'RE INVITED...VISIT OUR NEW WEBSITE: [NEW.FORTNUMANDMASON.COM](http://NEW.FORTNUMANDMASON.COM)

## A DAY TO REMEMBER... OUR TOP 10 VALENTINE'S GIFTS

Make their day with our beautiful Valentine's gifts. From a bottle of fizz to something sparkly, we have the gifts they're hoping for...

#WithLove

SHOP NOW

1



Our first, our last, our everything.

HAMPERS & GIFT BOXES

[+ SHOP NOW](#)

Make their day sparkle...

CHAMPAGNE

[+ SHOP NOW](#)

2



3



From one heart to another

CHOCOLATE

[+ SHOP NOW](#)

### *Email from Fortnum & Mason*

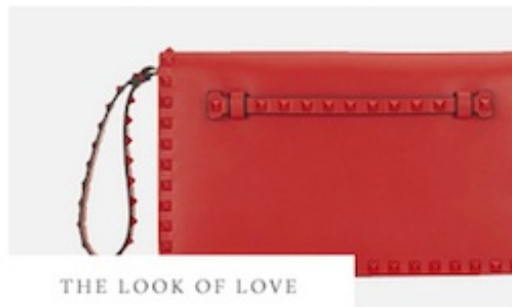
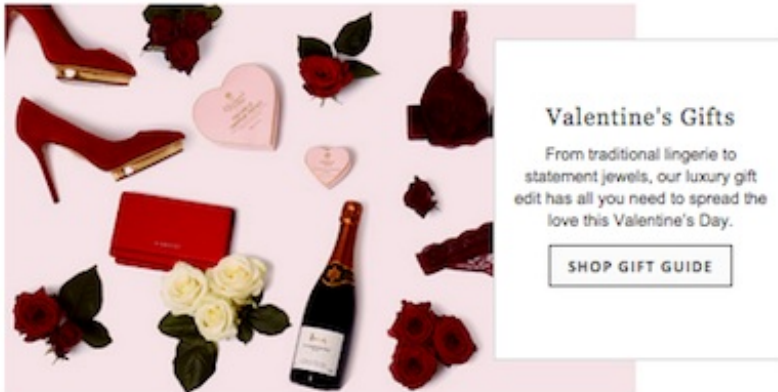
Drawing its online audience in-store, Fortnum & Mason highlighted some of the dining experiences available on premises, including Champagne and caviar at the Wine Bar.

Harrods also took a broad approach with its gift guide, featuring Champagne, lingerie and leather goods in an email campaign featuring the subject line "Valentine's Gifts They'll ♥".



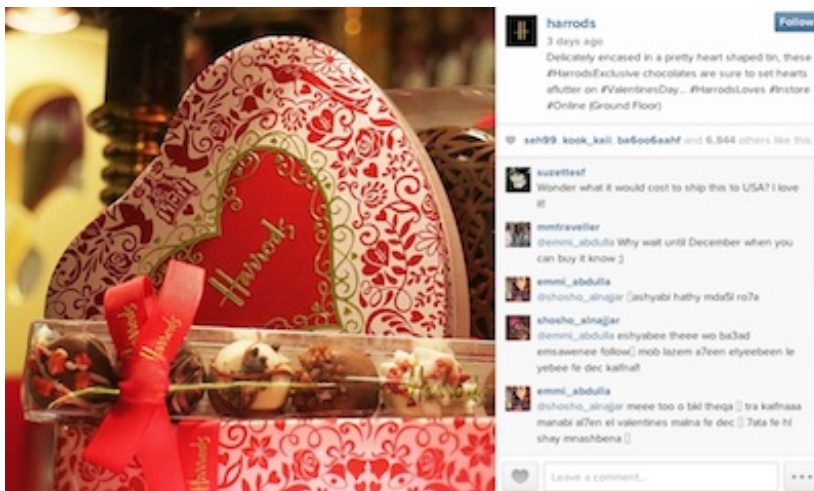
Our luxury gift edit will make their Valentine's Day unforgettable.  
View online version [HARRODS.COM](https://www.harrods.com)

Women Men Accessories Shoes Beauty Food & Wine Homewares Souvenirs



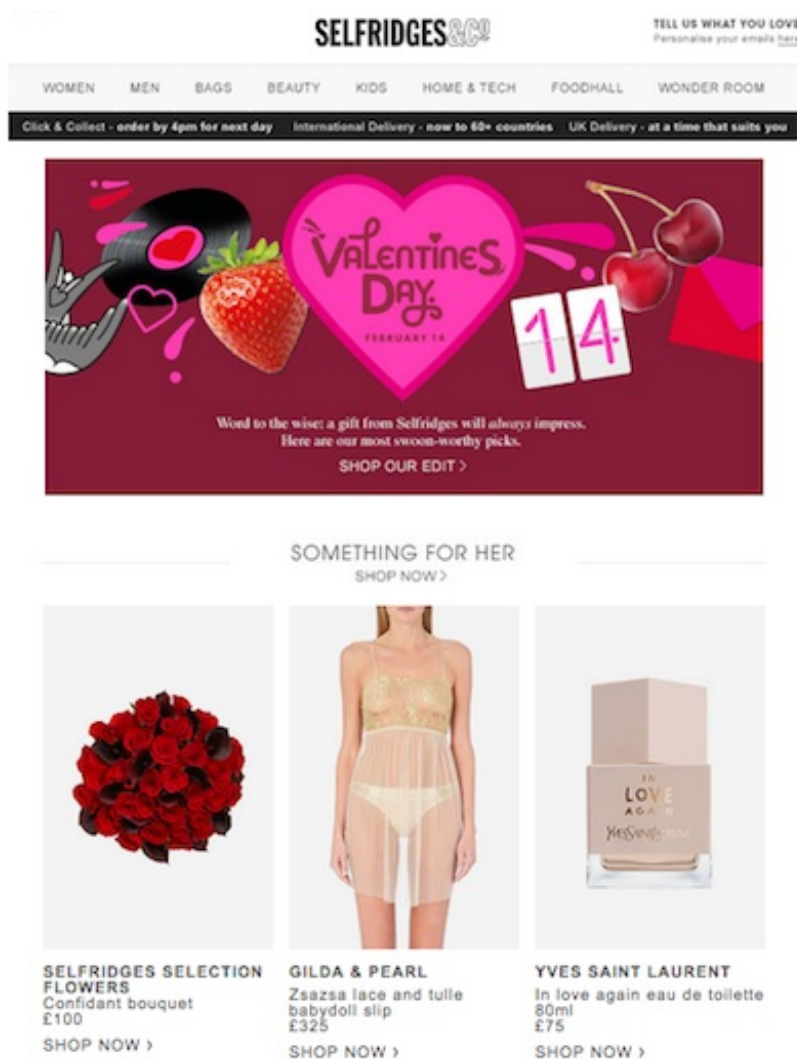
### Email from Harrods

The retailer also looked to generate a social media conversation surrounding its Valentine's Day gifting with the branded hashtag #HarrodsLoves. For each of the 14 days in February leading up to the holiday, Harrods is sharing one of its own beloved present ideas on Instagram.



### Instagram post from Harrods

Selfridges looked to help consumers impress with an email newsletter with its “swoon-worthy picks.” Consumers can click on individual product images of Christian Louboutin nail polish or a Mulberry briefcase to be redirected to the item’s page on the retailer’s Web site.



The image shows a screenshot of the Selfridges.com website. At the top, the Selfridges logo is centered, with the tagline "TELL US WHAT YOU LOVE Personalise your emails here" to its right. Below the logo is a navigation menu with categories: WOMEN, MEN, BAGS, BEAUTY, KIDS, HOME & TECH, FOODHALL, and WONDER ROOM. A dark banner below the menu contains the text: "Click & Collect - order by 4pm for next day", "International Delivery - now to 60+ countries", and "UK Delivery - at a time that suits you".

The main banner is a Valentine's Day promotion with a dark red background. It features a large pink heart with the text "Valentines DAY FEBRUARY 14" and the number "14" on a calendar. Other elements include a vinyl record, a strawberry, and cherries. Below the heart, the text reads: "Word to the wise: a gift from Selfridges will always impress. Here are our most swoon-worthy picks. SHOP OUR EDIT >".

Below the banner is a section titled "SOMETHING FOR HER" with a "SHOP NOW >" link. It features three product cards:

- SELFRIDGES SELECTION FLOWERS**: Confidant bouquet, £100, SHOP NOW >
- GILDA & PEARL**: Zsazsa lace and tulle babydoll slip, £325, SHOP NOW >
- YVES SAINT LAURENT**: In love again eau de toilette, 80ml, £75, SHOP NOW >

### *Email from Selfridges*

Saks Fifth Avenue mostly spoke to those looking for a gift for a woman in their life, sharing a link to a gift guide via social media. Apparel and accessories in shades of pink and red, including an Alexander McQueen skull scarf and a Cartier Tank watch are included alongside fragrances by Acqua DiParma and Balenciaga.



Saks Fifth Avenue

January 27 at 6:52pm · Edited ·

Woo her with top picks from our Valentine's Day Gift Guide, featuring one-of-a-kind treasures from Edie Parker, kate spade new york & more.  
<http://s5ave.nu/6181xCYf>



Once on the site, consumers can also access an edited ecommerce page for men's gifts, featuring Burberry.

Bloomingdale's similarly stuck to a Web site gift guide, providing ideas for both men and women in an ecommerce format. For her, items included a golden Burberry handbag and Tom Ford lipstick, while gifts for him skewed high-end practical, such as a David Yurman Swiss Army knife.



**Bloomingdale's**

January 31 at 6:00pm · 🌐

Two weeks til Valentine's Day! Shop gifts your love will love.

<http://bit.ly/1ySYBzF>



*Facebook post from Bloomingdale's*

To drive online gift purchases, Neiman Marcus is offering free gift wrapping for items purchased online through Feb. 6, to “add a touch of romance to the perfect gift.” The email flips through images of product ideas, including Chloé’s Love Story fragrance and a Nancy Gonzalez handbag.

ONLINE THROUGH FRIDAY ONLY

Shop for your  
*Valentine*

ENJOY **FREE** GIFT PACKAGING™ ON YOUR ORDER!  
ADD A TOUCH OF ROMANCE TO THE PERFECT GIFT ▶



NANCY GONZALEZ



ASSISTANCE

NM CREDIT CARD

STORES

INSITE

THE BLOG



### *Email from Neiman Marcus*

On the click-through, consumers can browse a selection online, including the items depicted in the email.

Net-A-Porter, as a women's only retailer, spoke directly to the women, who will likely be the recipients of gifts from its site. In two different emails, the ecommerce store told consumers to drop a hint to a loved one.

The first used the subject line "Send this to someone who thinks you're special," featuring shoes, apparel and leather goods. A follow-up, "The Valentine's gifts to ask for," highlighted beauty products.



Free shipping and returns on all orders within the US

English Update your language preferences here

Problems viewing this email? Click here

# NET-A-PORTER

The world's premier online luxury fashion destination

WHAT'S NEW DESIGNERS CLOTHING BAGS SHOES ACCESSORIES SPORT BEAUTY



*Email from Net-A-Porter*

Nordstrom also featured a beauty edit, inviting consumers to "Think outside the chocolate box" via a Facebook post.



**Nordstrom**

February 2 at 3:27pm · 🌐

Think outside the chocolate box this Valentine's Day. <http://bit.ly/1EuyOiy>



## *Facebook post from Nordstrom*

### Ecommerce ease

When running a holiday ecommerce campaign, the key is to make the purchase path simple and easy for consumers, regardless of how they are choosing to interact with a store.

Luxury marketers should make the purchasing process as easy as possible for affluent consumers and target a precise demographic when offering holiday gift guides via email, experts say.

Many luxury marketers have been pushing Valentine's Day gift guides through email, but the ones that will be most successful are those that are making the gifting process easier for the consumer. Giving gift ideas and allowing consumers to filter through them are good ways to drive purchases from an email promotion ([see story](#)).

For instance, Bloomingdale's, Nordstrom and Saks Fifth Avenue optimized their Valentine's Day shopping guides for mobile smartphone and tablet applications to encourage consumers to make emotional purchases on-the-go.

Retailers can certainly benefit from providing seasonal gift guides on mobile apps so that consumers can browse the same products on their desktop, smartphone and tablet. Though in-app purchases will not make or break sales during a gifting holiday such as Valentine's Day, it is vital for the shopping experience to be optimized for mobile to keep up with the shift from ecommerce to mobile commerce, experts say ([see story](#)).

Keeping mobile readers in mind on both email and social media will help to drive mobile conversions from busy consumers. However, retailers can also use these channels to prompt consumers to shop in-store.

"Here's where I think omnichannel can play a role," Mr. Rodgerson said. "It's a great opportunity for retailers to use mobile, internet to draw consumers in-stores. Once they're there, blow them away with service.

"Retailers should be looking to do this year-round," he said. "For this occasion, my suggestion would be that they need to be using all the tools they have in concert with each other."

### Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: <https://www.youtube.com/embed/u-czYnkqeH4>