

4 top digital marketing strategy for increasing sales in valentines day.

# CONSUMERS Y-O-Y SPENDING HABITS DURING VALENTINE'S AND FACTORS AFFECTING SPENDING

## AGE



It is seen that millennial tend to spend more on Valentine's Day than the older couples. The young blood and thrill of a new relationship may be the driving factor for millennial couples to splurge more on their partners as the figures fall down when it comes to engaged or married couples.

## LOCATION

According to findings, spending during Valentine's is recorded to be higher in rural areas (22%) than urban areas (20%) in 2016. This may be owing to convenient online services of home delivery, attractive discounts, and so on.



## MARKETING

A major factor that induces spending is effective marketing strategies. Creating a sense of urgency amongst people and luring them through heavy discounts on best-selling products helps augment sales.

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## digital marketing strategy

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