



# 2024 Valentine's Day



EXCLUSIVE VALENTINE'S GUIDE TO  
HEARTFELT PAID SOCIAL CAMPAIGNS



# 2024 Valentine's Day

SOCIAL MEDIA TRENDS



## YouTube KEYWORDS

Source: CampaignLab, Strike Social 2024

### 14 KEYWORD TARGETING

### 14 KEYWORD EXCLUSION

#### High Intent:

- Valentine's Day Gifts for Him/Her
- Romantic Getaways for Valentine's Day
- Valentine's Day Proposal Ideas
- Unique Valentine's Day Date Ideas
- Best Restaurants for Valentine's Day
- Valentine's Day Jewelry
- Romantic Valentine's Day Dinner Recipes
- DIY Valentine's Day Gifts
- Valentine's Day Spa Packages
- Personalized Valentine's Day Gifts

#### Mid-Intent:

- Valentine's Day Decorations
- Valentine's Day Outfits
- Valentine's Day Cards
- Valentine's Day Candy
- Valentine's Day Flowers



#### Anti-Valentine's Day:

- Anti-Valentine's Day
- Breakup Tips
- Divorce Lawyers
- Valentine's Day Fails

#### Practicality and Affordability:

- Cheap Valentine's Day Gifts
- Overpriced Valentine's Day Gifts
- Valentines Day Scam

#### Humor and Entertainment:

- Funny Valentine's Day Fails
- Worst Valentine's Day Gifts Ever
- Controversial Valentine's day traditions

#### Informational and Relationship Trouble:

- Valentine's Day History
- Valentine's Day Myths
- Valentine's Day Commercialization
- Relationship Problem
- Signs Your Relationship is a Failure

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## TikTok KEYWORDS AND USAGE

Source: TikTok Creative Center

### 10 POPULAR KEYWORDS

As of Jan 15, the number of ad creatives that are using the keywords in campaigns.

happy Valentine's day<sup>71</sup>

best Valentine's day<sup>67</sup>

Valentines day gift<sup>93</sup>

your valentine's day<sup>39</sup>

Valentine's day<sup>1,000+</sup>

for Valentine's day<sup>52</sup>

design a Valentine's day gift<sup>44</sup>

Valentine's day sale<sup>77</sup>

this Valentines day<sup>127</sup>

perfect valentines day gift<sup>81</sup>



## 1.83% CTR

### KEYWORD ENGAGEMENT

Median CTR of Top Keywords used in ad creatives

Valentine's day	4.97%
this Valentine's day	2.24%
Valentines day gift	1.90%
Valentine's day sale	1.77%
for Valentines day	1.75%
perfect Valentine's day gift	1.63%
your Valentines day	1.62%
best Valentine's day	1.04%
happy Valentine's day	0.59%

### KEYWORDS MOST USED AS

ad text	1.72%
text overlay	1.50%
voice-over	1.99%





# facebook

Source: Facebook Ads Manager

## INTERESTS TARGETING

Interests > Additional interests:

- Dinner (food & drink)
- Dress shirt (apparel)
- Flower (plants and flowers)
- Gift basket (retail)
- Gift shop (retail)
- Gifts for you
- Party dress (apparel)
- Pastry (baked goods)
- Restaurants (dining)
- Romantic (apparel)
- Romantic music (music)
- Vacation rental (lodging)



Interests > Additional interests > Valentine's Day

Valentine's Day

Interests > Shopping and fashion > Beauty (social concept)

Spas (personal care)

Interests > Shopping and fashion > Fashion accessories (accessories)

Jewelry (apparel)

## INTERESTS TARGETING IN ACTION

Ad cost and other metrics may vary.

Flight date: Feb 1 - Feb 15

Location: North Carolina, Virginia, Tennessee, Georgia, Minnesota

Age: 25-65+

Gender: All genders

Awareness Campaign

Daily budget	CPM Min	CPM Max	Reach
\$50	\$6.56	\$9.80	5.1k - 15k
\$200	\$8.42	\$12.50	16k - 46k

Link-Click Campaign

Daily budget	CPM Min	CPM Max	Link Clicks
\$50	\$0.54	\$0.81	62 - 178
\$200	\$1.08	\$1.60	125 - 361



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OR SEND US A MESSAGE  
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