



**Agency Partner**  
provide-commerce

**Campaign Duration**  
4 Weeks

**Campaign**  
Valentine's Day 2011

**Target**  
**Primary:**  
• Women  
• Men

**Secondary:**  
• Lifestyle Interests  
• Sports  
• Politics  
• Dating/Romance  
• Pop Culture  
• Shopping



## Objectives

- Position ProFlowers and RedEnvelope as one-stop online shopping destinations for Valentine's Day gifts
- Drive traffic to specific Valentine's Day landing pages for female and male gift recipients
- Encourage followers on Facebook and Twitter

## Strategies

### Incentives

Coupon codes were given to bloggers to generate transparent reviews, rewarded using a system of tiers based on blog quality. Extra coupon codes were also given so bloggers could get readers involved via giveaways hosted on social networks, driving buzz and organic chatter.

### Social Network Outreach

We posted about featured products in highly-targeted groups on Facebook and Message boards, including calls to action to join the ProFlowers Facebook community.

### Community Building

Blog outreach incited users to follow both ProFlowers and RedEnvelope on Facebook and Twitter. Links to both were included in outreach messaging, and several giveaways we set up also required entrants to follow/"Like" ProFlowers and RedEnvelope in order to win.

## Results

- Generated over 13+MM impressions overall
- Giveaways hosted on Facebook and Twitter accounted for 76% of all campaign mentions
  - 7.2MM+ Twitter impressions
  - 2.8MM+ on Facebook
- Campaign experienced excellent response rate - 46.99%
- Received pass-along from 159 of 160 bloggers reached, a 99.4% placement rate
- Observed a 77.2% SEO lift (via Google search) throughout campaign duration



five-star terry robe  
★★★★★ 144 reviews

