



What can a B2B company do on Valentine's Day that is just a little unexpected? Share some love of course. Even B2B companies can create a promotion their clients can appreciate.

Here are five simple and easy suggestions.

1. Send a simple email or video email greeting to your clients with a short message. Below are some sample scripts. Tip: Some email platforms, like Constant Contact and MailChimp have animated emails you could also use.
2. Designate February as Customer Appreciation Month. There are 29 days in 2020, so time to get cracking with social media posts, animated gifs, testimonials, pet photos, company culture videos, and customer-service messages. Be sure to use hashtags that tie back to your brand, such as #29ActsOfLove #LoveFest2020 #WeLoveOurCustomers, and more creative sayings.
3. Offer promotional products to your clients with fun slogans like, We [heart] our CPA!, Be Audit You Can Be, #1 Best Client, You're the Best, etc.
4. Don't forget the employees. Show them how much you appreciate them by hosting a Valentine's Day luncheon or sending everyone in the office a thank you note for their hard work.
5. Call your clients. Let them know you wanted to say how much you appreciated their relationship with your company and that you wish them a Happy Valentine's Day.

Email and Video Sample Messages

Subject: We're better together.

5 Simple & Effective B2B Valentine's Day Marketing Ideas

Preview: Happy Valentine's Day

Email / Video Script: We love that you are part of our business family and just wanted to send along a Valentine's Day gift to you.

In honor of this lovefest, we're offering you 10% off your next service if you refer a new client to us. If interested, complete this form [link] and use Promo Code Love2020.

Happy Valentine's Day from all of us at [Company Name].

Subject: Still Searching for the Perfect Partner?

Preview: Hear What Our Clients Love About Working With Us

Email / Video Script: We know how hard it is to find the right, long-term business partner. That's why this Valentine's Day we wanted to share some of what our customers had to say about working with us.

[Insert 1-3 testimonials.]

If you're searching for a long-term business partner that does more than just your bookkeeping, give us a call.

Happy Valentine's Day from all of us at [Company Name].

Subject: Looking For An Unusual Valentine's Day Gift?

Preview: Estate Planning With Your Loved One

Email / Video Script: Estate planning may not be as romantic as flowers or dinner, but it's a sure way to show someone how much you love them.

Don't leave the ones you love without a plan. Give us a call for wills, trusts, estate planning, and more

Happy Valentine's Day from all of us at [Company Name].

Subject: Sharing the Love This Valentine's Day

Preview: Help Us Make A Difference In Our Community

Email / Video Script: This Valentine's Day our team would like to ask you to join us as we celebrate our community by making a donation to [insert charity name]. We are offering a donation match for every donation we receive up to [insert dollar amount].

We, along with some very special guests, will present this gift on Valentine's Day.

Please help us show some love for our community by posting a tax-deductible donation here [link].

Thank you and Happy Valentine's Day from all of us at [Company Name].

Will you go above and beyond this Valentine's Day and offer someone an unexpected message designed to make them smile?

Need help creating one of these campaigns, [give us a call](#) by February 5, 2020.