



Q4 Gift Voucher Promotions Plan

How to market your gift vouchers to increase sales.

Brought to you by One Tree Gift Vouchers

Launch Plan

- Key 2020 dates
 - Black Friday – 27th Nov
 - Cyber Week – 30th Nov - 4th Dec
 - Christmas – 25th Dec
- Prepare on- and off-line marketing materials
- Run promotions
- Create staff sales incentive





Target Market

- Previous guests looking for special and different gifts.

People love to share their experiences with friends and family.

- Local market – prospects within driving distance of your venue.
- Online customers who are looking for gifts that can be personalised and delivered on time. These could be first time customers or returning guests.

Copy ideas



- This Christmas, treat the one you love (or yourself!) to a gift voucher at _____.
- 'Tis the season to be generous. Give a real treat this Christmas with _____.
- Think outside the socks! Gift vouchers make perfect Christmas gifts.
- Give the gift of luxury this Christmas.
- Here's to 2021. Give your loved ones something to look forward to with a gift voucher.
- Special presents sorted. Give a gift voucher for _____.
- This year, we have come to appreciate family more than ever. Show them just how special they are with our personalised gift vouchers.

Don't forget the call to action. E.g. 'see our range' or 'buy online today', with a link to your web page.

Marketing Materials

Choose a theme and apply it across all promotions. Sell the experience.

[Click here to browse more ideas and designs.](#)



Poster

Email or website banner

Social media post 1

Social media post 2

Poster

Email or website banner

Social media post 1

Social media post 2

Social media post 3

Offline Marketing Materials

1

Posters and digital displays.

Make them bright and eye-catching with clear CTAs.

2

On-hold messages.

Never miss an opportunity to encourage voucher sales.

3

Table talkers and printed adverts.

Use area guides or adverts at the back of your menus.

With printed takeaway materials not an option this year, focus on digital channels to get your message across.

Posters

- Add a frame
- Place on the reception desk
- Put up in the ladies' bathroom

A simple announcement is sometimes enough to make an impression and lead to a sale – see our [blog post about The Baader-Meinhoff Phenomenon](#).



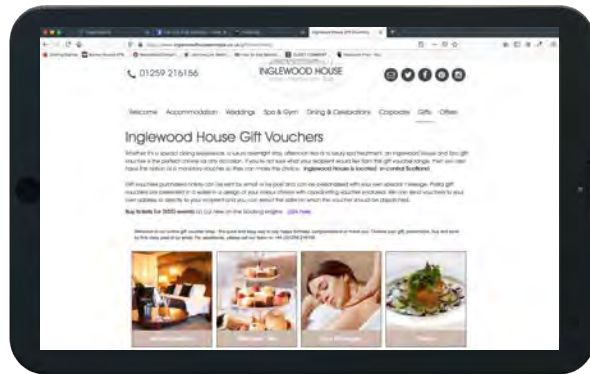
*Spread the joy this
Christmas season!*

FESTIVE GIFT VOUCHERS

make the perfect Christmas gifts for loved ones.

**BROWSE THE COLLECTION ONLINE OR
ASK FOR MORE INFORMATION TODAY.**

Digital Displays



Ipads.

Allow guests to interact with and browse your online gift voucher shop.



TV screens.

Keep your vouchers in the mind of your guests by displaying information about them.



Front desk PPTs.

Show guests how to find your gift vouchers, should they wish to after their visit.

On-hold message

'Thank you for calling. Please leave a message ...

...and if you're looking for a unique gift this Christmas, why not treat friends and family to a gift voucher for our hotel/restaurant?

Available to buy directly from our website at www.ourbusiness.co.uk.'



Online

This year, people are less likely to leave their homes to shop for gifts, making it far more likely they will buy online. Be sure to focus on the following channels:

- Regular client e-newsletters and targeted e-shots prior to key sales dates.
- Frequent social media posts mentioning your vouchers. Paid ads if possible. Always with links back to your voucher shop.
- Email signatures with clickable links begin a smooth customer journey for your customers and colleagues.
- Website pop-ups, image boxes and blog posts alert new, interested customers to the fact that you sell gift vouchers.



Launch

Ready to go?

1. Create an action plan.
2. Roll out actions in stages.
3. Highlight key sales dates.
4. Inform staff.

Action	Week 1	Week 2	Week 3	Week 4	Responsible	Complete
Define Target Market						
Existing Mailing List						
Social Media Followers						
Social Media Ad Targets						
Message						
Establish theme/Copy						
Theme ideas – experiences						
Off-line Materials						
Posters						
Flyers						
Tent cards/business cards						
Digital display slides						
Company materials/ brochures						
On-hold Messages						
Print ads						
On-line						
Client Newsletter						
Social Media organic posts						

More information



The more people know about your gift vouchers,
the more sales will increase.

**Contact us on 01761 472911 or email
support@one-tree if you have any questions or
comments.**