



ONE TREE
VOUCHER SOFTWARE



Your ideal gift voucher customers

WHO ARE THEY AND WHERE DO THEY HANG OUT?

LOUISE CALLAN - MARKETING DIRECTOR

Customers



In any business, the most important person is the customer.

It is useful to build up a picture of the typical person who will buy your gift vouchers.

Once their characteristics and needs are identified, we can tailor our promotions towards fulfilling those needs.



Create a gift voucher customer persona



A customer persona is a portrait of your ideal customer and helps you to make decisions about the best services to offer and how to promote them.

We can establish one or more personas for the people who buy gift vouchers.

Then we can work out what will most appeal to them in terms of buying gifts.



What are the shared characteristics of your prospects?

Download the Customer Persona Worksheet and create a picture of your typical gift voucher targets.

The form is titled "Customer Persona" and is part of the "ONE TREE VOUCHER SOFTWARE" suite. It is designed to help users identify their typical gift voucher buyer. The form includes the following sections:

- Typical gift voucher buyer for** _____
- Age range:** _____
- Preferred marketing channels:** _____
- Favourite TV show:** _____
- Hobbies & interests:** _____
- Favourite supermarket:** _____
- Favourite clothes shop:** _____
- What car do they drive?** _____
- Where do they live?** _____
- What type of job do they do?** _____
- Motivation for buying gift vouchers as presents:** _____
- Name to represent your target group:** _____

At the bottom right of the form, there is contact information: support@one-tree.net | 01761 472911

Potential gift voucher customers



- ▶ Leisure guests
- ▶ Wedding parties
- ▶ Business customers
- ▶ Spa visitors
- ▶ Local diners
- ▶ Attendees at hotel events

Do they buy gifts?



They certainly do! They all:

- ▶ Give and receive birthday, anniversary, Christmas and potentially Mother's or Father's Day gifts.
- ▶ Some may buy corporate gifts.
- ▶ Some may have a gift list, some may give themselves 'me time' presents.

But they may not think of buying gifts from you ... unless they know that you sell vouchers.

Gift voucher buyers



To make promotions more effective, consider:

- ▶ Who are the target audience?
- ▶ What are their motivations for buying your vouchers?
- ▶ Where do they live?
- ▶ What messages will appeal to them?
- ▶ When do they buy Christmas gifts?
- ▶ How do you communicate with them?





What do we already know?

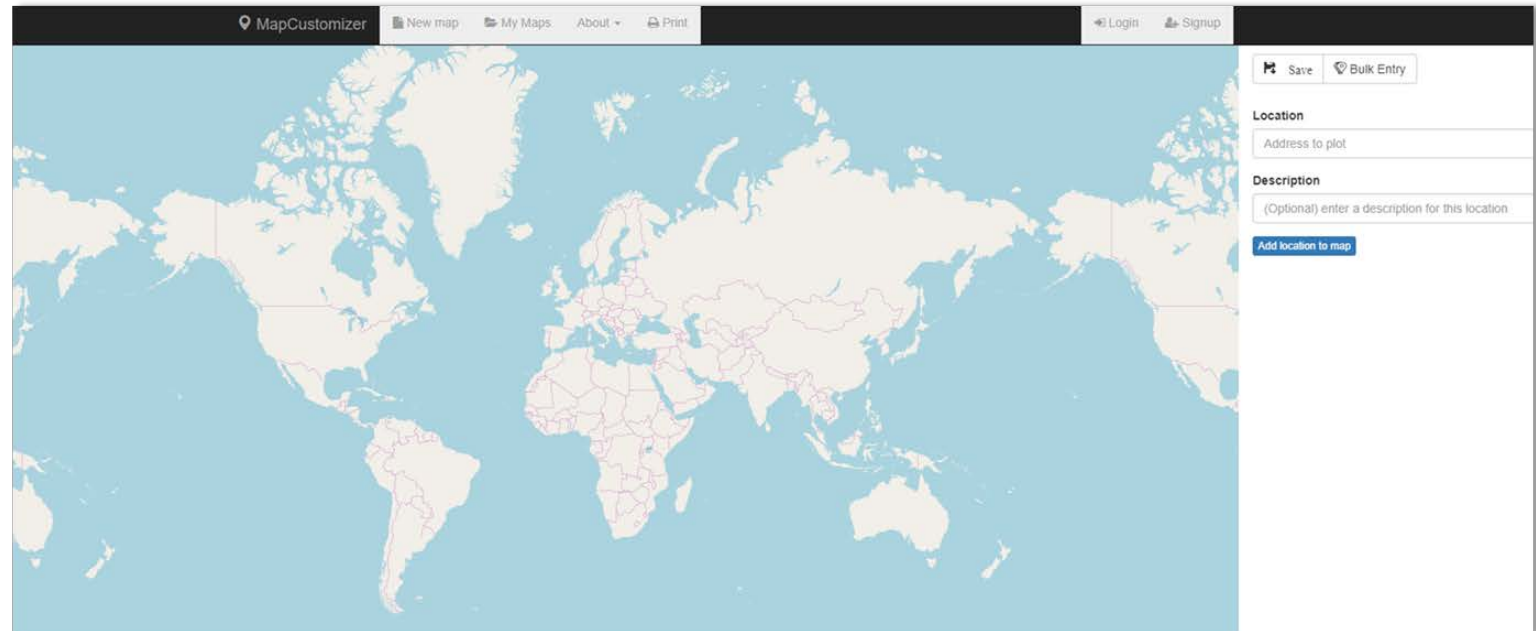
- ▶ Gift voucher buyers are likely to know your brand and are looking for special and different gifts.
People love to share their experiences with friends and family.
- ▶ Local market – prospects within easy travelling distance of your venue.
- ▶ 75% of gift voucher buyers are women (busy women!).
- ▶ Recipients of gift vouchers are split fairly evenly between men and women.



Where do your buyers live?



- ▶ Use a free online tool such as Mapcustomizer.
- ▶ Extract post codes of existing buyers from One Tree. Sample of 200, or buyers from 12 months.
- ▶ Bulk upload to the Mapcustomizer website.
- ▶ View a map of where your previous customers live.
- ▶ Target these geographic areas for new buyers. E.g. with social media advertising.




Extracting Data from One Tree



- ▶ Click on Sales
- ▶ Select date range
- ▶ Export data
- ▶ Copy delivery post codes to Mapping software
- ▶ View your target area on a map.

Sales Redeem Gift Voucher Manage Gift Items Settings

From To

 _assets_csv_files_or....csv ^

AA
Delivery Postcode

Message



Establish a common graphic theme that will appeal to your target group. Vary the words and content throughout the promotion. For example ...

- ▶ Christmas gift vouchers
- ▶ Give the gift of luxury
- ▶ For mums who love to spa
- ▶ Give a gift of 'me time'
- ▶ Presents for those who love fine dining
- ▶ Ultimate gourmet gifts
- ▶ Get ahead with our gift guide
- ▶ Christmas gifting sorted
- ▶ Brilliant gift ideas for you
- ▶ Our favourite gifts this Christmas e.g.
 - ▶ Chef recommends a tasting menu because ...
 - ▶ Jane, our spa manager recommends a half day spa treatment because ...

Where to promote?



- ▶ Website
- ▶ Newsletters
- ▶ E-mail shots
- ▶ Social Media
- ▶ In-house – posters, digital displays



When to promote?



We have seen that the key selling period is December, so October and early November provide a time to prepare.

Download our handy checklist and plan to add your activities.

Decide what can be achieved with resources available.

Christmas Gift Voucher Campaign 2020

	Sep 28	5th	12th	19th	26th	2nd	9th	16th	23rd	30th	7th	14th	21st
Action													
Week beginning													
Key Dates													
Black Friday													
Key gift voucher sales weeks													
Last day of posting													
Christmas Eve – final day of sales													
Target Audiences													
Update mailing lists													
Analyse social media followers													
Profile walk-in visitors													
Graphics/Words													
Create visual theme													
Write headlines/copy													
Email													
Send out Christmas newsletters													
Create and use email signatures													
Send out targeted email-shots													
Website													
Create website pop-ups/banners													
Upload online brochures													

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Next Steps



Start simply and build up as time goes on. The more people know about your gift vouchers, the more sales will increase.

Please see the [Promotional Materials](#) Library for a selection of social media graphics, email banners, posters and other helpful assets.

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