



ONE TREE
VOUCHER SOFTWARE



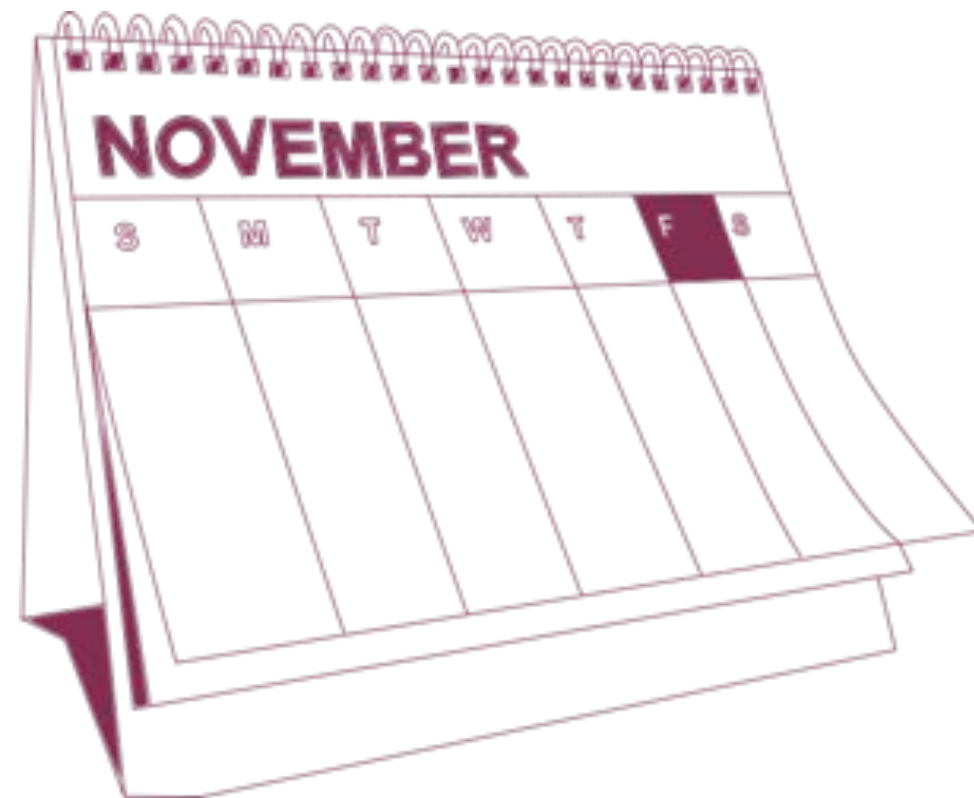
How to run a successful Black Friday sale

SELLING SPECIAL OFFER VOUCHERS



Save the date

- ▶ **Friday 29th November 2019**
- ▶ Some sales begin on Monday 25th and continue until Black Friday.
- ▶ Others span the weekend and end on Cyber Monday (2nd December).
- ▶ Choose the dates that work for you and plan your campaign around these.





Create Offers



Decide on your offers

- ▶ % Discounts (can vary between offers)
2 for 1
Buy one, get one free
Add free add-ons, e.g. add a treatment to a spa visit, free gift, glass of Prosecco etc.
Extras with overnight breaks
- ▶ Establish range of offers. Enough to be interesting – not so many as to overwhelm!
- ▶ Decide on the dates the offers can be redeemed.
- ▶ Restrict redemption dates to less busy times but make sure customers have enough time to use their vouchers



Create voucher offers

1. Log in to the One Tree system.
2. Contact One Tree for access to the Special Offers product.
3. Choose the Special Offers on log in and then navigate to the 'Manage Offers' page via the main toolbar.
4. Choose 'Create offer' and fill in the form with the necessary details.
5. Use images that are consistent with your promotional campaign.
6. Add the iframe code in the settings to a "Black Friday Sale" page on your website.
7. Publish the offers at your specified times.

The screenshot shows the 'Create a new offer' form in the One Tree system. The form is titled 'Create a new offer' and is located under the 'Manage' tab in the main toolbar. The form fields include:

- Name:** A text input field with a character count of '0 characters (50 left)'.
- Start Date:** A date input field.
- Expiry Date:** A date input field.
- Original Price:** A text input field with a currency symbol (£).
- Value:** A text input field with a currency symbol (£).
- Web Image:** A large image placeholder box with dimensions '256 x 192' and an 'Upload' button below it. A note states: 'This image appears with the offer on your website.'

The form is part of a larger interface with a navigation bar at the top containing links for 'Sales', 'Redeem', 'Manage', 'Settings', 'Account', 'Users', and 'Invoices'.



Organise a campaign



Schedule adverts to appear prior and during Black Friday weekend.

Following this schedule, create a variety of social media posts and emails (copy and imagery) with a Black Friday sale theme.

See one-tree.net/promotion-materials for free graphics or use our suggestions as ideas to create your own.

See our suggested sending schedule.

Inform staff that the sale is taking place. Manual sales can also be made using the One Tree System from the front desk.



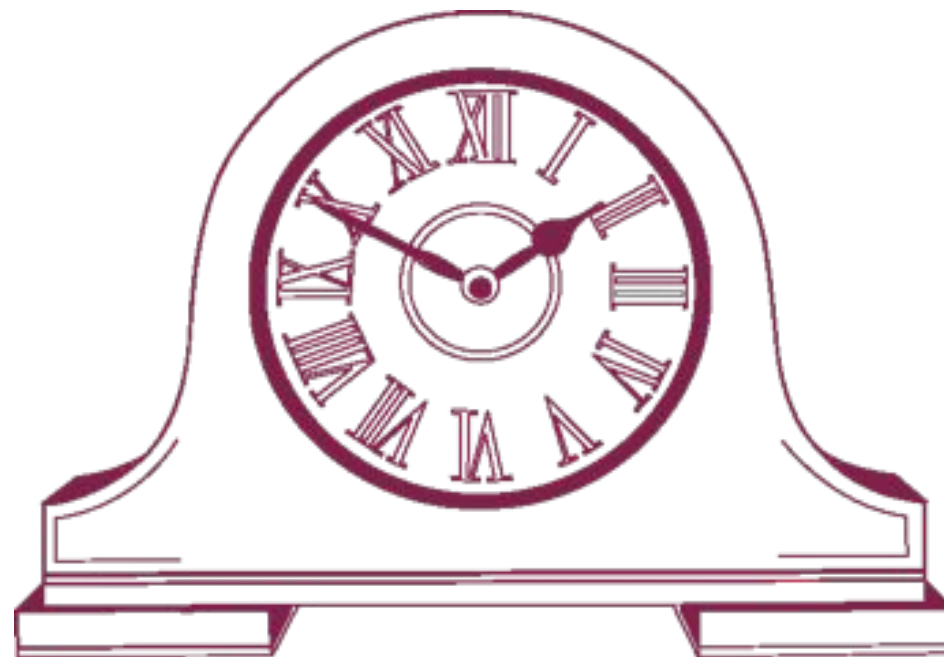
Promote in advance

Email your marketing list prior to the sale to create a buzz around your offers

'Great deals coming this Friday' puts the idea in the mind of potential buyers, who are then more likely to keep an eye out for your offers.

Use hashtags like #blackfriday and #blackfridayoffers #Christmasgifts to expand the reach of your posts to a much wider audience.

For lots of social media and email ideas, see [One Tree's Promotional Resources page.](#)





Promote during the sale



Run paid for, promoted social media posts

Use taglines like 'treat yourself' to appeal to those who have been waiting for a discounted luxury or encourage people to get ahead on their Christmas shopping. Emphasise the discounts on offer.

Carry on sending emails to confirm the start of the sale and continue to encourage buyers, including highlighting the end time of the sale.

Remember to use eye-catching imagery, as image-based posts perform best.

Link every post and every email back to the specific special offers page on your website to keep the customer journey smooth and encourage sales.



Use Facebook Offers

Promote your offers using the Facebook Offers feature in FB and link back to your site to make the sale. Offers can be found on Facebook's left-hand menu.

- ✓ Choose the 'Create Offer' button in the top right corner then fill in the form.
- ✓ Click on 'add description'. Your customers will not go to your website to make the purchase if you do not direct them to do so.
- ✓ Let them know that they can buy the offer (i.e. the voucher) online.
- ✓ Add the URL of your offers page in the box that appears and select 'Shop Now' from the 'Primary Action' drop-down menu.
- ✓ Publish offers immediately, schedule them for later or boost them if you have the budget.





Keep promotions going



The busiest sales period of the year for gift vouchers starts with Black Friday and continues until Christmas. Staying on top of demand and switching the emphasis from special offers to gift vouchers will bring about a dramatic increase in voucher revenues.

Make the most of the busiest period with One Tree's ready-made social posts, which can be found [here](#).



Administration



Unpublish the offers after the sale

Make sure staff know what the vouchers look like and that customers will wish to redeem the offer vouchers in the coming months.

Offers are redeemed via the One Tree Portal.

[Contact us](#) for further information or a demo.