



Gift Voucher Launch

HOW TO MARKET YOUR GIFT VOUCHERS FOR
INCREASED SALES

Brought to you by One Tree Gift Vouchers

Launch Plan



- ▶ Key dates

Gift vouchers are bought all year round. Valentine's Day, Mother's Day and Father's Day are a focus for sales in the early part of the year. Overall, 50% of annual sales are made from January – October and 50% in November and December.

- ▶ Target Market

- ▶ On- and off-line marketing materials

- ▶ Run promotions

- ▶ Inform staff

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.
- ▶ 75% of gift voucher buyers are women (busy women!).
- ▶ Recipients of gift vouchers are split evenly between men and women.



Ideas of sample wording to customise



“Give the gift of luxury”

“Treat friends and family to a special gift with a gift voucher for ...

“Special treats for special people – give a gift voucher for (our hotel)”

“Solve all your present-buying dilemmas today with a gift voucher for (our hotel)”

“Stuck for special gift ideas? Buy a gift voucher for (our business). Easy to buy and fun to use”

“Give a gift of fine dining/relaxation/getting away from it all”

“Make memories to cherish forever. Buy an experience gift voucher for (our hotel)”

“Say no to socks! Buy a gift voucher for (our business)”

Don't forget the **call to action**

E.g.

See our range and buy online today at

www.yourwebaddress.co.uk/gift-vouchers

Marketing Material

- ▶ Sell the experience and the voucher
- ▶ Images of your experiences can be combined with images of the voucher
- ▶ Apply your existing marketing themes to your gift voucher promotions



THEME IDEAS



ALWAYS THE PERFECT GIFT

Gift vouchers now available to buy online from www.yourwebaddress.com



Off-line Marketing Materials



- ▶ Posters
- ▶ Digital displays
- ▶ Business-sized promo cards to pop into restaurant bill folders
- ▶ Tent cards
- ▶ Printed adverts
- ▶ On-hold messages

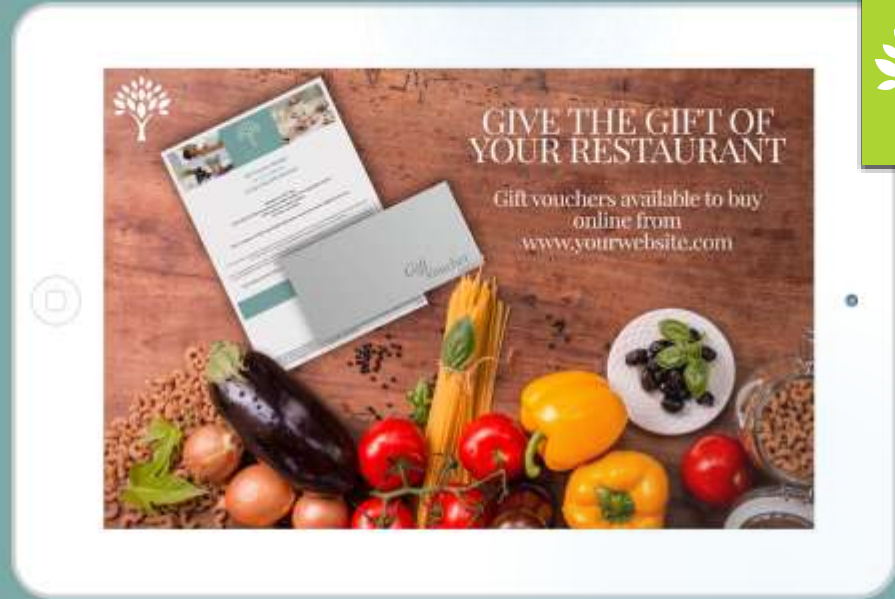
Posters

- ▶ Add a frame
- ▶ Place on Reception desk
- ▶ Put up in the ladies
- ▶ A simple announcement is enough
- ▶ Standard posters are available on the resources page



Digital Displays

- ▶ iPads or TV screens
- ▶ Add a slide to existing displays



Printed Flyers or Adverts

- ▶ The same gift voucher graphics can be used in different situations, from small flyers to larger adverts.
- ▶ Place a few where guests will pick them up.



Indulge in sheer luxury at

Your Co.

RELAXATION STARTS HERE

01234 567 890 | 123 Your Street
Your Town, County, ABI 2DE

CHRISTMAS GIFT VOUCHERS NOW AVAILABLE!
TURN OVER FOR DETAILS

Buy your Christmas gift online today

THE PERFECT GIFT FOR CHRISTMAS

1. go to www.yourco.com/giftvouchers
2. Choose from our range of luxury gifts
3. Personalise your message
4. Buy securely online and send your gift immediately via e-mail or first class post

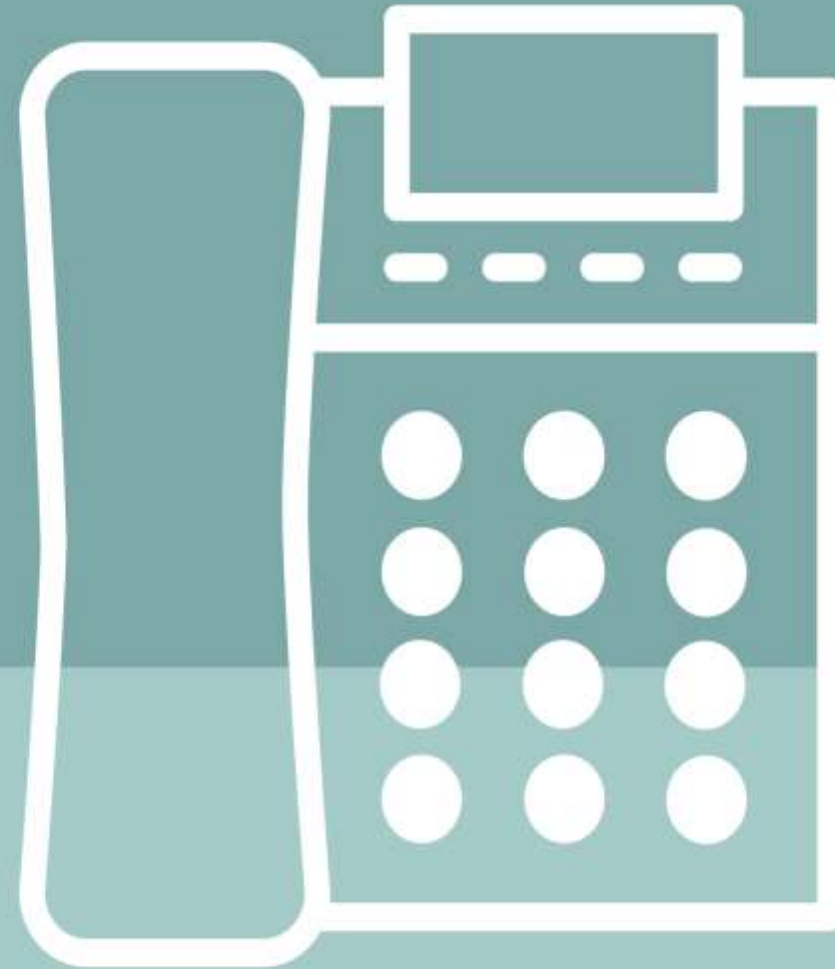
Call reception on 01234 567 890 for more details

On-hold Phone Message

- ▶ *E.g. Thank you for calling.
Please leave a message*

...

and if you're looking for a unique gift, 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

- ▶ Client e-newsletters
- ▶ Social media feeds
 - ▶ Facebook
 - ▶ Instagram
 - ▶ Twitter
- ▶ Email signatures
- ▶ Website



Client E-Newsletters

- ▶ Use your newsletters announce, then promote your gift vouchers on an on-going basis. A reference on the footer is a permanent reminder.
- ▶ Send out simpler e-shots prior to key gift buying events



YOUR CO.
Christmas E-Newsletter



FESTIVE BREAKS
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco la.

NEW YEAR'S EYE PARTY
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CHRISTMAS GIFTS
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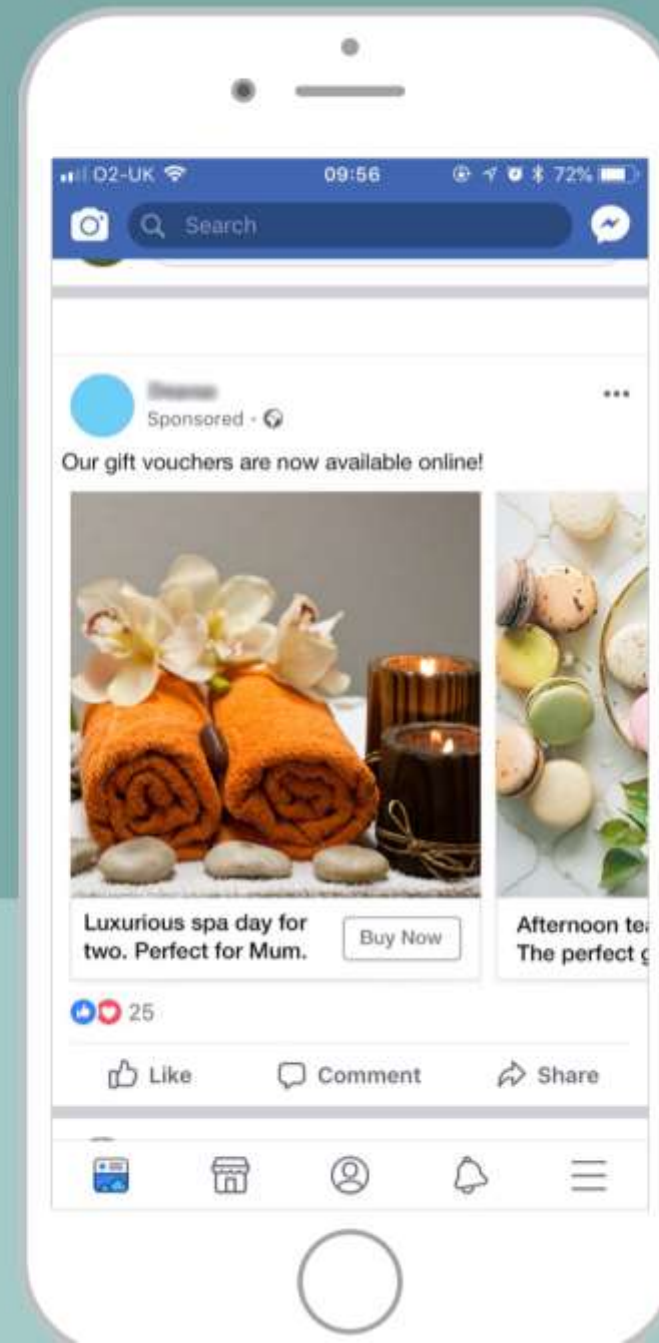
GIFT VOUCHERS NOW AVAILABLE
From afternoon teas, to an overnight stay or a monetary voucher, we have something for everyone. Buy directly from our website today. Gift vouchers are sent out by first class post in an attractive wallet or by email.

BUY NOW AT
YOURCOMPANY.CO.UK/GIFTVOUCHERS



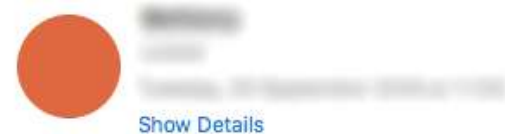
Social Media

- ▶ Add posts to your Social Media feeds announcing your new service
- ▶ Paid advertising
 - ▶ Run some ads
- ▶ Add a shop page to Facebook, which links to your gift voucher sales page on your website



Email Signatures

- ▶ Add a clickable link to the bottom of outgoing emails.
- ▶ Simple words with a link to the gift voucher page will also work!



Show Details

From: Jane Smith <jane.smith@yourcomany.co.uk>

Date: Tuesday, 25 September 2018 at 11:06

To: Lauren Johnson <Lauren@customer.com>

Subject: RE: Gift Vouchers



Hello Lauren,

Thank you for your e-mail. We're so glad to hear that you had such a lovely time at our spa!

Of course, you can quickly and easily buy gift vouchers for our hotel & spa on-line, or please feel free to come in and our reception staff would be delighted to help you choose from our range of vouchers so that you can give the perfect gift to each of your friends.

There is a direct link to our gift voucher web page at the bottom of this e-mail, where you can easily buy your gift vouchers.

Kind regards,

Jane Smith | Reception Manager

T: 01234 657 890

E: jane.smith@yourcompany.co.uk

W: www.yourcompany.co.uk



From: Lauren Johnson <Lauren@customer.com>

Date: Tuesday, 25 September 2018 at 10:54

To: Reception <Reception@yourcompany.co.uk>

Subject: Gift Vouchers

Hello,

I had such a relaxing time at your hotel's spa this weekend and I was wondering if I could buy some gift vouchers for my friends so that they can come and visit your spa, too!

Kind regards,

Lauren Johnson

Website

- ▶ Pop ups
 - ▶ Add a gift voucher advert if you use a pop-up on your website.
- ▶ Use an image box on your home page to link to the voucher sales page
- ▶ Blog Post
 - ▶ Write a post about announcing your vouchers how and why they make great presents



Gift Vouchers Now Available!



Click below to view our exclusive range of luxury gifts.

Perfect for any occasion.

[BUY ONLINE](#)



Launch

- ▶ Ready to go?
- ▶ Create an action plan
- ▶ Roll out actions on designated days
- ▶ Inform staff – run an in-house sales competition

Gift Voucher Launch Campaign Schedule

Launch Date: _____



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						
Social Media paid ads						
Email Signatures						
Website pop ups						
Online Brochures						
Launch Campaign						
Inform Staff						
Arrange training						

More Information



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

Please refer back to the [Promotional Resources Library](#) for a selection of social media graphics, email banners, posters and other helpful materials.

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