



# Q1 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
  - Valentines - 14<sup>th</sup> February
  - Mother's Day - 22<sup>nd</sup> March
  - Easter - 12<sup>th</sup> April
- Prepare 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.
- Valentine's couples
- Families also like to treat each other at this time of year
- Friends also give gifts to show their affection #galentines

# Sample Wording



- This Valentine's, treat the one you love (or yourself!) to a gift voucher at \_\_\_\_\_.
- Luxurious and lovely. Give a gift voucher this Valentine's Day.
- Give a gift voucher for \_\_\_\_\_. The perfect way to say, 'I love you'.
- A thoughtful gift for the special someone in your life. Buy a couples' spa gift voucher and relax together.
- Love is in the air! Give the gift of relaxation this Valentine's Day with one of our gift vouchers.
- Live, love and laugh. Give a gift voucher for \_\_\_\_\_ and enjoy time away together.
- Love is in the air! Give the gift of relaxation this Valentine's Day with one of our gift vouchers.



# Marketing Materials

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

[Click here to browse our Promotional Materials Library.](#)



# Offline Marketing Materials

1

## Posters and digital displays.

Make them bright and eye-catching with clear CTAs.

2

## Business-sized promotional cards.

Hand these out at the desk or staple them to receipts.

3

## Table talkers and printed adverts.

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

4

## On-hold messages.

Never miss an opportunity to encourage voucher sales.

# 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.](#)

# THIS MOTHER'S DAY

SUN 22ND MARCH

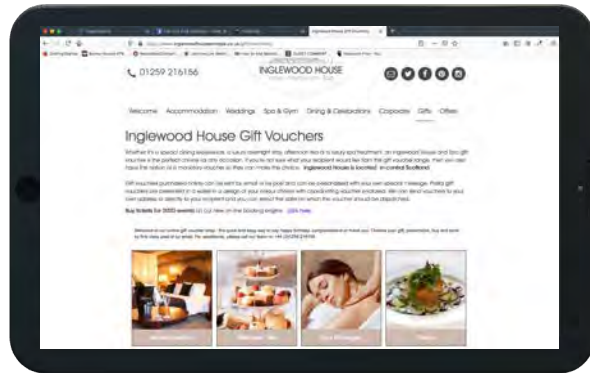


**GET HER MORE THAN  
FLOWERS**

**GIFT VOUCHERS AVAILABLE ONLINE**



# 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 year,  
why not treat friends and family to a gift voucher  
for our hotel/restaurant?*

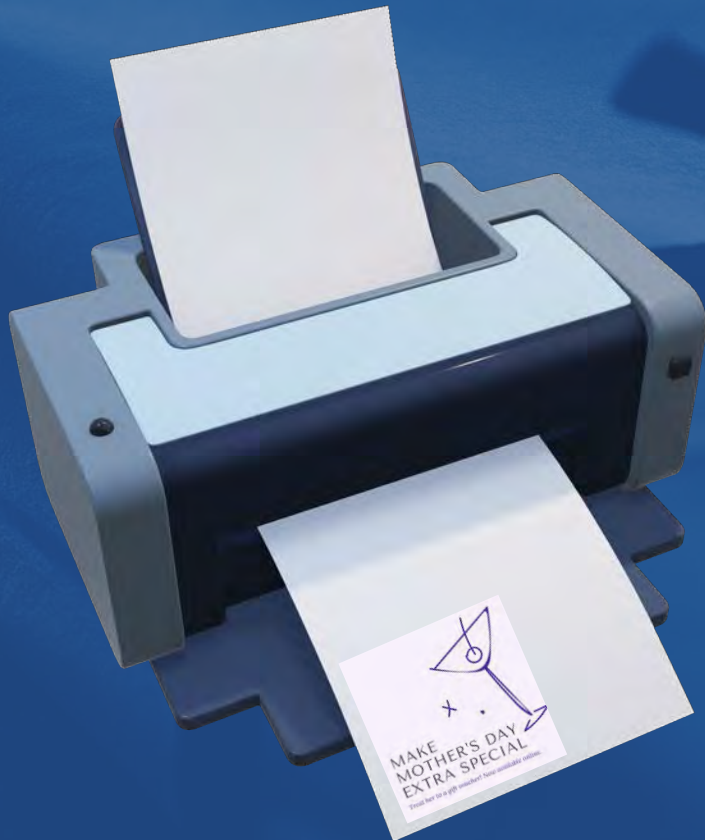
*Available to buy directly from our website at  
[www.ourbusiness.co.uk](http://www.ourbusiness.co.uk).'*





# Printed flyers

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.



# Online

- 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 link 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						
<b>Message</b>						
Establish theme/Copy						
Theme ideas – experiences						
<b>Off-line Materials</b>						
Posters						
Flyers						
Tent cards/business cards						
Digital display slides						
Company materials/ brochures						
On-hold Messages						
Print ads						
<b>On-line</b>						
Client Newsletter						
Social Media organic posts						



# More information



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

**Contact us on 01761 472911 or email [support@one-tree](mailto:support@one-tree) if you have any questions or comments.**