



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 2023 dates
 - Valentines - 14th February
 - Mother's Day – Sunday 19th March
 - Easter Day – Sunday 9th 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.](#)



share the love
THIS VALENTINE'S DAY

CHOOSE THE PERFECT GIFT FOR YOUR LOVED ONE FROM OUR RANGE OF GIFT VOUCHERS.
VISIT OUR WEBSITE TO FIND OUT MORE.

Poster

share the love
THIS VALENTINE'S DAY.
CLICK HERE TO BUY A GIFT VOUCHER ONLINE.

Email or website banner

ME-TIME FOR MUM
THIS MOTHER'S DAY. SHOW HOW MUCH YOU CARE WITH A PERSONALISED GIFT VOUCHER.
VISIT OUR WEBSITE TO FIND OUT MORE.
Browse our fantastic range of offers and treat mum to the me-time she deserves.

Poster

ME-TIME FOR MUM
THIS MOTHER'S DAY. SHOW HOW MUCH YOU CARE WITH A PERSONALISED GIFT VOUCHER.
Click here to find out more.

Email or website banner

share the love
THIS VALENTINE'S DAY.

GIFT VOUCHERS AVAILABLE ONLINE.

Social media post 1

treat the one you love
TO A GIFT VOUCHER
THIS VALENTINE'S DAY.

Social media post 2

the perfect gift
FOR VALENTINE'S DAY.

GIFT VOUCHERS AVAILABLE ONLINE.

Social media post 3

ME-TIME FOR MUM
THIS MOTHER'S DAY. SHOW HOW MUCH YOU CARE WITH A PERSONALISED GIFT VOUCHER.

Social media post 1

MAKE MUM SMILE
THIS MOTHER'S DAY
WITH A LUXURY GIFT VOUCHER.
VISIT OUR WEBSITE TO FIND OUT MORE.

Social media post 2

MOTHER'S DAY
TREAT MUM TO A LUXURY GIFT VOUCHER.

Social media post 3

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

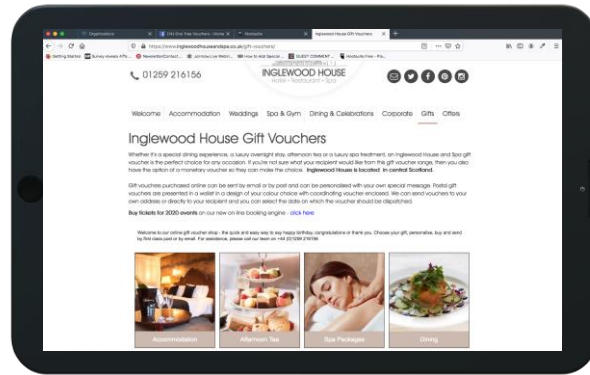
19th March



**GET HER MORE THAN
FLOWERS**

GIFT VOUCHERS AVAILABLE ONLINE

Digital Displays



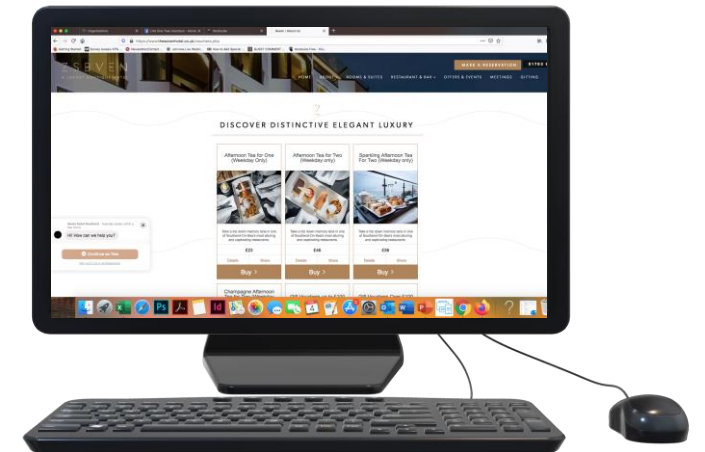
Ipads.

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?*

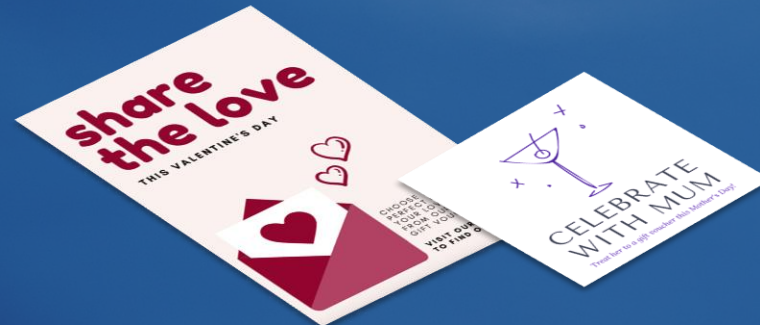
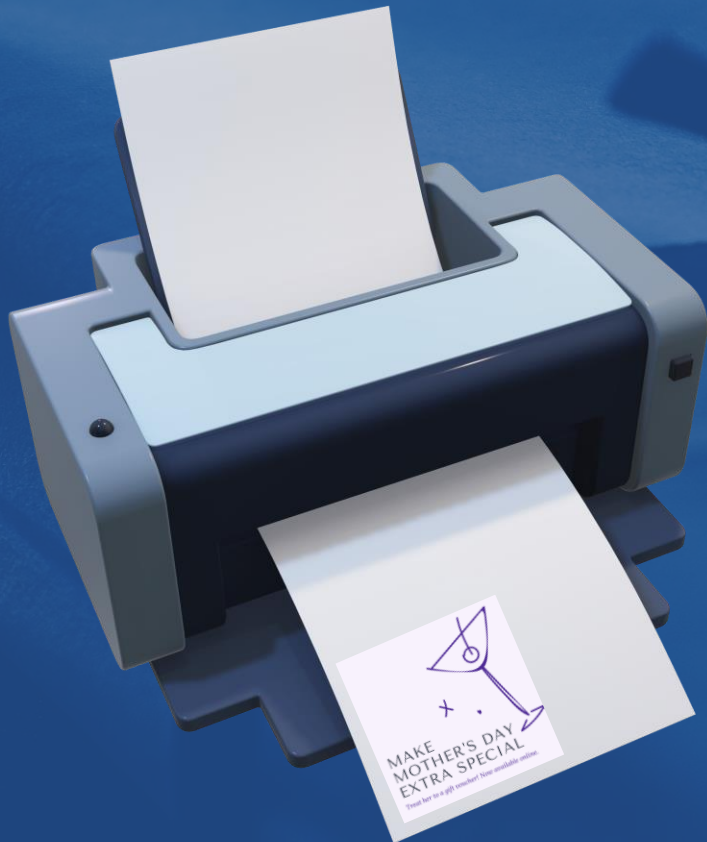
*Available to buy directly from our website at
www.ourbusiness.co.uk.'*





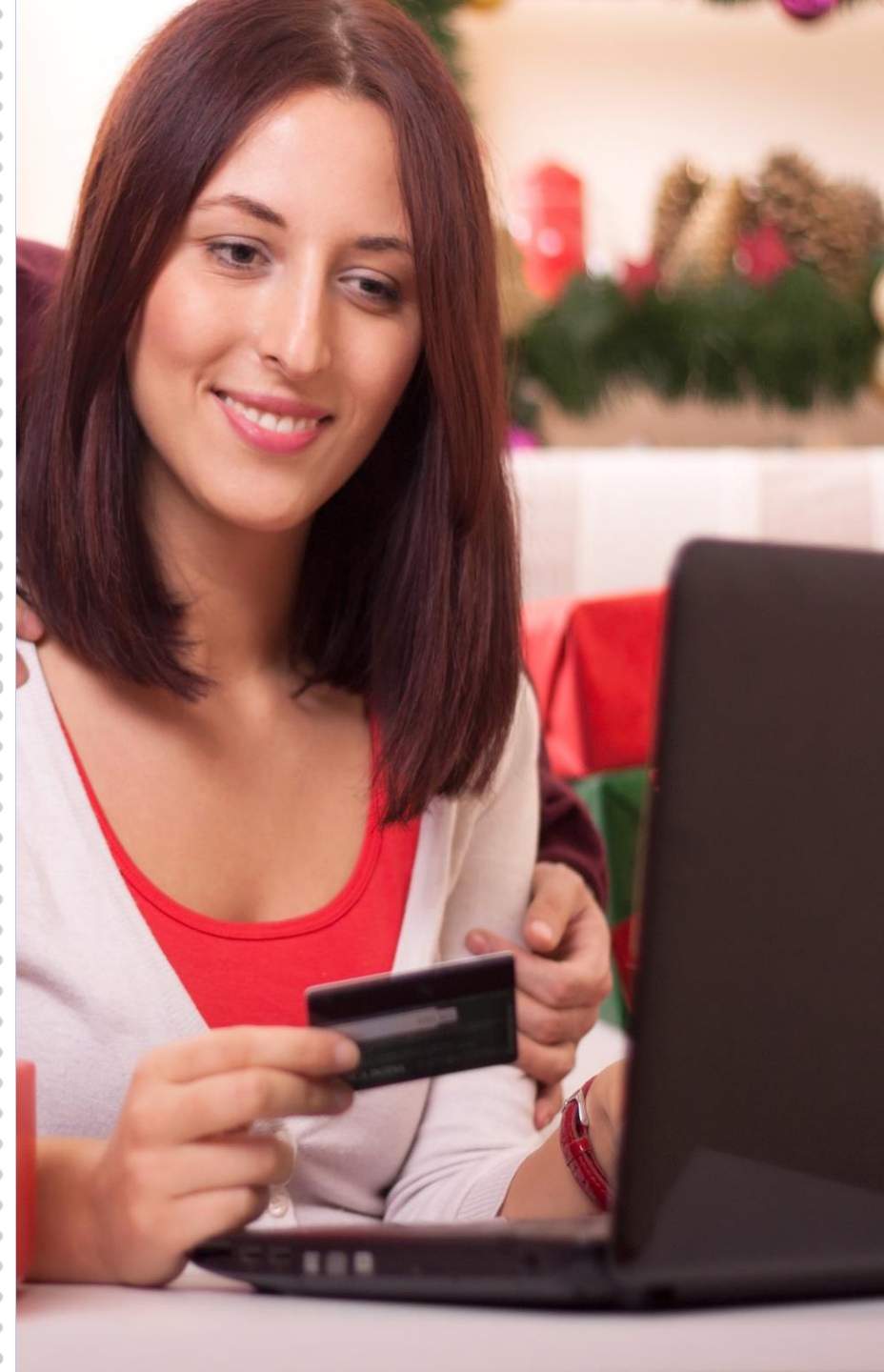
Printed flyers

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						
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



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 with questions or comments.**