



How to use One Tree Special Offer Vouchers for a time-limited sale



Introduction

Black Friday offers an opportunity to capitalise on consumer's desires to bag a bargain. You can run discounts on gift vouchers, but the One Tree Special Offers product has additional features to manage and control discounted offers.

It makes it easy for customers to buy vouchers quickly in high volumes in the excitement of a sale but also allows you to control the number that you sell. This presentation walks you through the few simple steps to setting up your Special Offer vouchers.





Overview

Income is taken through the same payment account (Stripe/PayPal or Trust Payments) as the one used for gift vouchers.

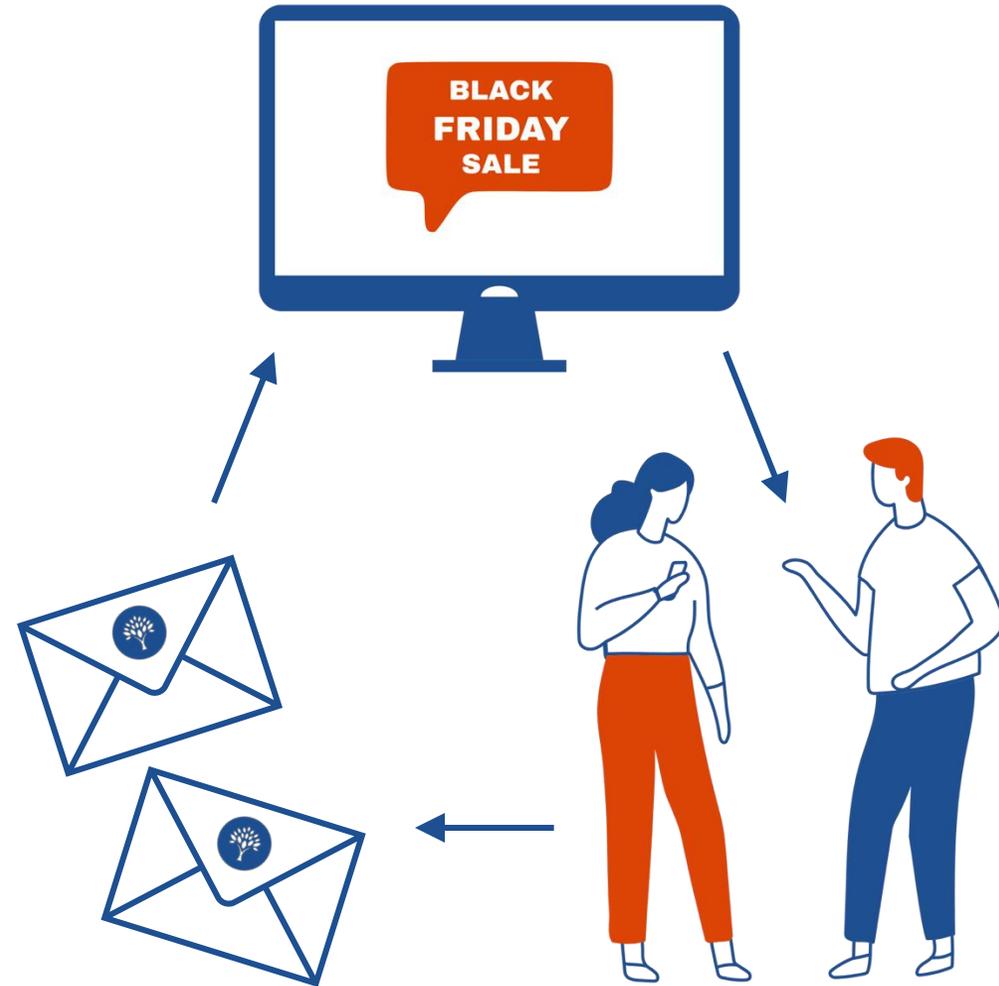
5% commission is charged on sales. You keep all revenue from non-redemptions.

The offers voucher shop can be embedded on one of your own web pages or we can set up a landing page if required.

Special Offer vouchers are sent out by email only.

Contact us

We will activate your special offers account, which you can then access via the [portal](#).





Planning

Before setting up the offers, decide on:

1. The number of packages/discounted monetary amounts you wish to sell
2. The percentage and monetary equivalent discount
3. What's included in the deal
4. Date range for the redemption of the vouchers
5. Dates for running the sale

If this is a Black Friday sale, we would suggest running the event over the weekend, starting on Black Friday itself and finishing at midnight on Sunday evening. If all the offers sell out during the weekend, stop the promotions or increase the number of vouchers available if preferred. Extending the sale over a longer period may not bring in any additional buyers, unless a high level of promotion can be maintained throughout.

Add the data to a spreadsheet to calculate target sales results. Include the offers, number of vouchers to be sold for each offer with full price and discounted values.





Set up – Voucher Template

Click on Special Offers in the Voucher Management Portal

1. Click on [Voucher template](#)
 - i. Check the details for your business and make any amendments.
 - ii. Check the Terms and Conditions.

These appear on every voucher and the buyer agrees to them before making the purchase.

These are the terms for the use of the voucher. Generic terms have been added and the copy can be customised if required.

2. Create the voucher header. Add a jpg measuring 1300 pixels by 326 pixels to the Voucher template page. Keep the header generic, rather than an image relating to Black Friday or Special Deal.
3. Add a logo
4. Click Save!

The screenshot displays the 'ONE TREE VOUCHER SOFTWARE' interface. The top navigation bar includes the logo and user information: 'support@one-tree.net Sub super administrator'. The left sidebar contains a menu with items: Home, Sales, Manual order, Invoices, Manage offers, Reporting, User guide, Marketing, Contact us, Manage users, Manage contacts, Billing, Web shop, Voucher template (highlighted), and Logout. The main content area is titled 'Home / Template' and 'Customise your special offer vouchers'. It contains a form with the following sections:

- Details:** Display name (Company Name, 28 characters left).
- Address:** Line 1 (Address1), Line 2.
- Town:** Town.
- County:** Select...
- Postcode:** AB1 2DE.
- Telephone:** 01761 472911.
- Email address:** sales@one-tree.net.
- URL:** www.one-tree.net.

There are two image upload sections:

- Header:** Includes an 'Upload new image' button and a dashed box for the image. Text below: 'Add a header to appear at the top of all your special offer vouchers. This can be customised for individual offers in Manage offers. For best results upload as a jpg measuring 1300 px by 326 px.'
- Logo:** Includes an 'Upload new image' button and a dashed box containing a tree logo with the text 'YOUR LOGO'. Text below: 'Please upload a jpg of your logo for display on the special offer vouchers, with a minimum dimension of 200 px on the smallest side.'

Buttons for 'Preview sample voucher', 'Cancel', and 'Save' are located at the top right of the form.





Set up – Offers 1

1. Set up the Offers

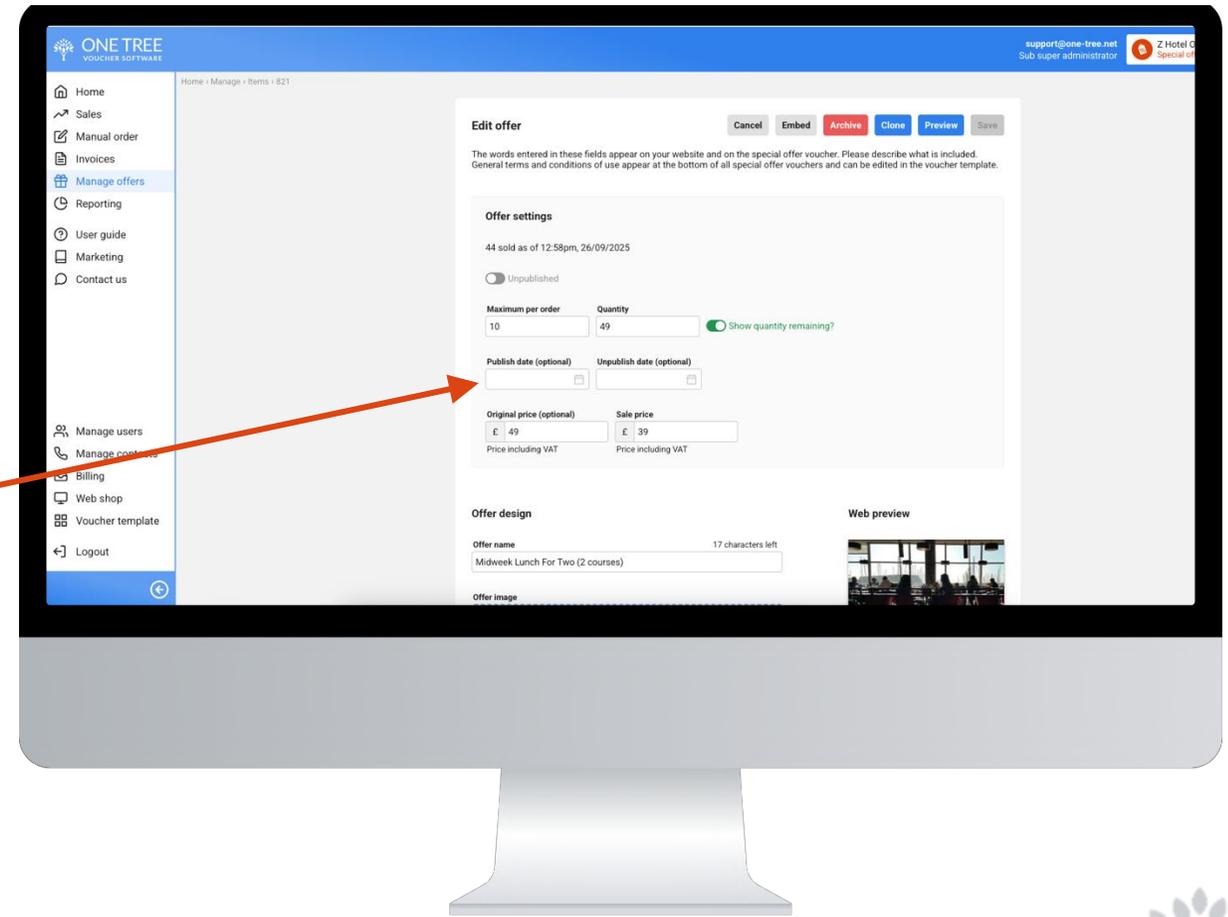
- i. Click on [Manage offers](#)
- ii. Click Create New
- iii. Complete the fields on the screen for the offer.

Managing the sale

Publish date – this happens at **one minute past midnight**, so the publish date should be the day/date the sale starts.

Unpublish also happens at **one minute past midnight**, so the unpublish date should be the day/date **AFTER** the sale finishes.

Offers can be published and unpublished manually.





Set up – Offers 2

Offer name

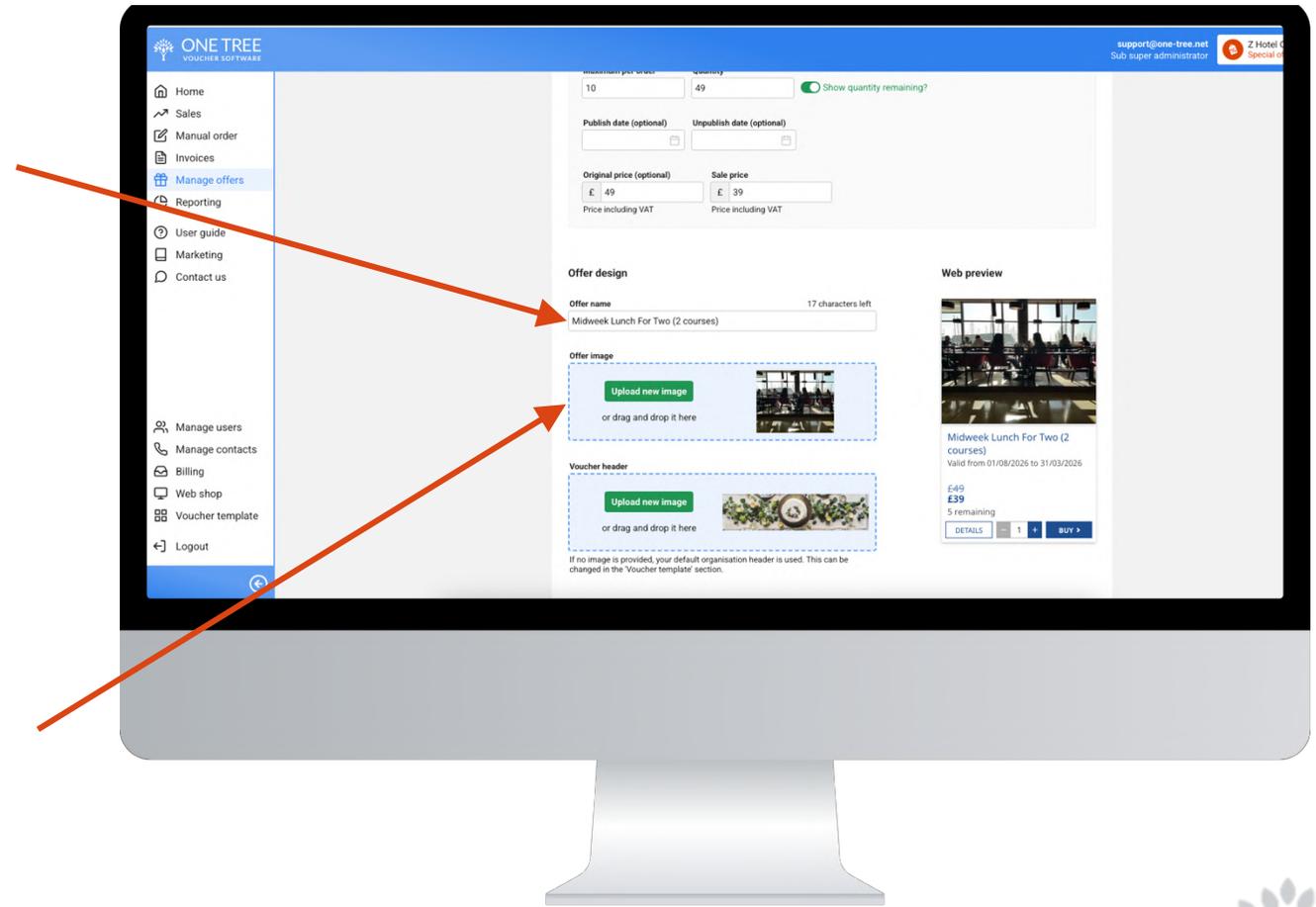
The offer name describes what the voucher can be redeemed for. If it is a monetary amount, add the value that is available for use. E.g. £50 Voucher

The price charged is determined by the values added in the Original Price and Sale Price boxes. In this instance the original price is £50 and the sale price £40.

A package might be an Overnight Stay in a Superior Room, Afternoon Tea for Two, a Spa Visit, Beauty Treatment or Health Club Membership etc. The original and sale prices are added in the fields, but the price does not appear on the voucher.

Offer Image

This can be used to highlight the discount, e.g 20% off or Black Friday Sale etc. The image should be 237 px by 192 px. Larger images can be edited in the portal but should be added in the same proportion.





Set up – Offers 3

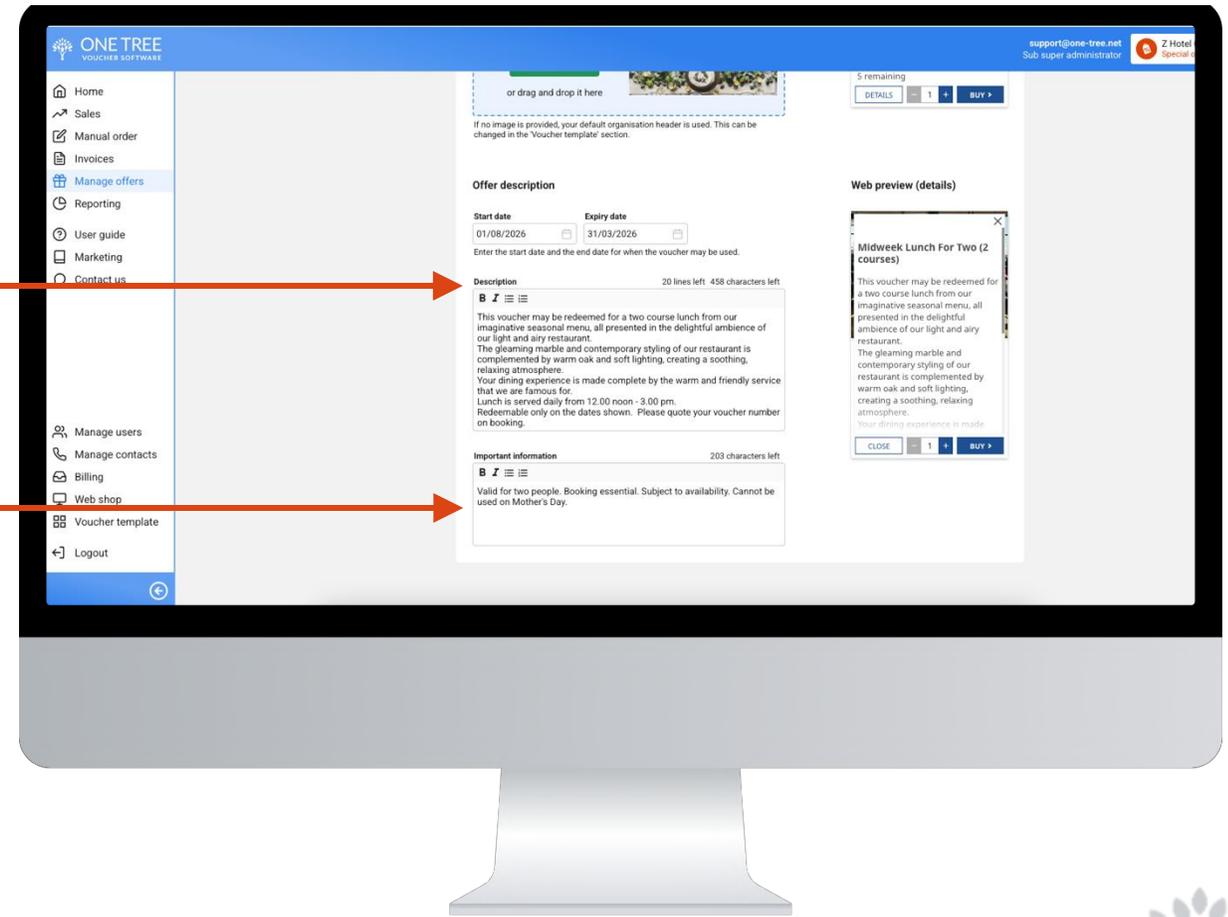
Description

This is free form text where the offer is described. The wording can be laid out to include bullet points, bold text etc. Please do not include promotional copy, such as ‘amazing deal’ etc. This type of copy is used in the promotional materials only, on the offer image or on the underlying web page.

Important Information

The final field provides space to draw attention to any special conditions relating to the use of the voucher, such as booking requirements, or days valid (mid-week etc).

Save the offer!

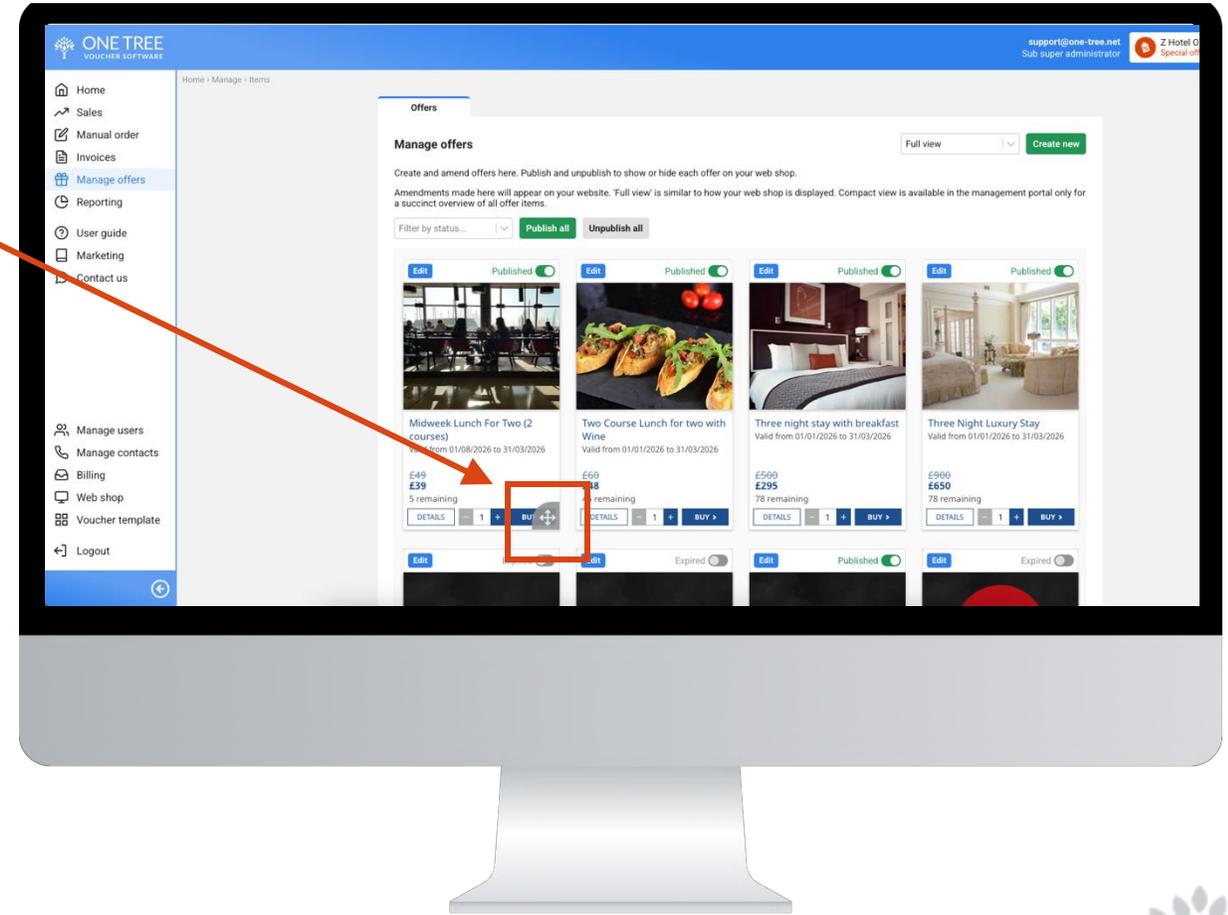




Display of offers on the web page

The individual tiles can be moved around the web page by hovering over the bottom right-hand corner until a cross appears. Drag the tile to the position required.

This changes the order of your offers on your website.

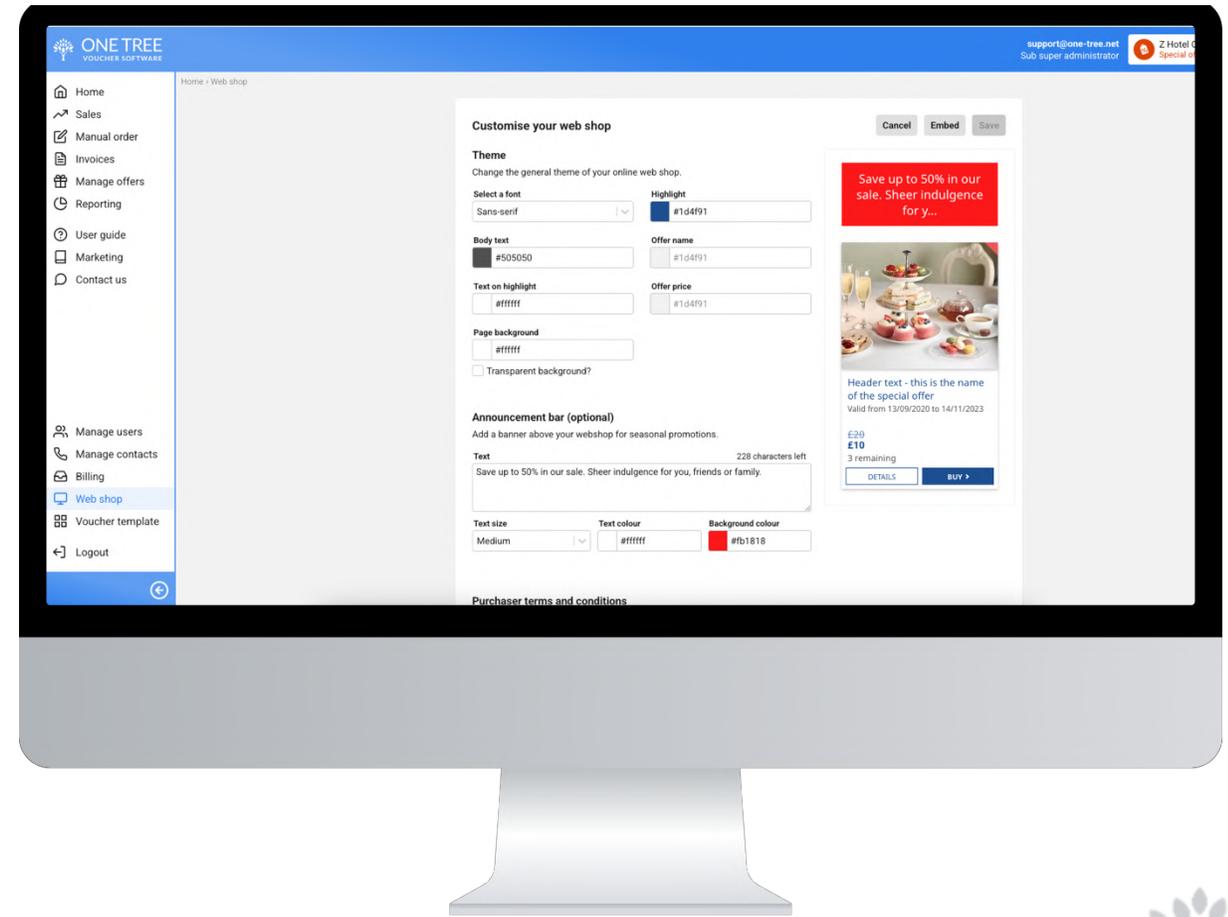




Web shop – Customise

Now the offers are ready to add to a web page.

1. Click on [Web shop](#)
 - i. Check that the colour scheme matches your web branding and amend as necessary.
 - ii. An announcement banner can be added above the offer items to draw attention to the sale or the level of discounts. Change the colours and text as required.
 - iii. Analytics codes can also be added here to track the customer journey.
2. Click Save!

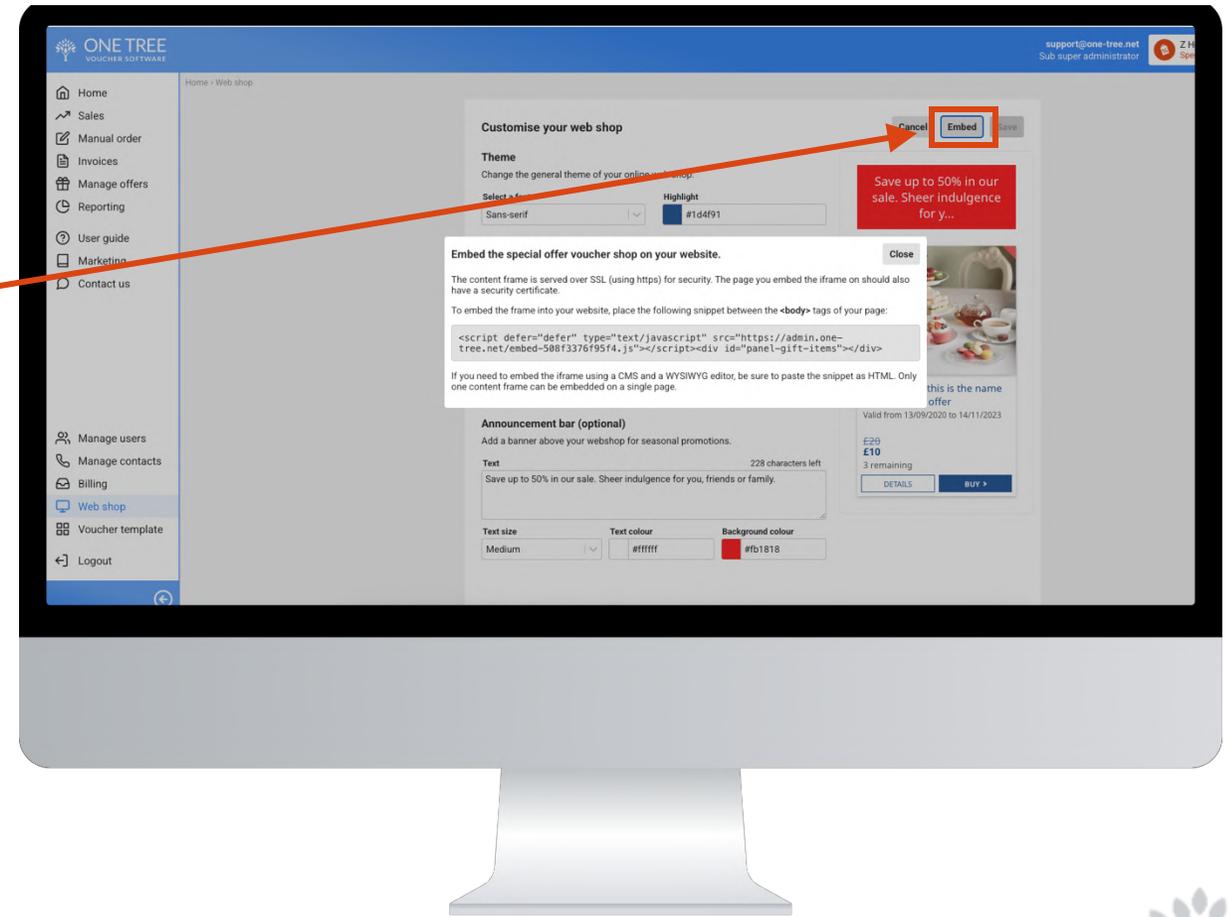


Web Shop – Embedding onto a web page

To embed the shop on one of your own web pages.

1. Set up a Black Friday special offers page. This must be a separate from the gift voucher page.
2. Add a banner and an introductory heading and text about the sale and the vouchers.
3. Click on [Web shop](#), then the embed button. Add the snippet of code in the grey box to your CMS at the point you wish the shop to appear. Note that offers must be published to see them on the web page.

We can also create a landing page for you to host the offers. Please contact support@one-tree.net if you would like us to do this for you, or if you have any other questions.





During the sale

Keep an eye on the progress of your sale. If all the vouchers for an offer are bought, the offer will display as 'sold out'.

Additional voucher quantities can be added if required under [Manage offers](#).

The screenshot shows a voucher offer card with a black background and a red ribbon graphic. The text on the card reads: "20% OFF" in large white and red letters. Below this, it says "£100 Voucher" and "Valid from 02/01/2026 to 31/03/2026". At the bottom, there are two buttons: "DETAILS" and "SOLD OUT". The "SOLD OUT" button is highlighted with a red border. An orange arrow points from the text "the offer will display as 'sold out'" to the "SOLD OUT" button.





After the sale

Sales data for individual voucher purchases appears under [Sales](#). Offer vouchers are redeemed in the same way as gift vouchers, by adding the 16-character code to the portal and clicking Redeem.

Consolidated sales figures are available on the [Manage offers](#) page – Click on the Table view in the top right-hand corner of the screen.

ONE TREE VOUCHER SOFTWARE

support@one-tree.net
Sub super administrator

Home Manage Items

Manage offers

Create and amend offers here. Publish and unpublish to show or hide each offer on your web shop.
Amendments made here will appear on your website. 'Full view' is similar to how your web shop is displayed. Compact view is a succinct overview of all offer items.

Filter by status... Publish all Unpublish all Download CSV Create new

Name	Start date	Expiry date	Sold	Price	Sale Price	Total	Status	Actions
Midweek Lunch For Two (2 courses)	01/08/2026	31/03/2026	44	£49	£39	£1,716	Unpublished	Edit Archive
Two Course Lunch for two with Wine	01/01/2026	31/03/2026	24	£60	£48	£1,152	Unpublished	Edit Archive
Three night stay with breakfast	01/01/2026	31/03/2026	22	£500	£295	£6,490	Unpublished	Edit Archive
Three Night Luxury Stay	01/01/2026	31/03/2026	22	£900	£550	£14,300	Unpublished	Edit Archive
£150 Voucher	01/01/2025	31/03/2025	2	£160.50	£120	£240	Expired	Edit Archive
£100 Voucher	01/01/2025	31/03/2025	0	£100	£80	0	Expired	Edit Archive
£50 Voucher	01/02/2026	31/03/2026	15	£50	£40	£600	Unpublished	Edit Archive
Half Day Spa Visit with a 25 Minute Treatment	01/01/2025	31/03/2025	2	£99	£49.50	£99	Expired	Edit Archive
Midweek Dinner for Two	02/01/2026	31/03/2026	0	£60	£50	0	Published	Edit Archive
2 for 1 Pizza Night	02/01/2026	31/03/2026	0	£30	£15	0	Published	Edit Archive
£100 Voucher	02/01/2026	31/03/2026	0	£100	£80	0	Published	Edit Archive





Ready to go!

The Special Offers Voucher System is now set up and ready to go. The final piece is to set up a promotional campaign to let prospects know about the sale.

[Click here](#) for a presentation with hints and tips on how to do this.



Next Steps



If you would like to have a Special Offers Voucher System added to your One Tree Account, please contact us. We're also very happy to talk through the promotional ideas with you. The more effective the promotions, the more successful you're likely to be.

Please email support@one-tree.net or call 01761 472911 for further assistance.

