



Why Christmas matters for Gift Voucher Sales

How to maximise your gift voucher sales in Q4



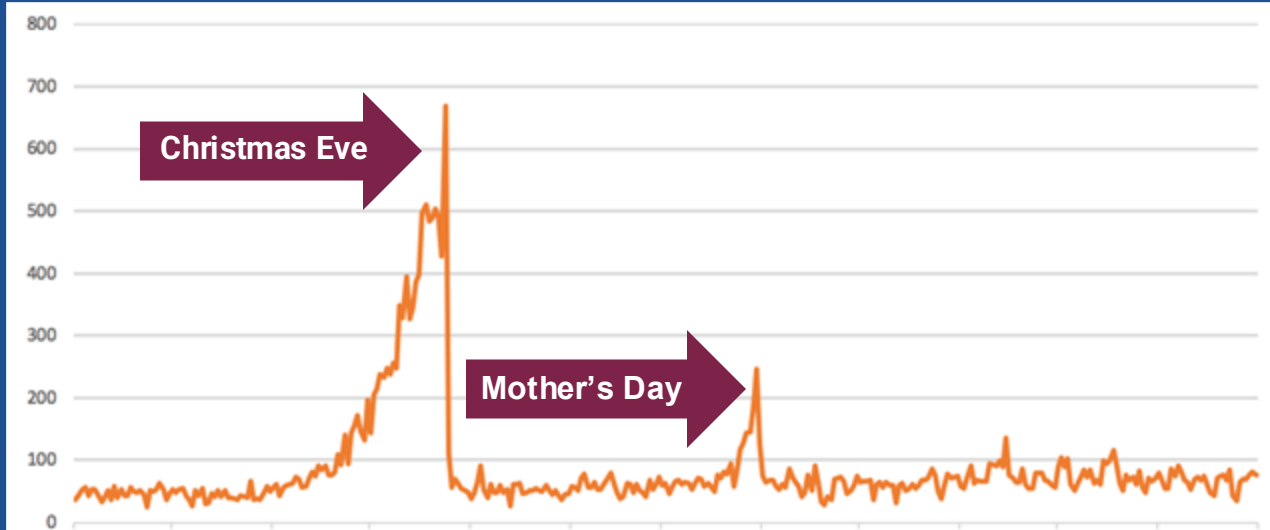
Contents

In this presentation, you'll discover

- **Why Christmas Matters**
Turn average months into stellar months
Black Friday
Setting targets
- **What are you selling?**
Range of gifts
Pricing
- **Promotions**
Who are your buyers?
Timing
Measuring success



The potential of Christmas



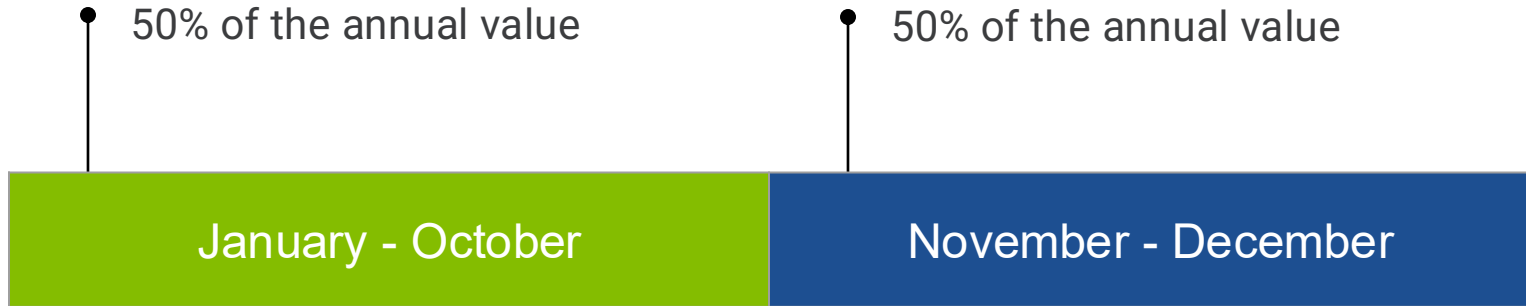
Busiest days of the year

You can create a sales spike with discounts for Black Friday but ...

Annual daily gift voucher sales peak on Christmas Eve.

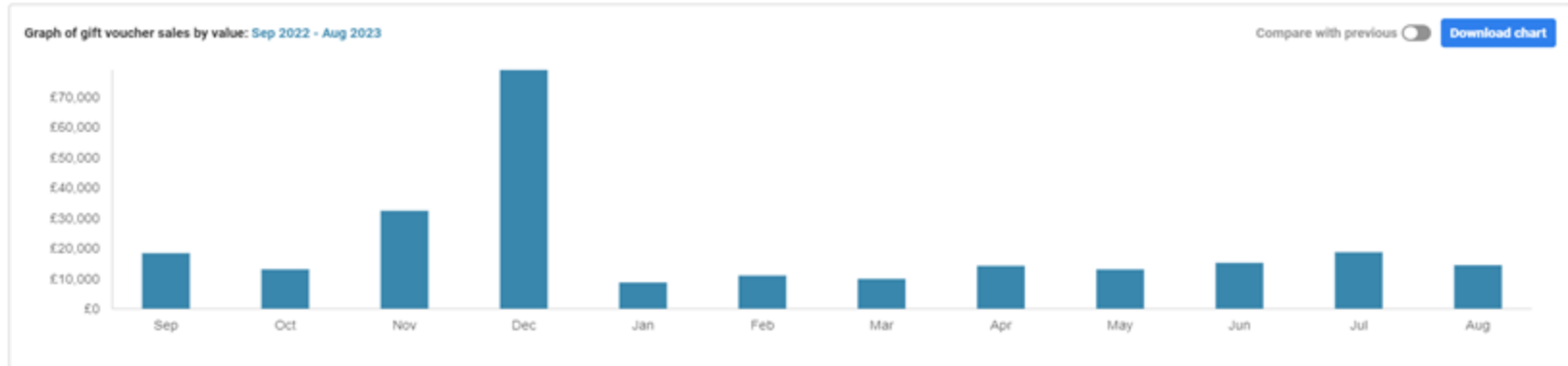
Annual Sales

Christmas is powerful – it doubles potential gift voucher sales revenues



Setting targets

- Review the [Reporting page](#) in One Tree portal for an estimate of what you could make this Christmas
- Hover over the graph for stats
- Compare with previous years if available
- Set a target for this year





Highlights

**Friday 28th
November**

Time limited sale

**Sale can last over
the weekend**

See our [guide](#) on
how to reduce the
price of gift
vouchers.

Black Friday

- Sell vouchers to be redeemed in quiet periods
- Discount by 20% or more
- Add value – monetary or packages
- Use One Tree Gift Voucher System or Special Offer System
- Promotion essential



End the year on a high...

Christmas is a growth opportunity

- Capitalise on the demand for Christmas gifts

Review previous years' data

- Check Reporting in the Portal
- Set a target for 2025

Set a strategy

- Run a Black Friday Sale?
- If not still check gift range
- Run a promotional campaign



What are you selling and how?

Optimising your gift voucher shop and vouchers



Clear web and mobile navigation

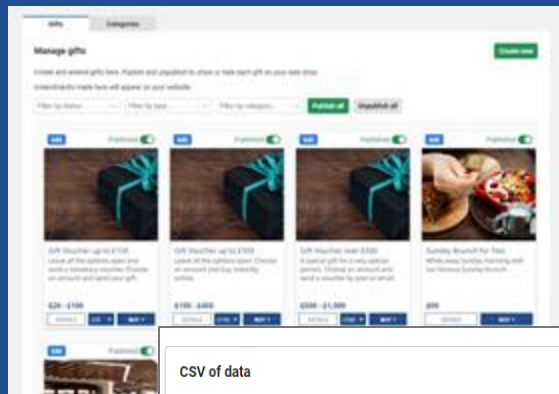


Voucher Shop

- Is the shop page easy to find on a pc and mobile?
- Are there links from seasonal or other relevant pages?



Manage Gifts and Reporting



CSV of data

Select a date range and filter to download a CSV of sales data. This data includes more specific fields like 'redeemed by'.

Go to the [Sales](#) page and use the filters there to see an on-screen view of the table of individual gift vouchers.

From date

20/09/2022

To date

19/09/2023

Filter by status...

Download data

Pricing

1. Update prices where necessary
2. Calculate the average value spent (Download a CSV from the Reporting page)
3. Use that amount to anchor other monetary values around it

Gift settings

Monetary

☒ Published

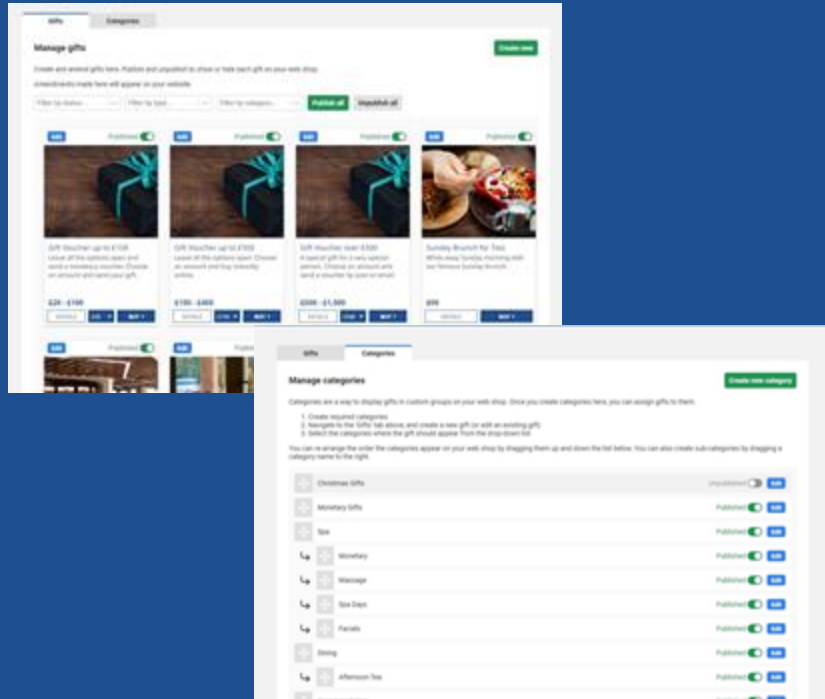
Price

£ 25,50,75,100

Add the values you wish to display, separated by commas, e.g. 10,20,30,40 etc.



Manage Gifts and Categories



Gift Range

1. Are you selling a wide range of gifts – can you add or reduce it?
2. Is the display order optimal?
3. Do you need to add categories to improve navigation?
4. If you have categories, could you add a Christmas category?

Please [contact us](#) to add categories.



Vouchers

From the Voucher template page in the portal you can:

- Change your voucher header
- Add/change blocks of colour
- Change the font colour

Bespoke wallets can be customised to match your vouchers. Please [contact One Tree](#) for further information.



Remember!

Changes take effect immediately on the system and will impact all vouchers. Use a generic theme for your headers. Not all vouchers will be bought for Christmas presents.

Gift Range – Action Steps

Review past sales

- Check Reporting
- Download csv files
- Identify key price points
- Pinpoint best sellers and non-sellers

Update range

- Add/delete gifts
- Check/amend prices
- Move gifts to logical positions in your shop

Vouchers

- Do they reflect your brand?
- Amend the styling
- Order bespoke wallets



Your ideal buyer & how to reach them

You run the promotions, we fulfil the orders





Promotions

In the final part of this presentation we'll look at who to target and how to get the message out.

- **Who and where are your buyers?**
Your ideal customer
- **Create a campaign**
Simple steps to get the message out
- **Measuring success**
See your work pay off in increased sales

Buyers

- Previous voucher purchasers
- Loyal customers
- Local market
- Influencers
- Recipients of the vouchers

Gender

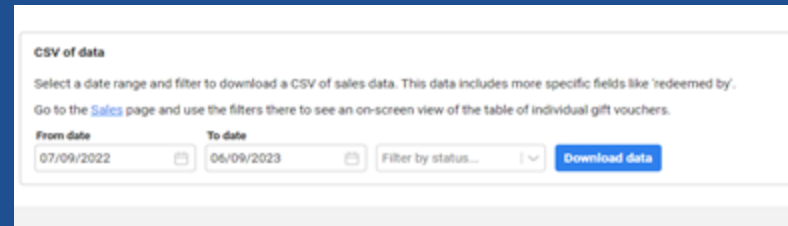
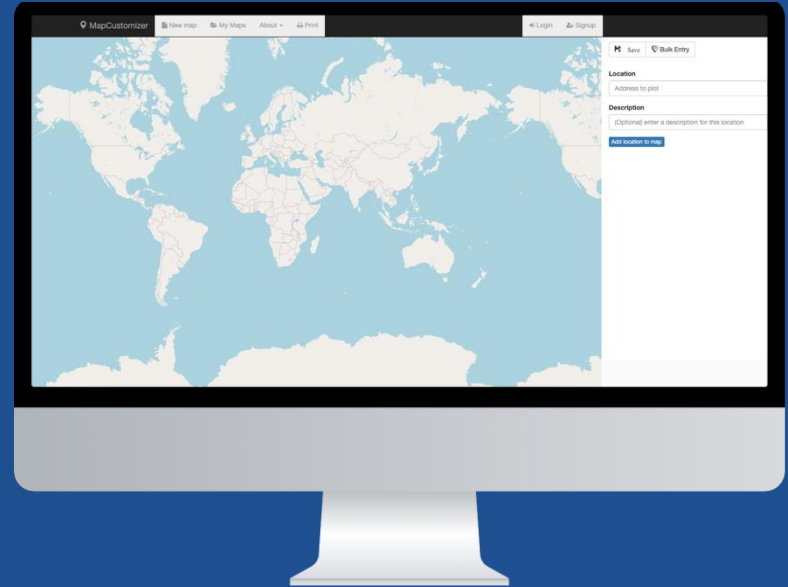
Around 85% of voucher buyers are women. Gift recipients are split equally between men and women.



Where are they located?

Try [Mapcustomizer.com](https://mapcustomizer.com)

1. Handy free tool
2. Download postcodes of previous customers
3. Upload to the app
4. See a map of where previous buyers are located and where prospects may be
5. Target this geographical area or select similar



Create a theme



- Add gift vouchers to existing Christmas designs
- Check the [Marketing Resources](#) on the One Tree portal for ideas
- Canva.com includes lots of Christmas graphics
- Maintain consistent use of imagery/colours throughout the customer journey



Promotional Channels

- Email marketing
- Social media organic and paid posts
- On-hold phone messages
- Email footers
- In-house advertising opportunities
- Staff

Remember!

Link the call-to-action buttons and words to your gift voucher shop page.





Email Marketing

- Fantastic ROI – £42 generated for every £1 spent
- Immediate reaction from email recipients
- Measurable
- Opted-in email addresses available from the One Tree [Reporting](#) page

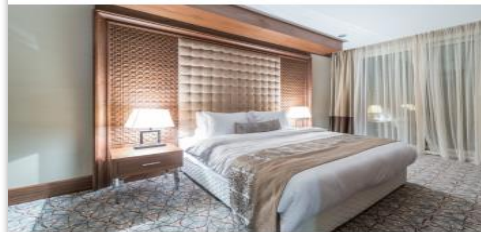


Social Media

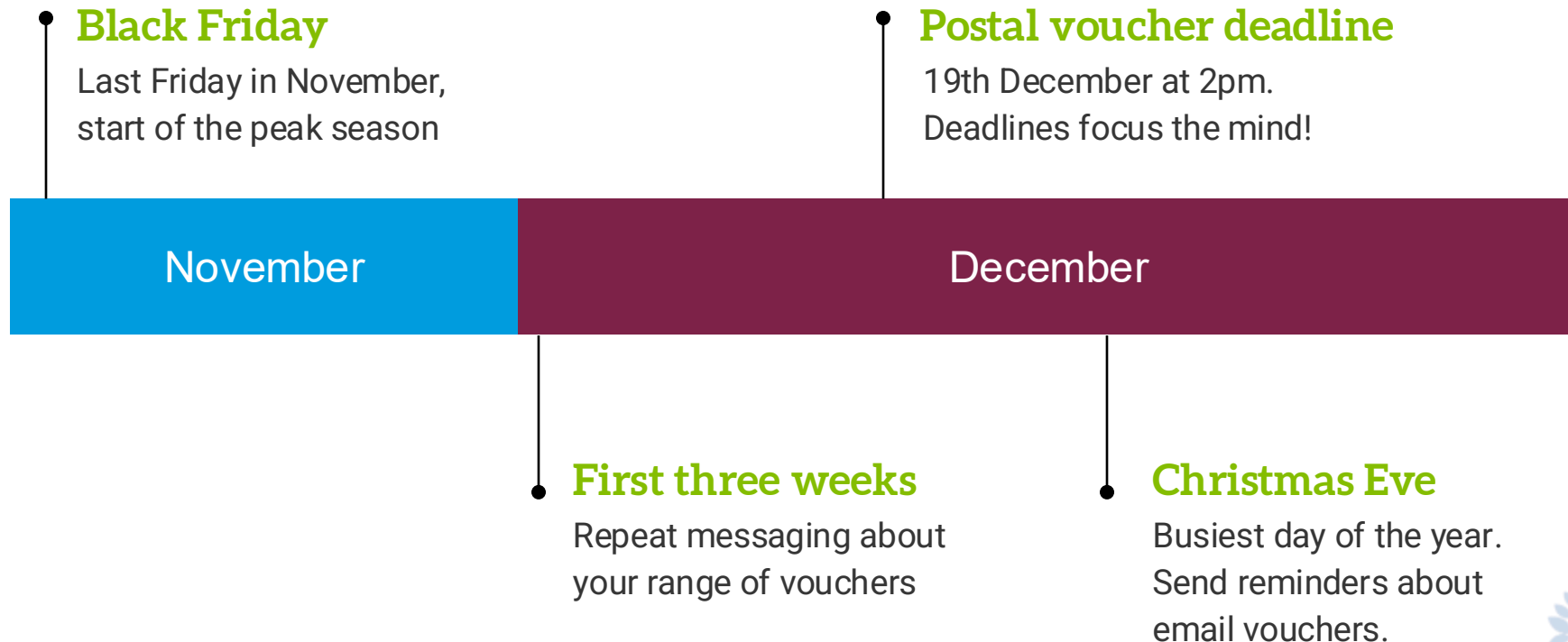
- Use images of your service(s) to attract attention and then write about the gift vouchers.
- Create and schedule posts focusing on different aspects of your gifts
- Post regularly right up until Christmas Eve

Remember!

Link the call-to-action buttons and words to your gift voucher shop page.



Timeline



Web Shop

Analytics

Add your Google Analytics ID and/or Meta Pixel ID to track interactions with your web shop and monitor advertising performance.

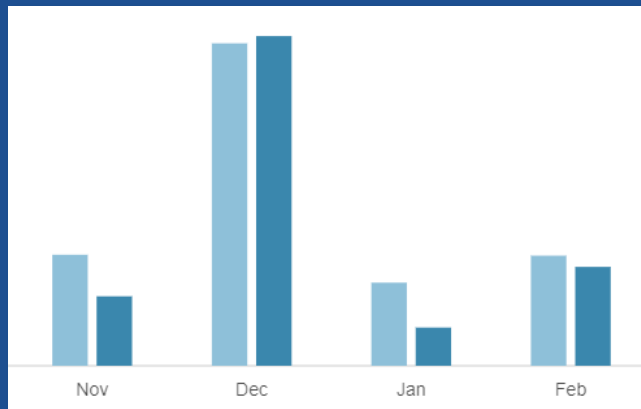
Google Analytics ID

This is the ID that starts 'G-' found in the Admin section of Google Analytics

Meta Pixel ID

This is the 15-digit number found in the Meta Events Manager

Reporting



Metrics

- Keep an eye on sales in Reporting
- Check against this year's targets
- Add Google Analytics and/or FB tracking into your One Tree account
- Review Christmas sales in January and make some notes for next year.



In Summary

Identify prospects

- Existing customers
- Local market

Create Campaign

- Consistency
- Use multiple channels
- Repeat the message

Measure success

- Check sales
- Post-Christmas review



Any questions?

Get in touch at

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