



Gift vouchers aren't just for Christmas

How to maximise sales throughout the year

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ONE TREE
VOUCHER SOFTWARE



Contents

In this presentation, you'll discover

- **The drivers behind voucher sales**
What impacts sales
Setting targets
- **What are you selling?**
Range of gifts
Pricing
- **Promotions**
Who are your buyers?
Timing
Measuring success



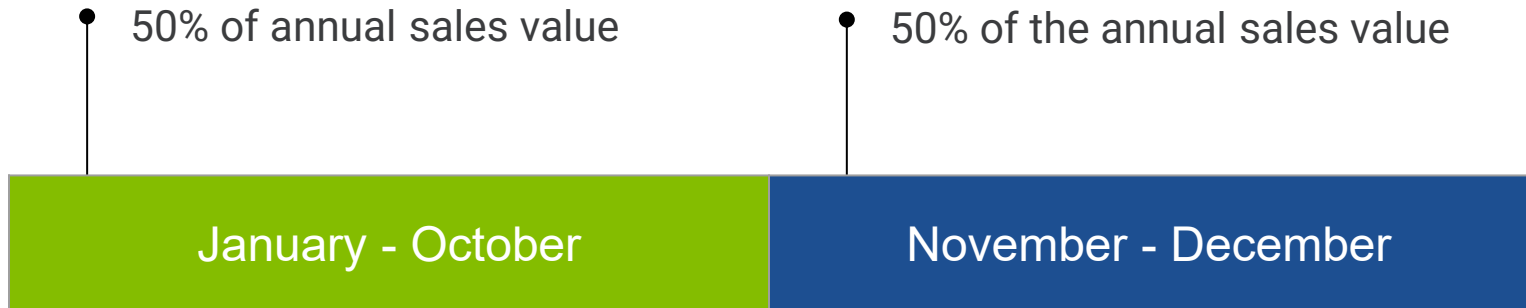
The drivers behind annual voucher sales

What affects demand and when?

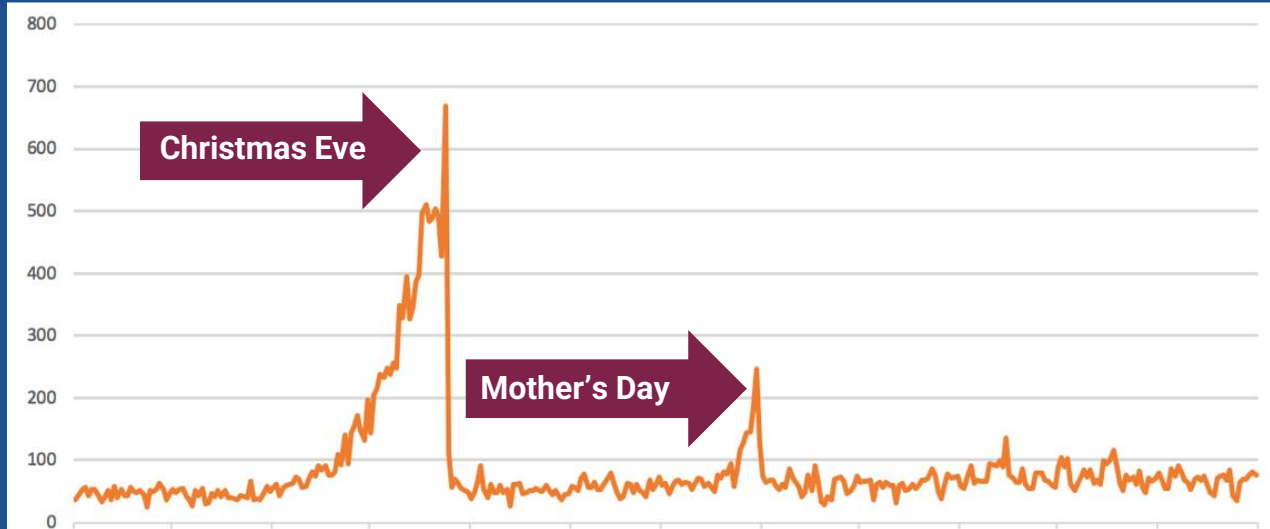


Annual Sales

Christmas is powerful – it doubles potential gift voucher sales revenues, but the rest of the year is also important. Birthday, anniversary and thank you gifts drive demand, along with gifting events including Valentine's, Mother's Day and Father's Day.



Christmas is critical, but not everything.



Annual daily gift voucher sales peak on Christmas Eve.

Mother's Day creates a significant spike, with Valentine's and Father's Day playing a role too.



Promotions

Focus targeted voucher promotions around the key events.

Create permanent prompts and reminders as part of an annual communications plan.

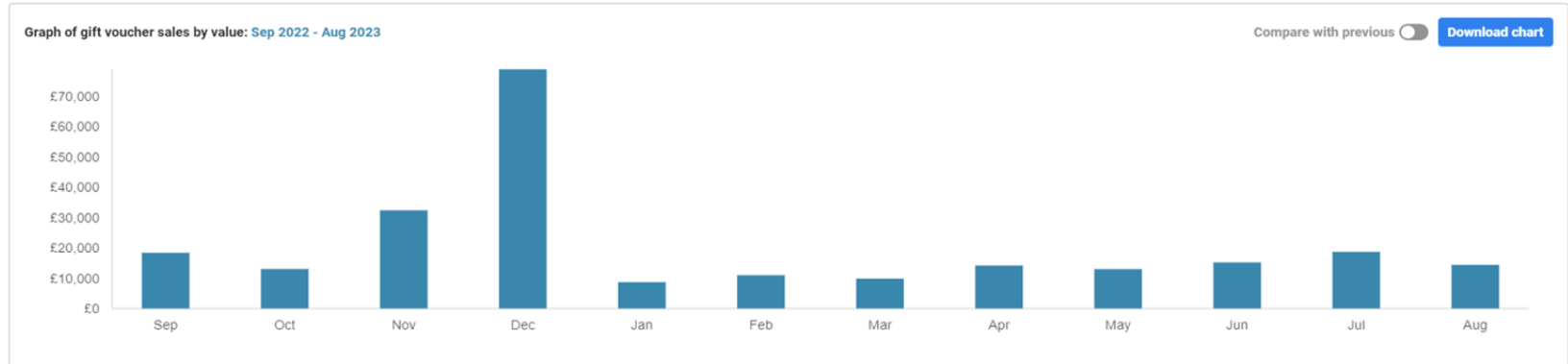
Key 2026 Gifting Events

- Valentine's Day – 14th February
- Mother's Day – 15th March
- Father's Day - 21st June
- Black Friday – 27th November
- Christmas – 25th December



Setting targets

- Review the [Reporting page](#) in the voucher management portal
- Hover over the graph for stats
- Compare with previous years (if available)
- Set a target for this year



Keep gift vouchers in mind all year...

Gifting events provide a growth opportunity

- Valentine's Day
- Mother's Day
- Father's Day
- Birthdays/Anniversaries

Review previous years' data

- Check the Reporting page in the portal

Set a strategy

- Set a target for 2026
- Add gift vouchers to your promotional plans



What are you selling and how?

Optimising your gift voucher shop and vouchers



Clear web and mobile navigation



Voucher Shop

- Is the web shop well signposted from your website home page?
- Are there links from seasonal or other relevant pages?



Manage Gifts and Categories

The image shows two overlapping screenshots of a web management interface. The top screenshot is titled 'Manage gifts' and features a 'Create new' button in the top right. Below the title, there is a brief instruction: 'Create and amend gifts here. Publish and unpublish to show or hide each gift on your web shop.' Underneath, it says 'Amendments made here will appear on your website.' There are three filter dropdowns: 'Filter by status...', 'Filter by type...', and 'Filter by category...'. To the right of these are 'Publish all' and 'Unpublish all' buttons. The main content area displays a grid of gift cards. Each card includes a 'Publish' toggle, a 'Buy' button, a thumbnail image, a title, a description, and a price range. The bottom screenshot is titled 'Manage categories' and also has a 'Create new category' button. It provides instructions: 'Categories are a way to display gifts in custom groups on your web shop. Once you create categories here, you can assign gifts to them.' It lists three steps: 1. Create required categories, 2. Navigate to the Gifts tab above, and create a new gift (or edit an existing gift), 3. Select the categories where the gift should appear from the dropdown list. Below the instructions, it states: 'You can re-arrange the order the categories appear on your web shop by dragging them up and down the list below. You can also create sub-categories by dragging a category name to the right.' The main content area shows a list of categories with their status (Unpublished or Published) and a 'Buy' button. The categories listed are: Christmas Gifts, Monetary Gifts, Spa, Monetary, Massage, Spa Days, Facials, Dining, and Afternoon Tea.

Gift Range

1. Are you selling a wide range of gifts – can you add or reduce it?
2. Is the display order of your gifts optimal? If not, amend in the portal.
3. Would categories improve navigation?
4. Add seasonal categories where appropriate.

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



Manage Gifts and Reporting

The screenshot shows the 'Manage Gifts' interface. At the top, there are tabs for 'Gifts' and 'Categories'. Below that, there's a 'Manage gifts' section with a 'Create new' button. A sub-section says 'Create and amend gifts here. Publish and unpublish to show or hide each gift on your web shop. Amendments made here will appear on your website.' There are filters for 'Filter by status...', 'Filter by type...', and 'Filter by category...'. Below the filters, there are four gift items, each with a 'Published' toggle and a 'Buy' button. The items are: 'Gift voucher up to £100', 'Gift voucher up to £500', 'Gift voucher over £500', and 'Sunday Brunch for Two'. Each item has a 'DETAILS' link and a 'BUY' button.

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 the number

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.



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.

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 seasonal campaigns**
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

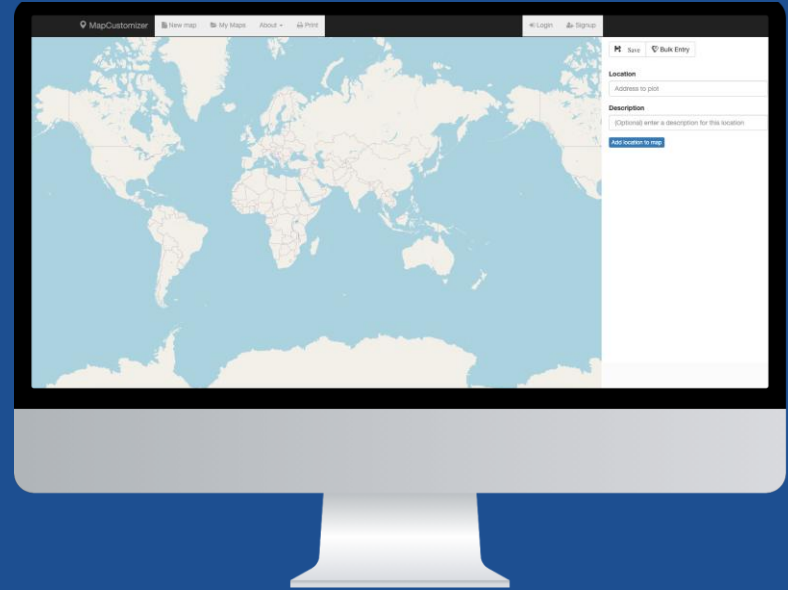
Around 85% of voucher buyers are women. Gift recipients are split equally between men and women.



Where are buyers 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



CSV of data

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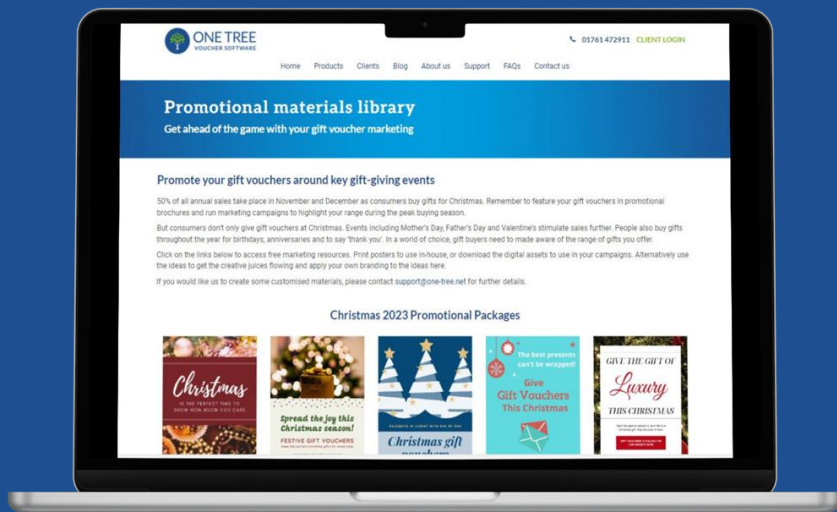
From date

To date

Filter by status...

Create a theme

- Add gift vouchers to existing seasonal designs
- Check the [Marketing Resources](#) on the portal for ideas
- Canva.com includes lots of seasonal 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 (include QR codes for your online shop)
- 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 [Reporting page](#) on the portal



Social Media

- Use images of your service(s) to attract attention and then add copy about the gift vouchers
- Create and schedule posts focusing on different aspects of your gifts
- Post regularly throughout the year

Remember!

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



Web Shop

Analytics

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

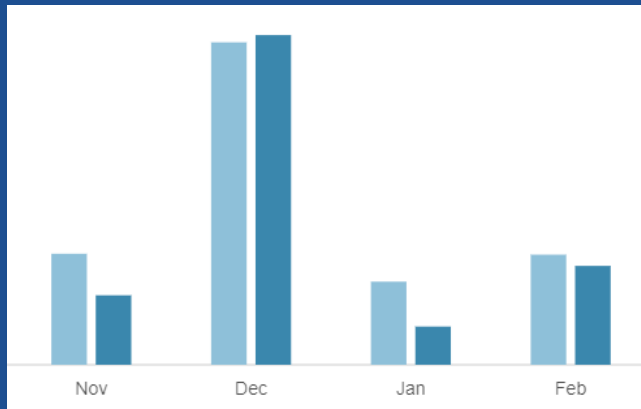
Google Analytics ID

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 sales after your seasonal campaigns end and make notes on what to repeat or amend for next year.



In Summary

Identify prospects

- Existing customers
- Local market

Create Campaigns

- Consistency
- Use multiple channels
- Repeat the message

Measure success

- Check sales
- Post-campaign reviews

Next Steps



If you'd like any assistance in setting up your Gift Voucher promotions, please contact us. We're happy to talk through the ideas with you and will amend the standard designs provided at no cost.

The more effective your promotions, the more money you're likely to make!

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

