Boost mid-year voucher sales

Marketing tips for Father’s Day gifting

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Steps for success

Christmas isn’t the only time the nation sends gifts, Father’s Day in June provides a useful stimulus for summer sales.

But the level of revenue that you can achieve hinges on good communications campaigns to attract buyers to your online voucher shop.

This short presentation runs through who to target and provides ideas on the channels to reach your potential customers.

Key Dates

Father’s Day always takes place on the third Sunday in June, so whilst the exact date changes, it is a set feature in the June promotions calendar.

The gift buying period is much shorter than Christmas for this event, **lasting around two weeks** before the celebration.

Father’s Day is an opportunity to lift voucher sales in addition to on-going demand for birthdays and anniversaries.

Who will you target?

Existing loyal customers who know your brand and are looking for a special treat for dads or a special father figure in their lives.

Prospects in the local market, as well as those living further afield, if you offer accommodation packages.

Remember to download the list of previous voucher buyers from the Reporting page in the voucher management portal. Add these prospects to your master mailing list.

Create a theme

- Create a theme for both copy and graphics to use throughout the promotions.
- There are graphics packages and copy ideas on our Resources page to use - or take inspiration from these concepts to design your own.
- Canva, the design app, also provides multiple templates for Father's Day.
- Use your theme at every touchpoint with prospects from adverts, through to emails and web images on the gifts.
- Remember to include calls to action (links) from all promotions to your Gift Voucher web shop.
- Click here for graphics and here for copy ideas.

When to run the promotions

Two weeks before

- Capture early buyers

The week before

- Email marketing and supporting social media
- Reminder for postal voucher delivery deadline on Thursday 18th June

Close to the date

- Promote the convenience and immediacy of email vouchers.

On the day

- Target last minute buyers – gift vouchers can be sent by email straight to the recipient.

Use multiple channels to reach your prospects

The popular ‘rule of 7’ states that consumers need to see a marketing message seven times before taking action.

This can be achieved by making use of offline advertising opportunities within your venue, as well as multiple digital channels such as email marketing, social media and your website.

An Announcement Bar can be added to your gift voucher web shop to draw attention to your range.

See the Web shop page in the portal to add this.

Online: Email Tips

- Email is the most direct and measurable route to reach your potential customer, although of course you do need an active mailing list.
- Download the opted-in email addresses from the Reporting page in the portal to your master list.
- Email signatures on standard company emails that include clickable links to the online voucher shop also begin a smooth purchase journey for your customers.

Online: Email
Set up the campaign

Create an email campaign to promote your vouchers.

Recipients of emails respond quickly to the messages, but the emails soon disappear down the inbox, so a series is more effective than a one-off message.

Re-send your emails to the non-openers. This improves open rates with very little extra effort.

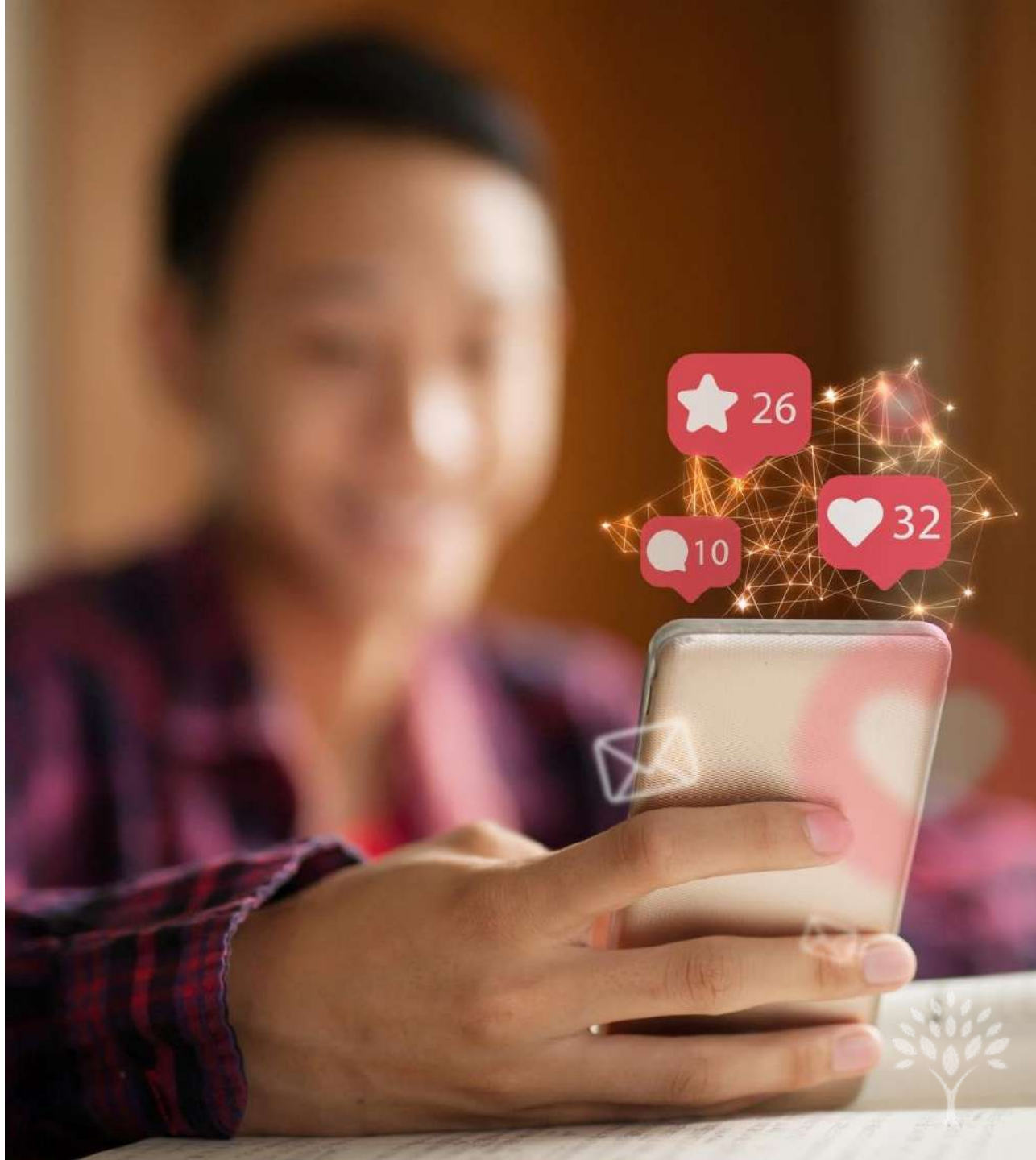
Vary subject lines to promote different aspects of your vouchers.

Write the emails in advance of the gifting events and schedule each one to go out at pre-arranged times.

Voucher sales can be tracked in the portal.

Online: Social Media

- Send out frequent social media posts mentioning your voucher sale. Paid ads can be more effective in view of the drop in the reach of organic posts. Always link back to your voucher shop – remember this has to be set up in the Bio on Instagram, not in the post.
- Test different channels or use the channels your clientele usually respond to.
- Check links to make sure that it’s easy for the prospect to reach the shop.



Online: Website

Depending on the functionality available on your website you can add the following to signpost your sale:

- Promotional images or graphics on your home page
- An announcement bar
- Pop ups

Remember to add links to your online gift voucher shop page.

Offline: Digital Displays at your venue

iPad

Allow guests to interact with and browse your online voucher shop.

TV Screens

Keep your range front of mind by showing adverts for your gift vouchers.

Displays at Reception

Promote your vouchers as people arrive and leave.

Offline: Printed Posters

Create a promotional poster and add a frame

- Place on the reception desk
- Put up in the ladies’ loos

A simple announcement can be enough to make an impression to lead to a sale.

A QR code can take prospects straight to your web shop.

Vouchers can be issued manually from the Gift Voucher System for walk-in customers.

Printed Flyers

The same gift voucher graphics can be used in different situations, from small flyers to larger adverts. Remember to include a call-to-action to take prospects to the online voucher shop.

On-hold Message

”Thank you for calling. Please leave a message …

And don’t forget our gift vouchers for Father’s Day. Head to the gift voucher shop on our website for presents to treat the special people in your life.”

Launch: Ready to go?

1. Create an action plan
2. Roll out actions in stages
3. Have all aspects ready well in advance of the promotional periods
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						
Social Media paid ads						
Email Signatures						
Website pop ups						
Online Brochures						
Launch Campaign						
Inform Staff						
Arrange training						

Next Steps

If you'd like any assistance in setting up Father's Day 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.

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