



Sales Success for Christmas 2026

Marketing tips for seasonal gifting

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Steps for success

In the annual gifting calendar, Christmas provides the number one stimulus for voucher sales.

But level of revenue that you can achieve hinges on good communications campaigns to attract buyers to your online voucher shop in this ***golden quarter***.

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





Key Dates

Sales start to increase in November with the key buying period starting around Black Friday on 27th November in 2026. Why not kick off your campaign with a short Black Friday sale? It's easy to discount your vouchers with our new [Promotions](#) functionality in the One Tree Portal.

Buying continues to ramp up throughout December, peaking on Christmas Eve. E-vouchers are the perfect gift for those who leave things to the last minute.

Christmas represents 50% of annual voucher demand and is a prime opportunity to capture gift buyers.



Who will you target?

Existing loyal customers who know your brand and are looking for a special treat for family and friends.

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

Recipients also influence purchases as they often make lists of Christmas presents for others to give.

Tip: Download opted-in 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 Christmas and Black Friday.
- 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](#) ideas.





Campaign dates

November

- Capture early buyers

27th November

- Black Friday. Hold a sale over the weekend, or the week before. Use the new [Promotions feature](#) in One Tree to discount your range.

December

- Continue to promote your vouchers as buyers focus on their Christmas shopping.

21st December

- Last recommended day for Christmas posting. Reminders about the deadline focuses buyers' minds.

Christmas Eve

- Target last minute buyers – e-vouchers can be sent 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 ads 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 feature.





Online: Email Tips

- Email is one of the most direct and measurable routes 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.

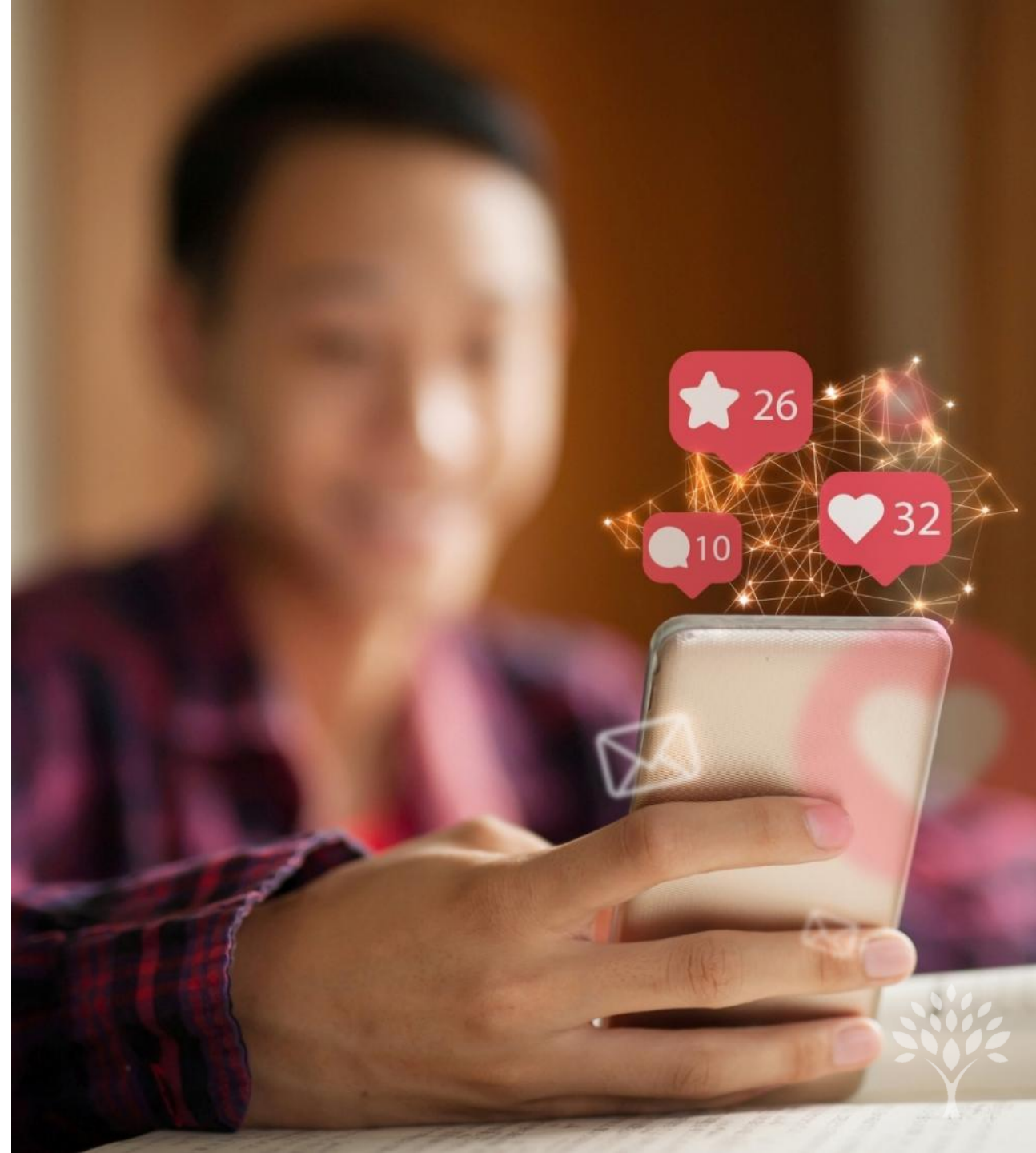
Voucher sales can then be tracked in the portal.





Online: Social Media

- Send out frequent social media posts mentioning your vouchers. 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 platforms your clientele already responds to.
- Check links to make sure that it's easy for the prospect to reach the shop.





Online: Website

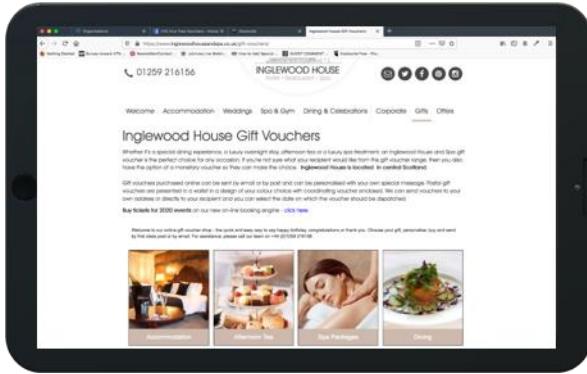
Depending on the functionality available on your website you can add the following to signpost your sale:

- 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



iPads

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.

Add a QR code to 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 messages

- *"Thank you for calling. Please leave a message ..."*
- *"Did you know that we sell a range of gift vouchers online? Head to the gift voucher shop on our website and find the ideal present to treat someone special this Christmas."*





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 Christmas 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 to chat.

