



Discount gift vouchers in a Black Friday sale

Brought to you by  **ONE TREE**
VOUCHER SOFTWARE



Introduction

Black Friday on November 27th in 2026 is a tailor-made opportunity to run a flash sale on your gift vouchers before Christmas buying starts in earnest.

This presentation gives an overview of the features in our [new Promotions functionality](#), so that everything runs smoothly behind the scenes. It's easy to use and you can have a sale set up in no time.

Note: The Promotions functionality will only be visible to those with Administrator access to the Voucher Management Portal. Please [contact us](#) to upgrade your user permissions if required.





Planning

Before setting up the sale in the portal, decide on:

1. Which gifts/monetary amounts you want to discount.
2. The amount of the reduction – a percentage reduction or fixed discount?
3. The validity period for redeeming the vouchers.
4. Dates for running the sale on your voucher shop.
Will it be a weekend sale starting on Black Friday, will the sale start a few days before Black Friday, or will it be a longer sale running throughout November?
Note that the success of the sale will depend on the marketing campaign around it, so a longer sale period requires more extensive communications.
5. Targets for the volume and/or value of vouchers be sold.



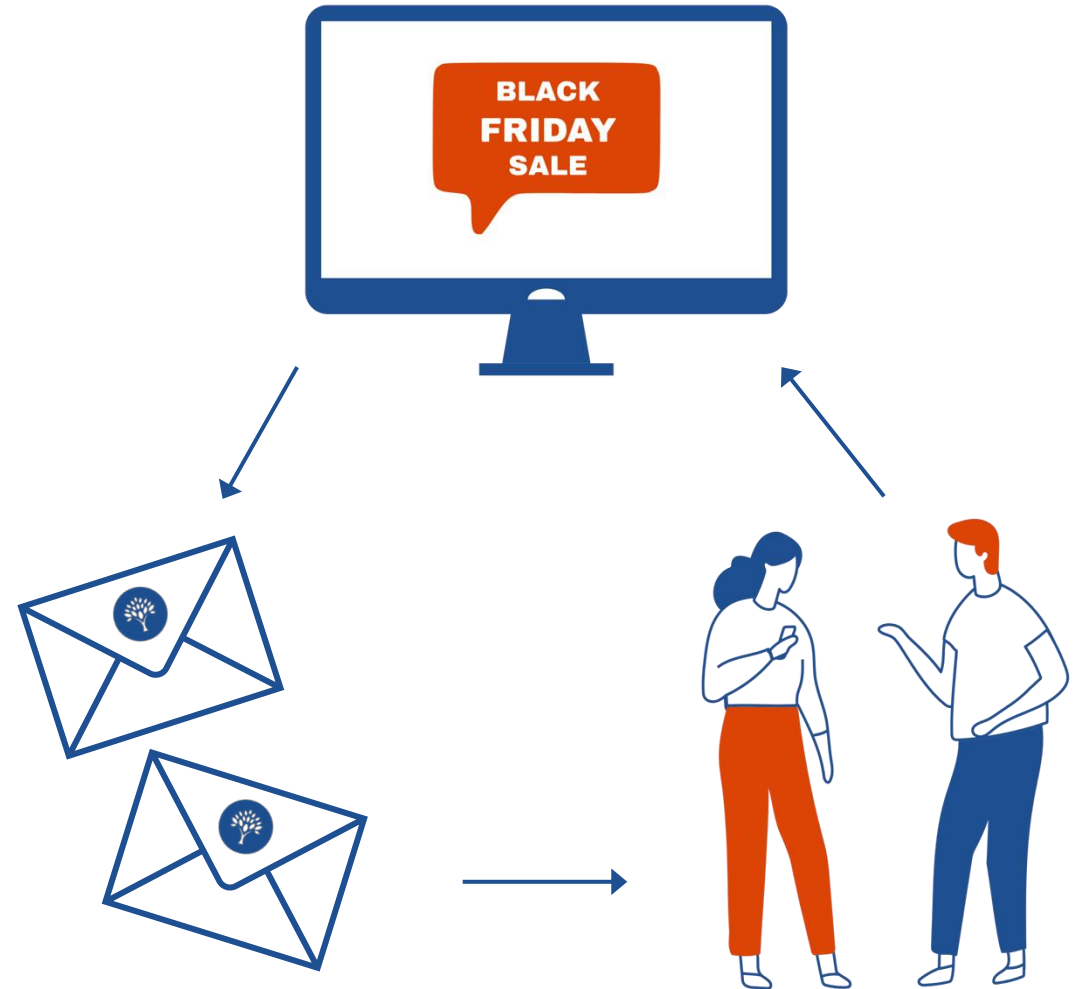


Types of discount

- Reduce prices by a percentage, e.g. 20%.
- Reduce prices by a fixed amount.
- A discount code added at checkout. This will be applied to all gifts in the sale.
- Add value to monetary vouchers, e.g. a £50 voucher can be redeemed for £60 – 20% added value.
- Special gift packages to be offered at a promotional price.

Contact us

Let us know if you have any questions or if we can assist in setting up the sale.





Set up a simple, immediate sale

The criteria for sales are set up as a **Promotion** in the Voucher Management Portal under [Manage gifts](#), and this is created first. The Promotion is then applied to the relevant gift items in the Gift table.

Features

- Set up discounts within minutes.
- Add a percentage discount or a value reduction.
- Enable the promotion on all or some of the gifts.

The discount is visible immediately on the Web shop, the vouchers retain their normal validity period, and the discounted prices will remain in place until manually switched off.

The discounts are tracked through customer communications (email confirmations), voucher detail pages and reporting.

The screenshot displays the ONE TREE VOUCHER SOFTWARE interface. The top navigation bar includes the logo, contact information (support@one-tree.net, Sub super administrator), and the user profile (OT Hotel & Spa, Gifts). The left sidebar lists various functions: Home, Sales, Manual order, Invoices, Manage gifts (highlighted), Reporting, User guide, Marketing, Contact us, Manage users, Manage contacts, Billing, Web shop, Voucher template, and Logout. The main content area shows the 'Create new promotion' form. The form has a 'Name' field with 'Black Friday 2026' and a character count of 13. The 'Type of discount' is set to 'Percentage' and the 'Discount amount' is '20'. There is an 'Active' toggle switch. Below the form, the 'Settings' section includes a 'Callout wording' field with '20% off' and character count of 43, and three toggle switches for 'Schedule promotion dates', 'Custom monetary voucher settings', and 'Code mode'.

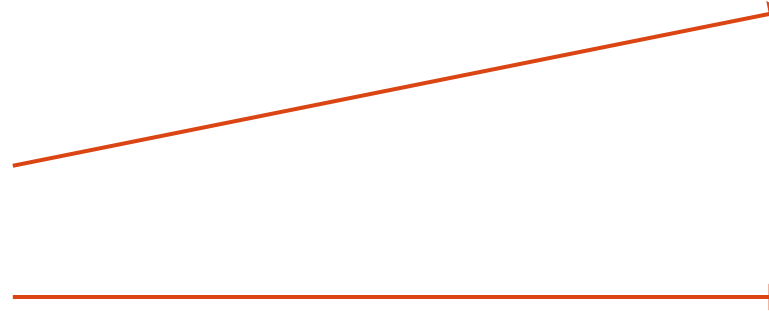




Add automation and refinements

Additional functionality makes running the sale even easier and more effective.

- Schedule specific times and dates for the sale to start and finish on the Web shop.
- Set an exact period for redemption of the vouchers.
- Monetary amounts can either be discounted or added value applied.
- Alternatively, provide a discount code which is applied at checkout.



☒ Schedule promotion dates

Promotion active from date/time
This is when gifts with this promotion applied become discounted. Leave blank to start immediately.

27/11/2026 × 08 : 00 ⌚

Promotion deactivates on date/time
This is when gifts with this promotion applied return to their normal price. Leave blank to run this promotion continuously.

30/11/2026 × 22 : 00 ⌚

Vouchers valid from date
This is when vouchers purchased under this promotion become redeemable. Leave blank for vouchers to be valid immediately.

04/01/2027 ×

Vouchers valid until date
This is when vouchers purchased under this promotion expire. Leave blank to use each voucher's existing validity period.

31/03/2027 ×

☒ Custom monetary voucher settings

Monetary voucher handling
For a £10 monetary voucher with a 20% discount:
Subtractive = customer gets a £10 voucher for only £8.
Additive = customer spends £10 and gets a £12 voucher.

Subtractive (default) | ▾

Monetary voucher floor
Only apply the discount to amounts equal to or above this value (monetary vouchers only)

0

☒ Code mode

Voucher checkout code
"Code mode" promotions are not shown on the vouchers in the Web Shop. Customers instead apply this code at checkout.

BF20





Draw attention to the sale on the web shop

- The original price is crossed out and the sale price displayed.
- The sale items can be highlighted with callouts and an announcement bar added over the voucher shop.
- Times and dates can be added to modify the web display automatically. Prices and the web shop then revert back to the original at the end of the sale period.

[Back to OT Hotel & Spa](#)

Don't miss out on incredible savings in our Black Friday sale!

All categories ▼

Popular ▼



20% OFF

Gift Vouchers up to £500
Give a special treat. Choose an amount, personalise and buy your gift voucher securely today.

~~£200~~
£160

With 20% discount

[DETAILS](#) [£20 for £16 ▼](#) [BUY >](#)



20% OFF

Bed & Breakfast for Two
Enjoy a relaxing one-night stay for two, complete with a delicious breakfast to start the day right.

~~£150~~
£120

[DETAILS](#) [BUY >](#)



20% OFF

Romantic Escape for Two
A blissful overnight stay for two with champagne, a sweet treat and breakfast included.

~~£200~~
£160

[DETAILS](#) [BUY >](#)



20% OFF

The Ultimate Weekend Getaway for Two
A relaxing weekend escape for two in beautiful surroundings, with dinner and breakfast

~~£350~~
£280

[DETAILS](#) [BUY >](#)





During the sale

The number of vouchers sold in the Promotion is displayed on the Promotions tab under [Manage gifts](#).

An email is sent to the Sales contact each time a voucher is sold showing the discounted amounts.

The discounted vouchers are added the [Sales page](#).

The screenshot shows the 'ONE TREE VOUCHER SOFTWARE' interface. The left sidebar contains navigation links: Home, Sales, Manual order, Invoices, **Manage gifts** (highlighted), Reporting, User guide, Marketing, and Contact us. The main content area is titled 'Manage promotions' and includes a 'Create new promotion' button. Below this is a table of active promotions. A red box highlights the 'Sales' column in this table, and a red arrow points from this box to a larger table below.

Name	Discount	Code	Active from	Deactivates on	Active	Voucher validity	Sales
Black Friday 2026	20%	-	-	-	• Active	-	40
Champagne Aft. Tea Offer	20%	BUBBLY20	-	-	• Active	-	25
Traditional Aft. Tea Offer	£5	AFTERNOON5	-	-	• Active	-	20
Summer Sale	£15	-	-	-	• Inactive	-	38
Father's Day 2026	£5	DAD5	-	-	• Inactive	-	16

Name	Discount	Code	Active from	Deactivates on	Active	Voucher validity	Sales
Black Friday 2026	20%	-	-	-	• Active	-	40





After the sale

- View sales data quickly from the Promotions tab under [Manage gifts](#).
- Download detailed data in a CSV from the [Sales](#) page to analyse.
- Discounts are displayed on the Voucher detail pages – validity dates are clear for staff redeeming the offers.

And finally...

Write a short report on sales results, dates of the sale, aspects of the marketing campaign etc, to build on successes and refine for future years.

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Status	ID	Dispatch	Gift name	Value	Purchase date	Purchaser name	Recipient name
Dispatched	512151	Email	Bed & Breakfast for Two	£150.00	18/09/2026 13:06	Gemma Bourne	Gemma Bourne
Redeemed	309897	Print	£25 Gift Voucher	£35.00	03/02/2023 12:04	Rob James	Rob James

This voucher is VALID

Gift name [Bed & Breakfast for Two](#)

Value £150.00

Sale price £120.00

Promotion [Black Friday 2026](#) (20% off)

ID 512151

16 character code FFE7-1132-72C7-8A15

Valid from 18 September 2026

Expiry date 18/09/2027

[Download PDF](#) [Resend email](#) [Redeem](#)





Ready to go!

The discounted gifts are now set up and ready to go.

The final element of running a successful sale is to set up a marketing campaign to let prospects know about your offers.



Next Steps



If you would like assistance with setting up discounted gift vouchers for a Black Friday sale, please contact us.

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

