

www.thegiftcardcafe.com

7 Success Factors

for Selling Gift Cards





Awareness

All your clients know you sell Gift Cards.

Having managed the gift cards of thousands of businesses, we've learned they don't focus on marketing their gift cards enough.

For example, one of our clients is a medspa in Anchorage, Alaska. Even though her business was doing well, her gift card sales were below \$200 per month.

After asking a few questions, we quickly learned she realized her customers had no way of knowing that they sold Gift Cards.

We added a banner on the homepage of her website, her email newsletters and created offers and deals exclusively for gift cards.

Within one month, she increased her sales to more than \$500 per week.

A few months later, on Black Friday she sold

\$27,000 in Gift Cards

which wouldn't have happened had she not implemented an awareness plan for her gift card sales.

Placement

The Link to sell Gift Cards is everywhere your brand is.



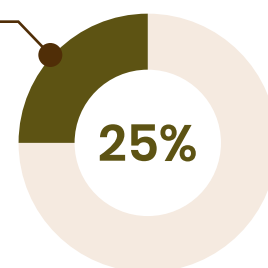
We've seen hundreds of websites where the "Gift Cards" link or button is hidden in the footer or is placed in a hard place to find.

Just like anything else you're selling, you need to offer your customers the opportunity to buy gift cards like any other service.

Out of the 10,000 businesses we've served over the last fifteen years, businesses that feature gift cards on their website **sell 70% more** than those who do not.

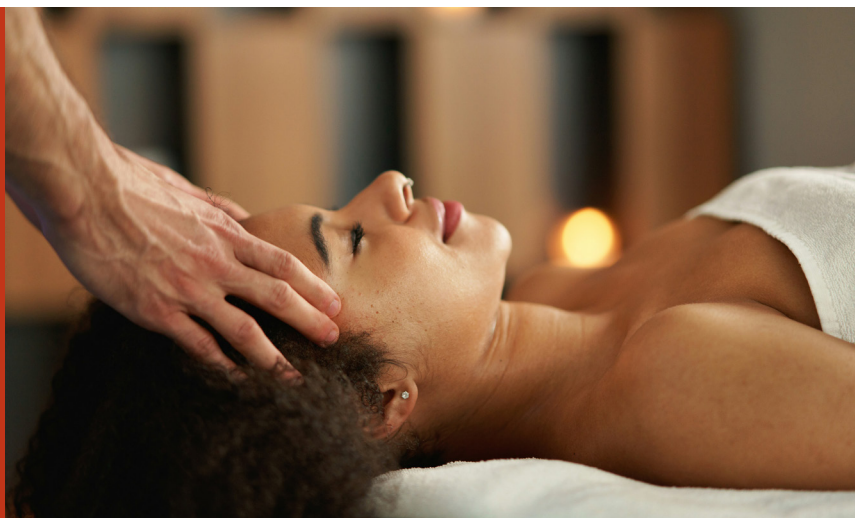


We've seen gift card sales revenue reach **up to 25% of total revenue** when done right!



You can view a full case study and testimonial on our website from one of our spa clients who sold \$87,000 below:

[Click Here to Access](#)



Exclusivity

Make services, bundles and/or deals only available through Gift Cards



This past Black Friday and Christmas season, we spoke to three of our clients who were solid gift card sellers but wanted to maximize their sales for Black Friday and Christmas. make the most out of the upcoming holidays.

They were doing everything that had to be done the way it had to be done.

The question was, how do we sell more Gift Cards?

They needed to design a service or bundle that was only available through Gift Cards.

One of them just took their best seller and added a holiday twist, a Christmas theme. They included some apple-spice scents and a tiny advent wreath. This was the exact same bestseller service, **priced 30% higher**, and was only available through gift cards!



During that holiday season, they collectively

sold 250% more

than the previous year, and their Gift Card Exclusive offer amounted to more than 62% of their sales!

Interactions

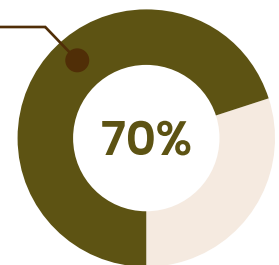
When appropriate, Gift Cards are pitched in every interaction with a customer just like sales.



There is this restaurant in California, that raised their **Gift Card sales 24%** just by having Gift Cards featured in their tickets and making sure every waiter mentioned they sell Gift Cards along with the hostess when they say goodbye to customers.

Every interaction with a customer is an opportunity to pitch Gift Cards.

Given only 70% of gift card sales are redeemed, it's a good opportunity to offer deals via a discount.



One local spa chain in Oklahoma raised their gift card sales by 15% just by mentioning them in their confirmation emails!

Experience Focused

The Gift Card offer is focused towards gifting an experience, more than just a gift or money.



Dollar Amount or Service Specific?

That is the question... Though it really isn't, listing your services raises your average ticket by 30%+.

One spa in New Mexico that went from just under

\$2,000 monthly sales in Gift Cards to more than \$5,000

just by Listing their services instead of just letting their customers give money as gift cards. People will always pay more to give a nice experience than to just give money.





Planning The Year

Do you plan your holidays

Gift Card sales have a highly seasonal component, and though there are general high and low seasons, each place has its ups and downs.

We've worked with clients to identify the seasonality of their sales, and have come up with a methodology to boost those high sales periods and to make bad times less impactful.

For this, we coined the terms Boosting Holiday and Remedial Holiday.

Both are aimed to provide an excuse to create promos that sell.

Usually a boosting holiday is one that piggybacks on a major one and a remedial one is one that you make your own and use it to create fun holiday themed promos for your clients.

A quick example of each is Flower day (May 20th) as a boosting holiday after mother's day, and Women Rock! Day (Jan 3rd) is a great remedial holiday for those low sales in early January.

Measuring

You measure what works and what doesn't and take action accordingly



Having clear, measurable and actionable data is key to know how to raise Gift Card Sales. As your strategy deploys, some things will work better than others.

A Med Spa in the midwest had been having the exact same promo for over 5 years, with mixed and decreasing results, the deal was okay, a flat 20% discount in any given service.

Instead of doing the 20% discount, we created some new discounted bundles for Mother's day based on their existing service offer:

Aromatherapy and 30 min Massage (\$75) + Hot Stone Massage (\$80) bundled for \$140.

3 Aromatherapy and 30 min Massage sessions (\$75) bundled for \$200.

They outperformed the previous promo significantly even as the discount was lower at around 10% since the perceived value was a lot higher.

In terms of the number of Gift Cards sold, the raw number was 27% Higher compared to the previous promo, and the average ticket was raised by 31%.

When comparing both bundles, the bundle of three sessions performed worse, they learned that their clients prefer a one-time great experience than a few shorter ones.

They never did the flat 20% deal again and their bundles and deals kept getting cooler as they learned what their clients liked.



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