

Marketing & Tech Best Practices

How to Boost Your Gift Card Sales This Holiday Season

Welcome!
Today's webinar will be starting shortly.





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Guests

Ryan Wortham



Andrew Howell





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Topics

- Benefits
- Incentives / Promotions
- Staff Incentives
- Technology / Apps
- Fraud / Escheat Laws
- Q&A





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Question



Do you currently sell Gift Cards / Certificates?

If yes, approx. how much around the Holidays?



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Why Gift Cards?

Benefits

- High holiday demand
- Reach new customers
- Get cash up front
- Users less price sensitive
- 72% spend more than GC value
- 18% never redeemed



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Holiday Gift Cards

Incentives / Discounts

Buy \$XX and get \$YY free
Buy \$50 and get \$10 free
Buy \$100 and get \$20 free

Bonus cards must be used within certain dates



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Holiday Gift Cards

Incentives / Discounts

- Sell \$50 card for \$40
- Sell \$125 card for \$100



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Holiday Gift Cards

Incentives / Discounts

- Free appetizer / dessert with purchase of \$25 gift certificate




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Holiday Gift Cards

Incentives / Discounts

What incentives/discounts work best for you?



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Holiday Gift Cards

Fundraiser:
Sell \$20 certificates to groups or teams for \$16
... or \$25 certificates for \$20

Promotions



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Holiday Gift Cards

Table tents / menu inserts / signs
/ placemats / website

Direct mail postcards to loyalty
club members and cold list in 3
mile radius

Flyers with QR code in ToGo /
Delivery orders

Promotions



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Holiday Gift Cards

Emails / letters to loyalty
club members

Contact local businesses
that are catering / takeout
customers

Promotions



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Holiday Gift Cards

Emails to loyalty club members
Special Holiday GC with other local business(s)

Promotions



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Holiday Gift Cards

What are YOUR top Gift Card promotions?

Promotions



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Holiday Gift Cards

Employee Incentives

- Awards & prizes
- TV set
- Choice of wine from wine cellar



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Gift Cards

Escheat Laws

Some states require that businesses turn over (escheat) unclaimed property to the state.

These laws can include balances on gift cards that are unused after 3-5 years.



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Gift Card Fraud


Have a System in Place

Employees purchase cards at a discount, then exchange cash for gift cards at settlement.



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Please Give Us Your Feedback



Just 4 very short questions!

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Gift Card Webinar

Q&A



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Gift Card Webinar

How to Boost Your Gift Card Sales This Holiday Season



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Thanks for attending!

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