



Gift Card Guide

How to Maximize Gift Cards for Small Businesses



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Gift Card Benefits

Gift cards double as both a marketing and revenue tool because two sales are tied to each gift card transaction – one for the giver and one for the receiver. Offering gift cards allows you to reward loyal customers while bringing in brand new ones.

41%

of gift card recipients say they would never have visited a store if they hadn't received a gift card.

3x

average amount of trips that customers take to spend the entire balance of their gift cards.

51%

of consumers say they started shopping at a store more frequently after receiving a gift card.

\$59

average amount that consumers spent over the original value of the gift card they received.



Set Gift Card Goals to Reach

Metrics-Based Examples

1. Overall, monthly, quarterly, etc. gift card revenue
2. Total value of gift cards sold
3. Total quantity of gift cards sold
4. Average value of gift cards sold
5. Sales of gift cards by staff
6. Percentage of customers buying gift cards
7. New customers attributed to gift card sales



Identifying Customers

Existing Businesses

Your loyal customers are the great place to start and provide the perfect opportunity to be your gift card giving ambassadors.

Inactive customers are another key group to target. Consumers often get busy, or forget about brands they like. Gift cards can be the perfect way to reconnect them with your business.

New Businesses

Start with your network. Friends and family are key supporters and can play a major role in launching a successful gift card program at your business.

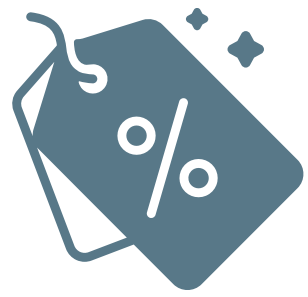
As you build a customer base and database of clients, your early customers are key in sharing your business and driving new business as ambassadors for your shop.



Training Employees

The success of any program is based on adoption. Train your team on all things gift cards—ringing up gift cards, loading money onto to physical gift cards, and redeeming gift cards. Make sure your team is comfortable so when you start selling, everybody is ready for business.

- Appoint a 'Gift Card Ambassador' for your store to hold staff accountable for team goals
- Make sure employees understand the benefits of gift cards for customers
- Offer incentives to employees for hitting your gift card goals. Ex: employees with the most gift card sales receive a small bonus or extra PTO
- Train staff to upsell. Ex: prompting customers to buy a gift card alongside their purchase or in lieu of leaving the store empty-handed



Creating Gift Card Promotions

- Offer gift cards for returns and exchanges
- Set up a customer gift card redemption policy
- Use them as gift-with-purchase to drive sales of specific products you're trying to upsell
- Offer a gift card for purchases over a certain amount or for buying multiple products

61%

of customers said that they prefer to receive a gift card over coupon or bonus bucks

42%

of customers spent more than originally planned at a business because of a promotion offered



Gift Card Promotion Examples

Increase Gift Card Sales

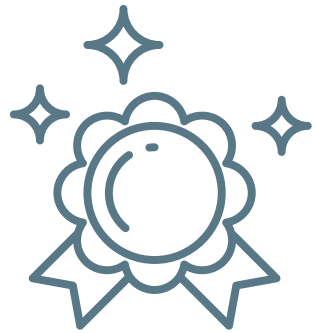
- Give a gift card, get a gift card (BOGO)
- Give a card, get a free or discounted product
- Buy a \$25 gift card and get a \$5 gift card for free
- Purchase \$100 worth of gift cards, get a \$10 gift card
- Buy two gift cards and get a third gift card 10% off

Drive Traffic & Repeat Business

- Offer gift cards to customers who refer new clients
- Buy a \$50 gift card, get a gift card to use next visit
- Schedule your next service today, get a free gift card
- Buy a gift card and get free shipping on your next order

Incentivize Increased Spending

- Spend \$200 and receive a \$20 gift card
- Spend \$50 and receive a \$10 gift card
- Buy 2 products and get a free gift card
- Purchase a membership, get a free gift card
- Buy a specific value of products, get a free gift card



Best Practices for Gift Cards

Create Visual Cues

Place gift cards next to the register to maximize gift card sales. You can set them by hostess stands, pickup counters, or in window displays. You can also showcase them on your signage, and high-traffic locations like menu boards or sidewalk signs.

Social Media Promotion

Create fun campaigns that include photos of your gift cards with your products, and mention any ongoing promotions. Invite people to share content with a hashtag specific to your business, or photos of what they would purchase with their gift card. Then award the best submissions.

Utilize Marketing Collateral

Providing employees buttons, signage, and bag stuffers that promote your business helps ensure that gift cards become a part of each and every sale in your store.



Equipment Guides for Gift Card Functions

Please Click the Buttons Below to Access

[Clover POS](#)

[Dejavoo Z9](#)

[Dejavoo Z8](#)

[PAX S80](#)