



**6 tips for boosting**

**GIFT CARD  
SALES**



**cps**CARDS

# GIFT CARDS are HUGE...

And getting bigger in terms of revenue potential. According to a 2013 CEB TowerGroup report, **sales of gift cards is expected to hit \$140 billion by 2016.** Is your current gift card marketing program positioned to capture your share of these revenue dollars? Now is a great time to re-evaluate your marketing tactics. The 2014 holiday season is quickly approaching and you'll want to make sure that your gift cards are top of mind whenever your customers are shopping in-store and online. **An estimated \$30 billion was spent on gift cards during last year's holiday shopping season.**

**Here are 6 tips to help you boost your gift card sales this holiday season.**

# 6 TIPS FOR BOOSTING GIFT CARD SALES



## Keep it consistent

Develop your gift card sales messaging and then keep it consistent across all marketing channels - in-store, online and in print. Message copy and design should be harmonious so that, like your brand, it will elicit an emotional response - hopefully one that feels comfortable and familiar to your customers, since they will see the same messaging over and over.

When consumers become familiar with your message, they create a positive association and remember it more easily. So the next time they need a gift card, they'll think of you!

# 6 TIPS FOR BOOSTING GIFT CARD SALES



## Promote. Promote. Promote.

Your customer won't buy gift cards if they don't know that they exist. There are many retailers that still, in 2014, do not offer gift cards (so don't assume that your customers know that you do!) **Point-of-purchase display, eye-catching window signage, and sales team buttons and shirts** can help to spread your message throughout your brick-and-mortar. **Train your sales people** to ask for the gift card sale during the checkout process and incentivize them for doing so! You should also **extend your message to your online store** by adding it to the checkout process ("would you like to add a gift card?") or within your order confirmation emails. Keep this going all year long, not just during the holidays.

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### Create targeted promotions

Creating gift card promotions can help you bring, not only one, but two customers back into your store. And since more than 70% of consumers spend more than the value of their gift card, this is a tactic that you'll want to keep in your marketing tool box. The promotion should be simple and enticing enough for your customer to purchase on-the-spot, such as:

- BUY ONE, GET ONE 50% OFF
- BUY A PRODUCT, GET A \$5 GIFT CARD
- BUY 5 GIFTS, GET ONE FREE
- SPEND \$25, GET A \$5 GIFT CARD

As you can see, these types of promotions encourage a return visit and ensures that you get two customers in the door. Be sure to limit the time your offer is available in order to create a sense of urgency. Also, if your company offers a loyalty program, you can **offer loyalty points on top of the incentive** to up the ante and reward your loyal customers.

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## Use your data

More than likely, you are sitting on a **GOLDMINE** of customer data that you have curated over the lifetime of your customers' relationship. That data includes **gift card purchasing information**. Using this information, you can **create a TARGETED email campaign** that will entice these **former gift card purchasers** to purchase again. The message should be created to resonate specifically with these customers and the offer should be powerful enough to prompt an on-the-spot purchase.

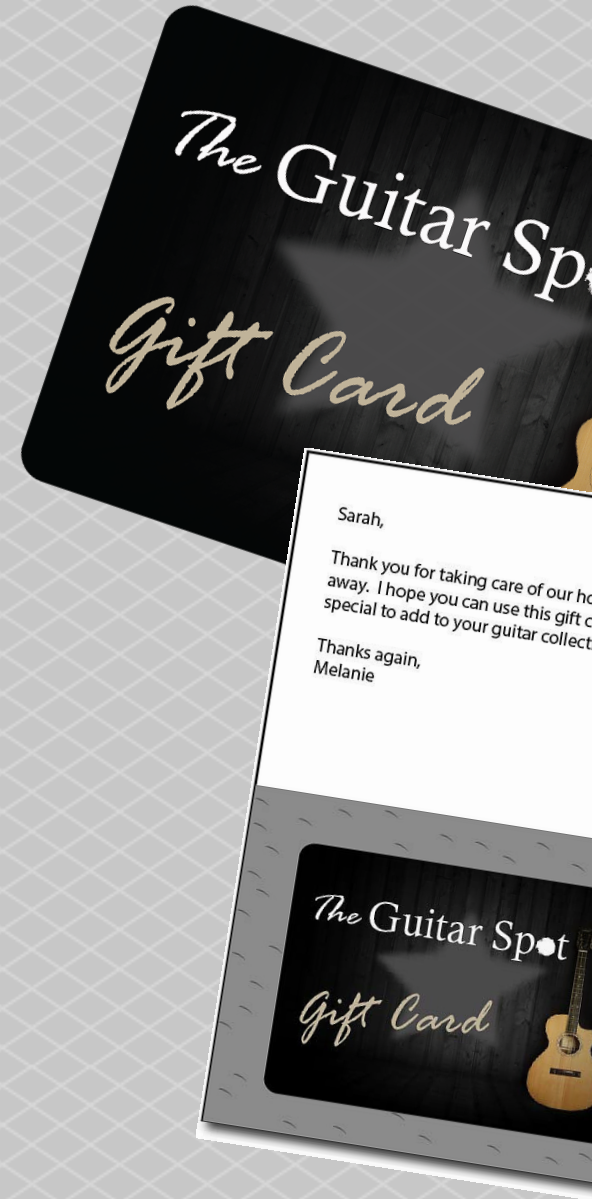
Consumers that have purchased a gift card in the past are more likely to purchase one in the future.

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### Personalize it

In a world of **1-to-1 marketing**, we all want to feel as though something is created just for us. Gift cards are no exception. Consumers love to receive personalized gifts and when you don't have time to visit Things Remembered, a personalized gift card will do. If you already offer gift cards for purchase online, you could take this one step further by offering **personalization of the card or carrier**, or both. It can be simple personalization, such as a personal message on the card holder or a name applied to the face of the card, or more complex, such as allowing the customer to **upload an image that will be printed on the card**. You may have limitations in this area, however, you can partner with a card company that provides this as a white label solution.



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### Partner up

**Partner with other brands, organizations and schools to extend the reach of your brand and gift cards.**

Used as a fundraising tactic, your gift cards can be sold and then a percentage of sales can be donated back to your partner's charitable organization. Seeing that more than 70% of consumers spend more than the face value of their gift card, this can be a win-win solution for both parties involved.

You can also promote your gift card to other businesses and corporations to use as employee incentives, sales incentives, client gifts, retention & loyalty program gifts, thank you gifts and more.

**B2B gift card sales can help you quickly increase your revenue and push the industry towards that \$140 billion prediction for 2016.**

More than 70 % of consumers spend more than the face value of gift cards





A leading end-to-end gift card solutions provider

**PRINTING**

**PERSONALIZATION**

**FULFILLMENT**

**DISTRIBUTION**

**B2B | B2C | B2S**