

How to Successfully Kickoff and Improve Your Gift Card Program

Welcome to our class called “How to Successfully Kickoff and Improve Your Gift Card Program”. This class is designed to give you the tools you need to properly promote your gift card program and to increase sales through marketing programs.

Profit Point offers an extensive array of accessories that are designed to help you successfully kick-off your gift card program. The reason why accessories are important is because you can use them to make customers aware of your gift card program.

Our window decals will drive traffic to your door. Simply affix them in visible locations so that people notice them as they’re walking by your store. Our Table Tents, Signs, and POS Displays will continuously remind customers of your gift card program while inside your store. Position the Table Tents throughout your restaurant or store and place the sign(s) in a prominent location. Place the gift cards and gift card holders in the POS Display and set-up the POS Display next to your POS terminal.

A great selling tip is to ask customers if they’d like to buy a gift card while you’re processing their purchase. Don’t be afraid to ask for the business.

Our window decals, table tents, signs and POS displays can be purchased separately or together in our marketing kits. Please feel free to check out our on-line store for more information.

We offer a variety of gift card presenters that will enable you to package your gift cards in a way that appeals to customers as well as the recipients of the gift cards.

Gift card presenters are what you can provide to customers so that they have an attractive way to present their gift cards to the recipients. They range from envelopes and cards to gift boxes and custom creations, such as velvet bags. You can offer them free with purchase of a gift card or sell them at an additional charge.

Presenters are a proven tool to increase gift card sales. For example, a high-end boutique merchant had a very successful gift card program offering envelope presenters at no charge. When the merchant began offering a choice of several very high-end packaging choices for the gift card, sales of the gift cards increased more than 30%...and...the merchant was selling the unique velvet bags at a premium price as well.

Presentation is everything so it’s important that you present gift cards in a way that will make them appealing to customers. Plus, customers need something to put gift cards in before they give them as gifts. If they don’t get that something from you, they’ll get them from somewhere else. Not providing gift card presenters could cost you a sale to another merchant who does because people don’t want to buy a gift card from one place and a card or box to put it in from another place. So provide the

convenience of one-stop shopping to your customers and, if you'd like, use our gift card presenters as an additional revenue source for yourself by charging a fee for them.

We offer top fold boxes as well as boxes that make gift cards look like traditional gifts. We recommend charging your customers for these items. Our suggested retail price for the top fold boxes is \$0.99/each and \$2.99 for the traditional gift boxes. We have envelopes, too, which come in a variety of colors and are an inexpensive way to present gift cards. You can charge your customers for any of our presenters. You can view our presenters at our on-line store.

Gift card presenters can be another great opportunity to emphasize your unique brand and style. We can design presenters to match your logo or company image. We can also special order gift card holders such as gift bags, small Chinese take-out containers, tin boxes, etc.

Again, we'd like to re-emphasize that presenting your gift cards in an appealing way will increase gift card sales. That means having the right signage and displays so that customers are aware that you sell gift cards. It also means giving customers something to put the gift cards in so that they have an attractive way to give them to the gift card recipient.

(Ask if anyone has questions about the accessories or presenters)

Now I'd like to talk about marketing programs to increase gift card sales.

There are numerous marketing programs that you can use to improve your gift card program.

One great technique is to load \$5 or \$10 to your gift cards. Please note that in actuality you are not loading real dollars to the cards -they're promotional dollars and only count when the cards are redeemed and are only redeemable at your store. Hand out the gift cards like business cards and tell people that they'll get X number of dollars off their first purchase or X numbers of dollars off a purchase of a set dollar amount. An example is \$5 off any purchase of \$25.

We also recommend a direct mail marketing program. Send out a mailing to your customer base and/or a list of people who reside within 5 miles of your store. Include a gift card in the mailing. In the letter state that every gift card has \$10 off a purchase on it and that two cards have \$50 off a purchase and one card has \$100 off a purchase. State that the only way they'll know how much their card is worth is to come into the store to redeem the card.

We recommend stating a dollar amount off over a percentage off of purchase. The reason being is that people perceive these promotional dollars as real money. As a result they keep the cards because they don't want to throw away \$5 or \$10 dollars. They don't perceive a percentage off as real dollars so the impact isn't the same.

You could do a targeted mailer to your top customers as a thank you for their business and to encourage repeat business. In the letter you could thank them for their patronage and say that because they've been a great customer you'd like to give them \$10 off of their next purchase.

We do offer a direct mail fulfillment service that can assist you in putting together an effective mailer. We offer a training class on our direct mail fulfillment called "Direct Mail and Gift Cards-Fulfilling Your Dream" every Friday at 3 pm Eastern Time.

Also, if you would like to increase sales through building a loyalty program that rewards repeat business, we can help you set-up a loyalty program. We offer a class called "Loyalty Program Training" every Wednesday at 12 pm Eastern Time.

Another selling tip to remember is that gift cards aren't just for the holidays. They are great to give as birthday gifts as well as Mother's and Father's Day, Graduation, Wedding, Shower, and Thank You Gifts. You should promote gift card sales around all holidays and remind customers that they are great all-occasion gifts. You can tie marketing programs into the holidays. For example, put a flyer or banner in the window that says "Gift Cards for Mother's Day" or "Gift Cards Make Great Treats" around Halloween. Be creative.

Playing off of our last tip, you can implement a birthday gift card program for your clients. Use direct mail, email and/or phone calls to find out your clients' birthdays. You can tell them you just need the month and day to avoid making them uncomfortable by revealing their age. Tell them you're going to start sending them a gift card with \$5 or \$10 dollars off a purchase on their birthday as your way of saying Happy Birthday. Collecting this information gives you an opportunity to connect with your clients and remind them of your business.

To capitalize on the holiday season, be sure to promote your gift cards with store signage and a special holiday mailing that reminds customers that you sell gift cards. We offer holiday presenters that you can view at our on-line store to give your gift cards that special touch.

One last selling tip is to state that you have gift cards in all newspaper advertisements and promotions that you do. All you need to do is say "We Have Gift cards" or "Gift Cards Available"

We think that you'll see a big increase in gift card sales by utilizing accessories and by implementing these selling tips and marketing programs.

Do you have any questions?

Thanks for attending this class.