



# How to Sell Gift Cards Like a Pro

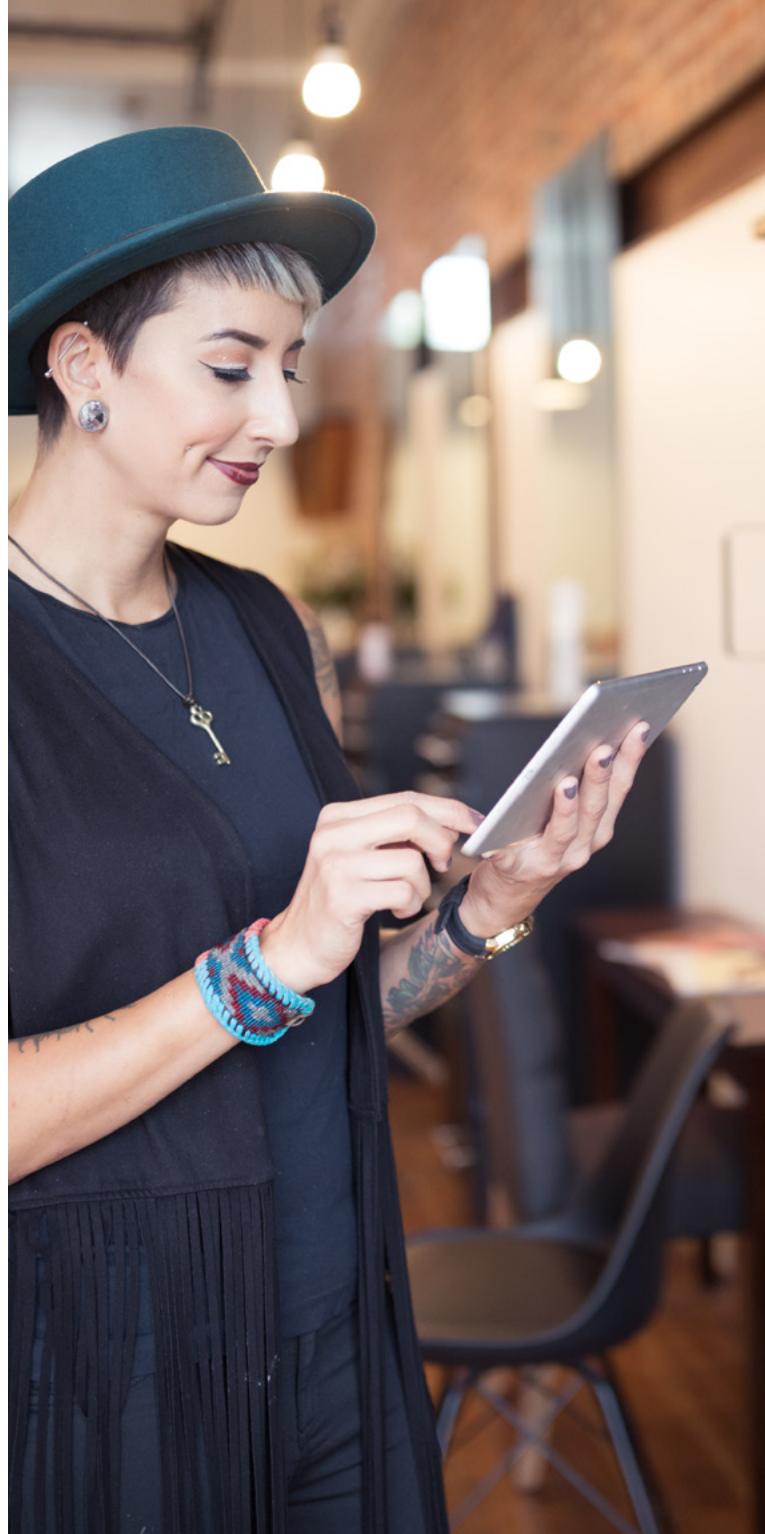
 MINDBODY®

# Give the gift of health

Even though gift cards were only just introduced in 1994<sup>1</sup>, they've quickly become one of the most-requested gift items. Whether it's a birthday celebration, graduation, anniversary or other occasion, a gift card can provide the perfect little something for someone you love.

This makes having a year-round gift card sales strategy a really important element for your business. Not only will your customers appreciate this simple, yet flexible option leading up to the holidays, but elevating your gift card game can also help you bring in immediate revenue and close out the year with a little extra cash in hand.

Every year, 93 percent of consumers will buy or receive a gift certificate<sup>2</sup> – why not give them the option to pamper someone they love with a gift card from your business?





# Promote through EVERY digital channel

What's the first step to supporting your gift card strategy? Provide lots of options for your customers to purchase! These include:

- Physical cards in-store (which we'll take a look at on the next page)
- Digital cards through your website, mobile app or social media pages

What's not to love about digital gift cards? The gift-giver saves time with their purchase, and the recipient gets to decide on their own how'd they like to use the money. E-gift cards are growing at an annual rate of about 200 percent<sup>3</sup>, so making sure your customers can buy gift certificates through multiple channels is a good move for your business.



**Pro Tip:** If you're a MINDBODY customer, you can easily sell gift cards right from your website [with the branded web gift card link](#). Customers can add gift cards directly to their cart, boosting online sales and promoting your brand.

# In-store possibilities

E-gift cards are great, but there's simply no substitute for the tried-and-true, in-store gift card. About half of shoppers – 49 percent – said they prefer buying gift cards directly<sup>5</sup> from the business. Selling from your locations gives you the opportunity to upsell other services or accessories at the time of purchase, as well as when the recipient comes in to redeem their gift. And because 59 percent of people tend to spend more than the value of the gift card itself<sup>5</sup>, chances for upsell and additional revenue are pretty good.

Draw attention to your gift cards with signage at checkout and flyers around the store. Offer gift-ready cards – with branded card holders, ribbons, cards or other goodies – to make your gift cards an even more enticing, yet simple, option for customers. Consider holiday-specific options, like pastel-themed ribbons for Mother's Day or silver card holders toward the end of the year. Even a small mention on the part of your staff could be just the push a shopper needs to make their purchase.





# Quick pro tips

Here are a few tips and best practices to support your year-round gift card strategy:

**Offer common dollar amounts:** Statistics show that the average gift card value is usually around \$40-\$50<sup>6</sup>. Promoting general dollar amounts, like \$25-\$100 values, can help customers purchase quickly without needing much knowledge about specific products or services.

**Consider bundled options with other inventory items:** Evaluate your retail inventory and look for ways to bundle. Including your gift cards with other products, especially seasonal inventory, can help you move merchandise and make space for new offerings – which gift card recipients can then purchase when they redeem their cards.

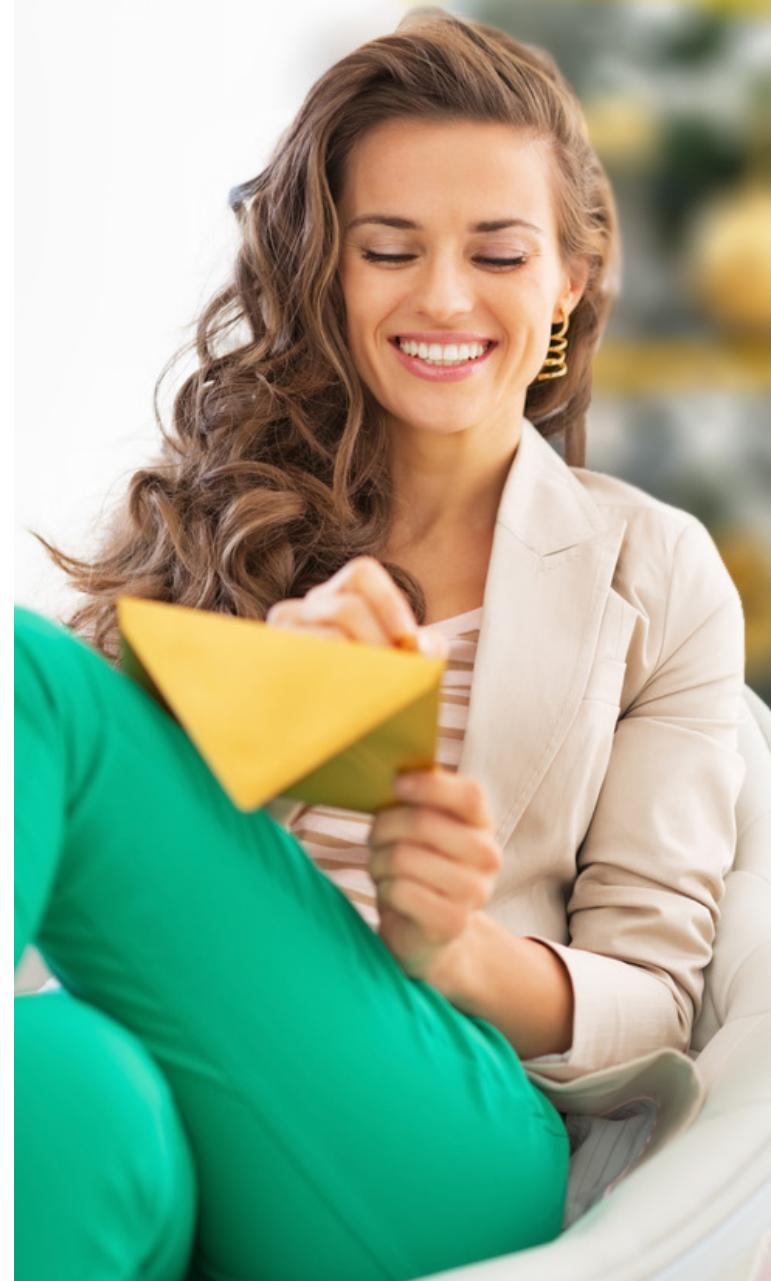
**Create experience gift card packages:** Put together gift certificate packages that include specially selected, complementary services. For instance, a spa might offer a New Mom package with two prenatal and two postnatal massages. Fitness studios may want to consider offering a bride-to-be package that includes personal training sessions or a group class for the wedding party, or even a New Year's Resolution package.

# More quick pro tips

**Include special offers or discounts at the time of purchase:** It's also a good idea to include little perks for gift card buyers, like specially discounted gift card rates, exclusive service options and more.

**Provide buy-one-get-one options or other offers just for loyal and repeat customers:** Reward customers who buy more than one gift card. Consider supporting loyalty with a buy-one-get-one promotion or other special discount.

**Use gift cards as rewards for employees or partners:** Gift cards aren't just for your customers - your staff or partners will likely enjoy pampering themselves as well! Use your certificates as an incentive for your team or as an extra perk for partners. Between 60 percent and 70 percent of businesses use gift cards for employee incentives<sup>7</sup>, so you'll be in good company.



**“Make it easy and give incentive. On specific holidays, like Black Friday, we offer an incentive to our clients for purchasing gift cards for others – like \$20 to their account for every \$100 purchased for someone else.”**

— Andrea Hans of Broome Street Society



# Convenience is paramount

Simplicity and ease should be the name of the game with your year-round gift card strategy. Make it as convenient as possible for customers to make gift card purchases.

While consumers are still purchasing more physical gift cards than digital ones, there's more interest than ever in digital options that can be added to a mobile app or wallet. Overall, 69 percent of Millennials and 59 percent of smartphone users said they'd like this kind of gift certificate option.<sup>8</sup> Remember: If you're using MINDBODY as your business management software, don't wait to start using [branded web](#) to sell gift cards online.

In order to make this work, though, you must have the capability to easily scan and enable customers to redeem their gift cards. Making this process as seamless as you can will help create a better experience for customers, and gift card users in particular.

# What to consider leading up to the holidays

Gift cards make great options for customers throughout the year - especially when they are bundled with other services, bought as part of a package and are gift-ready with bows or card holders. However, the holiday season is an especially great time to put your gift cards center stage.

A few things to keep in mind leading up to the holidays:

- About **36 percent of all gift card loads** come during the holiday season, from Nov. 1 through Dec. 31.<sup>9</sup>
- It's important to gear up ahead of time, though. Gift card sales strategies should be in place about **90 days prior to the start of the holiday season** to support the best execution and to generate the most revenue for your business. So while it may seem early, it's good to stock up on inventory, order gift packaging and work on signage to promote gift cards during the fall, or even beforehand.
- People tend to **spend more around the holidays**, so you can consider experimenting with premium pricing and higher-volume, more expensive gift card packages. What's more, about 40 percent of shoppers said they'd be willing to pay more for personalization in their gift cards,<sup>10</sup> be it a special message for the recipient or more extravagant gift wrapping for a truly tailored present experience.





# Conclusion

Gift cards are perfect for the holiday giving season but are also a great option for many other occasions throughout the year. By making things easy for customers – with digital options, bundles or experience packages and present-ready, branded or gift wrap additions – you can set your business up for immediate revenue and opportunities to upsell later on.

MINDBODY can help you support your year-round gift card strategy, with marketing elements, customer outreach, email updates and more. MINDBODY makes it easy for you to offer beautifully branded gift cards, including cards with a barcode or magnetic strip that [work seamlessly with your MINDBODY management software](#). Connect with us today to learn more!



For more educational resources, including guides, webinars, learning paths, templates, and online courses, visit [business.mindbody.io/education](https://business.mindbody.io/education).

To learn first-hand how MINDBODY can position your business for success, schedule a guided tour today at [www.mindbodyonline.com/business-software](https://www.mindbodyonline.com/business-software), or give us a call at [877-755-4279](tel:877-755-4279).



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