



How to Sell Gift Cards Like a Pro



Give the gift of wellness

Even though [gift cards were only just introduced in 1994](#), 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.

And with so many consumers opting to give gift cards, why not give them the option to pamper someone they love with one from your business?





Offer (and promote) digital options

What's the first step to supporting your gift card strategy? Provide 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. Digital gift cards have become increasingly popular, so making sure your customers can buy gift certificates through multiple channels is a good move for your business.

Consider the in-store possibilities

Digital cards are great, but selling from your locations gives you the opportunity to upsell other services or products at the time of purchase, as well as when the recipient comes in to redeem their gift. And because, [on average, consumers spend \\$59 over the value of a gift card](#), chances for upsell and additional revenue are pretty good.

Draw attention to your gift cards with signage at checkout and flyers around your space. 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: [The average gift card value is usually around \\$40-\\$50](#). 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.

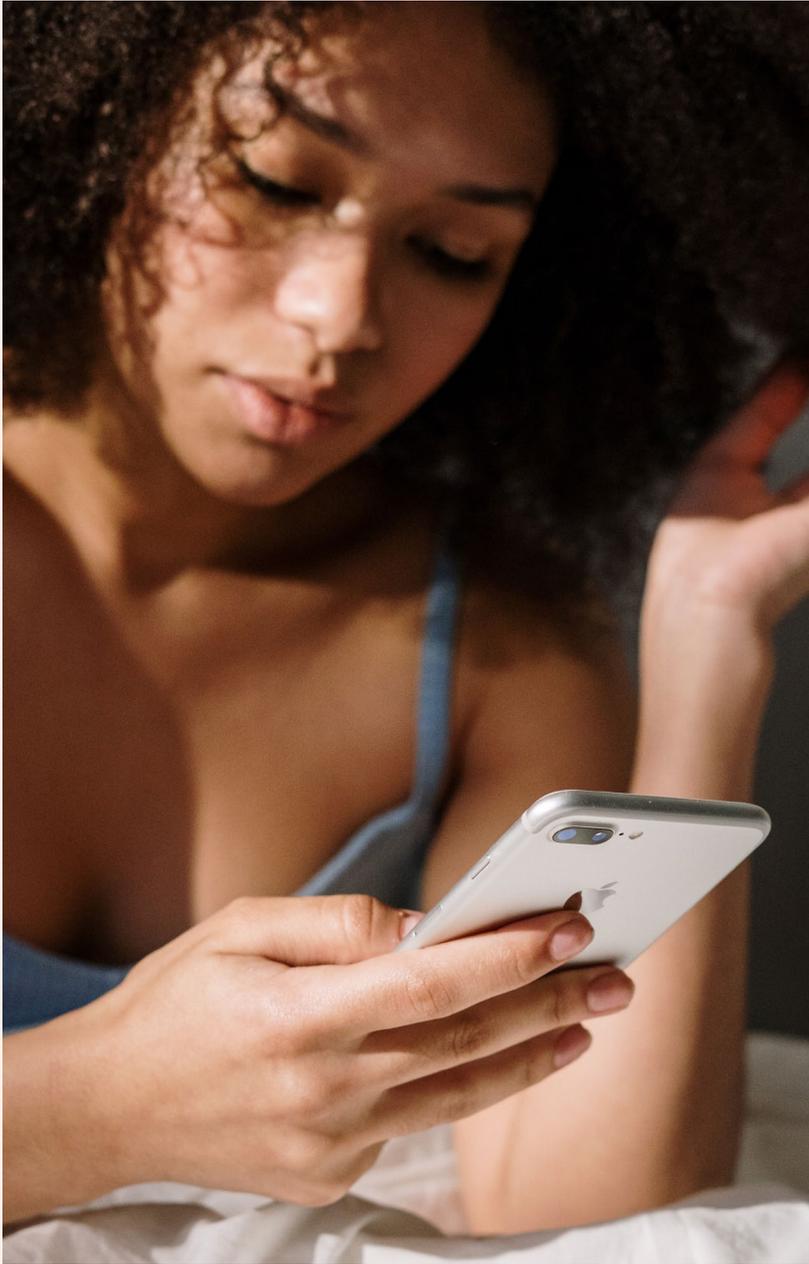
Include special offers or discounts at the time of purchase: It's also a good idea to include little perks for gift card buyers, like specially discounted gift card rates, exclusive service options, and more.

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.

"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% of Millennials and 59% of smartphone users said they'd like this kind of gift certificate option.

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're 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:

- It's important to gear up ahead of time. 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% of shoppers said they'd be willing to pay more for personalization in their gift cards](#), be it a special message for the recipient or more extravagant gift wrapping for a truly tailored present experience.

Conclusion

Not only are gift cards perfect for the holiday giving season, but they're a great option for a variety of occasions throughout the year. By making things simple for customers—with digital options, bundles or experience packages, and present-ready, gift wrap additions—you can set your business up for immediate revenue and opportunities to upsell later on. For many businesses, gift cards are an important revenue stream. With the right strategy in place, they can increase your bottom line, too.





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