



THE

Gift Card
GUIDE



VLF Spa Consulting
INTERNATIONAL

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Welcome!

I'M VERENA

In 2007, I became a Spa Manager, having had received two massages in my life prior. So suddenly, I led one of the best European Spas at the Four Seasons Hotel George V in Paris. - The first six months were extremely tough. But, after that, it got better, day by day. I learned so much over the last two decades regarding the dos and don'ts of Wellness operations that I want to share with you!

While the strategies listed in this guide are simple, they are powerful and lead to lots of revenue when executed consistently. As an inspiration and as a resource for this planner, be sure to check out my [Blog Post - Gift Cards for Success](#).

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YOU'RE IN THE RIGHT PLACE IF YOU ARE



Looking to Boost Your Gift Card Sales Volume?



Aiming to increase awareness for your business?



Finding it challenging to reach your budget.



Seeking a prosperous future for your business.

Cheatsheet

QUICK TIPS

Selling gift cards is a great way to increase revenue for your business. Here are some reasons why: Gift cards are a popular present option, Gift cards can encourage customers to spend more than the card value, Gift cards can help you reach new customers. Here some basic tips:



EFFORTLESSLY SELL YOUR GIFT CARDS ONLINE 24/7



CONSIDER SHOWCASING YOUR GIFT CARDS AT YOUR RECEPTION AREA



GENERATE AWARENESS VIA STORIES AND POSTS ON INSTAGRAM



BOOST SALES BY OFFERING A GIFT WITH GIFT CARD PURCHASES & REACH OUT TO LOCAL MEDIA



CONSIDER ADDING INFORMATION ABOUT GIFT CARDS TO YOUR CONFIRMATION AND THANK YOU EMAILS

To set your gift cards apart, clever marketing slogans are a must. These slogans help capture the right attention and make your gift cards stand out from the rest.



Valentines Day

- 01 *Celebrate love this Valentine's Day and show you care by giving a gift to remember.*
- 02 *Valentine's Day is finally here, deliver them their heart's desire.*
- 03 *Make sweet savings with our Valentine's Day deals.*
- 04 *This Valentine's Day, get your sweetheart just what they deserve, [insert your gift card experience here].*



MARKETING SLOGANS



Mother's Day

- 01 *Your mother deserves all your love; show it to her on Mother's Day.*
- 02 *It's Mother's day today; make her day special.*
- 03 *Today do that one special thing to show you care; it's Mother's Day.*
- 04 *Your mother always pampers you; today on Mother's Day you can pamper her too.*



Father's Day

- 01 *Let dad experience something new with this gift card.*
- 02 *A father doesn't tell you that he loves you. He shows you. Show him back with this Gift Card.*
- 03 *Give the gift of relaxation and let dad choose how to unwind.*
- 04 *A father carries pictures where his money used to be, fatten his wallet again with [insert gift card experience].*

MARKETING SLOGANS

Holidays

- 01 *Immerse your loved one in joy with this gift card.*
- 02 *It's the season of giving! Give a gift of love with this gift card.*
- 03 *Is it too late to be good? Seize the moment with this gift cards.*
- 04 *It's the most wonderful time of the year, be merry and bright with this gift card,.*



Inspiration Quote

JANUARY IS THE
TOP MONTH
FOR GIFT CARD
REDEMPTION,
EXTENDING
THE HOLIDAY
SHOPPING
SEASON FOR
YOU.

- Verena Casvigne -

30 Day Challenge

GET READY FOR YOUR NEXT POWERFUL GIFT CARD SEASON

01 Check how many physical gift cards you sold last year and check how many you have left.	02 Creating a sample gift card wrapping demonstration for your team	03 Make it a habit to check daily how many gift cards were sold the day before.	04 Assess the guest experience by purchasing a \$1 online gift card	05 Communicate to your team the ideal way to greet customers who purchase gift cards.
06 Consider offering a gift with purchases for gift cards exceeding a certain amount.	07 Liaise with your PR team if your selected gift-with-purchase is suitable for a media pitch.	08 Proceed to place your order for the gifts with purchase.	09 Place your order for the estimated number of gift bags and ribbon.	10 To ensure consistency, have each receptionist practice selling gift cards at the POS.
11 Display a physical gift card in the reception area for guests to notice.	12 Check with PR team if they can take a nice photo of the gift card display.	13 Exploring the Idea of a Gift Card Station in Your Hotel Lobby	14 Have greeting cards available, either for purchase or as a complimentary gesture.	15 Equip your team with the skills to upsell guests on the amount of gift cards.
16 Consult with the HR team to explore the possibility of providing team members with a discount.	17 Craft a guest check stuffer encouraging gift card purchases.	18 Develop a gift card sales incentive plan for your team.	19 To promote holiday gift cards, consider having the PR team run a Facebook ad with a link.	20 Instruct the PR team to send out an email blast advertising the gift-with-purchase promotion.
21 Craft a guest check stuffer for the restaurant outlets encouraging gift card purchases.	22 Consider sending a gift card to local content creators to receive high-quality photos.	23 Encourage local content creators to market your product by gifting them with a gift card.	24 Establish both a yearly and seasonal objective to work towards.	25 Promote the online gift card by having the PR team create an Instagram Story with a direct link.
26 To boost sales, have PR create a promotional post on Instagram in the week leading up to the holiday.	27 Regularly check gift card balances and reach out to guests with outstanding balances.	28 Create an annual gift card promotion strategy with your PR team.	29 Encourage gift card sales throughout the year, not just during the various holidays.	30 Let's compare this year's gift card sales with last year's and celebrate the growth!



Thank you and keeps in touch

Verena Lasvigne



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