



HOW TO MARKET YOUR FLEXI-GIFT VOUCHERS

During a time when travel and spa attendance is prohibited or restricted, it is more important than ever to provide your clients with an option to book ahead of time, flexibly. Flexi-vouchers provide your clients with the luxury of having something in their diary to look forward to and a welcome gift suggestion for loved ones who they can't currently meet up with. As this might be one of the only revenue options for spas at the moment, it is important that your clients feel secure enough to book, in the knowledge that they can adjust and amend their booking as we move through the current crisis.

With gift vouchers being an important part of any spa or salon business not only during this time but also generally, here we give some ideas on how to market and sell your flexi-gift vouchers effectively.





WHY SELL VOUCHERS?

Providing the option to purchase gift vouchers is a smart way to engage new as well as existing loyal customers, and, more importantly keep them coming back. It will garner their interest and give them a chance to communicate and engage with your brand, even in a time when they are unable to physically. In fact, gift vouchers have outperformed many other marketing strategies. Here is why:

- Gift vouchers are a handy marketing tool for saying thank you and adding value.
- Gift vouchers provide an upfront payment so are a cash flow winner (especially during the times when your spa or salon might be closed).
- Gift vouchers bring new clients to your business.
- Gift vouchers ultimately solve the 'gifting dilemma' that so many clients face during the gifting season or when they can't so easily go shopping.

MORE THAN JUST PAPER



VISUAL CONTENT

It is true when they say that people buy with their eyes so your gift vouchers should be considered much more than just a document which includes your logo and the words 'Gift Voucher'.

Design should be high up on your list of priorities and should be bespoke to your brand and occasion specific.

An attractive gift voucher is essential whether it's a paper or card #(sent via post) or digital version. Your customers want the recipient to feel spoilt - especially during difficult times.





PROVIDE A PREMIUM OPTION

In the UK in 2019 a healthy £4 billion profit was made selling gift vouchers alone.

Even more so, due to the current crisis, gifting has increased with people wanting to let their loved ones know that they are thinking of them. It has been a time for people to invest in their future adventures, ensuring that their diary is complete with some of their favourite activities once life returns to a new kind of normal.

Aside from the current crisis, occasions such as birthdays and anniversaries can be a stressful time for many people, leaving them at a loss to what would be the 'perfect gift'. Your spa is essentially a shining light of hope for those suffering the common gift dilemma. While cash is often seen as an afterthought, a gift voucher lets the giver know that their investment has gone on something desirable, while still leaving the choice up to the recipient.

The gift voucher psychology is a clever one. The voucher represents both the purchaser and the recipient. Therefore, the giver will be more likely to purchase a 'premium' gift if the option is available. The giver will want to be perceived as 'premium' as much as they want their recipient to.

Additionally, the larger the spend, the nicer the gift card should look. If you're able to post the item a bespoke box with a ribbon or even scented paper can work well. If you're limited to digital, a graphics based branded video will be greatly received.

The voucher represents both the purchaser and the recipient.

HOW SHOULD I WORD MY MARKETING COPY?

IT IS ALL IN THE WORDS

When producing the copy for your flexi-gift voucher, it should be kept in mind that the giver needs to realise the benefits for the recipient on receiving the voucher (even if they are buying for themselves).

The copy should be concise but present the voucher as a treat and something to look forward to. It should also be in keeping with your brand values.

It is important that the copy clearly reflects the flexible terms of the purchase ensuring that all questions are answered, leaving the purchaser feeling secure and clear.

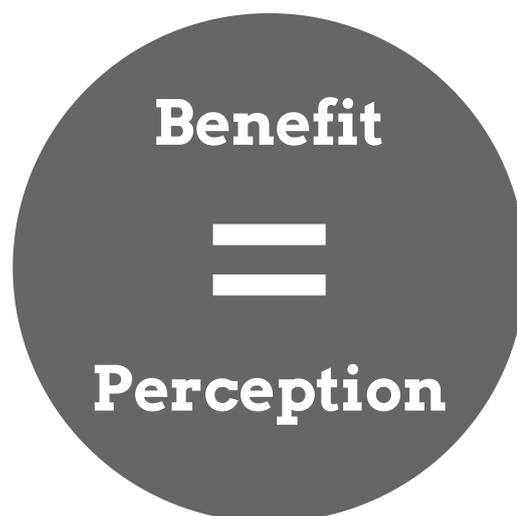
**//
WORDS ARE
FREE, IT'S HOW
YOU USE THEM
THAT MAY
COST YOU**

OFFER SOMETHING EXTRA

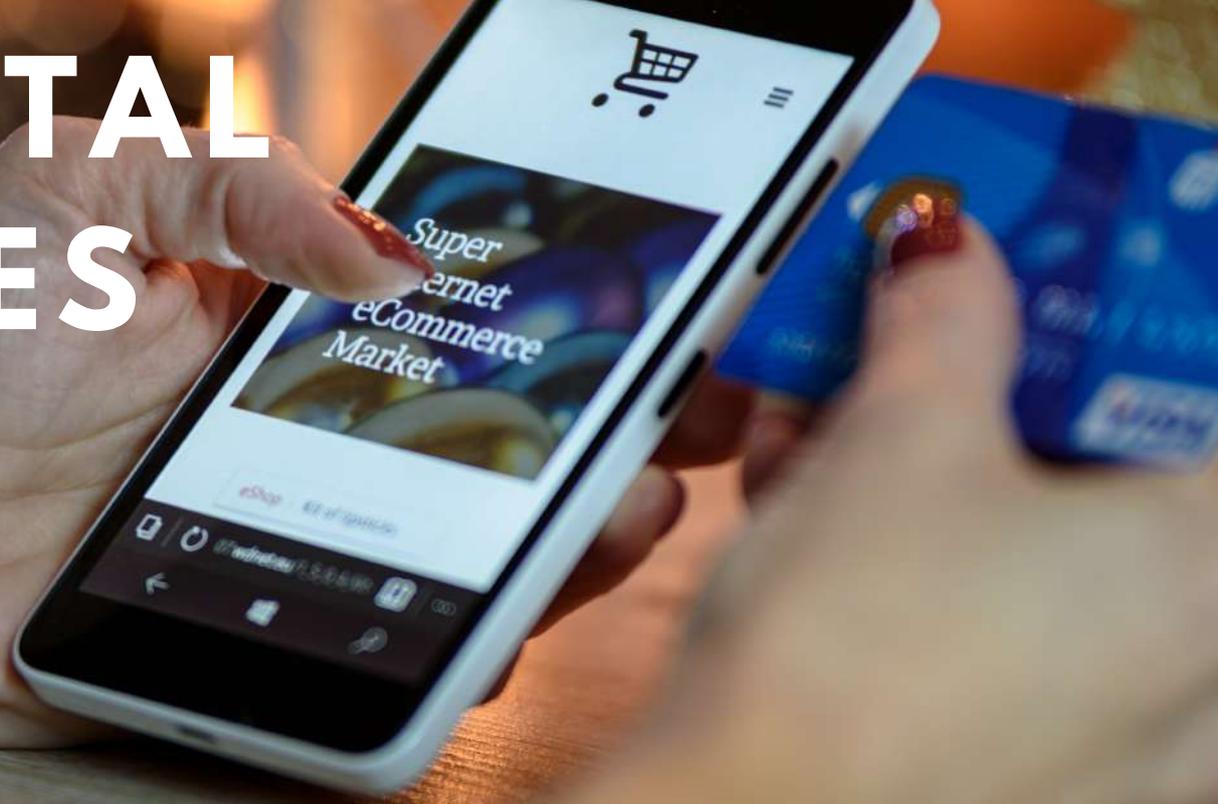


Vouchers with benefits tend to do particularly well. This could include a bottle of champagne or chocolates or even an extended treatment benefit. The extra cost of this can be factored into the overall gift voucher price.

Perception, in the buying decision is important and the benefit to the buyer is based on this notion. What the buyer thinks is a benefit or extra doesn't have to cost your business anything. It can be provided easily at little or no additional cost to your business.



DIGITAL SALES



For ease of buying and to suit the current climate, it is important that gift vouchers are available to purchase digitally. The website should have a dedicated voucher sales page that is linked directly to the main navigation area of the website - this is where your customers are going to be! Purchasers expect to be able to see what they are looking for without having to search.

Ensure that the website elements which allow the purchaser to make payment are clear and visible at all times.

Put your voucher sales page tab next to your 'contact us' button as well as in your website footer. A link in your social media biographies will also help to drive traffic. Having the page visible results in a quicker buying decision and more sales.



INFORM YOUR CUSTOMERS



Keep your database of customers informed regularly about your flexi-vouchers and make suggestions on how they can be used ie to thank a friend for being there for you, for someone who has gone above and beyond to help you. People often want to find ways of thanking others but sometimes need some help finding the right gift.

Consider theming your vouchers too to tie in with current trends. To support NHS and key workers you could produce a rainbow voucher where you donate a small percentage of the cost to the NHS. Or perhaps you have your own local charity you could link to.

USE SOCIAL MEDIA EFFECTIVELY



Social media can be extremely influential in the gift buying process for today's consumer. However, a post or tweet here and there is unlikely to produce guaranteed results. You need to have a strategy behind your campaign, identifying which platforms are best for your target market before producing creative and engaging tactics.



Utilise the popularity of video across your social channels to communicate the vouchers in a fun and interactive way. Bring your gift vouchers to life through an 'unboxing video' will allow your customers to actively see with their eyes what they will be able to experience.

SOME INSPIRATION...



There's nothing like a great story for helping your brand stand out from the crowd. A gift voucher doesn't always sound that exciting so we've asked the Spa PR team for a few ideas that could help make your vouchers the most wanted gift ever.

- Pass the parcel graphic which could be shared online. Who doesn't like to unravel a parcel and win a prize? You could include voucher codes towards treatments and experiences so every person is a winner until the final round when someone wins the voucher.
- Create a gift voucher for an unusual and unexpected occasion such as conquering a fear, the anniversary of a major health triumph, sobriety, half birthdays or reaching 10k followers on Instagram! Not only could this be newsworthy and make a good social media campaign but it could also help your audiences to think about gift vouchers in a new and current way.
- As it looks like it's going to be a while before any of us can go abroad for our holidays, social distanced staycations are the way to go. Create a digital holiday brochure with tempting images from around your spa and link them to an all-inclusive gift voucher.



If you are looking for a creative marketing campaign to help you sell more flexi-gift vouchers please contact the Spa PR team for a free strategy call.

www.thespaprcompany.com

020 7100 7018

Tracey@thespaprcompany.com